Canva
Training

WORKBOOK

Canva Training

Sign Up For Canva at:

www.Canva.com (can also download the app)

Pros of the Pro Version:

- More storage

- More stock photo options

- Save transparent files

- More folders

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Pros of the Free Version:

- It's free!

- Can do basic design

- Has some stock images

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Canva Home Page

1. What do you see that you might like to try later?

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2. Search for specific designs. What designs might you want to make?

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3. Create a custom size. What custom size designs might you want to create?

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Note: Product photos and Instagram photos are typically square.

Creating a Brand Kit

Creating a Logo | Options:

1. Choose a ready-made template and edit it

2. Create your own custom logo using elements in Canva

What ideas do you have for your logo?

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Create Your Brand Kit (For Cohesiveness)

☐ Add logo (upload your newly created logo

☐ Choose your brand colors

• Hint: Download the Google Ext Color Pick Eyedropper

• Search Pinterest for Color Palettes

• Copy & Paste hex codes into brand colors

☐ Brand Fonts

• Hint: Choose fonts you already use on your website or socials

• Search Pinterest for brand fonts and for complimentary fonts

• Upload custom fonts from dafont.com

Create Folders

How do you want to organize your projects?

• For example: Save your designs to these folders.

• Upload templates from others to folders

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Using Templates

Uploading Templates From Others

1. Click on link to import

2. Make a copy of template you can edit

3. Save original to a folder and name it as Original

Editing a template

How could you change or edit these templates for your own use?

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What themes or occasions do you want to cre- ate for your own?

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What else could you create from these tem- plates?

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How to download a single page from the templates

1. Un-Select all pages checked

2. Choose page number to download and select it

3. Hit download

4. Check your design to see if it looks good

Workaround for editing the color of an element if it doesn't give you the option

1. Choose Edit Image

2. Select Duotone

3. Select any color option

4. Change both colors and apply

Photos

You can seach and use the stock images pro- vided in Canva.

Removing the background of a photo:

1. Select Edit Image

2. Select Background Remover (keep in mind the less busy the background the better this will work).

3. Clean it up if needed with eraser tool.

Create A Mockup Photo

You can create mockups for your product pho- tos and social media posts.

☐ Select your design

☐ Download photo as a .png with transparent background

☐ Then Upload to Canva

☐ Create new project

☐ Go to the Elements Menu

☐ Search mockups

☐ Choose a mockup photo

☐ Upload image to the mockup photo

☐ Move around and size

☐ Download photo

Reminder:

Don't get sucked into playing and creating all day, get your designs done, create your mockups, and start selling!

Notes:

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