



Graphic Designers' Perception on the Used of Canva Application in the Creative Industry and Commercial World

Aprilliaski Mega Safira¹, Arievidiana Ayu Laksmi², Mounthy Az-Zahra³, Siti Aisha Rafazia Siregar⁴

¹ State University of Surabaya (UNESA), Surabaya, Indonesia

² State University of Surabaya (UNESA), Surabaya, Indonesia
arievidianalaksmi@unesa.ac.id

³ State University of Surabaya (UNESA), Surabaya, Indonesia

Abstract. In the era of interactive media advancements, graphic design students face challenges in mastering complex software like Adobe Illustrator and Photoshop. Canva has gained popularity for its simplicity, efficiency, and AI-driven design features. Surveying 158 graphic design students, the findings reveal that 64.7% of respondents use Canva, though Adobe software remains the preferred choice at 76.3%. Canva is praised for its intuitive interface, allowing students, especially beginners, to complete assignments efficiently, saving time and enhancing accessibility. However, 61.5% of students report using Canva only 1-2 times per week, reflecting its role as a supplementary tool rather than a primary resource for more complex design tasks. While Canva streamlines design processes, concerns arise about its impact on creativity and originality, as its pre-made templates and ease of use may limit the development of independent design skills. The results highlight the need for balance between leveraging technological ease and fostering creativity, with Canva playing a key role in both education and professional design, especially for students still developing foundational skills in graphic design.

Keywords: Canva Application, Graphic Designers, Creative Industry, Commercial World.

1. Introduction

1.1. Background

In the era of significant interactive media advancements, graphic design students often face challenges that demand extra comprehension during the initial exploration phase. Utilizing graphic design software such as Adobe Illustrator and Adobe Photoshop requires a substantial investment of time and effort to grasp their features and functionalities. However, mastering these programs requires perseverance and consistency from graphic design students. This allows them to leverage these tools effectively and create professional designs with successful outcomes. The evolution

of interactive media has facilitated easier access to education with a broader scope. A notable advantage of current interactive media developments lies in their diverse innovative forms, propelling interactive media into the public spotlight. A prime example of this is the widespread adoption of the Canva application, particularly among graphic design students, as the design landscape becomes increasingly competitive. Founded in 2012, Canva has amassed a user base of over 100 million, with 10 million users spread across 169 countries [1].

In today's landscape, graphic design students increasingly gravitate towards the Canva application, recognizing its effectiveness and efficiency. This preference stems from Canva's ability to serve as an innovative interactive medium. Graphic design students can seamlessly access a vast array of design templates, images, graphics, and fonts through Canva [2]. Canva's utility and advantages extend to the creation of engaging teaching materials utilizing readily available designs. Canva's strengths include its diverse and appealing designs, time-saving capabilities, high-resolution images, collaborative features, and compatibility with both laptops and smartphones [3]. The application's user-friendly interface and easily recognizable features enhance its accessibility. Notably, Canva has incorporated AI (Artificial Intelligence) into its functionality, empowering users to expand their creative horizons. Additionally, Canva has introduced numerous new features, including draw, layout, style, create animation, beat sync, magic eraser, and magic edit. These continuous upgrades to Canva's feature set can influence graphic design students' satisfaction with the application, driven by its ease of use and the benefits it offers. Consequently, graphic design students are increasingly embracing more efficient and effective interactive media for their design projects.

Evaluating the impact of Canva usage on graphic design students necessitates examining the extent to which they incorporate this application into their daily design practices. While many graphic design students acknowledge Canva's significant contributions to their design needs, certain potential consequences warrant consideration. Prolonged Canva usage could potentially affect the creativity and originality of design work. Building upon this discussion, the author intends to conduct a study investigating graphic design students' perceptions of Canva usage in both creative and commercial settings. This study will encompass user satisfaction measurements for the Canva application and delve into the influence of the application's ease of use and utility on user satisfaction. The study will employ the theories of perceived usefulness and perceived ease of use to predict and explain how users perceive and utilize specific technologies to streamline their work [4]. These psychological theories provide a framework for understanding user behavior in relation to information technology, encompassing beliefs, attitudes, intentions, and user behavior patterns [5].

1.2. Research Problem

- a. To analyze the impact of Canva application usage on the visual design process, encompassing efficiency, creativity, and design outcomes.
- b. To investigate the challenges faced by graphic designers in integrating Canva and AI into their workflows.
- c. To provide insights into the potential of emerging technologies and design

applications for enhancing efficiency, effectiveness, and creativity in graphic design.

1.3. Research Aims

- a. Graphic designers will gain insights into effectively utilizing Canva to enhance their design creativity. This knowledge will empower them to produce more visually appealing and efficient designs.
- b. Graphic designers can optimize Canva usage to suit their specific workflows, saving time, resources, and costs. They can make informed choices about the most suitable tools for their tasks.
- c. Businesses can leverage research findings to make better decisions regarding visual design technology adoption. They can select appropriate tools and strategies to enhance brand identity, communication, and product promotion.
- d. Educational institutions can utilize research outcomes to revamp their curriculum development processes. This ensures that graphic design students receive relevant and up-to-date training in the field.
- e. The research will provide a deeper understanding of the challenges and opportunities associated with integrating Canva into visual design. This will inform decision-making and strategic planning for all stakeholders involved.

1.4. Canva Application

Canva is one of the most popular design software or applications, created on January 1, 2012. The Canva app was founded by Melanie Perkins, Cliff Obrecht, and Cameron Adams. Canva is a software that simplifies the process and saves time with templates and other design assets. It is an application that contains resources for anyone who wants to delve into design, from students, educators, entrepreneurs, to even those who just want to try it without having to be an experienced designer. The Canva app allows users to edit photos, add elements and text, create diagrams and graphs, design logos, posters, and more.

Canva soared in popularity, amassing over 700,000 users in its first year. Consequently, in 2014, technology and social media expert Guy Kawasaki joined the company as a Brand Evangelist. In 2015, Canva for Work was launched, focusing on the marketing segment. Canva for Work also offers additional design features and collaboration options. In 2019, Canva's mobile app released Canva for Education. Canva for Education is a platform aimed at building a better education system, in terms of infrastructure, improving professionalism and HR quality, and creating quality education. One example is the creation of creative and interactive presentation slides. Teachers can import visuals and slides designed in Canva in real time and create a series of ready-to-use templates that can be customized. In addition, in 2019, Canva acquired the free stock photo websites Pixabay and Pexels, giving users access to a vast library of free images within the program itself. These websites also offer photo filters,

millions of free images, icons, shapes, hundreds of fonts, and thousands of templates to choose from. In early 2020, the Canva app published its privacy policy in English and various other languages to be complied with and understood by Canva app users.

Canva offers several subscription plans, including Canva Pro, Canva for Teams, Canva for Education, and Canva for Nonprofits. Canva Pro and Canva for Teams plans grant users unlimited access to a vast library of high-quality images, audio tracks, videos, and assets. These plans also include additional features such as Background Remover, Content Planner, Quick Resize, version history, and team functionality (in Canva for Teams). Canva allows users to create multiple designs and share them in various ways, including downloading and embedding them. Canva offers a variety of photo editing tools, such as Magic Studio, filters, effects, and mockups. Canva provides an interactive color palette so that users can create or choose colors, find harmonious color combinations, and learn about different types of color theory. The Canva app also features blog posts and ideas on how to use templates more creatively. Canva offers several massive open online courses (MOOCs) as part of its Design School.

1.5. The Relationship of Graphic Design Students and Canva Application

Application The scope of Graphic Design is the art of communicating a goal using writing, images, and space. Within the scope of Graphic Design itself, there are components of visual communication. Of course, visual communication also has a visual perspective through media concepts. To convey something to the audience through the use of depiction media that can be easily understood even through sight alone. To develop good and attractive design skills, it is not enough to have creativity and broad imagination. According to ShillingtonEducation, this knowledge is certainly necessary for a good graphic designer. Design is not just about creating visual works that are pleasing to the eye, some things principles must be considered to provide value to a visual work. The application of Graphic Design is related to studying the concepts of effective, communicative, and functional communication by using various types of media and applying graphic elements such as typography, color combinations, images, shapes, layouts, messages, and information that can be conveyed. With this application, ideas containing information can be received by the target recipient of the message. The science of graphic design certainly aims to convey messages to the audience through the media so that the audience can understand them. Of course, creating graphic designs using software is not an easy thing. Users need to learn how to work with design software commonly used by graphic design students and graphic designers. And of course, there are several design applications and software that graphic designers must learn. These applications include Adobe Photoshop, Adobe Illustrator, Adobe Indesign, and others. Of course, this application is often used to create visual works, so getting used to using it requires careful practice.

A quick and easy way to handle this, is currently there are many applications or online media that have emerged to complete graphic designs such as logos, posters, and presentations, one of which is the Canva application. Canva is an online media and application that is able to help and create the desired graphic design content easily and quickly with the help of various templates that have been provided. One of the online-based design media is the Canva application, which is an online design program that provides various kinds of equipment such as presentations, posters, pamphlets, brochures, graphics, infographics, banners, bookmarks, logos, and others. The media used is by the learning objectives and makes students feel comfortable and easy to understand the content of the material [6]. Using the Canva application as an online media or graphic design-based application can increase students' creative abilities. This can be proven by increasing learning motivation, learning outcomes, and student creativity every day. In active course concept mapping that is good for involving students, you can use a map template Canva concept, students can categorize and map complex relationships, concepts, and ideas. As they explore these concepts, they also learn and apply visual language using Canva icons, shapes, and design elements [4].

1.6. Perceived Usefulness

The perception of usability plays a significant role in the decision-making process of graphic design students when using the Canva application for their design projects. Perceived usefulness measures how much students believe that Canva aids in creating their graphic design work efficiently. If students find Canva beneficial and effective in meeting their design needs, they are more likely to continue using it repeatedly and integrate it into their design process. This sustained usage reflects how Canva's perceived efficiency influences student satisfaction and performance in graphic design.

However, reliance on Canva can also have drawbacks, particularly concerning creativity and originality. While Canva provides quick solutions and attractive designs through its templates, overdependence on the platform may hinder students from developing core design skills. The ease of using pre-made templates could lead to a decline in creative effort, risking a reduction in originality. Graphic design students who rely too heavily on Canva may miss opportunities to enhance their independent design abilities, which could ultimately affect their ability to produce high-quality, innovative work. This highlights the need for a balance between using tools like Canva for efficiency and nurturing the fundamental skills required for original design creation [7].

Table 1. Perceived usefulness items

No.	Question items [7]	Question items [10]	Question items [10]
1.	Using the application saves my time	Increase productivity	Advantage
2.	Using the application meets my needs	Improve job performance	Value

No.	Question items [7]	Question items [10]	Question items [10]
3.	Using the application allows for quicker activities	Work more quickly	Effectiveness
4.	Using the application is more effective for activities	Effectiveness	Effectiveness
5.	Using the application makes activities easier	Make job easier	Effectiveness
6.	Overall, using the application is beneficial for activities	Useful	Advantage

1.7. Perceived Ease of Use

Perceived ease of use refers to the belief that a system is easy to learn and use with minimal effort. Perceived ease of use is defined as the extent to which a person believes that a system can be used with minimal effort [8] . Perceived ease of use refers to the extent to which a person believes that using a particular system requires minimal effort [9]. The indicators used to evaluate the level of ease of use are: easy to learn, easy to control, clear and easy to understand, flexible, easy to master, and easy to use [10].

Factors that may influence how graphic design students use tools like the Canva application are as follows. To the extent that graphic design students perceive the Canva application as an easy-to-use tool for their work and find it efficient to use, they are more likely to actively adopt and utilize this platform in their projects. A positive perception of the ease of use of the Canva application can motivate graphic design students to explore the various features and functions offered by this software. In addition, ease of use can also reduce barriers to starting or using the Canva application as your preferred graphic design tool. The more they feel the efficiency and convenience offered by the Canva application, the more it can damage the originality of their design work [11][12].

Table 2. Perceived ease of used items

No.	Question items [7]	Question items [10]	Question items [11]
1.	The application provides ease in the process	Easy to use	Ease to use
2.	Activities are easy to monitor through smartphones	Controllable	Doesn't require a lot of mental effort
3.	The application provides complete instructions for app usage	Easy to become skillful Easy to learn	Easy to get the system to do what user to do

No.	Question items [7]	Question items [10]	Question items [11]
4.	The app's operation is clear	Clear & understandable	Clear & understandable
5.	-	Flexible	-

2. Method

This research is a type of research using a quantitative approach because the data used is in the form of numbers and calculated using statistical methods. This research aims to analyze the perceptions of graphic design and visual communication design students regarding the use of the Canva application using the theories of perceived usefulness and perceived ease of use. For the research carried out to be accurate, the scope of the research is focused on graphic design and visual communication design students with different university and agency backgrounds. Measurement is carried out through questions in the questionnaire with measurement indicators for two types of variables. The first variable is perceived ease of use (easy to learn, clear and understandable, flexible, easy to become proficient, and easy to use). The second variable is perceived benefits (speeding up work, increasing performance, productivity, effectiveness, and making work easier). Each statement item uses a four-point Likert scaling technique from "disagree" to "strongly agree". Testing and analysis of questionnaire data will be carried out to answer research hypotheses and conclusions.

2.1. Data Collection Methods

In the quantitative approach method, the data used has a value or type of data that can be quantified in statistical data processing. Creating the questionnaires via Google Form and distributed online. There are two types of data are being collected, the primary data and the secondary data.

Primary data is data that has never been processed by any party for any specific purpose [13]. Primary data demonstrates the authenticity of the information contained within the data. Primary data generally comes from primary sources, meaning the data resides with the primary party that owns the data. Primary data is data that is directly given to the data collector [14]. In this study, the method of collecting primary data used is the distribution of questionnaires. The questionnaire in this study uses a Likert scale of 1-4 which is used to measure a person's perception of a social phenomenon. With the Likert scale, the variables to be measured are broken down into variable indicators and then these indicators are used as a starting point for compiling instrument items that can be in the form of statements or questions.

Secondary data is data that has been processed, stored, and presented in a certain format or form by a certain party for a certain purpose [13]. Secondary data shows the lack of authenticity of the information contained in the data because it has been processed for a certain purpose. Secondary

data generally comes from secondary sources but can also come from primary sources. Secondary data is data obtained from library materials and researchers indirectly through intermediaries [14]. Secondary sources are sources that are not directly given to the data collector, for example through other people or through documents. The secondary data used in this study are books, journals, and the internet to obtain the necessary information and data.

2.2. Data Processing Method

The data processing in this study uses a descriptive analysis method. Descriptive analysis aims to transform a set of raw data into a more easily understood form in the form of more concise information [15]. Descriptive analysis in this study is carried out on the results of respondent data based on profile, demographics, and usage. The descriptive method is used to describe or illustrate the collected data without intending to draw general or general conclusions [14].

3. Result and Discussion

3.1. Research Result

The research results on the perception of usefulness show that the majority of graphic design students feel the benefits of Canva software for their college assignments and improve their performance and meet their needs in completing college assignments. In addition, the Canva application also saves time and helps complete college assignments faster. Canva also increases the effectiveness and productivity of graphic design students in working on college assignments. According to the research results, Canva does not reduce their time to experiment with unproductive things. Graphic design students do not feel difficulty in working on assignments if they do not use the Canva application, and the Canva application does not have great control or support important aspects for graphic design students in working on assignments. In addition, Canva also does not have a big effect on improving the quality of graphic design students.

The research results on the perception of ease-of-use show that the majority of graphic design students feel that the Canva application is easy to understand, so graphic design students rarely make mistakes when using the Canva application even though graphic design students do not read the user guide. According to the research results, using the Canva application does not require a lot of effort and is not frustrating because the interaction with the Canva application is flexible and not rigid. The Canva application also rarely experiences server or browser compatibility issues. Interacting with the Canva application is easy to understand and provides some guidelines in its use, so graphic design students find it easy to remember how to use the Canva application for their assignments.

In the theory of perceived usefulness, overall graphic design students agree that the Canva application system is useful for college assignments, especially in the field of design. Similarly, in the theory of perceived ease of use, overall graphic design students agree that the Canva application is easy to use.

3.2. Discussion

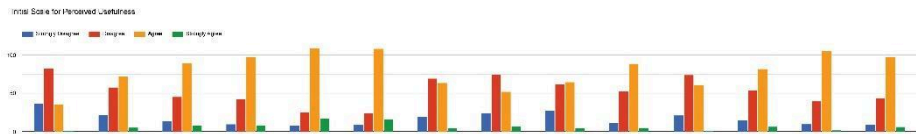


Fig. 1. Perceived Usefulness Theory Survey Results.
Source: Google Form Result

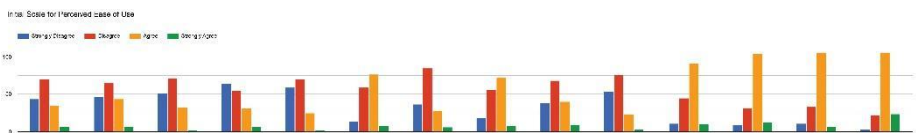


Fig. 2. Perceived Ease of Use Theory Survey Results
Source: Google Form Result

The survey, which includes responses from 158 graphic design students, provides valuable insights into the perception and usability of the Canva application among this demographic. The findings, represented in Figures 1 and 2, highlight the positive reception of Canva in terms of its perceived usefulness and ease of use.

Figure 1 illustrates that graphic design students respond positively to the benefits of using Canva, aligning with the theory of perceived usefulness. Students recognize that Canva enhances their performance in completing design assignments. The application provides various tools and templates that streamline the design process, enabling students to produce high-quality work efficiently. Canva is appreciated for its ability to save time. The intuitive interface and pre-made templates reduce the time required to create designs from scratch, allowing students to focus on other aspects of their studies or creative endeavors. The application helps students meet their assignment needs effectively. Canva's features, such as drag-and-drop functionality and a vast library of resources, facilitate the quick completion of design tasks. Students find that Canva enables them to create attractive and creative designs without extensive effort. This ease of use is particularly beneficial for those who may not have advanced design skills or extensive experience with more complex design software.

Figure 2 demonstrates that graphic design students find Canva easy to understand and use, countering the notion that interacting with the application is difficult. Students believe that Canva's interface is straightforward and user-friendly.

The layout and design of the application make it accessible even to beginners, reducing the learning curve typically associated with graphic design software. The majority of respondents disagree with the statement that interacting with Canva is difficult. This suggests that Canva's design is intuitive, allowing users to navigate and utilize its features with minimal frustration or confusion. Canva's accessibility is a significant advantage, as it can be used by individuals with varying levels of design experience. This inclusivity broadens its appeal among graphic design students, making it a versatile tool for both novices and more experienced designers.

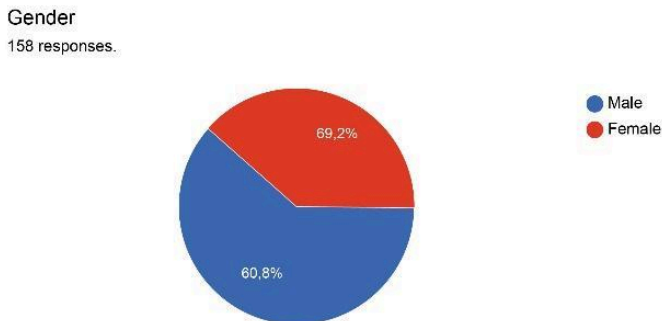


Fig. 3. Gender Demographics Survey Results
Source: Google Form Result

Figure 3 highlights that 60.8% of respondents from graphic design students are male. This demographic distribution reflects broader trends within the graphic design field, which traditionally has a higher representation of males. Historically, many technical and creative professions, including graphic design, have been male-dominated. This trend can be attributed to various socio-cultural factors that influence career choices and educational paths from an early age. The data from Figure 3 aligns with the current demographics in the graphic design industry, where a higher percentage of professionals are male. This trend is gradually changing as more initiatives aim to promote diversity and inclusion within the industry.

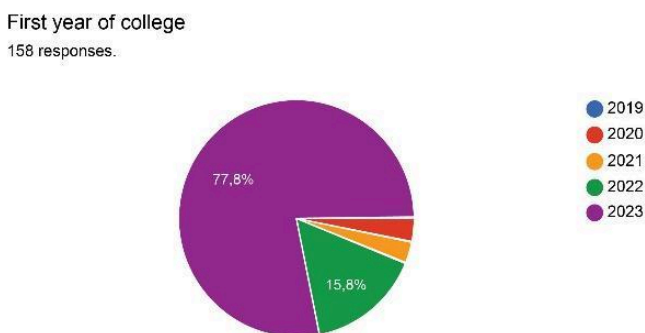


Fig. 4. Admissions Year Demographics Survey Results
Source: Google Form Result

Figure 4 illustrates that 77.8% of respondents from graphic design students are freshmen from the class of 2023. This significant concentration of first-year students relates closely to the rapid growth and increased adoption of the Canva application, particularly during the COVID-19 pandemic, which significantly impacted global productivity and educational practices. The COVID-19 pandemic forced educational institutions to shift to online learning, which necessitated the use of digital tools and applications to facilitate remote education. Canva, with its user-friendly interface and collaborative features, emerged as a valuable tool for students and educators during this period. The pandemic also accelerated the adoption of digital tools across various sectors, including education. Canva's growth during this time can be attributed to its accessibility, ease of use, and effectiveness in supporting remote learning and project collaboration.

The class of 2023, who having begun their higher education journey during or shortly after the height of the pandemic, are now being the digital natives. They are more accustomed to using digital tools and platforms for learning and completing assignments. Canva's intuitive design makes it particularly appealing to this cohort. They also have experienced remote and hybrid learning environments, where digital tools like Canva became essential. This familiarity and reliance on Canva during their high school years have naturally transitioned into their college experience.

What semester are you currently in?
158 responses.

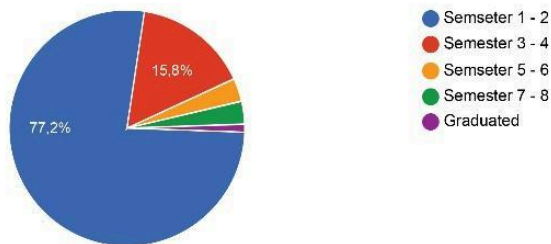


Fig. 5. Current Semester Demographics Survey Results
Source: Google Form Result

Figure 5 indicates that 77.2% of respondents are graphic design students who have just started their early semesters. This trend can be attributed to several factors, particularly the learning curve associated with more advanced design software and the immediate need for accessible tools to support their coursework. The reliance on Canva as an alternative to traditional design tools is a strategic choice to enhance the effectiveness of their college assignments, especially for those who are still developing their foundational skills in graphic design.

Early-semester students are often still acclimating to the demands of their coursework and the tools they need to master. Advanced design software like Adobe

Illustrator or Photoshop can have steep learning curves, making Canva an attractive option due to its simplicity and ease of use. Canva's user-friendly interface and ready-to-use templates make it an ideal choice for beginners. Students can quickly create visually appealing designs without extensive prior knowledge or training, which is crucial during their initial semesters when they are juggling multiple new subjects and responsibilities.

Early-semester students may not yet have developed the time management skills necessary to handle complex design projects. Canva allows them to complete assignments more efficiently, freeing up time to focus on other academic tasks and adapt to college life. Canva provides immediate, visually pleasing results, which can boost students' confidence and satisfaction with their work. This is particularly important in the early stages of their education, where positive reinforcement can encourage continued engagement and interest in the field.

How often do you use Canva?

156 responses.

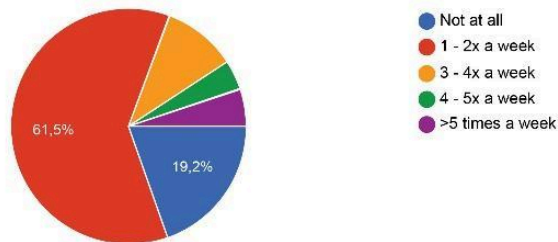


Fig. 6. Canva Usage Intensity Survey Results

Source: Google Form Result

Figure 6 illustrates that the intensity of Canva usage among graphic design students is relatively low. Specifically, 61.5% of students use the Canva application only 1-2 times a week, and 19.2% do not use the application at all. These statistics reveal several insights about students' perceptions of Canva's usefulness and ease of use, and their resulting reliance on the application. The data suggests that while students recognize the benefits and ease of use of Canva, they primarily consider it a supplementary tool rather than a primary resource. They might use Canva for specific tasks or quick projects but rely on other tools for more substantial or complex assignments. Graphic design students typically have access to a wide range of software. The low intensity of Canva usage may indicate that students prefer using more advanced or specialized software for their core design work, reserving Canva for simpler or secondary tasks. Early-semester students might use Canva to quickly complete assignments as they adapt to new learning environments. As they become more proficient and their assignments grow in complexity, they might transition to more powerful tools that offer greater flexibility and capabilities.

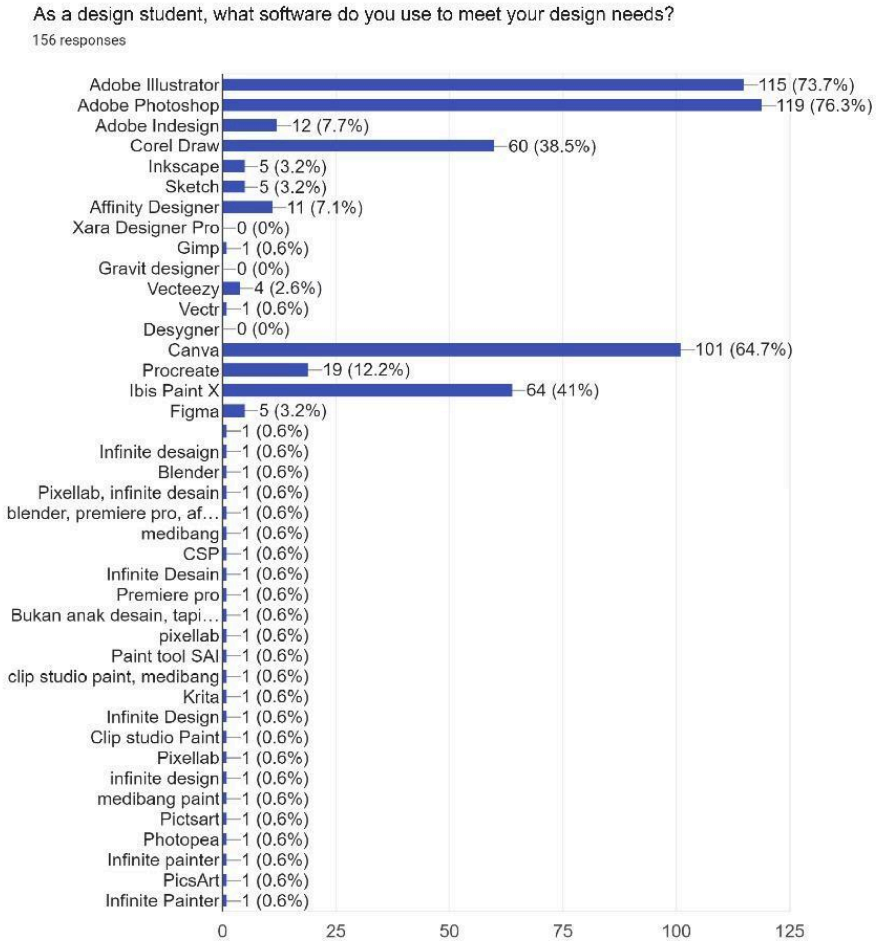


Fig. 7. Software Usage among Graphic Design Students Survey Results

Source: Google Form Result

The data in the Figure 7. shows that 64.7% of respondents use the Canva application to meet their design needs. This figure is below the use of the Adobe family to meet design needs, which is 76.3%. This shows that the use of the Canva application is still relatively risky when compared to the use of other software in the commercial and creative industries. These figures suggest several key points about the adoption and perceived reliability of Canva versus Adobe software.

Adobe software remains the preferred choice among graphic design students, with a higher adoption rate of 76.3%. This dominance reflects Adobe's long-standing reputation and its comprehensive suite of tools that cater to professional design needs. Despite Adobe's lead, a significant portion (64.7%) of respondents rely on Canva, indicating its growing popularity, especially among those who prioritize ease of use and quick design solutions.

The lower adoption rate of Canva suggests that it may be perceived as less reliable or versatile compared to Adobe products. Canva, while user-friendly, may not offer the same depth of features and customization options as Adobe software, which can be crucial for complex and high-quality design work. Meanwhile, Adobe software is widely recognized and accepted in the professional design community. It is often seen as the industry standard, which can make Canva seem less suitable for professional or commercial projects.

4. Conclusion

Based on the research results and data analysis, the perception of usefulness among graphic design students indicates that the Canva application significantly impacts their assignments. The findings highlight several key benefits, such as: improved performance, meeting needs, time efficiency, and ease of use.

The majority of students feel that Canva enhances their overall performance in completing graphic design assignments. Canva effectively meets the students' needs for completing assignments, providing the necessary tools and features. Students report that Canva helps save time and accelerates the assignment completion process. The application allows students to create attractive designs quickly without extensive effort, enabling the production of creative designs efficiently.

However, graphic designers face challenges in integrating Canva and artificial intelligence into their work. Despite its advantages, Canva poses certain risks compared to other software used in the commercial and creative industries. The research emphasizes that design is more than just creating visually appealing graphics. It involves adhering to principles and concepts that add value to visual work, ensuring that the message is effectively conveyed to the audience through the media. Key points to consider including principles and concepts, communication, and commercial viability.

An effective design requires a deep understanding of design principles and concepts, which are essential for creating meaningful and impactful visuals. The ultimate goal of design is to communicate a message to the audience clearly and effectively. This requires more than just aesthetic appeal; it involves strategic thinking and planning. While Canva offers convenience and speed, it may not always meet the rigorous standards of commercial and professional design work.

In summary, while Canva is a valuable tool for graphic design students, helping them improve performance, save time, and create attractive designs quickly, professional designers must carefully consider how to integrate it with other tools and techniques to ensure the highest standards of design quality and communication.

Acknowledgments. This research would not have been possible without the full support of various individuals and institutions. We express our deepest gratitude to our esteemed supervisor, Arievidiana Ayu Laksmi, S.T., M.B.A., for her invaluable guidance and encouragement throughout the entire research process. Her dedication, expertise, and mentorship were instrumental in shaping our research and ensuring its successful completion. The author would like to thank the graphic design students who participated in this study. Their willingness to share their experiences and insights through the questionnaire was instrumental in gathering data for the research. We are grateful to a number of research journals which

provided the theoretical foundation for this research. These valuable resources provided us with important insights and knowledge to shape our research and base our findings on. In addition to the participants, the author acknowledges the insightful materials that informed and enriched the research. These resources include books and journals that explore the relationship between graphic design, technology, and education, as well as online resources on Canva, focusing on its history, features, and impact on the design industry. Thanks to this collective support, the research explored the perceptions of graphic design students regarding Canva's usefulness and ease of use. The findings offer valuable insights for educators and students navigating the evolving landscape of graphic design. Finally, we thank Surabaya State University for giving us access to its research facilities and resources. Their support played an important role in enabling us to conduct research effectively.

Disclosure of Interests. The authors have no competing interests to declare that are relevant to the content of this article.

References

1. W. Masna, Perancangan Flash Card Sebagai Alat Multimedia Pembelajaran Interaktif Menggunakan Canva (Doctoral dissertation, UIN Ar-Raniry) (2022).
2. Leryan, L. P. A., Damringtyas, C. P., Hutomo, M. P., & Printina, B. I. (2018). The Use of Canva Application as an Innovative Presentation Media Learning History. In B. Bram & P. Angelina (Eds.), *Prosiding Seminar Nasional FKIP 2018*. Sanata Dharma University Press.
3. Tanjung, R. E., & Faiza, D. (2019). Canva sebagai media pembelajaran pada mata pelajaran dasar listrik dan elektronika. *Voteteknika (Vocational Teknik Elektronika Dan Informatika)*, 7(2), 79-85.
4. E.R. Aulia, D.D. Candra, & L. Wardani, Analisis Kepuasan Pengguna Aplikasi Canva di Indonesia Menggunakan Metode TAM. *Djtechno: J. Teknol. Inf.*, 4(1), 128-140 (2023).
5. Irawati, T., Rimawati, E., & Pramesti, N. A. (2020). Penggunaan Metode Technology Acceptance Model (TAM) Dalam Analisis Sistem Informasi Alista (Application of Logistic and Supply Telkom Akses). *Is The Best Accounting Information Systems and Information Technology Business Enterprise This Is Link for OJS Us*, 4(2), 106–120. <https://doi.org/10.34010/aisthebest.v4i02.2257>
6. Rokhayani, A., Ririn, A., & Utari, P. (2014). "The Use of Comic Strips as an English Teaching Media for Junior High School Students. *Language Circle*". *Journal of Language and Literature*, 8(2), 143–149.
7. Wakhida, U. I. A., & Sanaji, S. (2020). Peran Perceived Usefulness dan Perceived Risk sebagai Variabel Pemediasi pada Pengaruh Perceived Ease of Use dan e-WOM Negatif terhadap Niat Pembelian Para Pengguna Aplikasi Layanan Kesehatan Halodoc. *Jurnal Ilmu Manajemen*, 8(4), 1158-1174.
8. Jogyianto, 2007. *Sistem Informasi Keperilakuan*. Edisi Revisi. Yogyakarta: Andi Offset.
9. Monisa, M. (2013). Persepsi Kemudahan Dan Kegunaan Opac Perpustakaan Unair. *Universitas Airlangga*, 2(1), 1–16. <http://journal.unair.ac.id/download-fullpapers-JurnalMartina.pdf>
10. Fatmawati, E. (2015). Technology Acceptance Model (TAM) untuk

- Menganalisis Sistem Informasi Perpustakaan. *Iqra'*: Jurnal Perpustakaan Dan Informasi, 9(1), 1–13. <http://jurnal.uinsu.ac.id/index.php/iqra/article/view/66>
11. Damayanti, V. (2019). The Effect of Perceived Usefulness and Perceived Ease of Use on Purchase Intention Through Brand Image as an Intervening Variable in Yogyakarta Ust Shopee Users. *Scientific Journal of Economics and Business*, 16(2), 99-109.
 12. Fadillah, W., & ZA, S. Z. (2023). Pengaruh Persepsi Kemudahan Penggunaan dan Persepsi Manfaat Terhadap Minat Menggunakan Aplikasi Canva. *MAMEN: Jurnal Manajemen*, 2(2), 231-240.
 13. Abdillah, W. and Hartono, M., Partial Least Square. Yogyakarta: Andi Publisher (2015).
 14. Sugiyono, M., Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi. Bandung: Alfabeta (2012).
 15. Istijanto, A. P. R. P. (2009). Jakarta: PT. Gramedia Pustaka Utama.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

