



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Module name: Digital Skills

Module code: LCLM 4002

Name: Tatiana Teran Palacios

Student number: 2539622

DS2: ASSESSMENT BUSSINES DIGITAL TASK

PART 1: CREATE A DIGITAL ARTEFACT

STUDY SPACE TUTORS

SUBJECTS

- English
- Maths
- Science
- Business studies
- Digital skills

PRICES

- One-to-one £18/h
- Group session £10/h

WHY US

- Friendly tutors
- Small groups
- Support
- Step by step teaching
- Simple digital tool

OPENING HOURS

- Monday to Friday
9:00 – 18:00
- Saturday
10:00 – 14:00

07400123456
hello@studyspace.co.uk
12 Rlver Street, City Centre

PART 2: SHORT LOG

1. Why did you choose the tool?

I chose *Canva* for this assessment because it is a highly comprehensive design tool that enables the creation of professional-grade visual layouts without requiring expert graphic design software. Additionally, I selected it because it is a platform I thoroughly enjoy working with, and I wanted to use this project as an opportunity to challenge myself, discover its advanced features, and enhance my overall digital skills.

Futhermore, I think everyone should learn to use Canva because it's useful in so many areas outside of work. I look forward to keeping at it, exploring new features, and taking my skills to a professional level.

2. What information you used?

The information that I used is from de Moodle specifically, scenario 3 where I need to create one page for Study Space tutoring. This is the email that we are received:

To: Junior Assistant
From: Nick Bee, Manager, Study Space Tutoring
Subject: Please Create a One Page "About Us" Sheet

Hi,

We need a simple, clear one page "About Us" sheet to give to new students. Please use the notes below to create a page that looks friendly and professional.

The page should:

- show the information clearly
- use simple headings
- look good for new students
- be easy to read on a screen or printed page

3. What changes you made?

I would like to highlight that the first change I made was regarding the scenario choice. My initial choice was to create a flyer for a fictional business; however, I ultimately could not present it. As a result, I chose this specific scenario at the last minute to work on it.

During the creation of my artifact using Canva, I made many changes; I created different templates until I felt it was right.

First, I thought about how to present the information—whether linearly, in blocks, or centered. I also focused on making it visual and easy to read.

I started with more vibrant colors that later felt they didn't suit the nature of the business, so I changed to more neutral.

Additionally, I made adjustments to the colors, typography, and the size of both the text and the images I included.

4. How you improved your work?

I improve my work by making it more direct and clearer, upgrading both the quality and amount of information.

I focused on what matters most to the client: our services, prices, schedule, and competitive advantage. I made sure to keep it simple, brief, and easy to scan read.

On the other hand, the flyer's color tone is also key. Because we are an academy, we must look professional to our clients, so I chose a color palette that conveys trust and authority.

Every design iteration was made with our target audience in mind, aiming to convey trust, organization and accessibility from the very first second. This iterative process of trial and error helped me realize that design is not just about aesthetics, but also about functionality and effective communication.