



KANSAS STATE
UNIVERSITY



ALASKA NATIVE
TRIBAL HEALTH
CONSORTIUM

Storytelling Through Design: Navigating Canva & Designing Graphics That Communicate Impact

TribalTAB.org

July 7, 2026
Presented by Hayley Veilleux

Technical Notes

If you experience technical difficulties with your connection:



Dial 785.532.0783



Email chsr@ksu.edu

Additionally, please note:



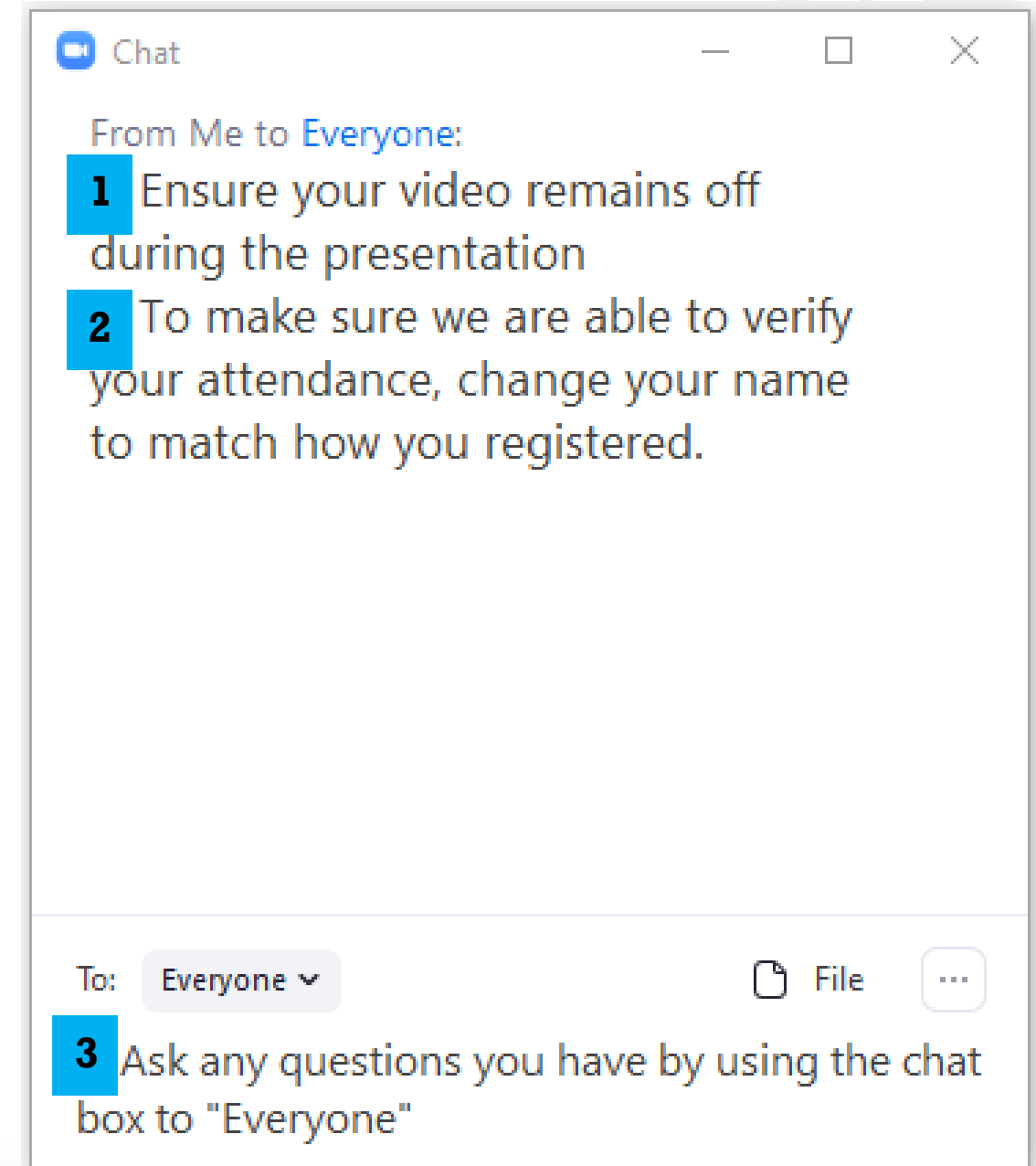
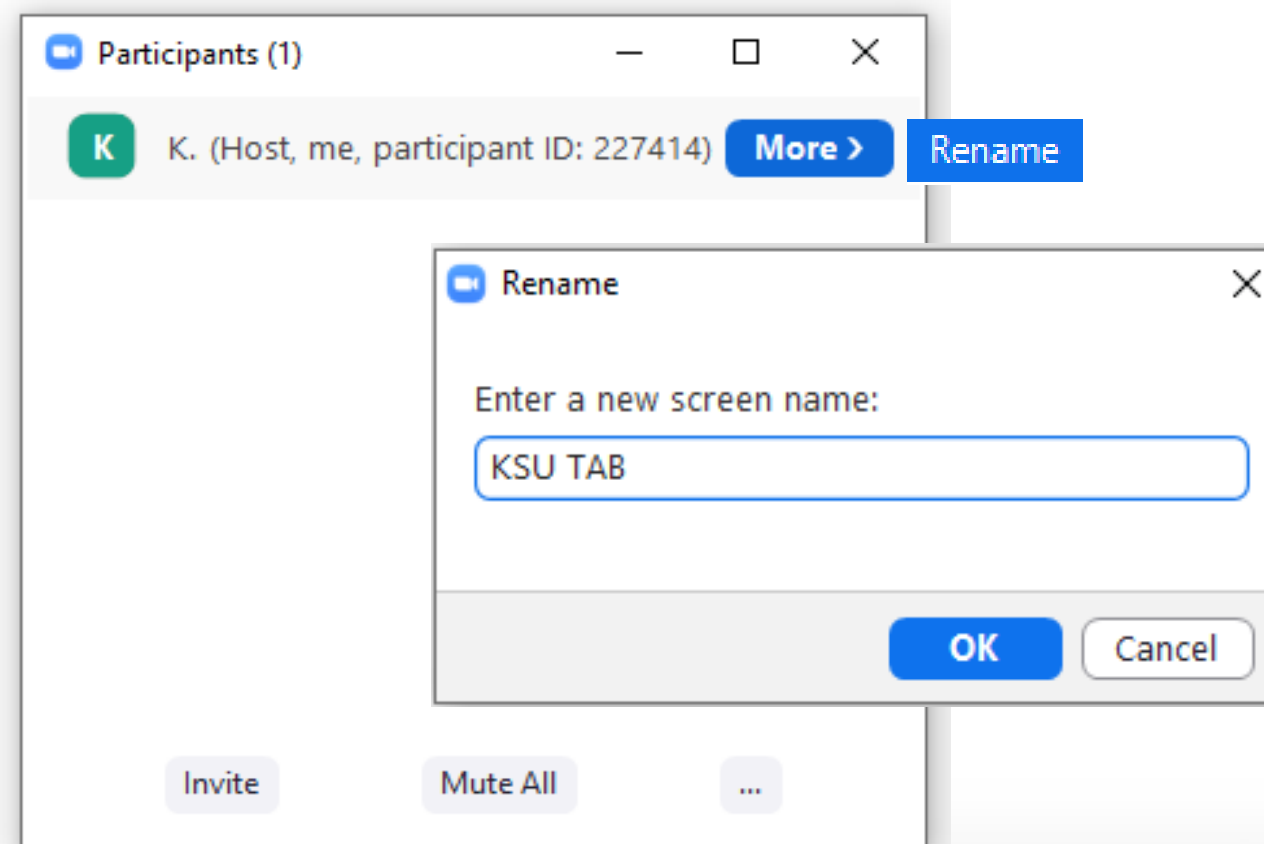
The presentation is being recorded and will be available on the website. The link has also been placed in the chat box.

Using Zoom – The Basics

1

2

3



3 Ask any questions you have by using the chat box to "Everyone"

Mission

The Tribal Technical Assistance to Brownfields (Tribal TAB) program supports Indigenous communities in protecting and restoring sacred lands.

Who We Are

Tribal TAB is a collaborative partnership between KSU, ITEP, and ANTHC.

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What We Do

The Tribal TAB network provides free technical assistance to all federally recognized Tribes, Alaska Native Villages, and other Tribal entities.



Contact Us

Tribal-TAB@ksu.edu

How We Can Assist

- ❖ Help identifying & prioritizing brownfields
- ❖ Tribal Response Program resources
- ❖ Tribal Brownfields Knowledge Circle
- ❖ Identify potential funding
- ❖ Brownfields for renewable energy & energy sovereignty
- ❖ Incorporate culture & tradition in brownfields efforts
- ❖ Planning & redevelopment visioning
- ❖ Review of technical documents
- ❖ And much, much more



Storytelling Through Design:

Navigating Canva & Designing Graphics That Communicate Impact



Always ask: **What's Your Message?**

- Who are you communicating with? What are you trying to say?
- **Have your message be clear and concise.** Graphics primarily should act as signs and stepping stones.
- Don't lose sight of your message.
- Have you provided a **call to action?** (CTA)?

Provides a clear order of importance.

Hierarchy can be created through:

- Size and proportion of elements
- Contrast
- Colors and shapes

Always emphasize the most important information in any design material.

Hierarchy



**KOREA
DAY**

Mukbang, K-Pop
Games, Food &
So Much More!



WITH
PERFORMANCE BY
ETHEREAL

Student Union
Theater
& Lobby

Nov 13
11 AM - 2 PM



**Interested in
taking a
cross-cultural
interaction
course this
fall?**

Check out **Communication Studies
209: Cross-Cultural Interaction:
Experience & Understanding**

For International & U.S. Students

Fall 2024 | 3 credit hours
COMM 44779 | Section: 0002

Contrast

Contrast creates visual interest and directs attention.

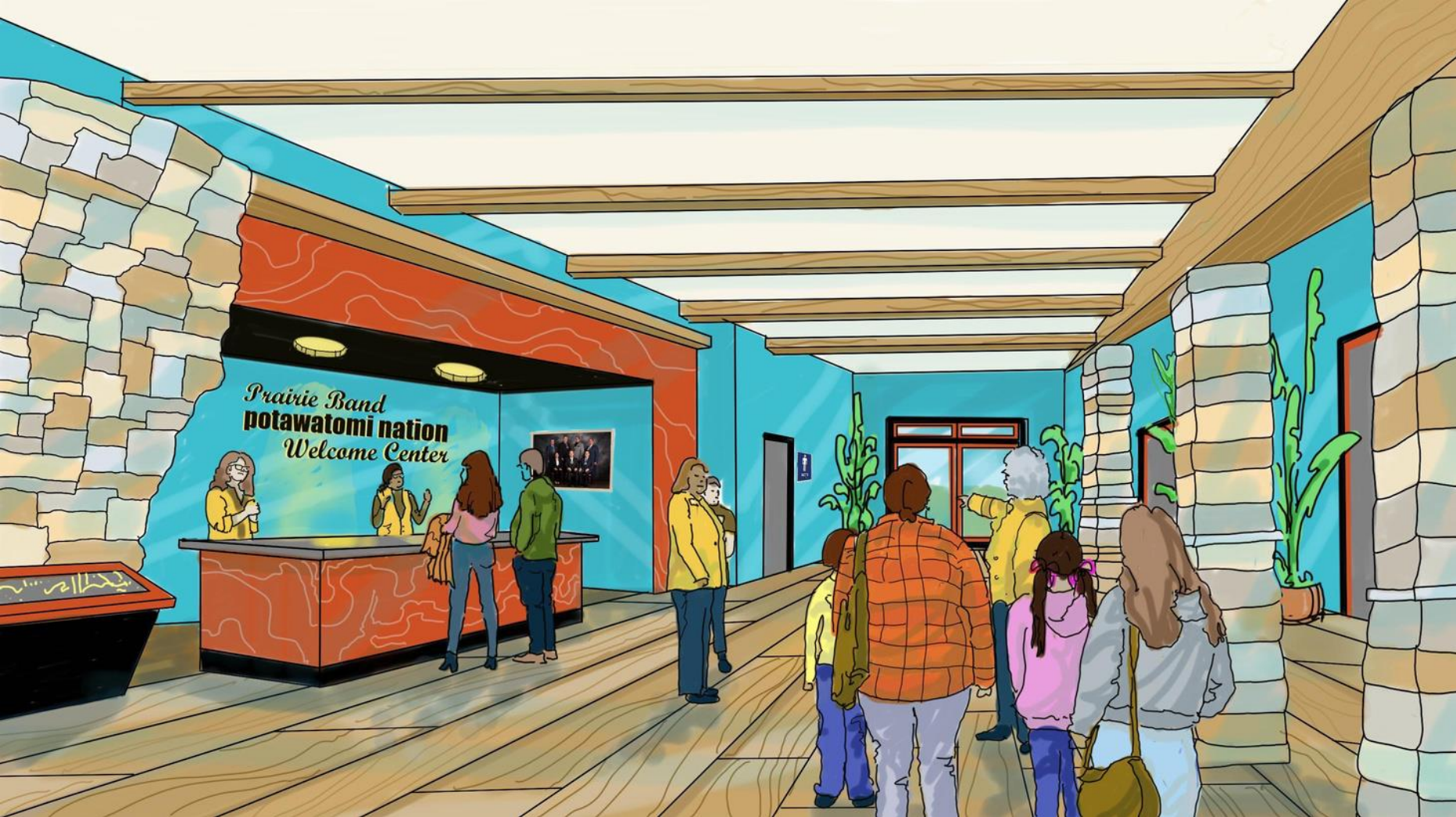
Contrast can be created through:

- Light vs dark
- Color combinations
 - Pairing complementary colors will make colors more vibrant.
- Shapes and sizes
- Typefaces
 - When pairing two different fonts, use the bolder or most distinct typeface for the title.
 - Easy-to-read fonts should be used for body text.

Without contrast, a design will look flat, lack interest, and the message gets lost.

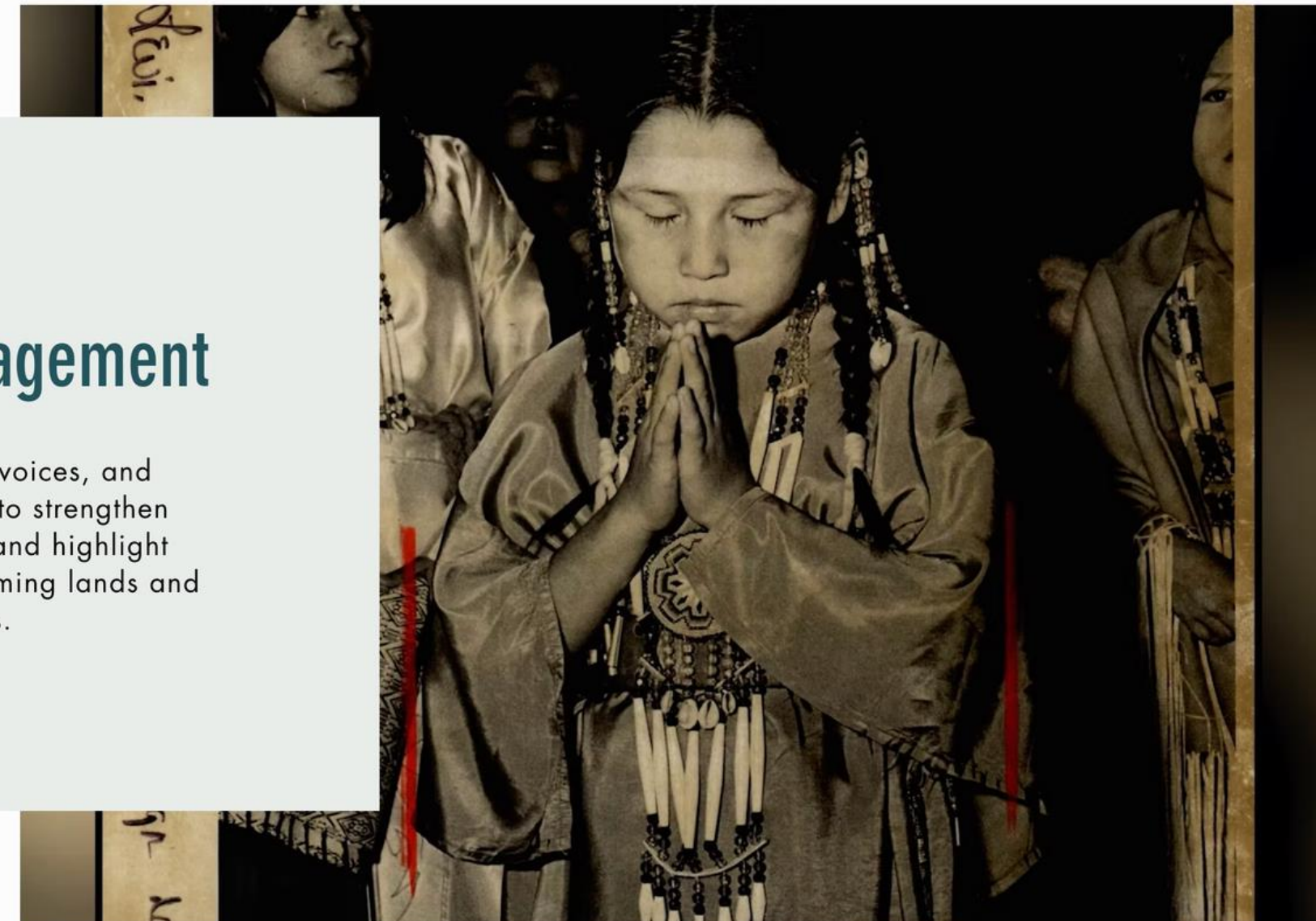


Contrast



Storytelling & Community Engagement

Tribal case studies, community voices, and examples of brownfields reuse to strengthen outreach, build collaboration, and highlight how Tribal nations are transforming lands and strengthening their communities.



Alignment

Things that belong together should look like they belong together.

- Align text and images to a common edge.
- Use consistent spacing between sections.
- Group related information together.
- Avoid placing elements arbitrarily around the page.

Repetition

Repeat design elements to create consistency.

Repetition can be created through:

- The same fonts throughout your design
- Consistent colors
- Similar heading styles
- Uniform icon styles
- Consistent spacing
- Consistent photo editing

Repetition & Alignment



LEARN Mandarin at ALI
SUMMER 2024

Two Programs to Choose From!

The ALI and UMKC will be hosting a Mandarin instructor from our partner university, I-Shou, in Kaohsiung, Taiwan.

Introductory and Intensive courses available. Choose what's best for you!

DATES IN JUNE & JULY

Official UMKC Applied Language Institute | ali@umkc.edu | @umkcali



LEARN MANDARIN at the ALI!

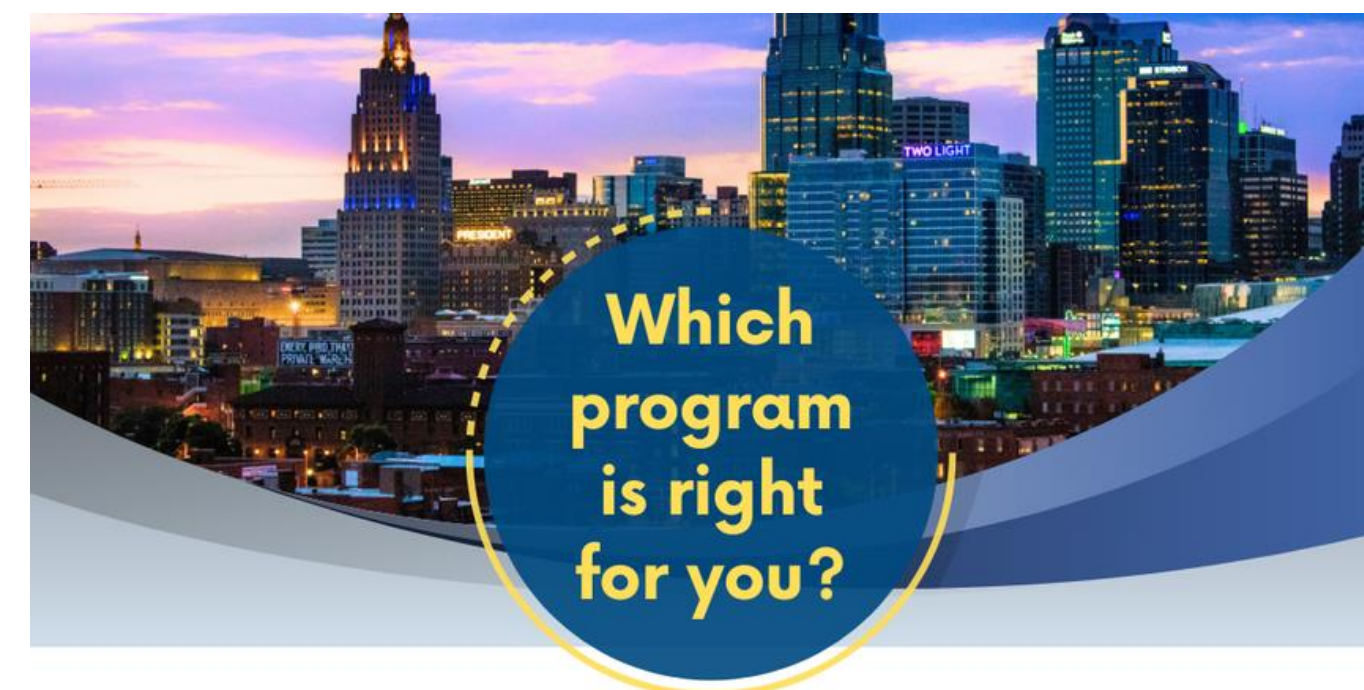
The ALI and UMKC will be hosting a Mandarin instructor from our partner university, I-Shou, in Kaohsiung, Taiwan. **An Introductory and Intensive course is available.** Choose what's right for you!

PROGRAM DETAILS

- ✓ 3-week Introduction course cost is \$200
- ✓ 5-week Intensive course cost is \$1,200
- ✓ Discounts and need-based scholarships may be available

DATES IN JUNE & JULY
Contact ali@umkc.edu

@umkcali



Which program is right for you?

INTRODUCTION TO MANDARIN

**JUNE 17 - JULY 5 OR
JULY 8 - JULY 22**

- \$200 per student
- 12 hours (2 hours, 2x week)
- Time: TBD

Discounts may apply for more than 10 students.

INTENSIVE MANDARIN

JUNE 17 - JULY 26

- \$1,200 per student
- 12 hours per week
- Time: TBD

Need-based scholarships may be available.

Contact ali@umkc.edu for more info

White Space

Give your message room to breathe.

White space (also called **negative space**) is the empty space around text, images, and other design elements. White space can be any background color, texture, or photograph.

White space helps your audience:

- Find important information more quickly
- Separate ideas into manageable sections
- Focus on your message
- Read without feeling overwhelmed





Supporting Indigenous communities in protecting and restoring sacred lands.

Who We Are

Our Mission

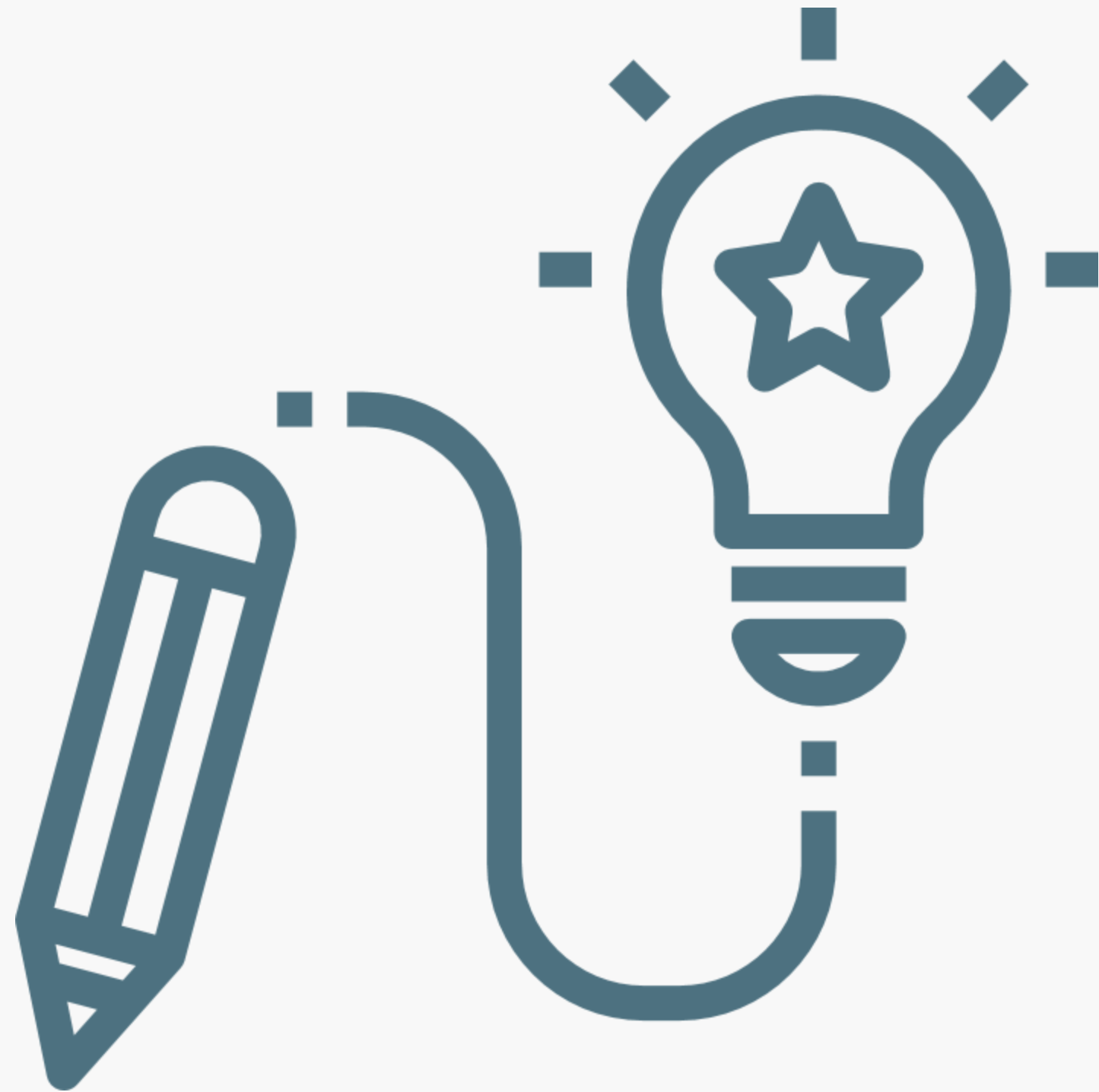
The Tribal Technical Assistance to Brownfields (Tribal TAB) program supports Indigenous communities in protecting and restoring sacred lands and accomplishing revitalization goals through the reuse, restoration, or redevelopment of brownfields.

By providing collaborative, culturally-informed assistance and resources, practical tools, and a meaningful network of peers, mentors, and subject-matter experts, Tribal TAB equips Tribal Nations and tribal entities to address brownfields, build strong Tribal Response Programs, and enhance self-governance opportunities, while protecting and preserving the local environment.

Design Principles: 5 of 5

White Space

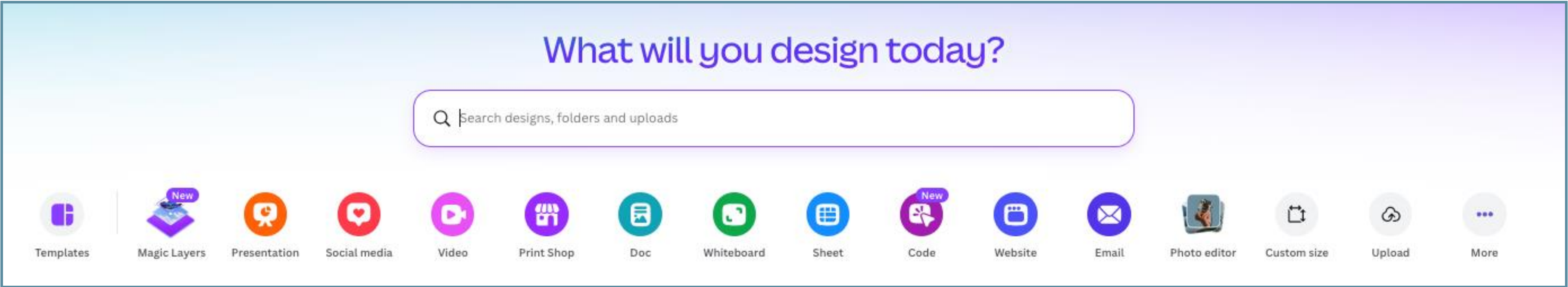




Questions so far?

Introduction to Canva

A Beginner's Tutorial



Questions & Discussion

While we enjoy an open discussion and answer questions, please provide feedback on today's event.



Click the link provided in the chat box or scan the QR code.



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Thank You!

tribaltab.org

Hayley Veilleux

**Marketing, Media &
Communications Coordinator**
Hayleyveilleux@ksu.edu

Jennifer Clancey

Tribal TAB Co-Director
Kansas State University
Jmclancey@ksu.edu

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