Graphic Design Tool Overview

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# Introduction

Sometimes, part of our job may include designing flyers, quote graphics, and other informative visual aids to put on social media. Maybe you’re a Photoshop pro or love to design things by hand. For those who may not be, the following tools may be useful to you. This is by no means a comprehensive list of free graphic design tools, and we welcome recommendations from you! Have a favorite that must be on our list? Email samra.ward@gmail.com.

One last thing: don’t forget to use our [**Tools for Color Contrast and Color Blindness toolkit document**](http://tinyurl.com/ColorContrastTools) (direct link:[**http://tinyurl.com/ColorContrastTools**](http://tinyurl.com/ColorContrastTools)) and create alternate text, however. Otherwise, your great designs won’t be enjoyable by all!

# Tools

## Canva

Canva has a lot of user-friendly features that assist both the professional and the novice. Canva allows you to choose different graphic sizes for different forms of social media and has many great templates that you may customize to your liking. Canva has a search engine of shapes, graphics, and photos that are royalty-free, or you can purchase additional rights to pictures. Its interface allows you to drag-and-drop easily and has the ability to add charts and social media graphics. Canva allows you to share your graphics directly from their website to social media, or you may download them first.

Direct link: [www.canva.com](http://www.canva.com)

## Piktochart

Piktochart has similarities to Canva but is designed for more informational graphics. If you plan to use charts, statistics, or things that require more text than photos, this may be the tool for you. Piktochart has free capabilities, but you can upgrade for access to more tools and downloads.

Direct link: [www.piktochart.com](http://www.piktochart.com)

## Adobe Spark

Adobe Spark is a newer tool from Adobe that boasts templates for Instagram, Facebook, Twitter, posters, and animated videos. This tool can be used either on a laptop or from a smartphone/tablet. Adobe Spark is great for someone who needs help expanding a graphic idea into something more, as they have “inspiration categories” to help you select templates. These include: brand yourself, impress at work, just for fun, promote something, teach and inspire, and tell a story. For users unfamiliar with other Adobe products, this tool may feel less user-friendly than others in this guide.

Direct link: <https://spark.adobe.com>

## Snappa

To users familiar with Canva, Snappa will feel similar in its interface. Snappa allows you to either create graphics from scratch or to create from a template. Like Canva and Piktochart, Snappa has both a free and a paid version. It also has built-in social media icons, shapes, graphics, and backgrounds available for use. Snappa also recognizes that you may wish to use the same graphic across social media platforms that have different optimal graphic sizes; for this reason, it has a built-in graphic re-sizer that prevents constant re-design.

Direct link: [www.snappa.com](http://www.snappa.com)

Have a favorite tool that was not listed in this guide? Email samra@uga.edu to let us know!