Notes for *Feminist forwards: Creative content to make the internet work for YOU*
Take Back the Tech! Feminist Learning Circle
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What are forwards?
They are images we receive from many Whatsapp groups (like family groups, etc.),
like all the "Good morning" forwards.
Fun fact : in India 1 of 3 phones run out of storage space daily due to these images
received in Whatsapp.
Fun fact : Search for morning images on google went up by 10x in five years!

Who shares them? Who creates them?
- These images are forwarded, but who is creating these messages - and in
  multiple languages?
- Women are watching messages, but are not necessarily sending out/creating
  messages themselves.
- Women tend to start using smart phones later.
- There is tech-shaming with women, where tech is not a pleasure for them and
  they can't afford to make mistakes.

How PoV created this workshop?
Women's rights groups wanted to create content that tells their own stories. PoV
created this workshop in response.

Core elements of a forward/visual content
- text
- image in the background
- design conceptualisation

Useful tips
- text is very short
- 1-2 lines maximum
- responds to very short attention span

What do you want to say? What is your message?
We can either decide on an image and say what we want to say in it.
Or, think what is the message you want to communicate? Why are you creating this
"forward"?

Example of a forward created in PoV workshops:
We see a sex worker in an image with this text: "My body my rules" I'm (name) and
I'm happy doing the work i do - sex work.

Getting started - Choosing an image
- Combining text and images
- Think about the image you choose
- Do a google search, for images that catch your eye, perhaps the colors.
- Note where your eye is drawn immediately. This is a crucial element when you
  pick an image. If it is not drawing someone's immediate attention, it will be
  hard to hold attention amidst many messages being sent.

- Even if people are not activating automatic download, bright colors create an intriguing blur to encourage download.
- Create images that allow you to communicate a lot with little text (using Canva or other tools)
- And if you are looking for images that have certain colors try this search engine: https://labs.tineye.com/multicolr/
- Pixabay is useful for free and royalty free stock (vectors, pictures, illustrations): https://pixabay.com/

Forwards are flexible – they don't have to be good morning messages!
You can:
- make a campaign with them
- make it part of a larger infographic or in diverse ways
- share through status option on whatsapp = stays up for 24 hours.

Reminder: what do you want to say
- Before going to the tool, think more about what you'd like to make, about your goal, your message
- Filmmakers break down video, audio, script - similarly, make a rough sketch of type of image and text - and what platform. And where on instagram = story, post, header for Twitter, etc.

Tools for the "how"

About Canva
- not open source
- you can use it on your phones (open source options are rarely available on phones)
- incredibly user friendly
- good tool for infographics, not just forwards
- you can use it for memes (great for sharing humor) or use meme generators
- http://www.canva.com
- Fun fact: one of the cofounder is a filipino wowan
- if you are using iphone here's the link: https://apps.apple.com/ph/app/canva-card-poster-logo-maker/id897446215

Phone tools are useful because easy to use and on the go!

About Inkscape
- computer-based image editing tool
- open source

Useful tip - Image dimensions
- When sharing infographics on Twitter, it's good to split the overall infographic in smaller "bites".
- It helps with extending the content so that it can form more of a campaign.
- Image sizes for different social medias: https://sproutsocial.com/insights/social-media-image-sizes-guide/#twitter
- When using Canva, you just have to select the social media platform you want. If you want to create something for twitter, you should use a square option.

Canva offers a variety of options so that you don't have to guess the best size for different platforms, ie: Instagram post vs. story.

How to use Canva
- Canva has a variety of templates, or you can do it from scratch.
- If creating from scratch, choose the plus option upper right. It will ask you to choose a size. You will have to give it access to your gallery.
- By clicking the plus sign, you see what type of content you'd like to add - we'll start with text and image, but Canva is flexible and you can add video or other elements. It can be used to make presentations also.
- keep in mind how much space will get taken up if you are using on your phone
- keep this in mind when deciding on resolution etc.
- empty space in the image allows you to insert text more easily.

Ask if your Canva design
- is pretty?
- would work if blurry?
- is colorful?
- has open spaces?

Canva fonts and templates for text
- People do not think intuitively about fonts, and these templates help.
- Fonts do tell you a lot - determines clarity of text and may help make associations - of tech, of playfulness.
- Forward messages, or if you want to convey stories, based on font people can interpret differently.
- You can upload your own fonts with Canva and Smita can show you how if you are interested.
- Think about font color, make sure it is equally visible.

Other Canva options
- The three dot menu gives you possibility for transparency, to see through to the image.
- Canva also gives you layers for your elements. Think of each element as a layer. You can order your layers. Putting a transparent layer might make your text more visible, especially in case of pictures that do not have clear spaces.
- You can insert images from Canva, also useful for making graphs.
- Canva offers options of shapes, you can insert them in your design.
- So using the shape and the opaque/transparent feature will be useful if we've chosen a "busier" image that does not have so much clear space.
- Take advantage of templates, and switch out quotes or images.

Exporting your image on Canva
- if you are working collaboratively, you can share with a view or edit link. Very helpful for team work.
- you can directly publish to any platform
- you can download - jpeg, pdf, png, animation MP4 and video. GIF version is paid option on Canva.
- PNG is good for you to share (better quality) and then continue editing. JPG is lighter, and good for sharing over whatsapp, etc.

- PDF helps you with multi page presentation or file, downloading a pdf is useful.

Making gif - animated images
- A gif is a series of images that is lined up and loops to form a gif.
- Example: To make the "Vagina gif" - an image with one time, an image with two, an image with three, and one that is blank that is inserted intermittently.
- Example of gifmaker: https://giphy.com/create/gifmaker With giphy, your gif will become public and added to the giphy library.
- Smita likes ezgif.com: you upload the images, set the repetition time, and gif makers will assemble it.

About memes
You can also make meme's on Canva and meme generators. The problem is these online generators are not open soruce, but they work well because they have the format ready for you.
Smita likes using https://makeameme.org/memegenerator for making memes.
Alternatively, you can also use Canva to create memes. The most commonly used font on memes is Impact.
Here's a fun short video on why this font is the commonly used one in memes:
https://youtu.be/PzySkYQNDlI

For fellow nerds out here, Smita loves this site for looking up the origin and history of the different memes, the trends in its usage etc.
https://knowyourmeme.com/

Other softwares mentionned
- Software to project phone screen to your laptop : Vysor https://www.vysor.io/
- Inkscape– Scalable vector graphics editing : https://inkscape.org
- Medibang - https://medibangpaint.com/en/
- FireAlpaca https://firealpaca.com/
- Krita https://krita.org/
- Gimp https://www.gimp.org/downloads/
- Piskel https://www.piskelapp.com/
- Sculptris https://pixologic.com/sculptris/
- Blender https://www.blender.org/
- Magic Poser https://magicposer.com/
- OpenToonz https://opentoonz.github.io/e/
- Pixly https://www.pixly.tv/
- MonkeyJam http://monkeyjam.org/
- Alchemy http://al.chemy.org/
- Vectr https://vectr.com/

Other comments
Someone mentioned the Women's Global Strike campaign
https://womensglobalstrike.com/

You can join Canva facebook group (learning group - Philipphines):
https://www.facebook.com/groups/canvacreativesph

Canva has an option forr NGOs: https://about.canva.com/canva-for-nonprofits/

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MEDIBANG
+ PC/MAC/iOS/Android
+ Manga/Comic features
+ Pre-Installed, down-loadable, & customizable brushes
+ Collaborative work
+ Save projects to cloud

FIRE ALPACA
+ PC/MAC
+ Slightly outdated ver of Medibang but have 2 unique features: **Onion skin mode for animation** and 3D perspective layers

KRITA
+ PC/MAC/LINUX/Android
+ Open Source
+ Alternative to Photoshop

GIMP
+ PC/MAC/LINUX
+ Open Source
+ Alternative to Photoshop
+ Less platforms but has other features unique to Krita

PISKEL
+ PC/MAC/LINUX
+ Open Source
+ Make Pixel Art & Animated Sprites
+ Live Preview

SCUPTRIS
+ PC/MAC
+ Easy to Use
+ 3D Modelling

BLENDER
+ PC/MAC/LINUX
+ Open Source
+ 3D Modelling, Animation, Games, and Visual Effects

MAGIC POSER
+ Android/iOS
+ For reference purposes
+ You can manipulate 3D Models to do customized poses

OPENTOONZ
+ PC ONLY
+ Open Source
+ For 2D Animation
+ "Developed" and used by Studio Ghibli

PIXLY
+ Android/iOS
+ Easy to Use
+ Make Pixel Art & Animated Sprites
+ Save projects to Dropbox & Drive
+ Live Preview

MONKEYJAM
+ PC ONLY
+ Stop Motion
+ Captures movement from camera into individual frame. These frames can be rendered into a video later on

ALCHEMY
+ PC/MAC/LINUX
+ Meant for conceptualization purposes. It uses symmetry, mirroring, and randomization to create art pieces

INKSCAPE
+ PC/MAC/LINUX
+ Open Source
+ Logos, illustrations, Patterns, or Textures in SVG

CANVA
+ Browser/Android/iOS
+ Anything Graphic Design Related (invitations, logos, banners, posters)
+ Really good pre-designed layouts provided for use

VECTR
+ BROWSER (Desktop downloads coming soon)
+ Also SVG
+ Logos, Cards, Websites, Brochures, Posters, and etc...

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