

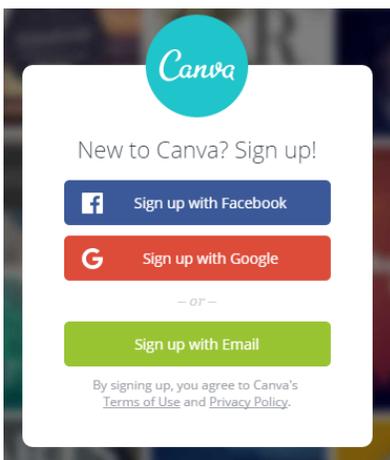
# DESIGN BASICS: ONLINE CREATION WITH CANVA

## What is Canva?



Canva is a free, online graphic design tool that you can use to create your own fliers, posters, social media graphics, and more. Because you use it online, you can store your designs and access them from almost anywhere. You can use Canva for home or business. Canva offers an option to upgrade (monthly or annual fee), which provides additional options that would be especially helpful for collaborating with others for a business or design team (brand kits; customizable templates; “magical” graphics resizing; and design/photo folders).

## Getting Started:



[www.canva.com](http://www.canva.com)

In order to use Canva, you will need to create a free account (your email plus a password). You can add information about yourself in your profile, which may be helpful if you have people following you or your business.

Once you’ve set up your account, try the “Beginner’s Challenge” to start getting familiar with the tools in Canva.

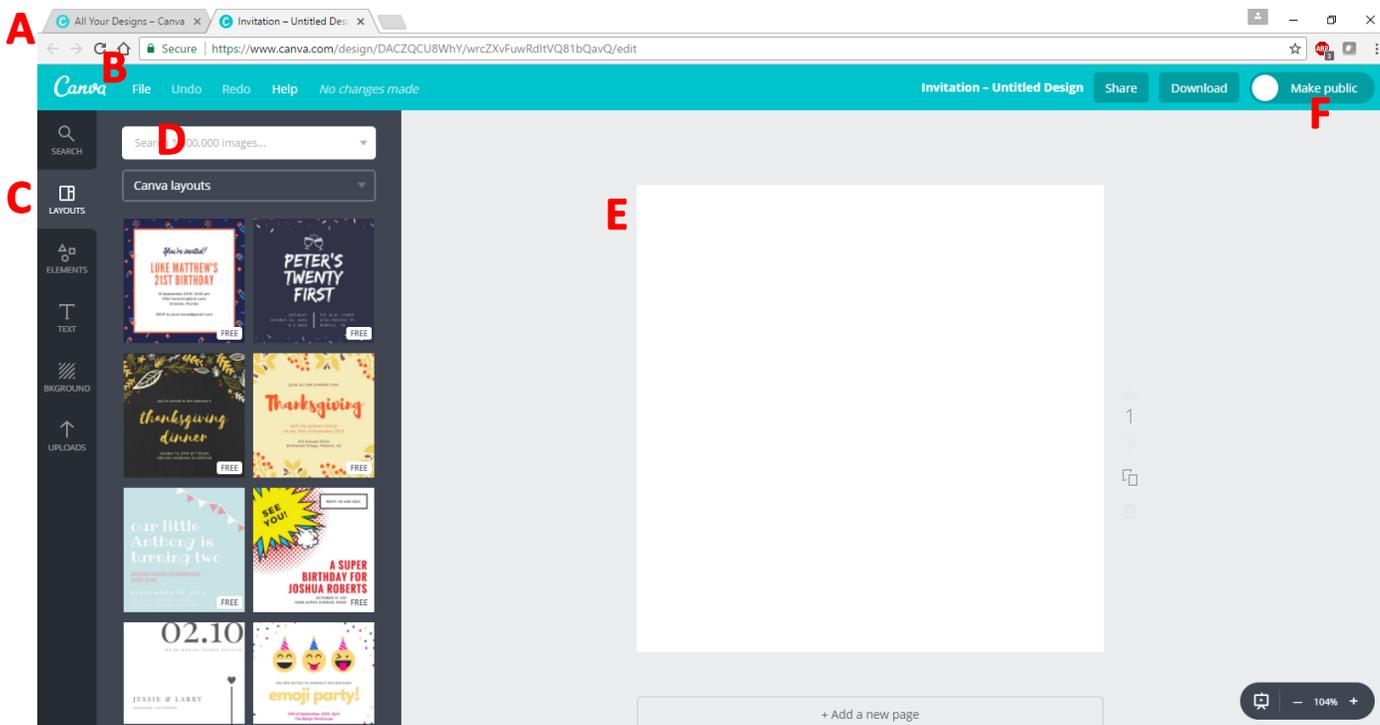
## Canva Interface:

After you log in, you’ll find a menu on the left side of the screen that you can use to navigate Canva. The area on the right side is where you’ll create your designs. Your login information is at the top left, and you can click on the down-arrow to go into your account settings or profile. To start a new design, click the large green button labeled, “Create a design.” When you save your designs, you can access them by clicking the “All your designs” link. The “Upgrade” button is on the lower left, followed by the “Learn to design” and “Get design Inspiration” links that will take you to other Canva web pages where you’ll find tutorials and design ideas.

# CREATE A NEW DESIGN

## Try It!

1. Scroll down to the “Events” section and choose “Invitation.” Notice when you scroll over the sample images, the page size appears (such as, 5 x 7" for the invitations and announcements).
2. When you click on the invitation design, Canva opens a new page with the design interface.



- A. Navigate back and forth between your login page and your design page with the tabs at the top of the screen.
- B. The menu in the blue bar above the workspace has a buttons on the left for saving your file, undo/redo and help. With the buttons on the right, you can give your design a unique title, share it or download it as a certain file type (PDF, JPG or PNG).
- C. The menu on the far left gives you options for changing the layout of your design, adding elements and text, changing the background and uploading photos or graphics either from your computer or your Facebook account. When you click on these links, you'll get all sorts of options to choose from for each category.
- D. Use the search box for finding specific design elements or photos.
- E. Workspace for creating your design.
- F. The “Make Public” button allows you to share your public designs with your profile’s unique URL. You can find it at the top of your personal profile page (e.g., [www.canva.com/your\\_username](http://www.canva.com/your_username)).

# CUSTOMIZE YOUR DESIGN

## Customizing Your Design:

After you choose your template, you'll need to choose a layout for your design. You'll find a variety of layouts for your template type to the left of your workspace.

**NOTE:** Some Layouts, Elements, Text and Backgrounds are marked "Free" and others have a price. If you choose one with a price, you will have pay for it later when you're ready to download or share your design.

## Try It!

1. Choose a layout such as the one for Judy and George.
2. Click the elements on the page and notice how a menu appears above the layout which changes depending on whether you click on text or a graphic element.
  - ◇ **Text:** Font type, size, color, bold, italic, alignment, upper case (all caps) and text spacing.
  - Graphic Element:** Color
  - Both Text and Graphic Elements:** Copy, arrange, transparency, link, delete (on the far right of the menu bar)
3. Change text where needed and move text boxes, if necessary.
4. Click on the flowers and background and change the colors. For the background, you could also try changing it with options from the "Background" tab.
5. Use the search box to find and add a border, flowers or any other element you like, and then change colors to match your design.

**TIP:** Click on the "+" in the color menu to create more colors!\*
6. If images are overlapping, use the "Arrange" button (upper right) to move objects backward and forward. Note the dots on the left – they indicate on which level your object is located and will move up or down as you move the object forward and backward.
7. Use the zoom tool on the lower right to zoom in and out.

## Saving Your Design:



As you work on your project, Canva will save it automatically from time to time. If you check the blue bar at the top you may see the words, "Unsaved changes," which indicates the file needs to be saved. When it is saved, the words will change to "All changes saved."

# EXTRAS

Need help ?

## Downloading Your Design:



lynda.com  
You can learn it.

You can download your designs to your computer by clicking the “Download” button on the upper right of the blue menu bar. The file type options are: JPG, PNG, PDF (standard) and PDF for print (which will give you the option to include crop marks for trimming your design). Generally, use JPGs for photos; PNGs for graphics like logos; and PDFs for projects that are going to be printed.\*\* Once you download your file to your computer, you can print it, email it as an attachment, or post it on social media.

## Sharing Your Design:

Canva has a “Share” button for sharing your design by email, Twitter or FaceBook. The recipient(s) of the email, or your followers, can “like” your design and leave comments if they are signed in to Canva. This could be used as a means for getting feedback not only from friends or family, but also clients or coworkers.

## Using Photos in Your Design:

Canva offers photos, both free and for purchase, which you can use in your designs. You can also upload images from your computer and Facebook (if you have a Facebook account and store images there).

### Try It!

- ◆ If you are still on the design workspace page, go back to your login page (either with the tabs at the top or by clicking the Canva icon on the upper left in the blue menu bar) and choose the template for “Facebook Event Cover” in the “Social Media & Email Headers” section.
- ◆ Choose a layout, such as the one for “The Adventure Begins.”
- ◆ You can change the photo by clicking on “Elements” and selecting “Free Photos” and choosing a photo like the one with the highway.
- ◆ You can also upload photos stored on your computer or from your Facebook account.
- ◆ Notice how the menu at the top of the workspace changes for photos. Click on “Filter” and change it to “Normal.” There are many options under this menu for making adjustments to your photo.
- ◆ Change text and colors as you wish.

## Resources and Help:

If you need help while using Canva, click on the “Help” button on the lower right of the workspace. You can also click on the “Learn to design” and “Get Design Inspiration” on the lower part of the left menu.

*Information for this handout was inspired by Up and Running with Canva with Justin Seeley and Guy Kawasaki on Lynda.com, which you can access through the library’s website (library card number and PIN are required): [eLibrary](#) > [eLearning](#) > [Lynda.com](#)*