

How to Create Eye-Catching Graphics

with

Canva



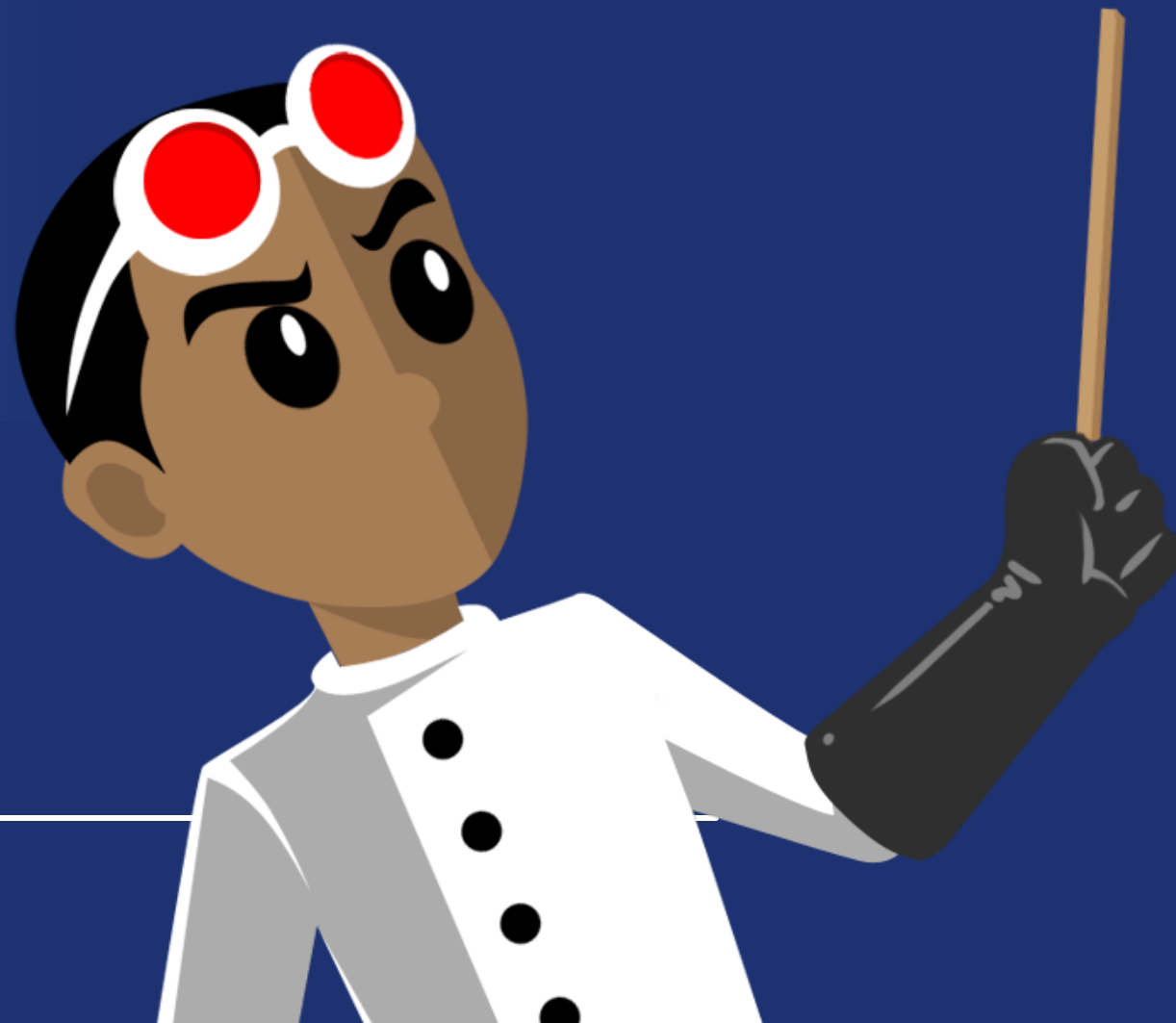


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- **Lead design consultant for SinVista Creations in Orlando, FL**
- **Over 12 years of graphic and web design experience**
- **2x Olympian in Track and Field**

In This Presentation You Will Learn:



- 1. How to log into your Canva account**
- 2. How to layout your canvas**
- 3. How to use images**
- 4. How to use effects**
- 5. How to use elements**
- 6. How to use text**
- 7. How to position and align objects**
- 8. How to save and publish your project**

A mockup of the Canva website header. It features a white background with a grid of blue dots on the left. In the top right corner, there are two buttons: 'Log in' (light grey) and 'Sign up' (dark purple). Below these, the main heading 'Canva. Design for everyone.' is displayed in a large, bold, black font. Underneath the heading, there is a paragraph of text: 'Visual world, Canva Pro makes it easy for teams to achieve their collective goals create professional designs together, with premium features like Brand Kit, Background Remover, and more.' At the bottom of the header, there are two buttons: 'Start your free Pro trial' (dark purple) and 'Get Canva Free' (light grey). A large blue cursor arrow with a yellow outline is pointing at the 'Sign up' button, with a yellow line extending from the left towards it.

Canva. Design for everyone.

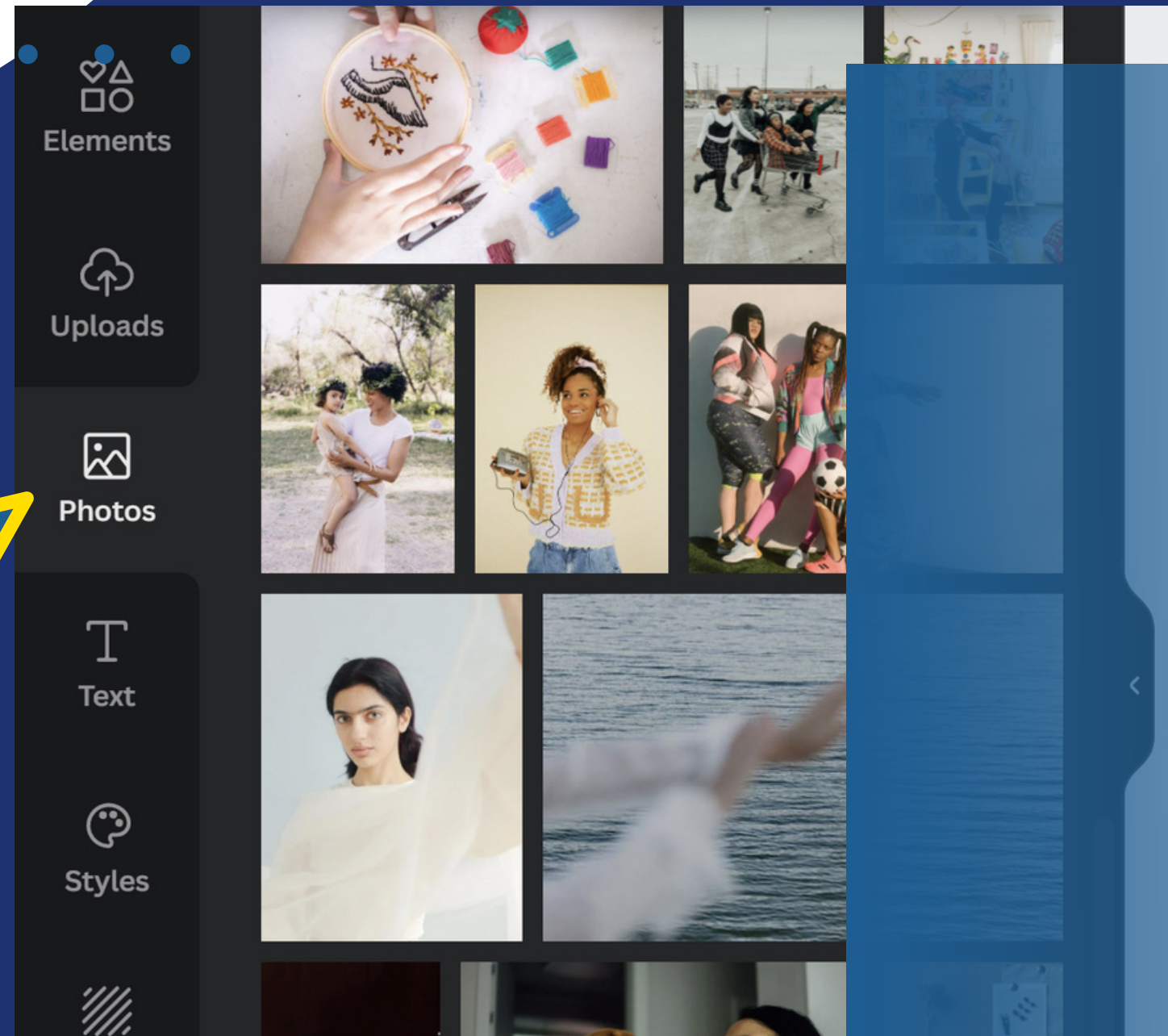
Logging Into Your Canva Account

- Go to www.canva.com
- Click on the **Log in** or **Sign up** button in the upper right corner
- Enter an **email** address and a **password**

Laying Out Your Canvas

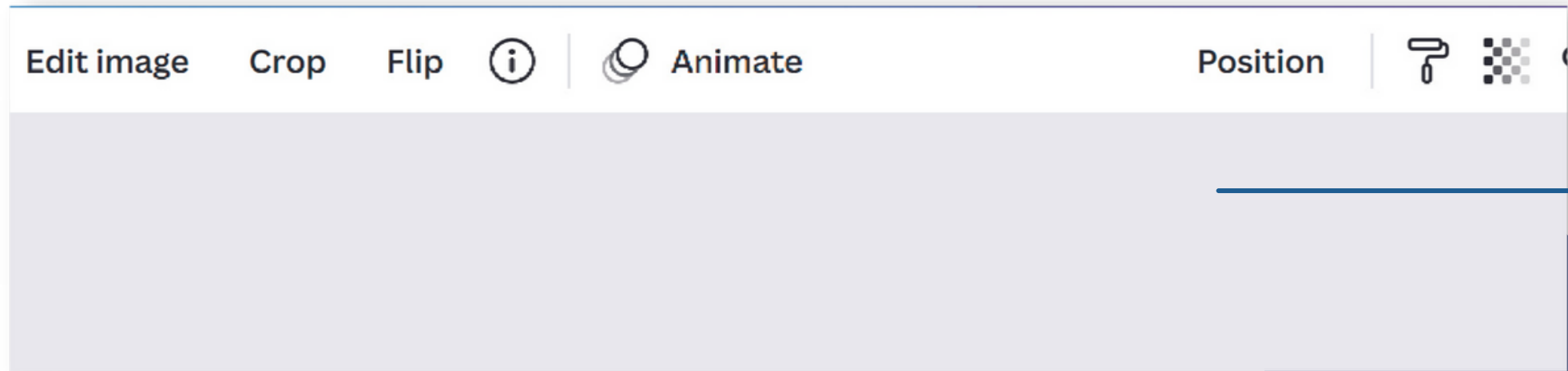


- Click on the **Create a Design Button** in the upper right corner
- Choose the option that best suits your project
- Choose a template for your design in the left menu
- Click on **Backgrounds** in left menu to customize your background of your design



Images

- Click on the **Photos** tab for the library of images to use
- For custom images, go to **Uploads** to upload your own photos
- Right click on any image and select **Replace Background** to set an image in the background



Effects

- **Crop** images to choose what you want to show
- **Flip** to choose the direction of the picture
- **Transparency** will show how much to fade the picture
- **Edit Image** controls effects like color, shadow, filters and more
- To undo any effects, click the back arrow or type **ctrl+z**

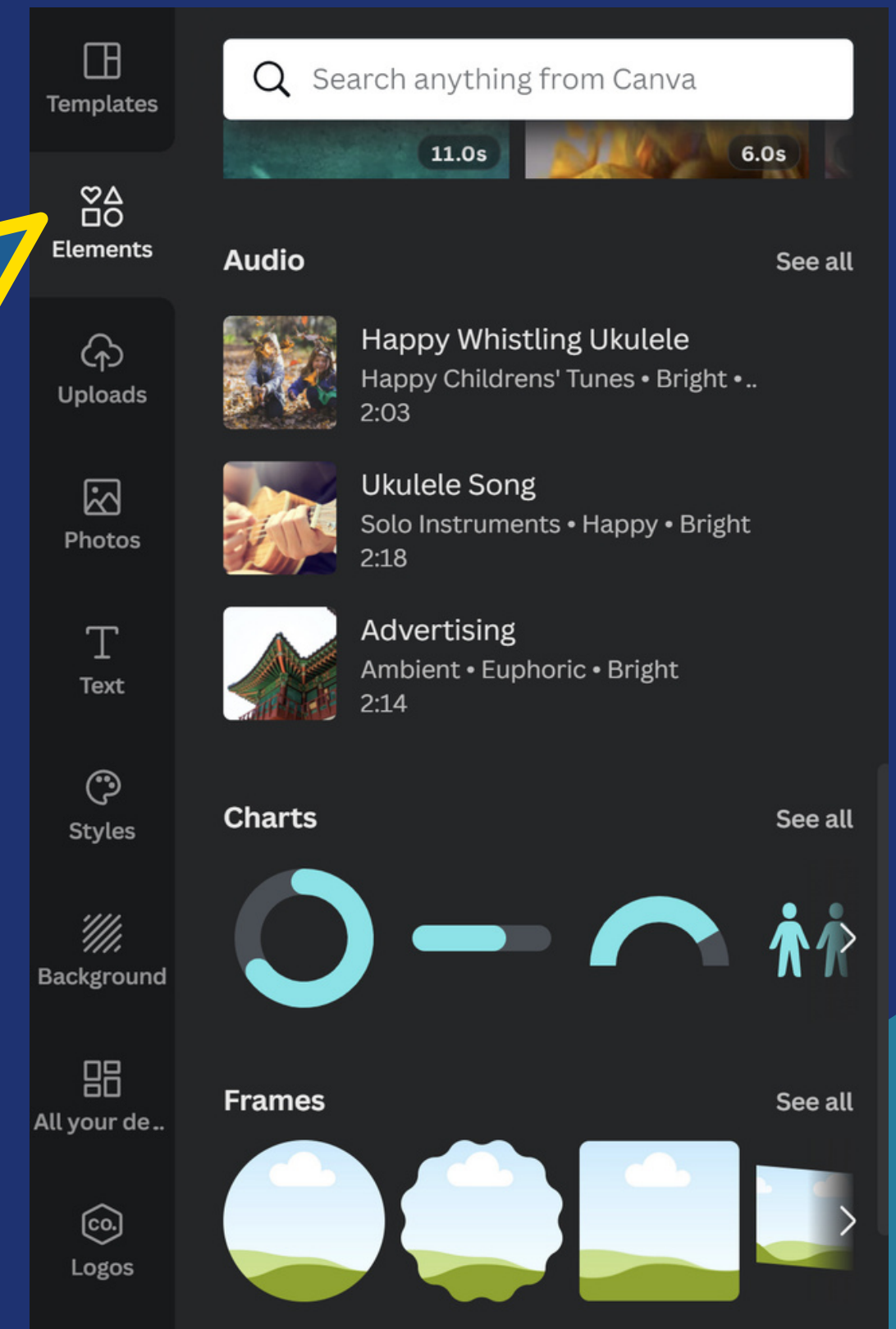
Elements

- **Elements** contain many different types of media for your design
- These can be **photos, videos, audio, charts, shapes, frames** and more!
- Change element colors, size and more using **effects**



QUICK TIP

While tempting, don't try to add too many elements! Use only what you need.



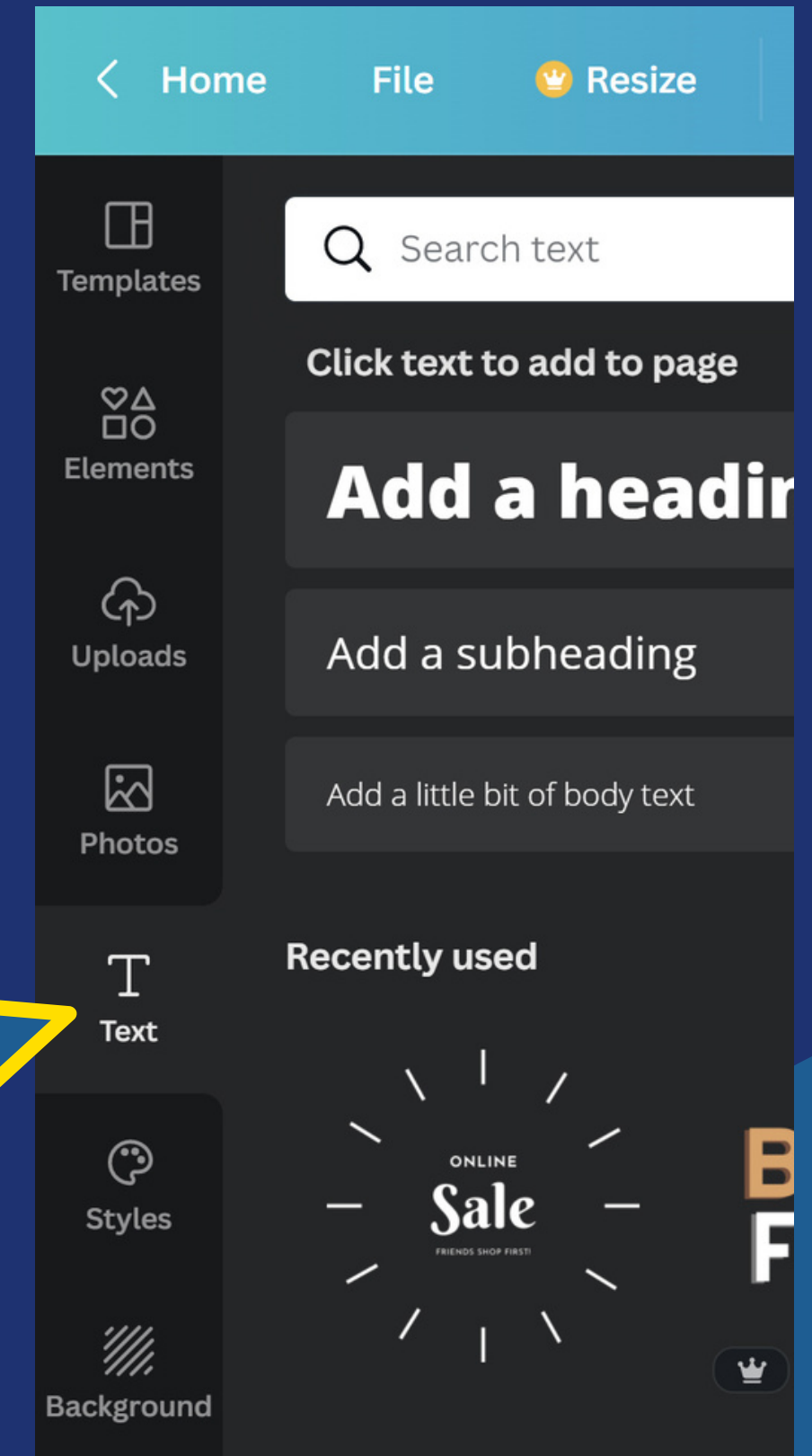
Text

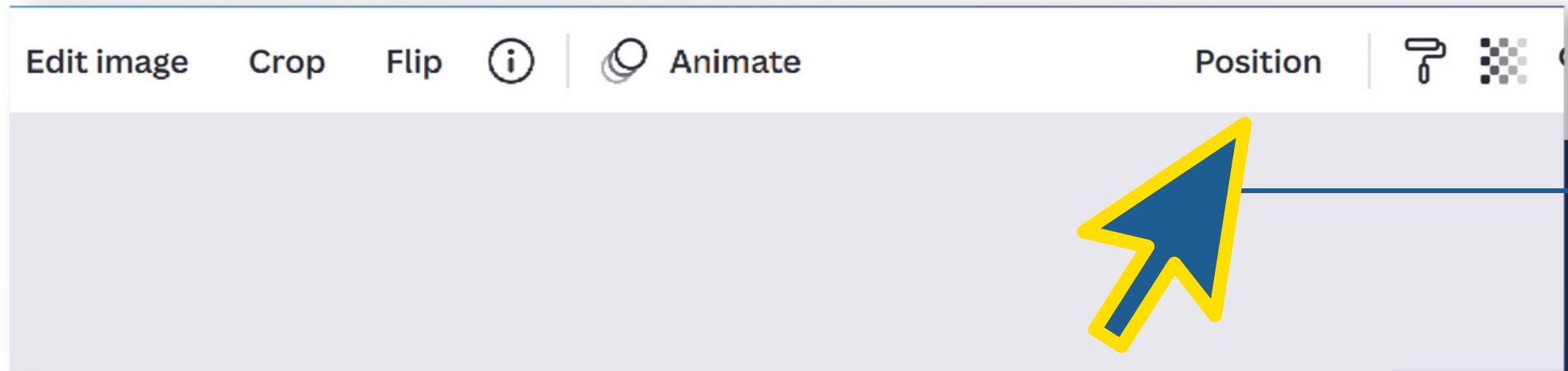
- Select **text** in the **left menu**
- **You can chose a font for your header, sub-header and the **body** of your design**
- **Get more creative by adding **colors, effects and sizes** in the upper menu**
- **You can also add **bullet points, numbered list, and play with lines and letter spacing****



QUICK TIP

The largest font will be in the header and is the first read text. As details increase, the size gets smaller.





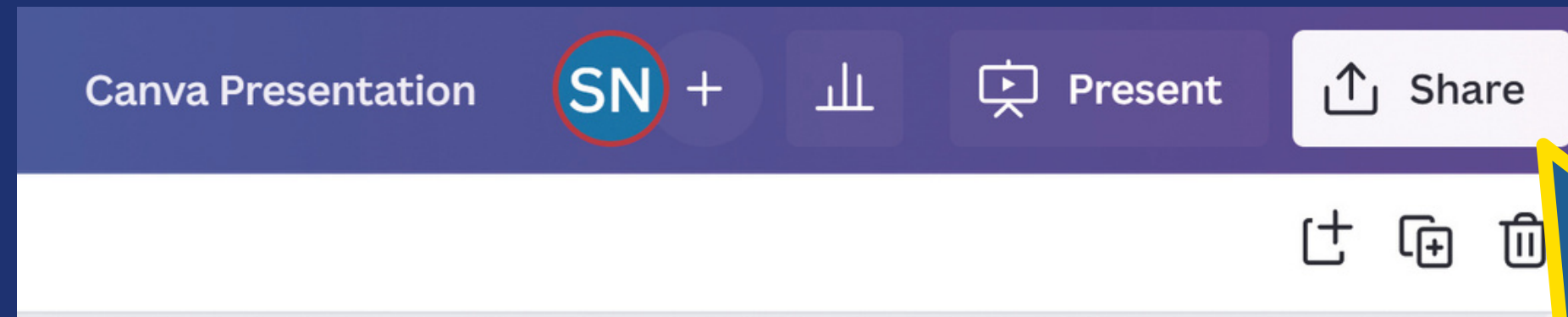
Positioning and Aligning Objects

- You can click on the position tab to arrange objects by **left, right, top and bottom orientation**.
- You can also use this menu to decide how objects or text will lay on top of or behind each other. This can be found under **align to page**



QUICK TIP

Less is more! Give your objects room to breathe!
This will allow for a more legible and clear layout.



Download and Publish

- In the top menu, click on **share**.
- Here, we can save our design in our list of projects
- There are many formats for how to save your design.
- In this menu, you can also share your design to be edited by other individuals.



QUICK TIP

Canva autosaves your work!

What Have You Learned today?

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Thank You!

We have reached the end of this introduction to Canva!



If you have any questions on how SinVista Creations can help you with coaching, brand design, or anything Canva related, and more, you can contact us at info@sinvistacreations.com, go to our website at www.sinvistacreations.com/imagination to book a free 10min Imagination session.

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