



Canva Workshop for Businesses!




Sointula
Resource
Centre

Dedicated to helping Malcolm Island thrive



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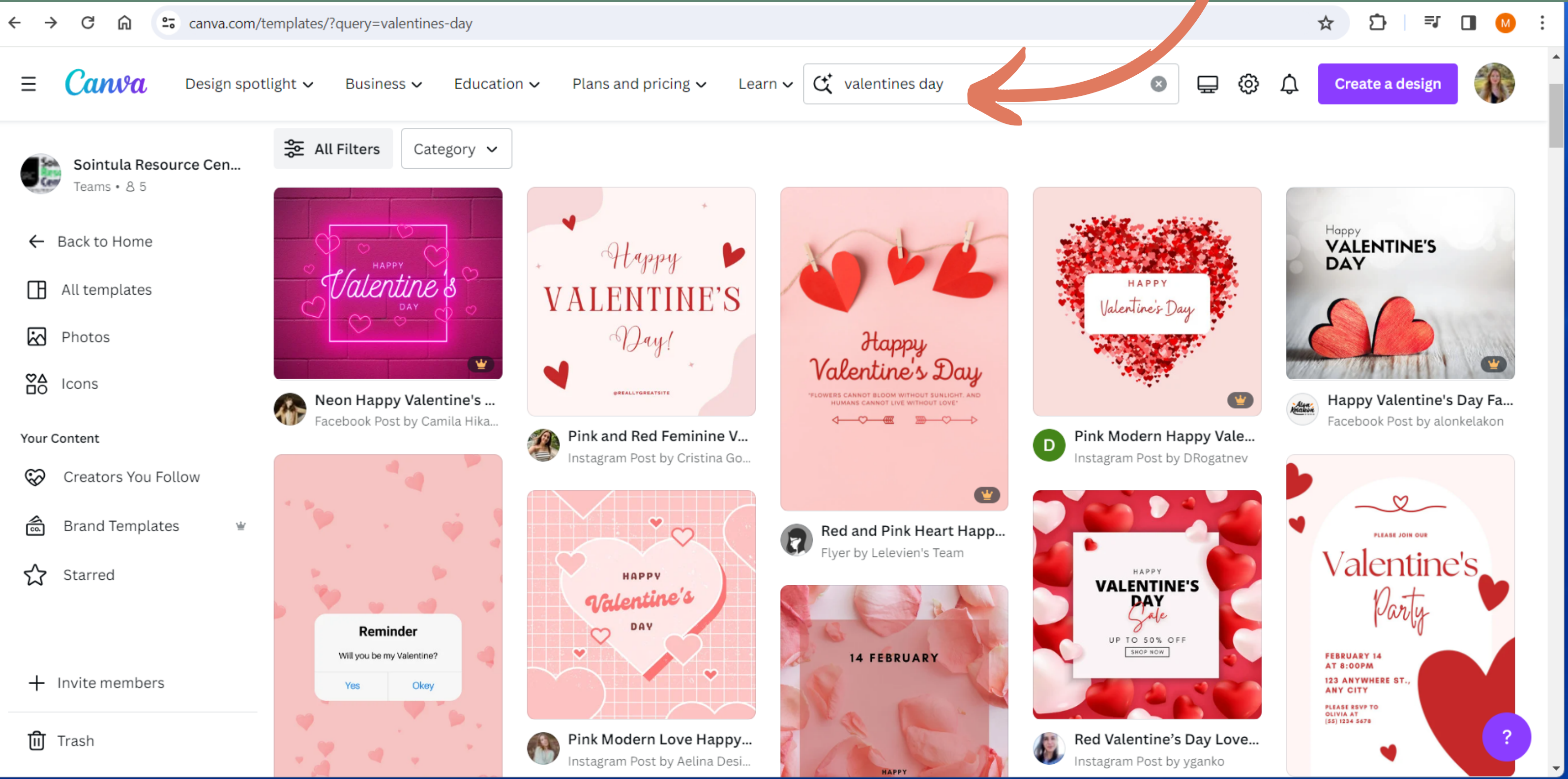
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What Is Canva?

Canva is a graphic design website and app. It's like a virtual arts and crafts kit for your computer, phone or tablet. It helps you create all sorts of professional-looking marketing material without needing to be a computer expert. Its website is www.canva.com. It has a free version and a pro version (more on that to come).

The screenshot displays the Canva website interface. At the top, the navigation bar includes the Canva logo, menu items like 'Design spotlight', 'Business', 'Education', 'Plans and pricing', and 'Learn', along with utility icons and a 'Create a design' button. The main content area features a large blue banner with the text 'What will you design today?' and a search bar. Below the banner are icons for various design categories: 'For you', 'Docs', 'Whiteboards', 'Presentations', 'Social media', 'Videos', 'Print products', 'Websites', and 'More'. A section titled 'You might want to try...' showcases several design templates, including 'Design Visual Docs', 'Get ideas flowing', 'INSPIRE YOUR FEED', 'IVY TURNS 20!', 'SHARE THE NEWS!', and 'Present with ease'. The bottom of the page shows a 'Recent designs' section with columns for 'Name', 'People', 'Type', and 'Edited'. A sidebar on the left provides navigation options such as 'Home', 'Magic Studio', 'Projects', 'Templates', 'Brand', 'Apps', 'Starred', 'Posts', and 'Trash'.

Canva can help you easily design things like **business cards, posters, flyers, presentations, social media posts, brochures, rack cards**, and much more. You don't have to start from scratch (though you can). You just pick a template that fits what you want to make and then edit it. You can search by keyword. For this example, I typed in Valentines Day.



5 Reasons to try it

1 Easy to Use:

- Canva is simple and easy to use. You just drag and drop to create designs, so it's perfect for anyone who might not be tech experts or is short on time but wants to create professional marketing materials.

2 Lots of Templates (pre-made and you can edit them):

- Canva has ready-made designs for business stuff like cards, social media posts, and flyers. You can use these templates and make them your own without much design skill.

3 It's Affordable:

- Canva is a budget-friendly option for making professional-looking designs. Basic Canva is free, and there is a paid version (Canva Pro). If you are a non-profit you can apply and use Canva Pro for free.

4 Work Together Easily:

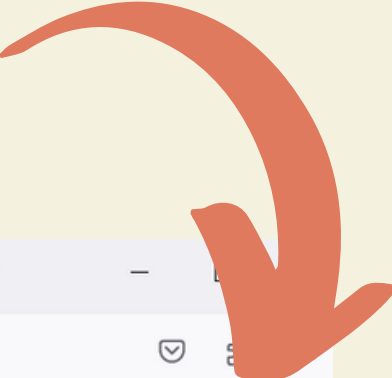
- You can work on the same design, in real time with your team or another person. They can comment, view, or edit the design. You choose the permissions.

5 Use Anywhere, Anytime:

- Canva is online, so you can use it on the computer, tablet, or phone from anywhere. It's convenient for those who are always on the move.

Let's Sign Up/Login!

Open your web browser (safari, chrome, firefox, etc) and type in **www.canva.com**
At the top right you can login or signup.



Canva: Visual Suite for Everyone X New Tab

https://www.canva.com

Canva Design spotlight Business Education Plans and pricing Learn

Log in Sign up

What will you design today?

Canva makes it easy to create professional designs and to share or print them.

Sign up for free

Docs: Hi Team! Agenda

Whiteboards

Presentations: Present with ease

Social: Perfect your post

Videos

Prints: You're invited!

Websites: Design Website, SPEAKERS

A perfect fit for everyone

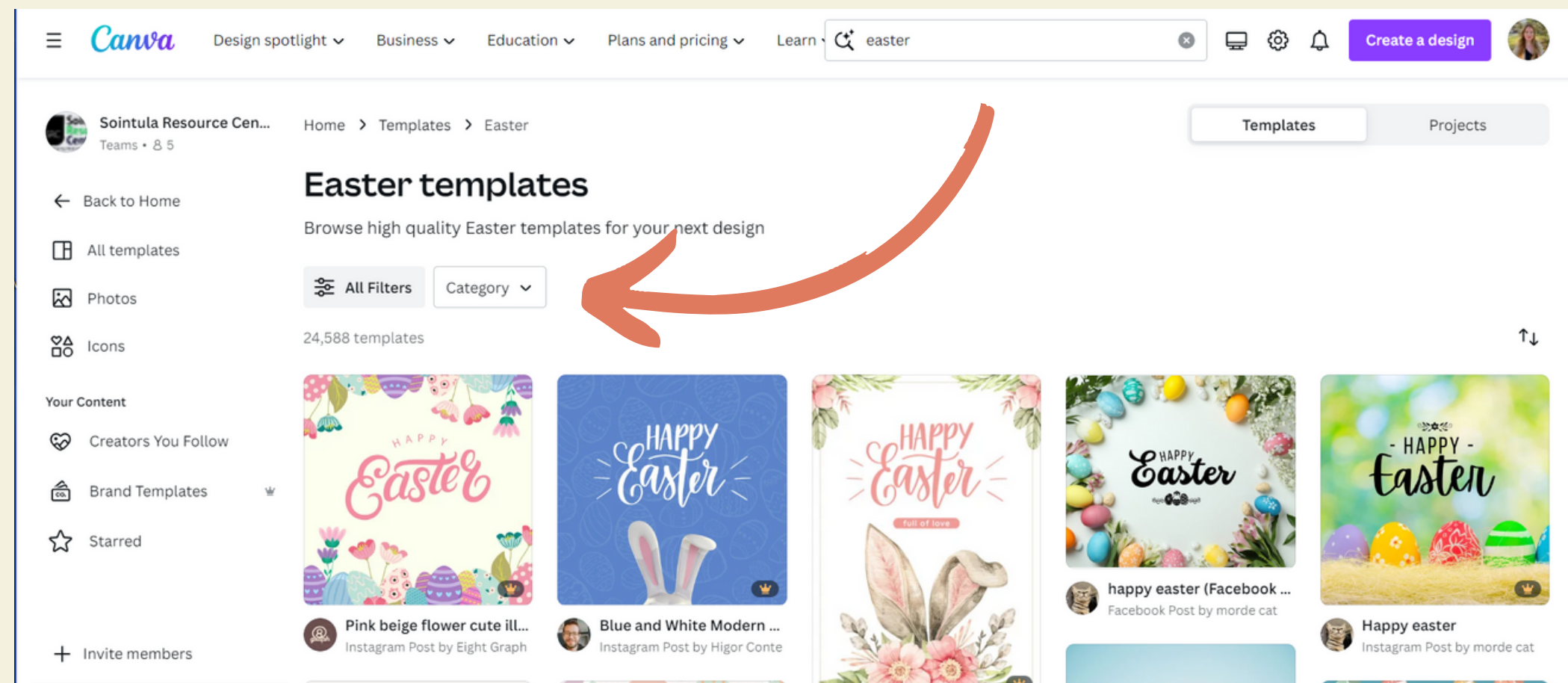
How to search for & edit a template

Think about a theme you want to search for, and type in the keyword, ie: Easter

Now, think about what this will be for. **Is it for Facebook Post, Instagram Post?** Use the **category section to filter.**

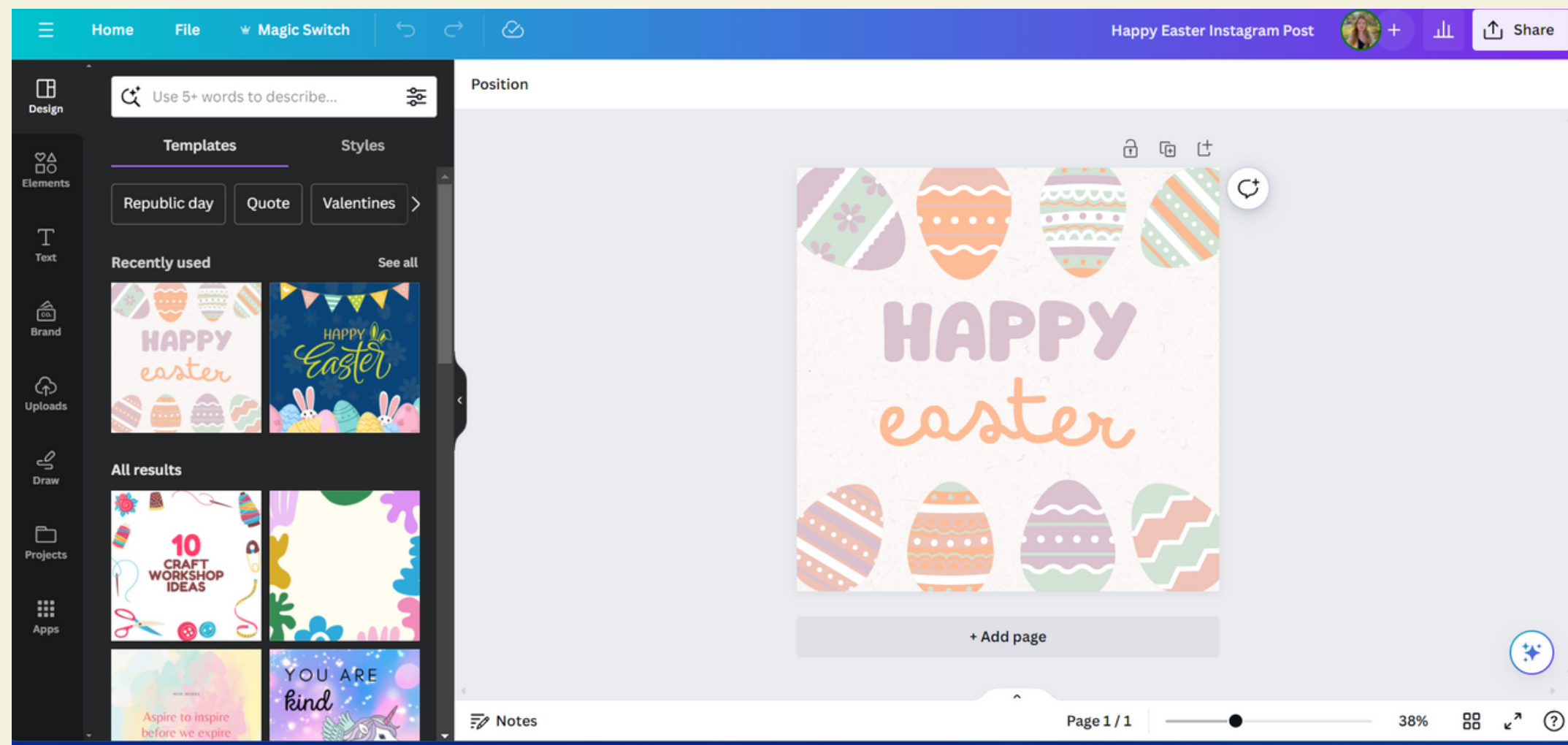
It is important to understand this, because there are **certain sizes that work best.** For Facebook Posts, it's now: 940 by 788 pixels, for Instagram Posts, it's still 1080 by 1080 pixels.

When you pick the right category, you know the size of your design will look accurate when you post it. Select the category that is right for your design:, ie Facebook Ad, Facebook Post, Instagram Story, Instagram Post, etc. Next click your chosen design and select **Customize This Template.**



Design Options

- **Elements:** are the building blocks you use to create your designs. They include text, images, illustrations, shapes, lines, charts, backgrounds, stickers, videos, and more.
- **Text:** Add and customize text with different fonts and styles.
- **Brand:** Incorporate your brand elements like logos and colors.
- **Draw:** Use drawing tools to sketch or annotate on your designs.



- **Uploads:** Add your own images and graphics to personalize your creations.
- **Draw:** Use drawing tools to sketch or annotate on your designs.
- **Projects:** Shows your recent designs.
- **Apps:** Canva offers integration with various apps to enhance your designs, such as photo editing apps and social media sharing.

Let's work on our designs!



Change the text font, style, or color!

Change the color of the graphic!

Write your own text!

Add an element!

HAPPY
easter



Top FIVE Tips!

What is layering?

Layering is like putting stickers on a clear window. The sticker you put on top covers the ones underneath.

Steps: select your item; select the three dots; select *layer* and decide how it should appear. For example: should it be at the front of the design, or the back?

How to group: Sometimes it's easier to move objects or adjust their size in your design around as a group, than individually. Click and drag your cursor over what you want to group. Either move it now as a temporary grouping, or select **Group**. Click your grouping, and the **ungroup** button should appear.

How to resize (Magic Switch) (PRO):

Let's you resize your design. It also can use AI to translate any text into another language.

Use the Brand Kit (PRO) function: Upload your brand's logo, colours and fonts.

Organizing your designs by folder: Keep your records organized with folders.

Let's Share our Design!


- ✓ Download it, then upload it to your social media account
- ✓ Send someone a link to view, edit, or comment!
- ✓ Schedule it directly from canva to your linked social media accounts (PRO)

Free Canva



- ✓ **Limited:** access to a wide range of templates, photos, and design elements. *(250,000 templates, 1 million graphics, 100+ Design types with pre-set measurements).*
- ✓ **Basic Collaboration:** you can collaborate with others on designs in real time, by sharing the file link with them.
- ✓ **Standard Export Options:** you can download your designs in standard formats like JPG, PNG, and PDF.
- ✓ **Access to Basic Design Tools:** users have ability to create a variety of designs (elements, typeface, colors, uploads)

Pro (\$150 a year, per person)



- ✓ **Full Access:** access to a broader range of photos, templates, illustrations, and other design elements.
- ✓ **Advanced Collaboration:** Ability to create teams, assign roles, and provide feedback on designs.
- ✓ **Brand Kit:** create/upload a Brand Kit to maintain consistent branding with custom fonts, colors, and logos.
- ✓ **Resizable Designs:** create designs with custom dimensions and take advantage of the magic resize feature to adapt designs to different formats easily.
- ✓ **Additional Export Options:** Download your design with transparent backgrounds and animated GIFs.

**Thank
You!**