





Canva como estrategia didáctica en la educación cultural y artística. Una revisión sistemática

Canva as a teaching strategy in cultural and artistic education. A systematic review

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Summary

Introducción: La integración de herramientas digitales en la educación se ha vuelto imprescindible, particularmente en el ámbito de la educación cultural y artística, donde Canva, una plataforma de diseño gráfico en línea juega un papel destacado. **Objetivo:** Este estudio tiene como objetivo sistematizar la literatura existente sobre el uso de Canva en la educación cultural y artística para identificar sus beneficios, desafíos y estrategias para una implementación efectiva. **Metodología:** Se realizó una revisión sistemática siguiendo la metodología PRISMA, donde se seleccionaron y analizaron 15 artículos después de un proceso de cribado exhaustivo. **Resultados:** Los resultados muestran que Canva potencia habilidades técnicas, el pensamiento crítico, la creatividad y la apreciación estética de los estudiantes, gracias a su interfaz intuitiva y sus recursos visuales. No obstante, también se resaltan desafíos como la necesidad de capacitación para el profesorado y la adaptación curricular. **Conclusión:** El estudio propone una estrategia didáctica que incorpora Canva en la enseñanza cultural y artística a través de cinco sesiones estructuradas, fomentando un aprendizaje más interactivo y creativo. Destaca la importancia de integrar herramientas digitales como Canva para mejorar la educación y el aprendizaje en el contexto actual. **Área de estudio general:** Educación. **Área de estudio específica:** Educación cultural y artística.

Abstract

Introduction: The integration of digital tools in education has become essential, particularly in the field of cultural and artistic education, where Canva, an online graphic design platform, plays a significant role. **Objective:** This study aims to systematize the existing literature on the use of Canva in cultural and artistic education to identify its benefits, challenges, and strategies for effective implementation. **Methodology:** A systematic review was conducted following the PRISMA methodology, where 15 articles were selected and analyzed after a thorough screening process. **Results:** The findings indicate that Canva enhances technical skills, critical thinking, creativity, and aesthetic appreciation in students, thanks to its intuitive interface and visual resources. However, challenges such as the need for teacher training and curricular adaptation were also highlighted. **Conclusion:** The study proposes a

didactic strategy that incorporates Canva into cultural and artistic education through five structured sessions, promoting more interaction and creative learning. It underscores the importance of integrating digital tools like Canva to enhance education and learning in the current context. General Study Area: Education. Specific Study Area: Cultural and Artistic Education.

Introduction

In the contemporary educational field, digital tools have taken on a predominant role in facilitating teaching and learning processes (Armas Díaz, 2023). Canva, an online graphic design platform has emerged as one of these key tools, offering a wide spectrum of possibilities for teachers and students in the field of cultural and artistic education (Vacca-Osorio et al., 2023). Its intuitive interface and wide range of visual resources make it accessible even to those without prior experience in graphic design, thus allowing the integration of enriching visual elements in the educational process (Campos-Pizo et al., 2021).

Cultural and artistic education plays a crucial role in the comprehensive development of students, fostering not only technical skills, but also critical thinking, creativity, and aesthetic appreciation (Rosalba-Verónica, 2021). In this context, the incorporation of Canva as a teaching strategy opens a range of possibilities to innovate and enrich pedagogical practices (Miranda & Enciso, 2023, pp. 2022-2023; Quizhpi-Sinchi, 2023). Allowing the creation of attractive and meaningful visual materials, this tool becomes an ally to capture students' attention and facilitate the understanding of complex concepts (Moreno-Ruiz, 2022).

However, the implementation of Canva in cultural and artistic education goes beyond the mere creation of visual content (Alarcón-Angulo, 2023). Its use promotes the development of essential digital skills in the 21st century, preparing students to navigate with ease in increasingly ubiquitous digital environments (Males-Sarabia, 2023). In addition, it promotes an active and participatory methodology, where students become content creators, enhancing their autonomy and their ability to express themselves through various visual media (Ramos-Mendoza et al., 2023).

Despite its obvious benefits, integrating Canva into education requires deep pedagogical reflection and careful planning (Arieu, 2021). It is imperative that teachers become familiar with the tool and explore its multiple functionalities in order to effectively guide their students. Likewise, it is crucial to foster a learning environment that values

experimentation, creativity and constructive criticism, thus creating optimal conditions for students to explore their creative potential through Canva (Cano-Villarreal, 2023).

Canva's potential to contribute to the development of transversal skills is another aspect that makes it especially relevant in cultural and artistic education (Cetout & Ramos, 2022). Skills such as problem solving, critical thinking and collaboration can be enhanced through collaborative projects and creative challenges proposed on the platform (López, 2023). In this way, Canva becomes a comprehensive learning space, where the technical, creative and social aspects of learning are harmoniously intertwined (Usca-Ramos, 2020).

Furthermore, Canva's flexibility allows it to be adapted to different educational levels and cultural contexts, making it a versatile and accessible tool (Mellado-Rodríguez, 2023). From simple projects for primary school students to more complex proposals for higher education, Canva offers a range of possibilities that can be adjusted according to the specific needs of each group of students (Miranda & Enciso, 2023). This democratizes access to high-quality design resources, contributing to reducing the digital divide and promoting educational equity (Quincha-Sanabria, 2022).

However, the effectiveness of Canva as a teaching strategy in cultural and artistic education depends largely on the way in which it is integrated into the curriculum and how it is articulated with the learning objectives (Flores-Flores & Arichabla-Flores, 2022). It is not simply about adding a digital tool to the pedagogical repertoire, but about rethinking educational practices to make the most of the possibilities that Canva offers (Mateus & Quiroz, 2021; Gutiérrez-Martín et al., 2022; Walko, 2022). This implies a transformation in the role of the teacher, who must adopt a more guiding and facilitating stance, promoting project-based learning and creative exploration (Mejía-Pérez, 2023).

The evaluation of projects carried out in Canva also represents a challenge and, at the same time, an opportunity to innovate in evaluation practices. Beyond evaluating the final result, it is essential to evaluate the creative process, the aesthetic and conceptual decisions, as well as the students' ability to articulate their ideas and justify their choices (Rámila & Martinell, 2019). This requires developing clear and coherent evaluation criteria that reflect the learning objectives and that value creativity, critical thinking and originality (Bombón-Chumano, 2023).

Over the last few years, various research has begun to shed light on the potential and challenges of integrating Canva in education. Preliminary studies indicate promising results, pointing to improvements in student engagement, quality of work completed, and acquisition of digital skills. However, the need to continue exploring and documenting innovative pedagogical practices that incorporate Canva is also evident, in order to fully understand its impact on cultural and artistic education (Ramírez-Vera & Vera-Rocafuerte, 2022).

The adoption of Canva in the cultural and artistic educational field brings with it significant challenges that go beyond the mere technical implementation (Gehred, 2020). Despite its obvious advantages in facilitating graphic design and the production of visual educational materials, its effective integration faces obstacles such as the learning curve for teachers and students, the need to customize the tool to different educational and cultural contexts, and the risk of over-reliance on pre-made templates and resources that could limit creative expression and the development of critical thinking (Hadi et al., 2021; Sánchez-Chávez, 2020). Furthermore, the effectiveness of Canva as a teaching tool depends largely on how it is integrated into curricula and alignment with specific learning objectives, which requires careful pedagogical planning and reflection (Hapsari & Zulherman, 2021; Yundayani et al., 2019).

On the other hand, the challenge is not limited only to technical and pedagogical aspects, but also includes the promotion of a learning environment that values experimentation, creativity and constructive criticism (Arcentales-Fajardo et al., 2022). Educators must not only become familiar with the multiple functionalities of Canva, but also explore and encourage active and participatory methodologies, where students become content creators (Osorio Almeida, 2023, pp. 2022-2023). It is crucial to develop and apply evaluation criteria that reflect and promote learning objectives, valuing originality, creativity and critical thinking, beyond mere technical or aesthetic correctness. The integration of Canva into cultural and artistic education is a complex undertaking that requires a commitment to educational innovation and a holistic approach to overcome its challenges (Yundayani et al., 2019; Lazarte Oyague, 2021).

In the educational field, Canva has served as a key tool in the development of digital and creative skills, allowing users of all ages and skill levels to actively participate in the creation of visual content (Mellado-Rodríguez, 2023). Its adaptability to various educational contexts, from primary to higher education, has allowed teachers to personalize and improve their teaching methodologies, while students benefit from a more dynamic and visual way of learning (Vargas-Gómez, 2020). Preliminary studies have shown promising results, with increases in student commitment and motivation, as well as improvements in the quality of the work carried out and in the acquisition of fundamental digital skills (Moncada-Solis, 2021).

However, Canva's impact on education remains an expanding field of study. The need to document and understand innovative pedagogical practices that incorporate Canva is crucial to fully understand its effect on cultural and artistic education (López, 2023). As more educators and students adopt this tool, the importance of sharing experiences, strategies and challenges becomes evident, thus contributing to a broader body of knowledge on how to maximize the educational benefits of Canva (Uyaguari-Zhagñay, 2023; Romero- Oliva et al., 2020). This includes understanding how it can contribute to

greater educational equity, closing the digital divide, and preparing students for an increasingly visual and digitalized world (Lazarte-Oyague, 2021).

Goals

General objective

Evaluate the use of Canva as a teaching strategy to enrich the teaching-learning process of cultural and artistic education, through a systematic review.

Specific objectives

- Investigate the benefits of using Canva in cultural and artistic education.
- Describe teaching strategies that integrate the use of Canva in the teaching of cultural and artistic education.
- Identify the main challenges when integrating Canva in the cultural and artistic education classroom.

Methodology

The PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) methodology is a valuable tool to improve clarity and transparency in the literature review. To apply the methodology of the article on the use of Canva in cultural and artistic education to the PRISMA methodology, the following steps will be followed:

Protocol and Registration

This systematic review will follow the PRISMA methodology to ensure a clear structure and transparent methodology.(Morales, 2022). An internal protocol has been established for the identification, selection, extraction and synthesis of relevant studies on the use of Canva in cultural and artistic education.

Eligibility Criteria

Eligibility criteria are based on the characteristics of the PICOS studies(Huaraz & Ramos, 2022), tracking duration and publishing characteristics:

- **Population (P):**Participants in cultural and artistic education.
- **Intervention (I):**Use of Canva as a teaching tool.
- **Comparison (C):**Comparison with other teaching tools, if applicable.
- **Results (O):**Skill development, learning outcomes, etc.
- **Studies (S):**Qualitative, quantitative and mixed studies.

Tracking duration: preference to studies with short- and long-term impact evaluation.

Publishing Features:

- **Years:** studies published between 2020 and 2023.
- **Languages:** English, Portuguese or Spanish.
- **Publication status:** Publications subject to peer review or academic recognition.

Information sources

Data sources for this systematic review will include electronic databases recognized for their exhaustive coverage of academic literature relevant to educational sciences and educational technology. Databases such as Scopus, Web of Science, ERIC, and Google Scholar will be selected to ensure broad and diverse coverage. In addition, manual searches of specialized journals and academic conferences will be included, as well as reviews of the bibliographic references of the selected studies to identify additional literature that meets the eligibility criteria.

Search strategy

The search strategy will be designed to be exhaustive and detailed, using a combination of keywords and Boolean operators tailored to each database. The keywords will reflect the main concepts of the review: "Canva", "cultural and artistic education", "educational technology", as well as their synonyms and related terms. The following basic structure will be used for the search strategy, which will be adapted according to the specifications of each database:

(Canva) AND ("cultural education" OR "arts education" OR "arts teaching") AND ("educational technology" OR "digital tools in education")

Date filters will be applied to include studies published between 2020 and 2023 and articles in English, Spanish and Portuguese will be considered, given the relevance of these languages in the dissemination of research in the area of interest. The search will be limited to documents subject to peer review or with academic recognition to ensure the quality and relevance of the included studies. The search strategy will be documented in detail, including search dates, databases searched, exact search terms used, and any filters applied. This will guarantee the transparency and reproducibility of the search process, essential elements to adhere to the standards of the PRISMA methodology.

Study selection process

The study selection process began with a preliminary identification, where an initial search was performed and relevant records were collected. Subsequently, in the screening stage, duplicates were removed and titles and abstracts were reviewed. Then, during the eligibility phase, full texts were examined and reviewers consulted to make informed

decisions. Inclusion involved final selection of studies, documenting reasons for exclusion of others. Discrepancies were handled through conflict resolution between reviewers. Finally, the entire selection process was documented in detail to guarantee transparency and methodological rigor.

Figure 1 illustrates the selection procedure applied to scientific articles for this study, starting with an initial set of 40 articles. Through a meticulous inclusion and exclusion process, these articles were filtered, culminating in the final selection of 15 works published between 2020 and 2023. On the other hand, Figure 2 presents a detailed summary of the articles that were reviewed, those who were selected for the study, and those who were excluded from the final investigation. This process ensures a rigorous and relevant selection of sources for the research, solidly substantiating the analysis and the conclusions derived.

Figure1

Flowchartthe revision

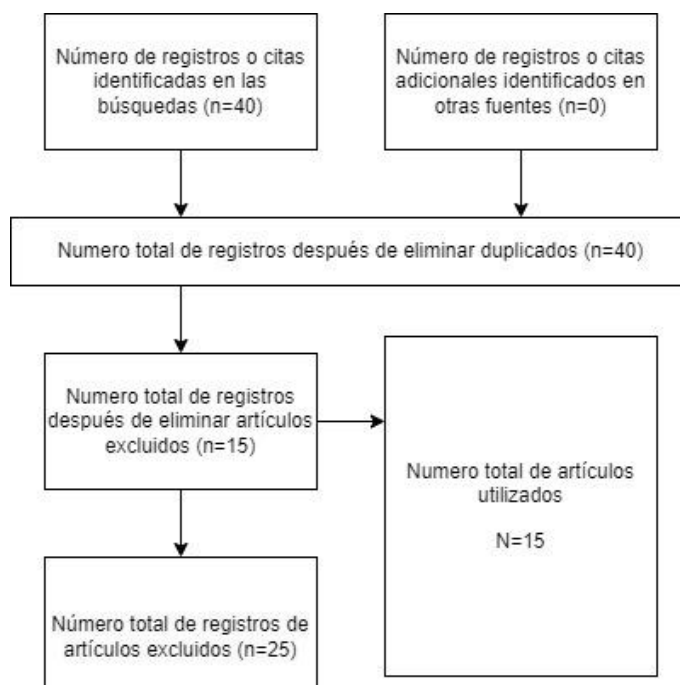
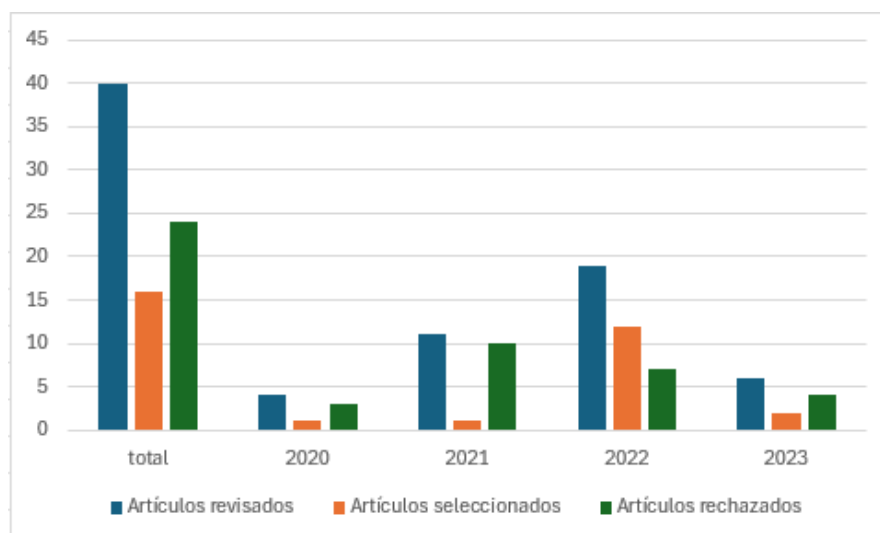


Figure2
Article selection


Data collection process

Includes development of custom data extraction forms, independent and duplicate data extraction, reviewer training, and data verification.

Data List

Specific data will be collected for each study, including author(s), year of publication, title, type of study, results and conclusions.

Bias

To assess the risk of bias, standardized tools will be applied in each study, classifying them as low, unclear or high risk. In addition, the risk of bias between studies will be evaluated, considering aspects such as publication bias and selective reporting. This analysis will be carried out through exhaustive searches, sensitivity analysis and the use of tools such as funnel plots, thus ensuring a comprehensive and accurate assessment of bias at both the individual and collective levels of the included studies.

Results

Table 1
Results of studies of the benefits of using CANVA

| Author/Year | Qualification | Type of study | Results/conclusions |
|----------------------|---|--|---|
| Vargas et al. (2022) | The Canva Platform and Meaningful Learning in Regular Basic Education | Quantitative, non-experimental research, with a cross-sectional correlational design. | The use of Canva in cultural and artistic education demonstrates significant benefits, highlighting high interactivity (66.7%), extensive use of virtual resources (88.7%), and flexibility (90.7%). This translates into more meaningful learning with a positive impact on student motivation, understanding, and engagement, evidenced by a positive mean relationship (0.446) between the use of Canva and meaningful learning. |
| Wijayanti (2022) | Teaching English by Using Canva: Students' and Lecturers' Voice | Quantitative investigation. | The use of Canva in cultural and artistic education has demonstrated notable benefits, with high levels of interactivity (66.7%), virtual resources (88.7%), flexibility (90.7%) and training action (74.7%). These attributes have contributed to significant learning among students, reflected in a high level of motivation, understanding, functionality and participation, with an average of 63.6%. The average positive relationship (0.446) between Canva use and meaningful learning underscores its effectiveness as an educational tool in these areas. |
| Rojas (2023) | Transmedia Narrative: Deepening Skills in the Subject of Cultural and Artistic Education Post-COVID-19 Pandemic | Qualitative research. | The research highlights how transmedia storytelling, integrated through tools like Canva, can enrich cultural and artistic education in the post-pandemic era, encouraging student creativity and participation. Adapting curricula to digital environments, using platforms such as Canva, has improved technological skills and student performance. The findings highlight Canva's effectiveness in enabling students to create innovative content, boosting their learning and participation in arts and cultural education classes. In addition, the study suggests that Canva can be a key tool for future educational strategies in various areas of knowledge. |
| Cuenca et al. (2023) | Cultural and Artistic Education. "Cultural and Artistic Education. Appreciation Workshops in Classroom" | Applied research with a mixed approach and a concurrent triangulation design (DITRIAC) | The study on appreciation workshops in Classroom for cultural and artistic education revealed that tools such as Canva, when integrated into these workshops, can significantly improve the development of digital skills. The study methodology, which included surveys and SWOT analysis, confirmed the effectiveness of Canva in this digital environment, highlighting its relevance in artistic and cultural teaching. The results showed that Canva is a valuable tool to facilitate and enrich the educational experience in these areas. The feasibility and effectiveness of Canva in the digital Classroom environment underlines its usefulness in modern cultural and artistic education. |

Table 1*Results of studies of the benefits of using CANVA (continuation)*

| Author/Year | Qualification | Type of study | Results/conclusions |
|------------------------------------|---|--|--|
| Ruiz-Loor & Intriago-Romero (2022) | The use of the technological tool Canva as a strategy in the creative teaching of teachers at the Lorenzo Luzuriaga fiscal school | Descriptive and exploratory research with a qualitative-quantitative approach. | Research at the Lorenzo Luzuriaga school, Ecuador, shows that the use of Canva by teachers significantly improves the teaching and learning processes in cultural and artistic education. Canva facilitates access to information and enhances interaction between teachers and students, enriching the educational experience in these areas. This study highlights the significant role of ICT, especially Canva, in creating more dynamic and effective educational environments in cultural and artistic education. The incorporation of Canva represents an advance in education, allowing better communication and more interactive and attractive learning. |
| Prawijaya et al. (2022) | Online learning platform using Canva: An alternative experience to optimize the learning process in the class | Research and Development Research (R&D) to develop a teaching module. | The study at Universitas Negeri Medan demonstrated the effectiveness of Canva as a teaching tool on its online learning platform, improving physics teaching. The integration of Canva into learning modules fostered the scientific attitude and motivation of students, serving as a model for future teaching strategies with information and communication technologies. |
| Saputra et al. (2022) | Using Canva Application for Elementary School Learning Media | Bibliographic review | The study highlights the effectiveness of Canva in primary schools to create multimedia teaching materials, increasing student interest and understanding. Offering features such as templates and illustrations, Canva improves educational quality and is a valuable tool in innovative teaching strategies. |
| Palop (2022) | Trial simulation planning using Canvas, Adobe Connect and Second life | Bibliographic review | The article presents an innovative teaching proposal that combines virtual teaching-learning technologies (Canvas, Adobe Connect, Second Life) with gamification and collaborative work to improve distance education. The technique involves simulating a virtual trial in criminal law, where students use Second Life avatars, promoting skills in legal argumentation and search for legal information. This methodology promotes the development of new skills and effective group work. |

Table 1*Results of studies of the benefits of using CANVA (continuation)*

| Author/Year | Qualification | Type of study | Results/conclusions |
|----------------------------------|--|---|--|
| Churiyah et al. (2022) | Canva for Education as a Learning Tool for Center of Excellence Vocational School (SMK Pusat Keunggulan) Program to Prepare Competitive Graduates in the Field of Creativity Skills in the Digital Age | Analysis of the implementation of Canva for Education in a training program for vocational school teachers. | The training and support of teachers from the Higher Vocational School (VHS) 1 Probolinggo in the use of Canva for Education helped develop e-learning tools to encourage creativity in students. After the training, teachers acquired skills to develop media and learning models that support students' creative skills in the digital age. This approach aligns with the objectives of improving the quality of human resources through the Vocational School of Excellence (SMK Pusat Keunggulan) program. |
| Arcentales-Fajardo et al. (2022) | Canva as a teaching strategy in Language and Literature | Research with mixed methodology (qualitative and quantitative), non-experimental, transversal. | The study of the “Salesian Agronomic” Educational Unit reveals challenges in the integration of Canva in the teaching of Language and Literature, especially in the generation of written texts, despite its advantages. This highlights the need for more effective teaching strategies to encourage the use of Canva in creative and artistic areas. It identifies the barrier of low adoption of this technological tool by students, and suggests the importance of providing adequate guidance and training for its effective use in the classroom. |
| Burrack & Thompson (2021) | Canvas (LMS) as a Means for Effective Student Learning Assessment Across an Institution of Higher Education | Bibliographic review | The article analyzes the evolution of evaluations in higher education, highlighting the importance of the quality of university learning and the challenges associated with apathy and dissent in evaluation processes. It focuses on how the LMS Canvas offers technological solutions to streamline learning assessment, providing a detailed view of its automatic data collection and assessment capabilities. Includes methods for extracting and applying Canvas data in decision making and effective visualization of results. |
| Oganda et al. (2020) | Blockchain Education Smart Courses of Massive Open Online Course Using Business Model Canvas | Research with a focus on literature and case analysis, using Business Model Canvas. | The study explores the integration of blockchain technology in online education, particularly in MOOC (Massive Open Online Courses) platforms, addressing issues such as credibility, certification and privacy. The results suggest that the combination of blockchain with MOOC is a promising trend for the development of online education. It concludes that blockchain technology can offer significant solutions to the current challenges of online education, anticipating further development and adoption of prototypes based on this technology. |

Table 1
Results of studies of the benefits of using CANVA (continuation)

| Author/Year | Qualification | Type of study | Results/conclusions |
|--------------------------|---|---|--|
| Rizanta & Arsanti (2022) | Pemanfaatan Aplikasi Canva sebagai Media Pembelajaran Masa Kini | Developmental research with a descriptive quantitative approach. | In the post-pandemic context, the Canva application, especially its education version "Canva for Education", stands out as an effective tool for distance learning. The study describes how Canva facilitates creative, innovative and collaborative learning experiences, adapting to the need for good interaction in virtual education. The focus of the research was to describe the practical use and benefits of Canva in educational environments to improve interaction and productivity in virtual classes. |
| Putra & Filianti (2022) | Pemanfaatan Canva For Education Sebagai Media Pembelajaran Kreatif dan kolaboratif untuk Pembelajaran Jarak Jauh | Quantitative research with descriptive quantitative analysis methods. | This research revealed that Canva for Education is an effective platform to support creative and collaborative distance learning. Teachers at the High Tech Teacher Indonesia forum used Canva to create and develop interactive and multimedia learning media. Most said Canva improved learning content creation and facilitated collaborative learning, supporting educational goals in the digital age. |
| Fauziyah et al. (2022) | The Use of 'Canva for Education' and the Students' Perceptions of Its Effectiveness in the Writing Procedure Text | Pre-experimental research with pre-post test design in one group. | The study showed that 'Canva for Education' was effective in improving procedural text writing skills in students of MTs Sabilunnajah Prambon, Sidoarjo. Students' perception towards 'Canva for Education' was positive and reliable, with a Cronbach's Alpha value > 0.5, indicating their enthusiasm and improvement in writing skills when using the platform. It was concluded that Canva is a useful and effective tool for teaching writing in procedural texts. |

Table 1 summarizes the findings of various studies focused on evaluating the benefits derived from the use of Canva in the field of cultural and artistic education. These studies cover a wide range of research contexts and methodologies, ranging from quantitative and qualitative analyzes to methodological and applied approaches. Together, they provide a holistic view of how integrating Canva into various educational settings can enhance the teaching and learning experience. Special emphasis is placed on the positive impact of Canva on interactivity, the use of virtual resources, flexibility and the training process, which translates into more meaningful and stimulating learning for students. These studies are essential to assess the efficiency of Canva as a technological tool in cultural and artistic education, highlighting its ability to promote the development of technological skills, creativity and student participation in a society increasingly immersed in technology.

Additionally, research has been compiled that focuses on the development and application of teaching strategies that incorporate Canva in the teaching of cultural and artistic disciplines. These studies, ranging from development research to literature reviews and case analyses, offer detailed insight into Canva's effectiveness in enriching the educational experience in multiple areas. Each investigation highlights different aspects of the use of Canva, from its application in subjects such as physics and language to its integration in distance education and teacher training in creative skills. The results of these studies provide valuable insight into the innovative ways in which Canva can be integrated into the educational curriculum, evidencing its versatility and effectiveness in promoting more interactive, creative and collaborative learning.

On the other hand, a compendium of studies has been prepared focused on the main challenges related to the integration of Canva in cultural and artistic education classrooms. These investigations, diverse in their approach and methodology, include everything from descriptive and quantitative studies to case analysis and bibliographic reviews. Each of these works offers important perspectives on the obstacles encountered when implementing Canva in educational contexts, covering issues such as the creation of written texts, adaptation to distance education, and the incorporation of emerging technologies, such as blockchain. Understanding these challenges is essential to overcome the barriers that both educators and students face when integrating digital tools like Canva into cultural and artistic education, thus providing valuable guidelines to optimize their effective use in the classroom.

This comprehensive analysis highlights the importance of adopting innovative digital tools such as Canva for the improvement of teaching and learning in cultural and artistic disciplines. Canva's ability to facilitate a more dynamic and participatory learning environment is particularly relevant in today's digital age, where the integration of technology in the classroom has become essential. By encouraging creativity and interaction, Canva stands as a valuable resource for teaching, allowing students to explore and express their ideas visually and collaboratively.

The integration of Canva into cultural and arts education also represents a significant advance in teaching methodology, offering teachers and students a versatile platform that supports pedagogical innovation. Canva's adaptability to different learning styles, along with its ability to enhance collaboration and creative expression, underscores its potential as a premier pedagogical tool. The inclusion of this type of digital technologies not only enriches the educational process, but also prepares students for the challenges of the future, in a world where digital skills are increasingly crucial.

Finally, it is essential to recognize the challenges inherent in incorporating tools like Canva in the educational field. Overcoming these difficulties requires a meticulous approach that includes teacher training, curricular adaptation, and equitable access to

technological resources. By proactively addressing these obstacles, the benefits of Canva can be maximized, ensuring that its integration contributes significantly to the enrichment of cultural and arts education. This holistic approach to educational technology leads the way toward more inclusive, innovative and effective teaching, preparing students to navigate and thrive in a globalized and technologically advanced environment.

Discussion

Several studies have highlighted the advantages of using Canva in educational environments, which were analyzed in this work. Vargas et al. (2022) and Wijayanti (2022) pointed out a high level of interactivity and flexibility with the use of Canva, crucial aspects in cultural and artistic education, where creativity and adaptability are fundamental. Prawijaya et al. (2022) and Saputra et al. (2022), highlighted how Canva facilitates the creation of multimedia teaching materials, crucial for presenting and understanding complex artistic concepts. In the context of teaching Language and Literature, Arcentales-Fajardo et al. (2022) found that Canva promoted creative literacy skills, an essential component in arts education.

Rojas (2023) and Cuenca et al. (2023), provide examples of how Canva can be used methodologically in artistic and cultural teaching, particularly in post-pandemic contexts where digital education has gained relevance. Rojas's (2023) proposal on transmedia narrative and the use of Classroom for artistic appreciation workshops by Cuenca et al. (2023), highlight the versatility of Canva as a teaching tool. Palop (2022) also highlights the usefulness of Canva in combination with other technologies for innovative educational activities.

Despite its benefits, there are also challenges in integrating Canva into art education. Burrack & Thompson (2021) and Ruiz-Loor & Intriago-Romero (2022) suggest that, while Canva offers advanced technological solutions, there may be challenges related to curricular adaptation and teacher training to maximize its effectiveness. Furthermore, the research by Oganda et al. (2020) on online education indicates that the integration of new technologies such as Canva requires considering aspects such as credibility and privacy.

Canva emerges as a valuable tool in cultural and artistic education, offering flexibility, interactivity and support for creativity. However, its successful integration into the classroom depends on overcoming challenges related to teacher training and adaptation to existing curricula.

Didactic proposal

Based on the analysis of the selected articles, we made an outline of a didactic proposal for the use of CANVA. In the *Board2* The proposal for integrating the Canva platform into the teaching-learning process of cultural and artistic education is presented over five

structured sessions. Each session focuses on a specific objective, from familiarizing yourself with Canva's basic tools to integrating all the knowledge acquired into a final project. Through a combination of theory and practice, students will explore various forms of visual expression using this digital tool, thus promoting the development of technical skills, creativity and aesthetic appreciation.

Board2

Didactic proposal

| Session | Aim | Development | Materials |
|---------|--|--|--|
| 1 | Familiarize students with the Canva platform and its basic tools. | Introduction to Canva and its functions. Practical demonstration of how to create simple designs. Practical exercise: create a simple infographic on a cultural or artistic topic. | Computers with Internet access, presentation on Canva, examples of infographics. |
| 2 | Promote creativity and artistic thinking through poster design using Canva. | Presentation of examples of artistic posters. Explanation of basic principles of graphic design. Practical exercise: students will design a promotional poster for a cultural event using Canva. | Computers with Internet access, presentation on graphic design, examples of artistic posters. |
| 3 | Teach students how to use Canva to create impactful visual presentations. | Introduction to the importance of visual presentations in effective communication. Demonstration of how to create slides with Canva. Practical exercise: Students will design a presentation about an artistic movement using images and text. | Computers with Internet access, presentation on visual communication, examples of impactful presentations. |
| 4 | Teach students to communicate complex information in visually appealing ways through infographics. | Introduction to the importance of infographics in education. Demonstration of how to create infographics with Canva. Hands-on exercise: Students will create an educational infographic on a cultural topic of their choice. | Computers with Internet access, examples of educational infographics, resources on cultural topics. |
| 5 | Integrate all the knowledge acquired throughout the course in the creation of a digital portfolio using Canva. | Review of the concepts learned during the course. Guided work session for students to create their digital portfolio using Canva, including previous work done in previous sessions. Presentation and feedback of portfolios. | Computers with Internet access, examples of digital portfolios, formative feedback. |

Upon completion of the implementation of this proposal, it is expected that students will have developed practical skills in using Canva to create a variety of visual resources in the cultural and artistic context. In addition, their ability to transmit information effectively through the use of visual elements will have been promoted, contributing significantly to their integral development as creative and critical beings within contemporary society.

It is important to highlight that this proposal is offered as an initial outline of a guide aimed at teachers. As such, it needs to be materialized and specified in concrete activities that are appropriate for each particular curriculum and educational context. This flexible approach allows educators to tailor the approach to the specific needs and goals of their teaching environment, ensuring that Canva integration is effective and enriching for students.

The adaptability and customization of the proposed activities are crucial to maximizing the educational potential of Canva, ensuring that its use aligns with pedagogical objectives and contributes to the achievement of the desired learning outcomes.

Conclusions

- The conclusions of this research, based on the stated objectives, summarize the effectiveness and challenges of using Canva as a teaching tool in cultural and artistic education.
- The research has revealed from the studies analyzed that Canva is a highly effective tool to enrich the teaching-learning process in cultural and artistic education. Its ability to offer interactivity, flexibility and varied virtual resources facilitates a more dynamic and creative learning environment. This aligns with the needs of a curriculum that seeks to foster creativity and artistic expression in students.
- Studies reviewed indicate that Canva significantly improves interactivity and student engagement. Tools like Canva's templates and multimedia options enhance the teaching of artistic and cultural concepts in a more attractive and understandable way for students.
- Research suggests that Canva can be effectively integrated into a variety of teaching strategies, from transmedia storytelling to trial simulations to creating art appreciation workshops. These strategies allow teachers to use Canva in innovative ways, adapting to the specific needs and contexts of their students.
- One of the main challenges identified is the need for training and adaptation of teachers to effectively use Canva. Furthermore, integrating this tool into existing curricula requires a careful approach to ensure that it complements and enriches traditional teaching methodologies, without completely replacing them.
- Canva is presented as a valuable and versatile teaching tool for cultural and artistic education, promoting more interactive, creative and adaptive learning. Despite the challenges inherent in its integration, such as teacher training and curricular adaptation, its potential to improve the quality of education is significant. Therefore, its careful and considered adoption in the educational environment is recommended, taking into account both its capabilities and the specific needs of students and educators.

Conflict of interests

The authors declare that there is no conflict of interest in relation to the article presented.

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