

## Teacher Creativity in Developing Canva-Based Language Learning Media

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**Abstract-** This study aims to examine and enhance teacher creativity in developing Canva-based language learning media at SMK Negeri 3 ALasa. Specifically, it seeks to understand how such media can be designed to better engage students and improve learning outcomes. This research employs a Research and Development (R&D) approach using the 4D model, which includes four stages: Define (identifying needs and goals), Design (planning the media structure and content), Develop (creating and refining the media), and Disseminate (sharing the final product). The learning media were evaluated by a team of media and material experts, focusing on criteria such as visual appeal, multimedia integration, and content customization. The teachers' creativity is evidenced by the attractive visual design, varied multimedia elements, and tailored content that meets students' needs. The media achieved an 88% effectiveness score from user testing and a 92% validation score from material experts. These findings underscore the importance of integrating technology like Canva in creating innovative and engaging learning experiences. This approach not only enhances student understanding but also empowers teachers to explore creative teaching methods. The high validation scores indicate that the Canva-based learning media are effective and well-received, demonstrating significant teacher creativity and potential for broader application in educational settings.

**Keywords:** Canva, Language Learning Media, Educational Technology, Research and Development, 4D Model

### I. INTRODUCTION

In today's rapidly evolving digital landscape, education undergoes continuous transformation to meet the demands of the era. Central to this evolution is the incorporation of effective and engaging media into the learning process. As highlighted by Kirom (2017), learning entails a deliberate effort by educators to impart knowledge through the creation of conducive learning environments and the utilization of various methodologies. Here, the definition provided by Kirom underscores the pivotal role of educators in orchestrating learning experiences that optimize student engagement

and comprehension. Moreover, in the digital realm, innovation becomes imperative as education navigates through dynamic changes. Teachers recognize that creativity serves as the linchpin for successful knowledge dissemination. It is within this context that the integration of innovative learning media assumes paramount significance. Beyond mere transmission of information, these media platforms facilitate immersive and interactive learning experiences, enhancing the overall educational outcomes for students. As such, the assertion by E. P. Harefa et al. (2023) regarding the indispensability of appropriate media selection to augment

educational efficacy finds resonance. The significance of integrating literature seamlessly into the narrative lies in elucidating how each reference contributes to the argument being constructed. By contextualizing Kirom's definition of learning within the discourse on innovative media, the narrative gains coherence and depth. Similarly, the reference to E. P. Harefa et al. serves to underscore the importance of judicious media selection in optimizing the educational process. This approach not only strengthens the argument but also ensures a smoother flow of ideas throughout the paragraph.

Utilizing learning media is to assist in the delivery of teaching materials to students to improve the quality of active and interactive students so that it can support the smooth running of learning activities in schools, (N. A. J. Harefa & Hayati, 2020). The teaching and learning process uses media as a tool. Everything that can be utilized to facilitate learning by stimulating students' thoughts, emotions, attention, and talents or skills. When used for educational purposes, media must involve students both cognitively and physically as well as through practical actions for learning to take place. To prepare for successful education, materials should be prepared in a more methodical and psychological way in terms of learning principles. Learning media should be fun for students and able to answer their needs in addition to being entertaining, (Zalukhu & Bawamenewi, 2023). Learning media plays a vital role in facilitating the teaching-learning process, helping students understand complex concepts, and maintaining their interest and engagement in learning. In the midst of the ongoing digital revolution, teachers can no longer rely solely on old teaching methods. They must continue to innovate and adapt to technological developments, in order to remain relevant and effective in delivering materials to an increasingly digital generation. However, teachers' creativity does not stop at the visual aspect alone. Wisely, they incorporate interactions that build closeness between students and learning materials. Thought-provoking reflection questions, challenging quizzes, and collaborative activities that strengthen bonds between students become an integral part of the learning media they create. Teachers have a role in assisting the development of learners to realize the ideals and goals they want to achieve in the future optimally, (Syafriani et al., 2022), (2022).

Canva has emerged as an innovative tool for

fostering creativity, offering a wide range of design features and ready-to-use templates that empower teachers to unleash their imagination without constraints (Nurfadillah et al., 2021). Serving as a versatile platform, Canva enables educators to craft learning materials that are not just informative but also captivating and interactive. With its intuitive interface and extensive library of customizable templates and design elements, Canva provides teachers with the means to effortlessly create diverse visual materials such as posters, infographics, presentations, and more. Despite the abundant online resources available, teachers often underutilize this technology due to a lack of knowledge and proficiency in leveraging existing tools (Ma'arif, 2023).

The essence of every creative endeavor by teachers is to instill hope and inspiration in their students, thereby fostering a meaningful transformation in learning dynamics. By introducing engaging learning materials, educators aim to catalyze a significant shift in students' learning experiences. The effectiveness of a teacher's role hinges on their proficiency in mastering the available learning resources. A proficient teacher possesses the ability to promptly address students' inquiries with clear and comprehensible explanations, ensuring seamless communication in the learning process (Yestiani & Zahwa, 2020). This study aims to bridge the gap between the potential of Canva-based language learning media and its underutilization in educational settings due to teachers' lack of proficiency. Specifically, we seek to explore how educators can maximize the use of Canva to create engaging language learning materials. Our objectives include identifying barriers hindering teachers' effective utilization of Canva, assessing the impact of Canva-based materials on students' engagement and learning outcomes, and providing practical recommendations to enhance teachers' proficiency in integrating Canva into language education.

## **II. METHODS**

This study used a Research and Development (R&D) approach with a 4D development model consisting of four stages, namely Define, Design and Develop. The first stage, namely definition, involved a needs analysis. The needs analysis was conducted by including surveys, interviews, and group discussions with language teachers and education

experts. The second stage, design, involves the selection of learning media. Media selection criteria included factors such as ease of use, cost, features, and feedback from potential users. Canva was chosen as the platform for the development of the learning media due to its suitability of features to the needs, ease of use, and affordable cost. The third stage, development, includes the production of the developed product. The development process involves prototyping, instructor feedback, iterative development, and collaboration with learning designers and language teachers. The Canva-based learning media was then tested in teaching and learning activities in the classroom. The pilot test was conducted by involving students as participants, who were then evaluated using tests, observations, and direct feedback from students. The results of the pilot test showed a significant increase in students' understanding and satisfaction with the learning delivered through this medium. Based on initial feedback, iterations and improvements were made to the Canva learning media. The entire research process was conducted with ethical aspects in mind, including informed consent from participants and protection of personal data. Future revisions of the Canva learning tool may include adding features, experimenting with different learning content, and further testing with a larger sample to evaluate long-term impact. Thus, this study provides a comprehensive understanding of the Canva learning media development process and enhances the credibility and reproducibility of this study.

### **III. RESULT AND DISCUSSION**

The integration of learning media within the educational framework is not merely an option but a fundamental responsibility of educators in realizing authentic learning outcomes (Harida et al., 2023). This assertion underscores the pivotal role that learning media play in guiding students towards achieving educational objectives. As emphasized by Gea et al. (2023), learning media serve as conduits for information exchange between educators and learners, encompassing various forms such as objects, events, individuals, or their amalgamation. In contemporary educational settings, the utilization of diverse learning media has become imperative to cater to the diverse learning styles and preferences of students. This entails incorporating traditional mediums like

textbooks and lectures with modern technologies such as multimedia presentations, interactive simulations, and online resources. By embracing a diverse range of learning media, educators can create engaging and dynamic learning experiences that resonate with students and foster deeper comprehension and retention of subject matter. Moreover, the integration of learning media facilitates personalized learning experiences, allowing educators to tailor instructional content according to individual student needs and preferences. Through the judicious selection and integration of appropriate learning media, educators can cultivate an inclusive learning environment where every student has the opportunity to thrive and succeed. Furthermore, the effective integration of learning media encourages active participation and collaboration among students, promoting the development of critical thinking, communication, and problem-solving skills. Collaborative activities facilitated by learning media, such as group discussions, project-based learning, and online forums, not only enhance students' academic proficiency but also foster social and emotional growth. Additionally, learning media offer opportunities for authentic assessment, enabling educators to evaluate students' understanding and mastery of concepts through real-world applications and demonstrations. This form of assessment goes beyond traditional methods like exams and quizzes, providing a more holistic and comprehensive measure of student learning. In essence, the integration of learning media within the educational framework is essential for nurturing 21st-century learners who are equipped with the knowledge, skills, and competencies needed to thrive in an increasingly complex and interconnected world. It is incumbent upon educators to embrace innovative pedagogical approaches that harness the power of learning media to enrich the educational experience and empower students to become lifelong learners and active contributors to society.

In the realm of language acquisition, the landscape of teaching methodologies has been dramatically reshaped by the introduction of digital tools, among which Canva stands out as a particularly versatile application revolutionizing the creation of engaging educational materials. With the widespread availability of internet connectivity, Canva has empowered educators to design visually captivating resources, thus transcending the limitations of traditional

teaching materials such as textbooks (Ziliwu, 2023). Its extensive library of designs, ranging from static graphics to dynamic animations, supplemented by a plethora of customizable templates, ensures that teachers can tailor their instructional materials to suit the diverse needs and preferences of their students. Moreover, the cross-platform compatibility of Canva, accessible on both laptops and mobile devices, further enhances its utility by accommodating various learning environments and preferences. Nevertheless, despite its manifold advantages, Canva is not without its constraints. One notable limitation lies in its reliance on a stable internet connection, which could pose challenges in educational settings where connectivity issues are prevalent (Febriana et al., 2024). Additionally, while Canva offers a vast array of templates and design elements, some of these may come at a cost, potentially creating financial barriers for educators or institutions with limited resources. Furthermore, there is a valid concern regarding the potential homogeneity of materials produced using Canva, as the widespread adoption of its standardized design motifs may inadvertently lead to a lack of diversity and originality in educational resources. In light of these considerations, educators must weigh the benefits and drawbacks of incorporating Canva into their language teaching practices. While its user-friendly interface and extensive features undoubtedly enhance student engagement and comprehension, careful attention must be paid to mitigating potential challenges such as internet connectivity issues and the risk of template homogeneity. Ultimately, the successful integration of Canva into language learning pedagogy hinges upon educators' ability to harness its capabilities while maintaining pedagogical innovation and authenticity in their instructional materials.

In advancing the discourse on teacher creativity in leveraging Canva for language learning media, this research bridges a crucial gap in existing literature. By elucidating the practical implications, challenges, and nuances inherent in utilizing digital tools like Canva, it enriches our understanding of contemporary pedagogical practices. Moreover, it contributes to the ongoing dialogue surrounding teacher autonomy, creativity, and adaptability within evolving educational landscapes. The availability of the canva application is currently very helpful, especially in the world of education. However, the availability of a stable network is also a

determinant in using the canva application. The following are the steps in using the canva application, namely:

1. Download the canva application on a laptop.

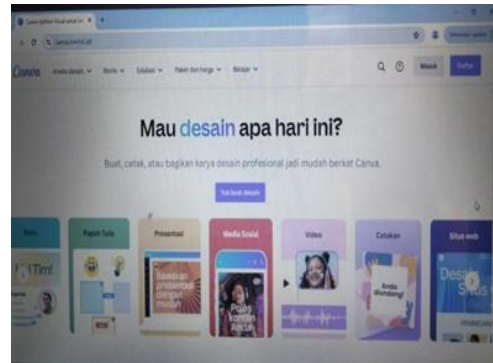


Image 1. Initial screen when logging in on google

- Open a web browser on your laptop.
  - Visit the official Canva website at [www.canva.com](http://www.canva.com).
  - On the main page of the Canva website, you will find options to “Sign up” or “Log in” in the top right corner. Click the appropriate option to create an account or log in to your Canva account.
  - Once logged in, you will see a “Create a design” button in the center of the page. Click this button.
2. Please login or register your canva account

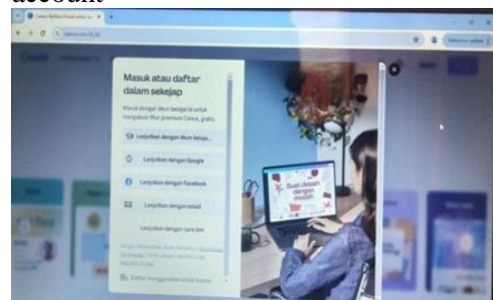


Image 2: Login or sign up for a canva account

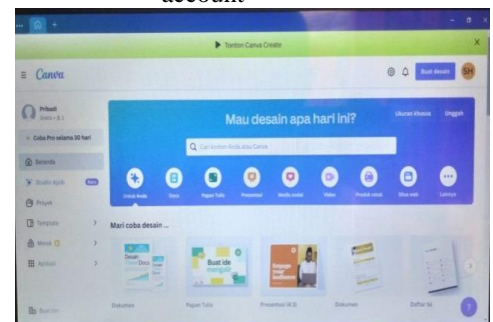
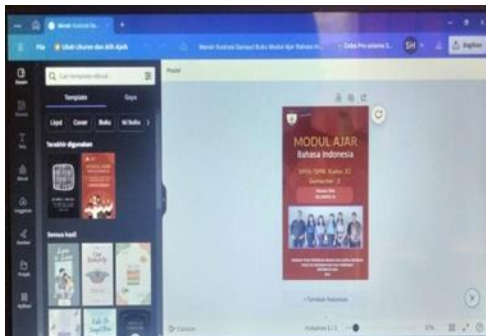


Image 3: First-time homepage

- If you have a Canva account, enter your email address and password on the login page.
  - If you don't have an account, click the “Sign up” button and enter your email address, or you can also sign up using your Google or Facebook account.
  - Follow the registration steps provided, such as entering your name, creating a password, etc.
3. Create your design according to your needs



**Image 4:** Sample canva design

- After successfully logging in or registering, you will be redirected to Canva's main page.
- Here, you will see a wide selection of design templates that you can use.
- Choose a template that suits your design needs. For example, if you want to create a poster, choose the “Poster” template.
- After selecting a template, Canva will open the design editor where you can start customizing your design.
- Use the various tools and features Canva provides to edit and customize your design as you wish.
- Add text, images, shapes, backgrounds, and other elements as needed.
- When you're done, click the “Download” button at the top of the editor to download your design to your laptop.

The role of the teacher as a facilitator at this time requires a thorough understanding and mastery of learning media. Media serves as a vital tool in supporting the teaching and learning process, enhancing its effectiveness and efficiency. Teachers, as both educators and demonstrators, must diligently acquire proficiency in the subject matter they teach and continuously refine their skills. By continually developing new skills and knowledge, they can adeptly convey lessons to students in a didactic

manner within the classroom. Creative teachers distinguish themselves from their peers, sparking students' enthusiasm for the subjects they teach. Beyond transforming teaching and learning activities, creativity demonstrates a teacher's capacity for innovation.

The results of researchers' efforts in developing learning media are highly promising, significantly benefiting students' educational experiences. Validity tests conducted by media experts yielded an 88% approval rating, indicating the practicality of the developed materials. Additionally, material expert validation tests resulted in a commendable 92% approval rating, affirming their feasibility. These findings underscore the creativity and insightfulness of teachers in implementing innovative teaching methodologies. However, it's essential to acknowledge the study's limitations. For instance, while Canva offers diverse design options, its usability may be hindered by the requirement for a stable internet connection and certain paid features. How these limitations impact the applicability and adaptability of Canva-based learning media across various educational settings warrants consideration.

#### IV. CONCLUSION

Based on my research into teacher creativity in developing Canva-based learning materials at SMK Negeri 3 Alasa, it can be concluded that Canva proves highly suitable for creating engaging learning content aligned with contemporary demands. Teachers find Canva accessible, with pre-designed templates readily available, both free and paid, thus eliminating the need for extensive design work. Moreover, the utilization of Canva enhances teacher creativity, empowering them to craft innovative learning materials tailored to their classroom needs.

In terms of practical implications, these findings hold significance for educators and educational institutions alike. Insights gleaned from this research can inform teaching methodologies and curriculum development, particularly in language learning contexts. By leveraging Canva's user-friendly interface and diverse templates, educators can enhance their instructional materials, fostering a more interactive and engaging learning environment. Additionally, integrating Canva-based learning media into language curricula can promote creativity and facilitate active student participation, ultimately enriching the learning experience.

In conclusion, this study underscores the value of incorporating Canva into educational practices, highlighting its potential to enhance teacher creativity and enrich language learning experiences. By embracing innovative tools like Canva, educators can adapt to evolving educational paradigms and better meet the needs of twenty-first-century learners.

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