

Canva 2022

Canva Tutorial Resources:

1. <https://designschool.canva.com/courses/canva-101/?lesson=opening-canva-for-the-first-time> - Canva 101 directly from Canva's website. Highly recommend watching
2. youtube.com/watch?v=vRjtRFLrXC4
3. <https://www.youtube.com/watch?v=XOWhA1dK7Y>

Design Resources:

Marketing Playbook:

https://docs.google.com/document/d/1w192XRiQewT21Dao9WDCudplyKm_zvc6OB9yEztre4w/edit

Brand Style Guide:

<https://docs.google.com/document/d/1YeEcMNVpC56BZ5MC-PlrhxxJVw7rFGUtQq1QUSvM4S8/edit?userstoinvite=raychelw@gmail.com&actionButton=1>

First, let's log in:

Username: marketing@wpclinic.org

Password: Claris570!

When you log in, this is the HOME PAGE.

Top Bar

- **Home page:** has the HOME button top left in case you get lost, this is your safe place.
- **Templates:** all the categories of things you can use and create.
- **Features:** photos, icons, access to the print home page where you can print products, see special apps, etc
- **Learn:**
 - Getting Started
 - Designing
 - Branding
 - Presenting
- **Pricing:** applied for a non-profit/education account

Left Sidebar

- **All Your Designs:** this page is home to everything we've created
- **Shared with you:** Designs that have been shared with you and given you access to either view only or view and edit. This is great if you collaborate with others on staff and want to show them your designs *I.E. Casey Enders*
- **Brand Kit:** makes our brand colors & logos easily accessible when you're designing

- **Invite Members:** Invite people on staff to look at things you're making for them and they can go in and make the changes themselves, collaborate. You can also control their permission levels
- **All Your Folders:** Organize your designs to make easier to find
- **Trash:** if you delete, project will live on until you permanently delete or after 30 days pass

Create a Design

Start with a clean slate using any format you want (A4 document, A3, US letter, etc).

I always start with a template because then you're already inspired & it's how most designers get a lot more done in a shorter amount of time.

Name Your File:

- First thing is to give it a name: directly on top of the page is where you can give the file a name. You can also edit those titles in the "All your designs" tab
- The best part about these templates is you can use parts of one template you like. If you see something you like from another template, add a page, plop it there, and then drag up what you like
 - **Add a Page:** top right icon with a plus sign inside an unfinished rectangle
 - **Duplicate:** icon with the 2 rectangles, one has a plus on it.
 - **Up and down arrows:** move the pages up or down in the order you like
 - **Grid View** – handy to see all pages at once and move their order around faster

Left Bar

(You can click each to see what's inside)

- **Template:** choose what designs you like and want to start with
- **Elements:** has the most advanced search bar ever. Also if you like a certain element, you can click the Ulippsees button (...), select "**View collection**" and see all the elements this same creator made to stay consistent if you want
 - The first thing you'll notice here is groups like "shapes", "lines", "photos", etc
 - With lines, you can edit the color, weight, style, and even the end points. If you want to move it, resize it, or rotate it, click & drag!
 - **Graphics:** you can change the colors in most of these, crop, and or flip them too
 - **Charts:** great way to show data in a visually pleasing way (I.E. Pie Chart, you can plug in the numbers in a chart and it'll draft your pie chart for you with custom colors)
 - **Frames:** image placeholders. Just drop in a photo and it'll grab it into the frame for you
 - **Grids:** multiple images for organized designs
- **Uploads:** shows all the items you've uploaded manually
- **Photos:** shows stock images from Canva
- **Text:** select custom text or upload new fonts if you'd like, you can change the spacing between lines and letters, etc.
 - Under "MORE", if you select "Styles" you can use their custom styles for presentations, etc
- **Videos:** stock videos from Canva

- **More “...”** = you can add charts, music, QR codes, and even integrate other apps
- **Download:** last step. Choose the file to download it as. **PNG** is the highest quality image. **PDFs** are typically for flyers, etc

Side notes:

1. If it ever says, **“Unable to Save”** – check internet connection and that you are properly logged in. And then try saving again to be sure.
2. The **“...”** is called the Ulippees button: share the link to others or directly to social media, present it, email it, and even **PRINT IT!**

Inside Editor

- When you hover over a page, bounding boxes appear
- When you move the box, you’ll see lines to show you if/when the text or box is center
 - A **SOLID** line means it’s centered.
 - A dotted means there’s some format but it’s not centered to the page.
- If you don’t want the bounding boxes where everything moves together, just click it and delete it **OR** click it and select **UNGROUP** at the top right
 - To group a bunch of boxes, select one element, hold the **shift key**, select the other elements you want, and then click **GROUP**
- Rotate by moving the 2 arrows in the circle

****Position** (Changing Layers):** You can move elements to the front, to the back, or whatever layer you need. If something is blocking your view of something, you can move it back, etc.

- **COMMAND + Left Click** allows you to switch to another layer if it’s hard to get to. Keep clicking to get to another layer if that’s not the one you want

Special things:

1. You can also plop in images and completely remove the background with Canva pro
2. You can also save with transparent backgrounds
3. Add Gradients to your background (where one color fades into another from side to side or up and down) - click **ELEMENTS**, search for “Gradient”, click the square that’s **FREE**, it’ll apply it to your design, then change the colors and/or direction

Sharing & Collaboration

- Click **“Share”** at the top or copy the link and send it to someone
- How to know who’s working on what? You’ll always know what people are working on because the colored boxes will show you
- **Assign comments:** quote box on the side allows to tag someone and assign them a comment so they can address it in the design
- **Groups:** allows smaller teams to collaborate

More advanced Designer:

1. Click “file” and use **margins** (keep within if you’re printing), **rulers**, **print bleeds**, etc. There’s also a RESIZE option to change any project to any size. This is a huge time saver. That SWOOSHIE arrow is the undo/redo button.
2. You can also clear all rulers in **File (Shift + R)**, or **Show Guides (Ctrl +;)**, or **Show Margins**, or **Show Print bleed”**
3. DRAW (beta) feature at the bottom left column:
 - a. Color Picker (Allows you to match the colors in your design to the colors in images or graphics that are already in your other designs) is now available on Chrome and Microsoft Edge.
 - i. How To Use: When you’re in Editor page, you can click anything that’s the color you want, then hover over the “eyedrop” icon and it’ll change the entire page to that color