

# Getting started with

Canva

Creating social media graphics, resizing photos, finding stock-art and making beautiful posts can be time consuming. There are easy-to-use and free applications (apps) that can save you time and help you build a stronger and more cohesive brand.

Canva is a tool that will enhance your businesses marketing and branding. There is both a paid (pro or enterprise) and free version. Let's get started!

Canva is available at [canva.com](https://canva.com). You will need to create a login with your email or sign-in with a social media account. Once you've logged in you can download a desktop app that you can access without a web browser.



Create a design

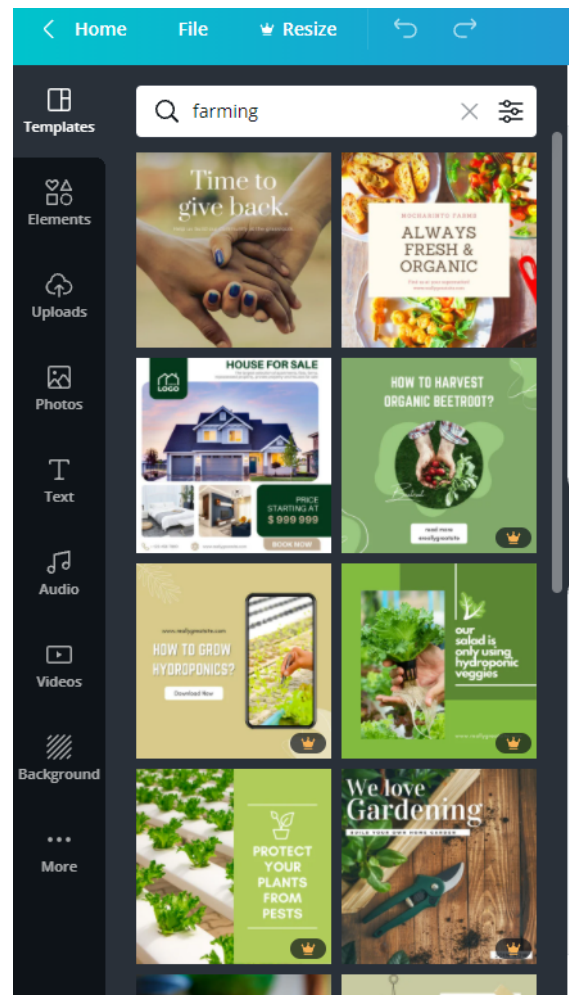
## Getting Started

Click on "create a design" in the top right corner. This is where you choose your dimensions. Many social media apps have preformatted sizes. For example, if you want to make an Instagram post you can click "Instagram Post" which gives you a 1080px by 1080px template. Using the templates ensures your designs won't be cropped by social media apps.

Once you decide what you'd like to create, there are templates to choose from, or you can design from scratch. If you are really looking to save time you can search pre-made templates and then change the elements as needed.

## Elements

There are many elements to choose from. There are tiny graphics, gradients, stickers, different sized photo frames, shapes, charts, backgrounds, and much more. Click on "elements" on the left sidebar and use the search area to add your keyword search to find what you are looking for. Canva pro unlocks some elements, fonts, photos and text. It also has animations, background remover and extras like a brand kit and content planner. Canva offers a free 30-day trial.



e by category



## Text and font

Canva has a huge library of fonts. If your brand or business uses specific fonts chances are they are in Canva. Using the same fonts throughout your content will strengthen your brand and create a uniform look. Canva also has predesigned font combinations and styles if you need inspiration.

# GRAPHIC DESIGN

FOR BEGINNERS

AUGUST 29, 2018  
4:30-6:00 PM  
ROOM 204

AUTHENTIC LEATHER

Blue Wood

A GIFT

*just for you*

## Photos

You can easily add your own photos in Canva or you use stock photos within Canva. To add your own, click "Uploads" to save them in the program. Use the search function to find what you are looking for when you click on "Photos". The pro version of Canva offers much more selection of stock images.



## Brand Kit (Canva Pro Member Feature)

You can attach the logo's to your images and designs to increase brand recognition for your business.

Use the Canva Brand Kit to upload your logos, colours and fonts. The Brand Kit can be found on the home page.

## Other Features

Canva has built in rulers, guides, margins and print bleed. You can find these by clicking "File" on the top left menu (blue area). You can also resize your designs (pro version only). If you make an Instagram post but want use it as a Facebook header you can click on "resize" and set a custom size or select a pre-formatted option. You can copy and resize so you don't lose the original piece.

## Publishing

Once your design is complete you can download and save it to your device or share it directly to your social media pages. There is a built in content planner so you can organize posts, stories and more!

Canva is an easy way to enhance your online platforms. Give a try and see if it can help you in your digital media efforts! Visit <https://www.canva.com/pricing/> to compare free, pro and enterprise account options.

