Canva

a how-to guide

CANVA PRO

- Canva's paid plan, Canva Pro, includes unlimited access to templates, fonts, design elements, etc.
- Eligible nonprofits, teachers, and students can apply to get Canva Pro for free.

Scan to apply!

What can I design in Canva?

From designing posters to social posts, videos to t-shirts, Canva can help with your marketing and outreach needs.

Under Canva's "Design Spotlight" on their main menu, you can find easy starts to multiple projects, with tutorials and templates.

Main Menu

Canva's main menu is on the left side of the main page. It houses your projects and "Brand Hub". From the main menu, you can also explore and save templates.

Canva's Design Menu

- Design — find templates and styles for every need
- Elements — graphics, photos, videos, audio, frames, charts
- Brand Hub — upload organization fonts and logos for easy branding
- Uploads — upload photo, video, and audio files to easily add them to projects
- Text — add text boxes or browse font combinations
- Draw — directly write and draw on your projects with different tools
- Apps — upload and add content from different apps (youtube, google drive, etc)
- Projects — browse and organize all your projects without returning to homepage
- Background — choose from hundreds of solid color, graphic, and photo backgrounds
- Charts — add in editable charts and graphs to make your data more visual

DESIGN

HIERARCHY What's most important?

SPACE Give every element space to avoid clutter and confusion.

COLOR Follow branding, but think of contrast and mood.

ORGANIZE

1. Create folders within Canva
2. Decide how to organize media - by type? by project?

Keeping your projects organized makes it easier to find what you're looking for later.

SHARE

EDIT who has access to collaborate on projects.

DOWNLOAD completed projects in what format is best depending on print vs digital outreach.
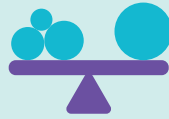
Principles of **Design**

SPACE
area around elements; white space allows elements to be more visible and avoids clutter

BALANCE
position and size of elements determines their "weight" and how balanced the piece feels

CONTRAST
using opposing sizes and colors to juxtapose elements

EMPHASIS
using size, color, and space to highlight and draw attention to specific elements

MOVEMENT\RHYTHM
how the eye moves throughout the composition; leading the attention from one element to the next

UNITY
how all the elements come together to create a harmonious design

Organizing & Finding Projects

You can access your projects both from Canva's main page and from the design menu while working on a project.

To sort and find projects, you can filter **by owner, type of file, and the date modified** to more easily find what you're looking for.

Canva automaticall organizes content by file type - folders, design, brand templates, images, and videos.

All projects can be further organized in to folders of your own making, and you can even create folders within folders

Sharing Your Work

Collaboration

To collaborate with others on projects, you can add people to your project, or share a universal link so anyone has access.

At any time, you can change anyone's access to one of three options - **can edit, can comment, can view.**

Exporting

When downloading a project, the first step is to decide what file type best suits your needs.

Then, Canva gives the option to adjust size and/or quality (but not for some formats).

Generally, the higher quality, the better. But a file that is too big can make webpages, posts, etc take longer to load.

Documents
PDF Standard
good for documents and emailing

PDF Print
best for pringting

Images
PNG
best for logos, graphics, etc; good for digital images

SVG
scaleable to any dimension, good for illustrations

JPG
good for photos; smaller, but faster file than PNG

Videos
MP4 Video
high quality video

GIF
short looping clips with no sound