

The Influence of Canva Application Features on The Graphic Design Confidence: A Case Study of College Students

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ABSTRACT

As technology evolves rapidly, opportunities for enhancing skills, such as graphic design, among college students continue to expand. Graphic design plays a crucial role in visually communicating ideas and messages. Canva, a popular graphic design platform, offers a user-friendly interface and diverse design templates, facilitating the creation of compelling graphics. This study aims to investigate the influence of the Canva application on the confidence levels of college students in their graphic design skills. Specifically, this research seeks to identify how Canva contributes to increasing students' confidence in creating graphic designs from the perspectives of interest, effectiveness, and time efficiency. Using a mixed-methods approach, the study employed both a questionnaire and interviews. The questionnaire, consisting of eight questions, collected responses from 67 participants. Additionally, in-depth interviews were conducted with 8 participants to gain further insights. The study finds that Canva significantly boosts graphic design confidence among college students. Its user-friendly interface and diverse templates enable easy creation of professional-quality designs, fostering creativity and skill development. This empowers students to feel more competent and self-assured in their design abilities, highlighting Canva's valuable role in education.

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1. INTRODUCTION

Graphic design has evolved into an essential aspect of modern communication, encompassing various fields such as education and industry. As time goes on, new technologies keep popping up, showing how things are changing. Nowadays, these new technologies are entering the digital world [1]. As the use of digital technologies in classroom teaching grew, numerous online platforms designed to help both students and teachers appeared [2]. One way to improve the efficiency of education to produce productive and characterful generations is by training skills in the field of graphic design.

Graphic design serves as a means of communication through visual elements like text, shapes, and images, aiming to convey a message. Initially, it found its application in static media such as books and magazines, but with the progression of time, it extended to electronic media, commonly termed interactive design. Furthermore, the concept of dimensional constraints has evolved alongside the evolution of design thinking [3].

Canva is an online design program offering various features such as presentations, resumes, posters, brochures, booklets, graphics, infographics, banners, bookmarks, bulletins, and more. It provides different types of presentations, including creative, educational, business, advertising, and technology-related ones. Canva is also recognized as one of the applications suitable for learning purposes. Its features can be creatively

utilized to enhance classroom learning experiences, making them more interactive and enjoyable. Canva offers numerous easy-to-use templates for photos, graphics, posters, flyers, logos, Instagram posts, background images, reports, photo coloring, leaflets, newspapers, magazine covers, and many others [4], [5].

Previous research has shown that educators can use Canva effectively in English Language Teaching (ELT) to create job-related materials such as job vacancies, cover letters, and CVs. Brochure, pamphlet, and announcement templates can be customized to suit educational needs, making the learning process more interesting and innovative. Canva's user-friendly interface and drag-and-drop functionality make it accessible even to non-professional designers, so teachers and students can create high-quality visual content efficiently [6]. Another study explored the use of Canva as a digital tool in teaching grammar during the distance learning period. Involving ten third-year students, this study used observation and interviews to collect data. The findings show that using Canva improves students' visual skills, interaction, motivation, and engagement in grammar learning. In addition, Canva helps students become more creative and effective in the learning process while reducing anxiety when writing assignments. The main conclusion of this research is that integrating technology such as Canva can significantly increase students' motivation and learning skills in the context of English language teaching [7].

Given Canva's proven educational benefits, it is important to explore its impact on graphic design confidence among college students. While Canva's effectiveness in enhancing creativity and motivation in language learning is documented, its influence on graphic design skills remains under-researched. This study aims to address this gap by examining how Canva's features boost students' confidence in graphic design, providing valuable insights for educational integration.

2. RESEARCH METHOD

2.1 Research Design

In this research, the research method used is a mix method, where the researcher collects quantitative data by distributing questionnaires and conducting interviews with respondents to obtain qualitative data related to the meaning or reasons of the answers to the questions. This method is used to determine the relationship between variables and the reasons for the influence of using the Canva application on the graphic design confidence being tested. Mixed-method research incorporates both quantitative and qualitative approaches in a single study. This method aims to leverage the strengths of both approaches, thereby offering a more comprehensive understanding of the research problems and questions. By combining these methodologies, researchers can gain insights that might be missed if quantitative or qualitative methods were used independently. The integrated approach allows for a more robust analysis and a deeper understanding of complex issues, making it a valuable strategy in various fields of study [8].

After conducting interviews and distributing questionnaires, the data would be processed by narrowing it down to include only the essential parts and relevant variables. Data reduction involves summarizing information concisely, emphasizing key aspects, and identifying significant patterns. This process helps to create a clearer overview and simplifies data analysis for researchers. Once the data is reduced, it will be presented qualitatively through descriptions that facilitate drawing conclusions. The researcher used narrative text, brief descriptions, and graphs to present the data.

2.2 Participant

The participants who were targeted in this research were active students from various universities who had the characteristics of being users of the Canva application, which was used as a tool for graphic design. A total of 67 students participated.

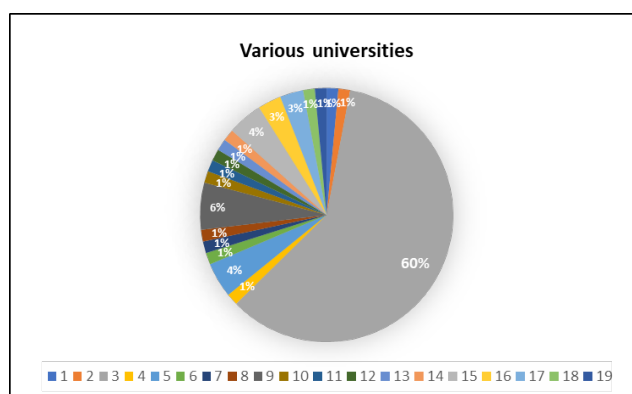


Figure 1. Universities that participated

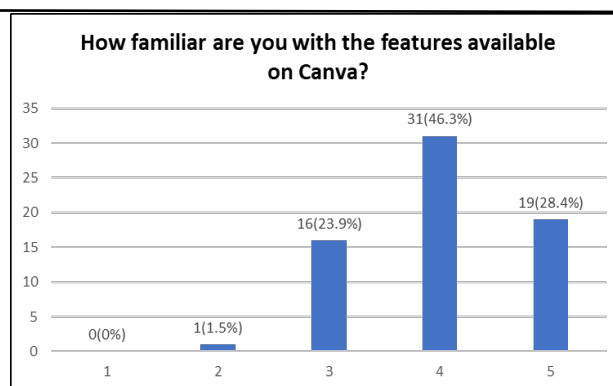


Figure 2. Familiarity with Canva features

The distribution of responses to the questionnaire on the "Influence of Canva Application Features on Self-Confidence in Graphic Design among Students" was dominated by female respondents, who constituted 57%, while male respondents accounted for 43%. Furthermore, the results from the questionnaire showed that the majority of respondents were between the ages of 17 and 21, comprising 97%, while the remaining 3% were aged between 22 and 25 years.

The questionnaires were distributed to 19 universities in Indonesia, with 60% of respondents coming from IPB University. The remaining 40% came from 18 other universities: Gunadarma, STIKES Wijaya Husada Bogor, Piksi Ganesha Polytechnic, Pakuan University, University of Papua (UNIPA), BSI University (Bina Sarana Informatika), University of Ibn Khaldun, Batam State Polytechnic, UIN Sunan Gunung Djati Bandung, Bhayangkara University, ULBI, Krisnadwipayana University, Unika Atma Jaya, Indonesian Institute of Art, Binus University, UPN Veteran Jakarta, First Grade University, and University of Eleven March.

The questionnaire results showed respondents' levels of familiarity with the features available on Canva. None of the respondents gave a score of 1 (0%). A total of 1.5% gave a rating of 2, indicating a low familiarity level. Some respondents (23.9%) gave a score of 3. The highest number was 4, chosen by 46.3% of the respondents, indicating a good familiarity level. Meanwhile, 28.4% gave a rating of 5, indicating a high level of familiarity with Canva's features.

2.3 Data Collection

In this research, data was collected utilizing survey techniques involving the distribution of questionnaires and interviews.

2.3.1 Questionnaire

A questionnaire is a data collection strategy in which respondents are asked to answer a series of questions or write comments [9]. Respondents were asked to provide responses or answers using a Likert scale or level of agreement to a series of questions that had been created via Google Form and distributed to college students who use the Canva application for graphic design purposes. The measurement scale in this study is a Likert scale. The Likert scale is a common psychometric scale used in questionnaires and is the scale most widely used in research in the form of surveys [10]. Below is the Likert scale that we use.

Indicator	Score
Strongly Disagree	1
Disagree	2
Neither agree or disagree	3
Agree	4
Strongly Agree	5

Tabel 1. Scale Instrument

2.3.2. Interview

Interviews are a data collection technique carried out face-to-face and with direct questions and answers between the data collector and the respondent or data source [11]. In this research, we conducted interviews with eight students to explore the influence of the Canva application on students' level of confidence in their graphic design skills. We conducted interviews to get a deeper perspective from respondents to support the questionnaire results.

3. RESULTS AND ANALYSIS

3.1 Adequacy of Canva's Tools and Features

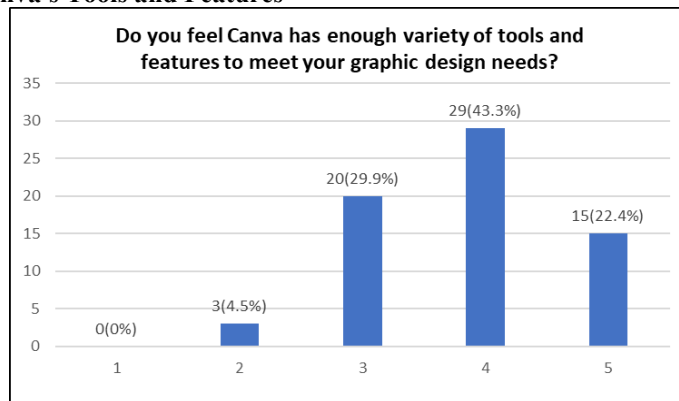


Figure 3. Availability of Canva's features that meet graphic design needs

The analysis of responses regarding the adequacy of Canva's tools and features reveals a favorable perception among participants. Over two-thirds of the respondents, comprising 43.3% who agreed and 22.4% who strongly agreed, believe that Canva offers a sufficient variety of tools and features for their graphic design requirements. While nearly a third remained neutral (29.9%), only a small minority (4.5%) expressed disagreement with this statement. These findings underscore Canva's broad appeal and effectiveness in catering to diverse user needs.

Insights gleaned from interviews provide further depth into the specific features of Canva that participants find particularly valuable in their graphic design endeavors. A recurring theme is the extensive collection of graphic elements available within the platform. Participants frequently leverage these elements, such as icons, illustrations, and background images, to enhance the visual appeal and creativity of their designs across various projects, including posters and presentations.

Moreover, customizable templates emerge as a standout feature that significantly contributes to users' design workflows. Participants frequently rely on these templates as a foundation for their designs, allowing them to easily tailor colors, images, and text to suit their specific preferences and project requirements. The layering feature within Canva is also highlighted as instrumental in organizing design elements systematically, thereby contributing to the refinement and professional presentation of final designs.

3.2 Facilitation of Creativity

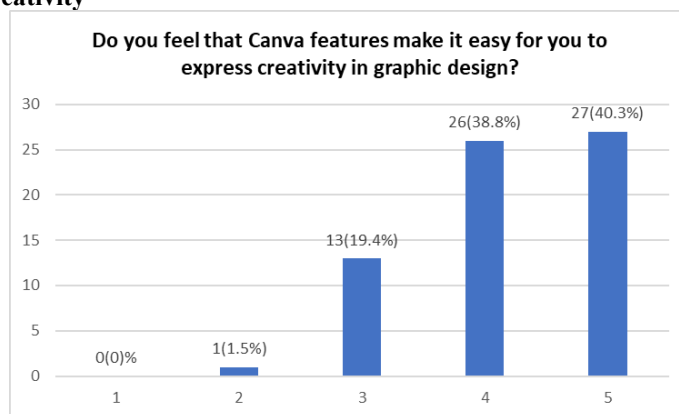


Figure 4. Creativity in using Canva features in graphic design

Based on Figure 3, analysis reveals a strong positive sentiment among participants regarding Canva's facilitation of creativity in graphic design. A significant majority, comprising 78.3% of respondents, either agreed or strongly agreed that Canva makes expressing creativity easy. This endorsement underscores Canva's effectiveness in empowering users to explore creative possibilities within their designs.

Insights from interviews highlight specific features within Canva that participants find particularly conducive to creativity. The availability of diverse and customizable design elements, coupled with an

intuitive interface, allows users to effortlessly experiment and bring their creative ideas to fruition. Concrete examples shared by participants, such as designing certificates, presentations, and infographics, demonstrate the versatility and impact of Canva in facilitating creative expression across various projects.

Overall, the findings underscore Canva's pivotal role as a facilitator of creativity in graphic design. By providing accessible tools and resources, Canva empowers users to unleash their imagination and produce visually compelling designs for diverse purposes.

3.3 Effectiveness in Skill Development

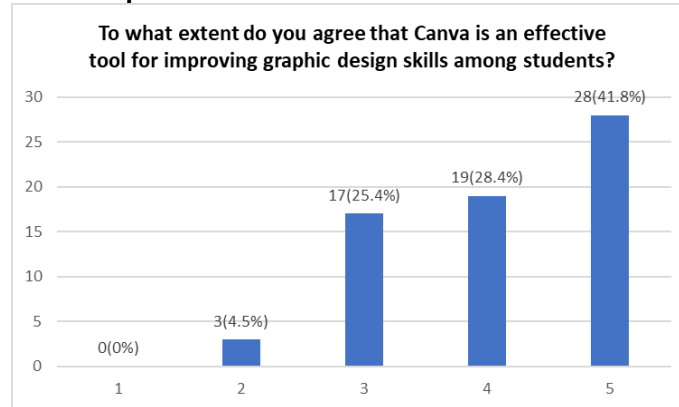


Figure 5. Canva efficiency in developing graphic design skills

The data reveals widespread agreement among participants regarding Canva's effectiveness in enhancing graphic design skills among students. A significant majority, comprising 70.2% of respondents who either agreed (28.4%) or strongly agreed (41.8%), believe that Canva serves as an effective tool for skill development. Only a small percentage (4.5%) disagreed with this statement, while 25.4% remained neutral.

Insights from interviews provide further support for the notion that Canva contributes positively to skill development in graphic design. Participants highlighted Canva's accessibility and user-friendly interface as key factors driving its effectiveness. Moreover, the platform's provision of tutorials and design resources was praised for facilitating learning and practice. Participants appreciated Canva's role in providing a low-cost and time-efficient avenue for students to grasp fundamental design concepts and refine their skills.

Overall, the findings underscore Canva's significance as a tool for skill development in graphic design among students. Its accessibility, user-friendly interface, and wealth of resources enable learners to engage in practical design exercises and gradually enhance their proficiency in the field.

3.4 Time Efficiency

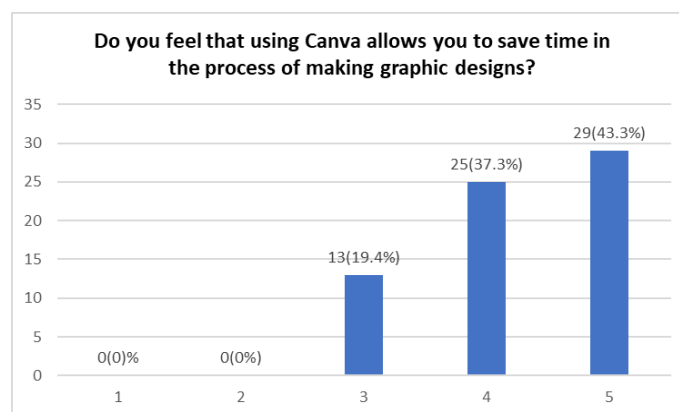


Figure 6. Time efficiency in the process of creating graphic designs

The data indicates a strong consensus among participants regarding the time-saving benefits of using Canva in the graphic design process. A significant majority, comprising 80.6% of respondents who either agreed (37.3%) or strongly agreed (43.3%), acknowledge that Canva allows for time efficiency. Only 19.4% of participants remained neutral on this aspect.

Insights from interviews shed light on how Canva facilitates time efficiency in graphic design. Participants commonly cited the availability of ready-to-use templates and customizable design elements as key factors. These resources enable users to quickly start their design projects without the need to create layouts from scratch, thereby streamlining the process. Additionally, features like real-time collaboration and cloud storage integration were highlighted for enhancing teamwork and eliminating manual file exchange, further contributing to time savings.

Moreover, specific tools within Canva, such as the Brand Kit for storing branding assets and the drag-and-drop interface, were recognized for their role in expediting the design process. These features enable users to maintain consistency in their designs and easily incorporate various elements into their projects, ultimately increasing efficiency.

Overall, the findings underscore Canva's effectiveness in saving time during the graphic design process. Through its intuitive interface, vast template library, and collaborative features, Canva empowers users to complete design tasks more efficiently, allowing them to focus on creativity and content rather than logistical challenges.

3.5 Increased Interest in Graphic Design

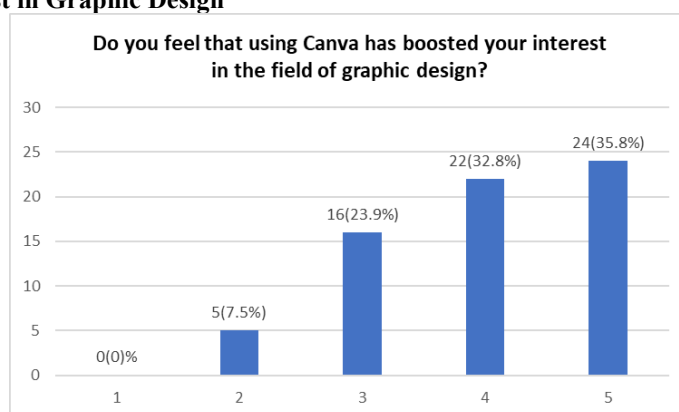


Figure 7. Increased interest in graphic design using Canva

The data reveals a significant agreement among participants regarding Canva's role in increasing interest in graphic design. A combined 68.6% of respondents, comprising 32.8% who agreed and 35.8% who strongly agreed, believe that Canva is effective in fostering interest in graphic design among users. Only a small percentage (7.5%) disagreed with this statement, while 23.9% remained neutral.

Insights from interviews provide further depth into the ways in which Canva impacts participants' interest and motivation in graphic design. Participants commonly cited Canva's user-friendly interface and easy access to creative tools as key factors influencing their engagement. The simplicity of Canva's features, such as templates, fonts, and graphic elements, encourages users to explore and experiment with design, thereby fueling their interest and motivation.

Moreover, participants noted that Canva's convenience and versatility in various design tasks, such as presentations, organizational designs, and portfolio creation, contribute to sustaining their interest in graphic design. The intuitive interface and seamless user experience offered by Canva create a comfortable and enjoyable environment for users to unleash their creativity and explore new design ideas.

Overall, the findings underscore Canva's significant impact on increasing interest and motivation in graphic design. Through its accessible platform and user-friendly features, Canva empowers users to engage with design in a fun and rewarding manner, ultimately fostering a greater enthusiasm for graphic design among students and users alike.

3.6 Boost in Confidence

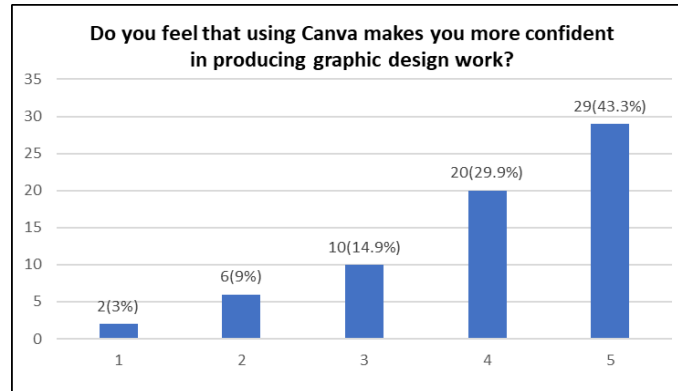


Figure 8. Increased confidence in producing graphic designs

The data indicates a strong consensus among participants regarding the confidence-boosting effects of using Canva in producing graphic design work. A substantial majority, comprising 72.7% of respondents who either agreed (29.9%) or strongly agreed (43.3%), feel more confident in their design abilities through Canva. Only a small percentage (12.9%) disagreed with this statement, while 14.9% remained neutral.

Insights from interviews further highlight how Canva positively influences participants' confidence in producing graphic design work. Participants commonly attribute their increased confidence to Canva's user-friendly interface and efficient features, which empower them to create high-quality designs. The accessibility of tools and templates enables users to produce professional-looking designs without extensive graphic design expertise, fostering a sense of competence and self-assurance.

Moreover, participants noted instances where their confidence in their design abilities was validated through positive outcomes, such as winning poster design competitions or creating visually appealing and professional designs. Canva's versatility in allowing users to customize elements and produce aesthetically pleasing work contributes to their confidence in their design capabilities.

Overall, the findings underscore Canva's significant role in boosting confidence in graphic design work among users. By providing accessible tools, templates, and a supportive environment, Canva empowers individuals to explore their creativity and produce designs that they can feel proud of, ultimately enhancing their confidence in their graphic design skills.

4. CONCLUSION

Based on the results and analysis, the study concludes that the Canva application significantly enhances graphic design confidence among college students. The user-friendly interface, diverse templates, and accessible tools of Canva enable students to create professional-quality designs without extensive prior experience. This accessibility fosters creativity and skill development, as students feel more competent and confident in their design capabilities. The findings underscore Canva's role in educational settings, providing a supportive environment that empowers students to explore their creative potential and improve their graphic design skills effectively. Further research is recommended to explore the additional benefits and applications of Canva in different educational contexts.

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