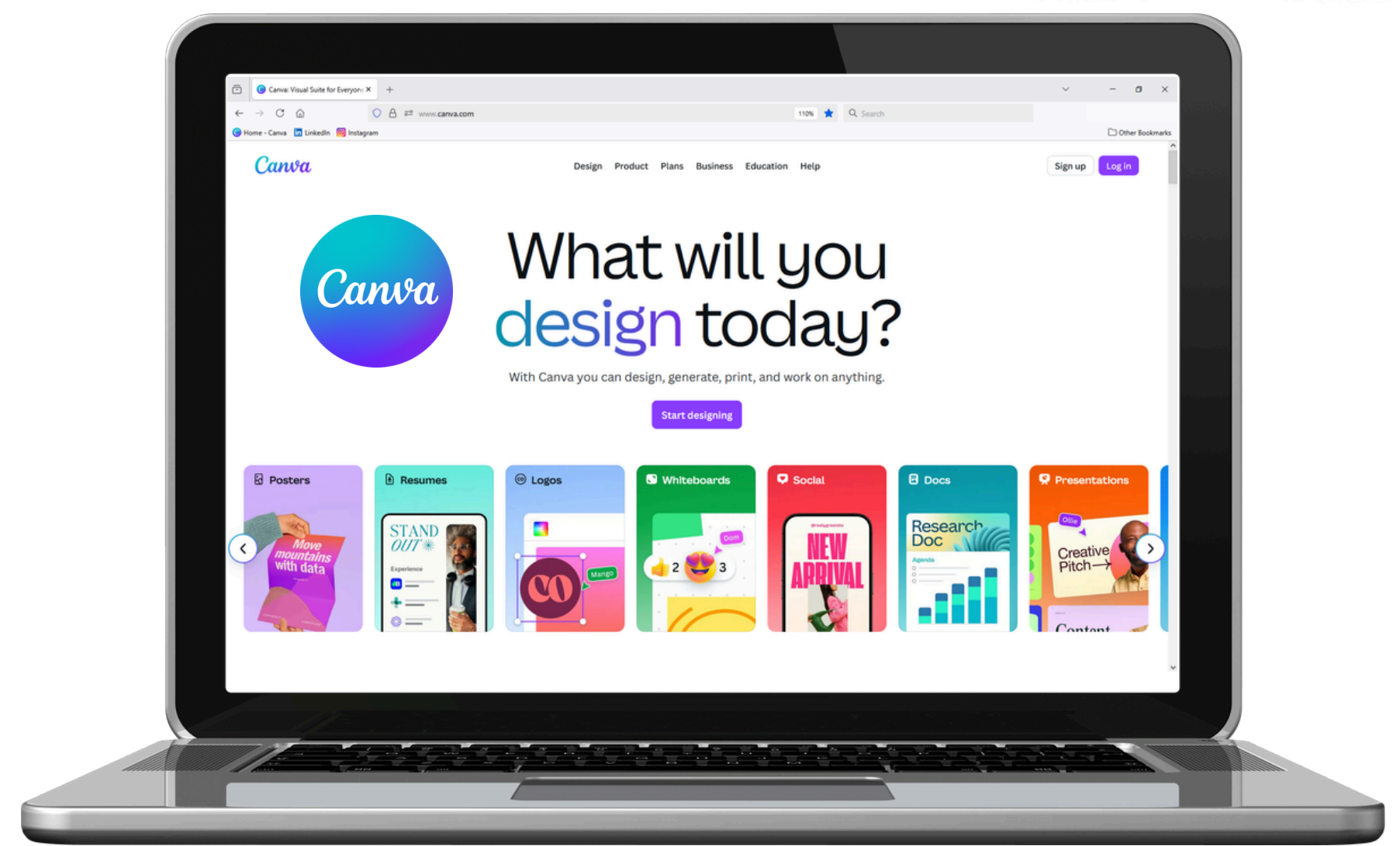




# Design with Confidence Using Canva

Part 1





- Taught digital communications skills to hundreds of professionals & business owners since 2010
- Social media marketing instructor for Camosun College from 2013 – 2020
- Guest speaker for Royal Roads University, University of Victoria & many more organizations
- Bachelor of Commerce from the University of Victoria
- Sales & marketing background





Canva is an easy-to-use online design tool that helps you create professional-looking graphics without needing design experience. You can choose from ready-made templates for things like social media posts, posters, or flyers, then customize them by adding your own text, images, and colours.





- Have you started using Canva?
- On a scale of 1-10 how comfortable are you with Canva?
- Tell me about how you're currently using it.





# Today we're going to cover...



## Part 1

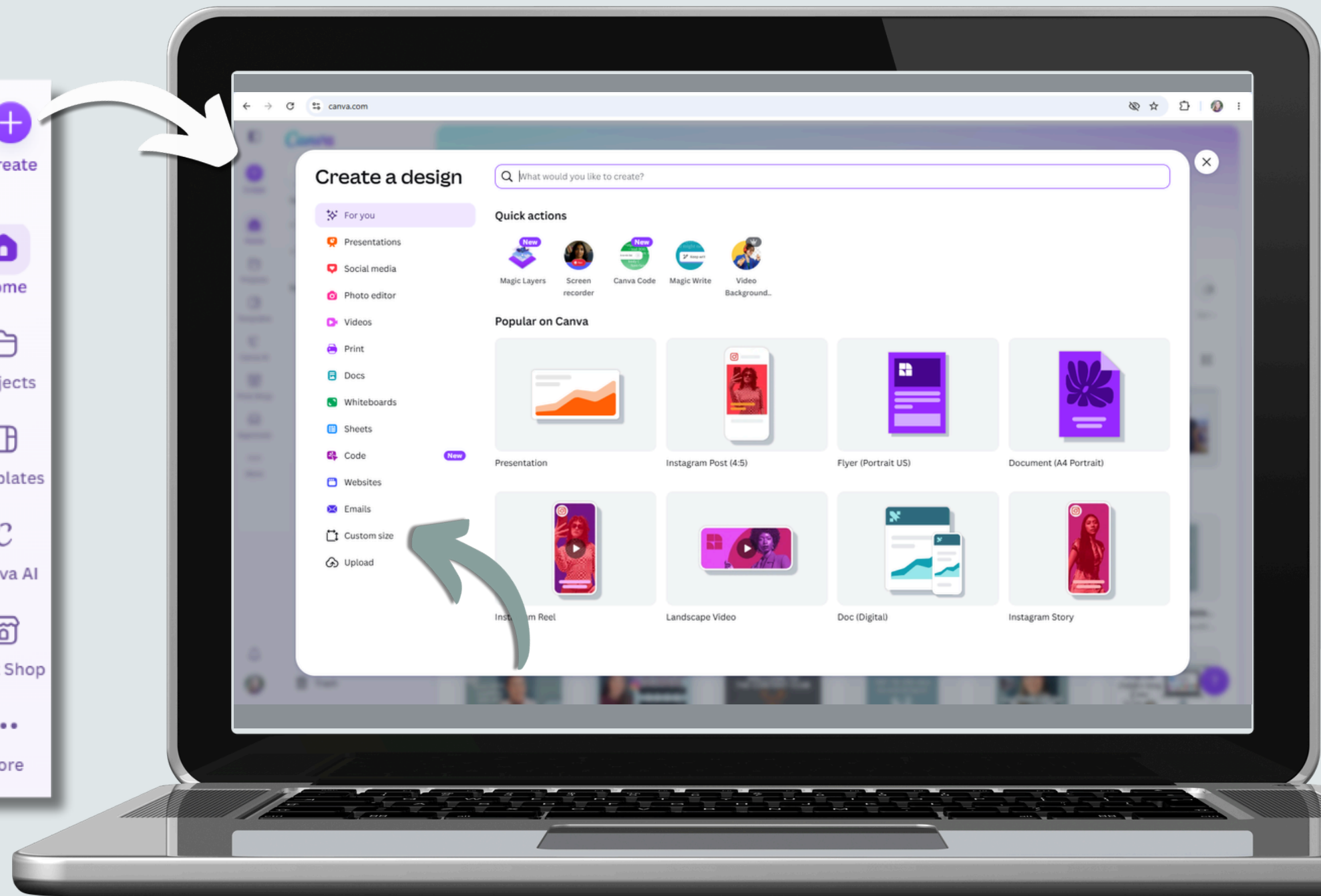
- How to create a new design in Canva
- How to find templates and make them your own or coordinate with your organizational branding (i.e. logos, fonts, colours)
- Using the Canva brand kit to coordinate with your organizational branding
- How to export files in the correct file format - on desktop & mobile



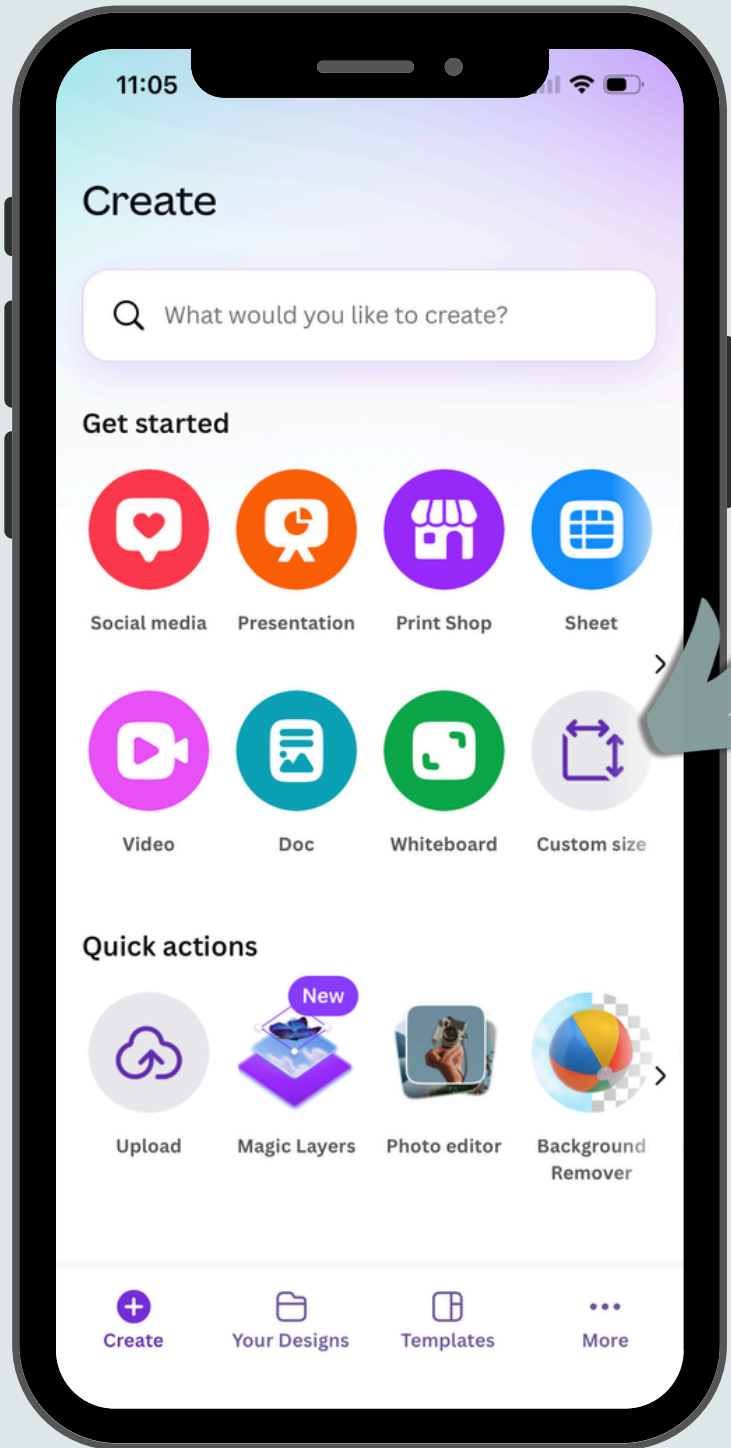
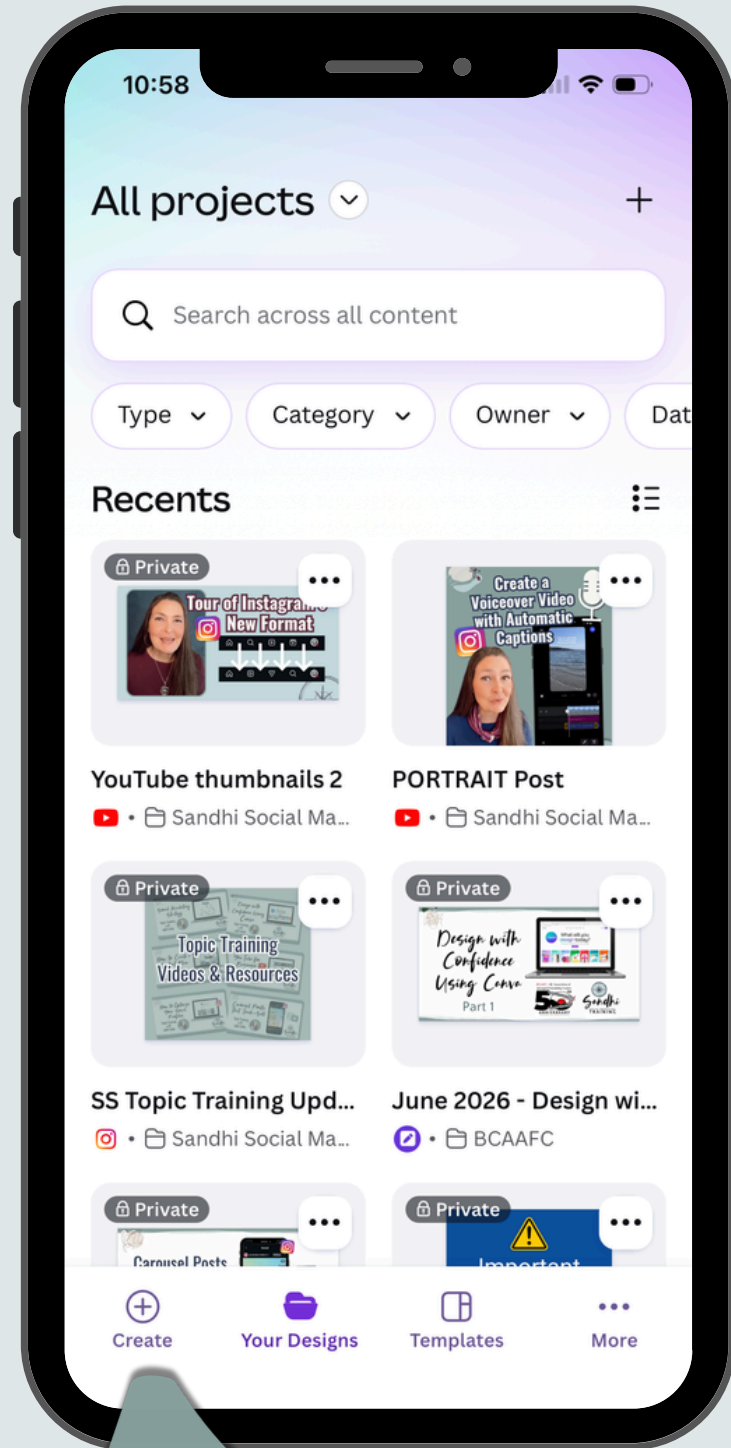
# Navigation menu & create a new design



- Create
- Home
- Projects
- Templates
- Canva AI
- Print Shop
- More



Desktop

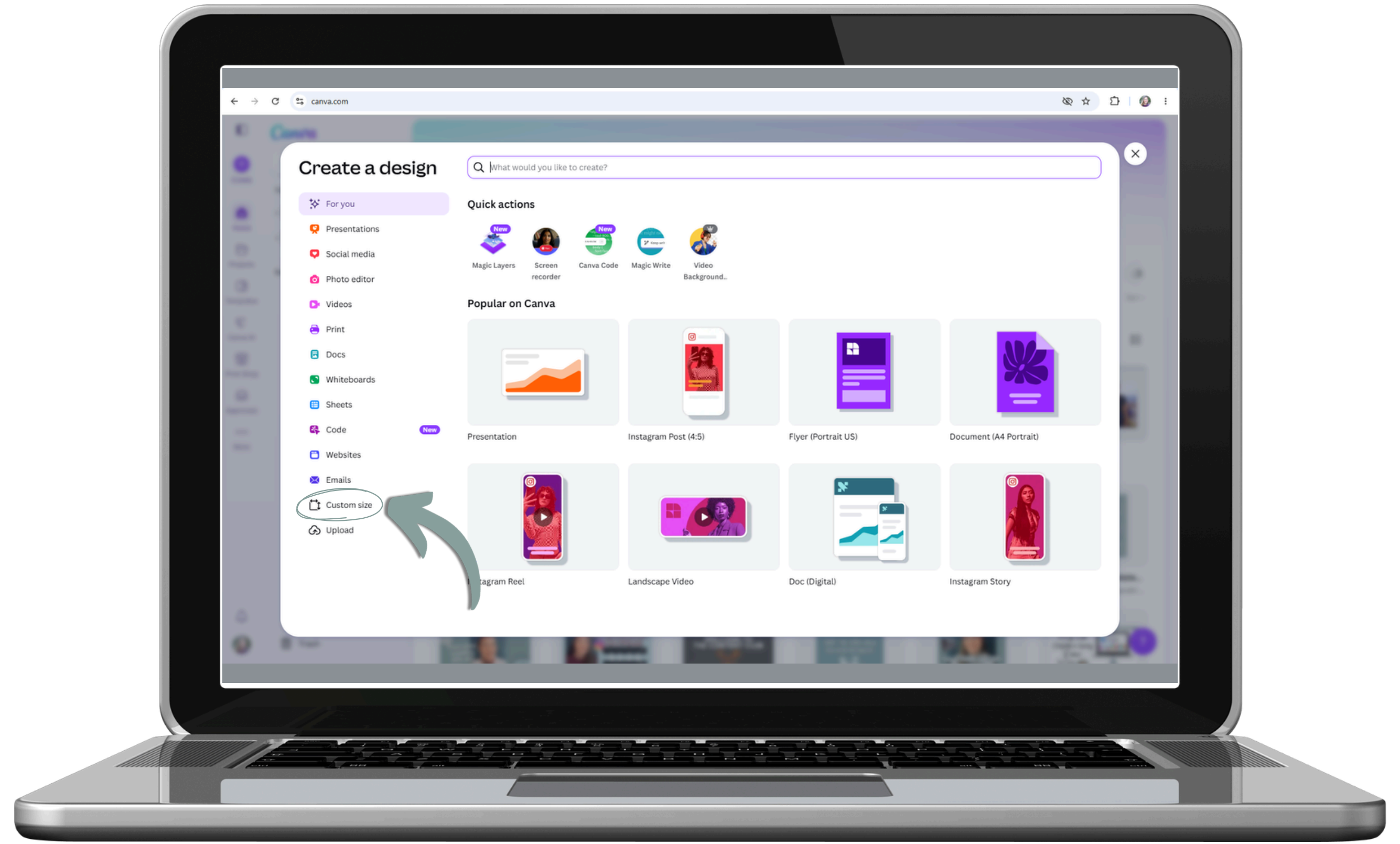


Mobile



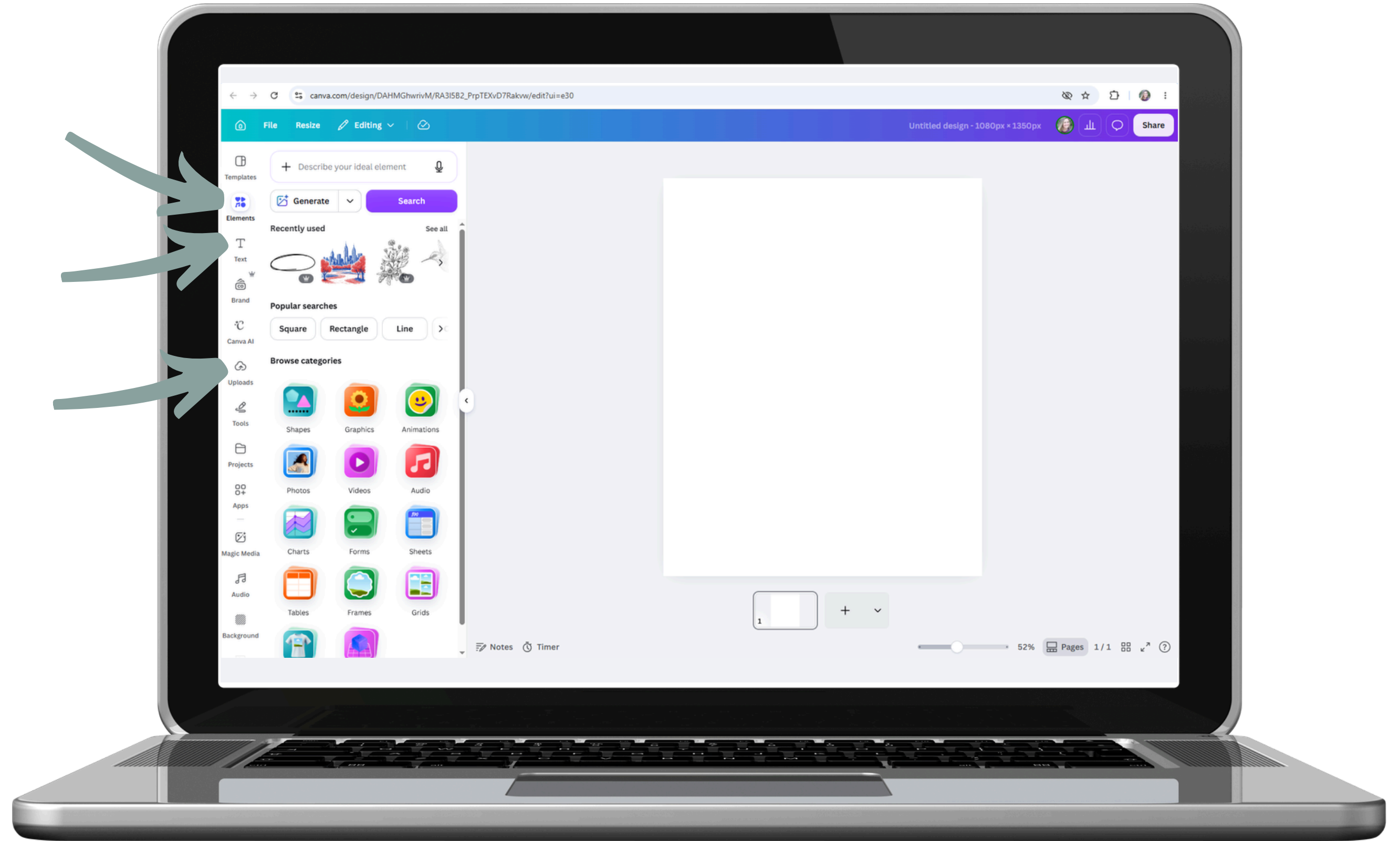


Choose a design type or create a custom size design

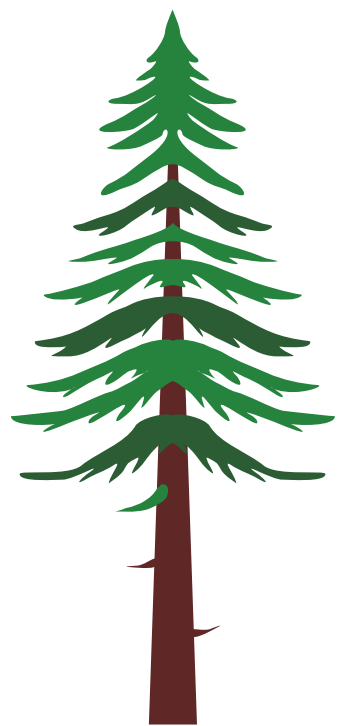
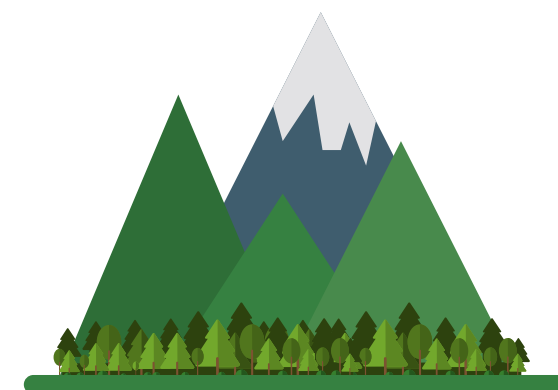
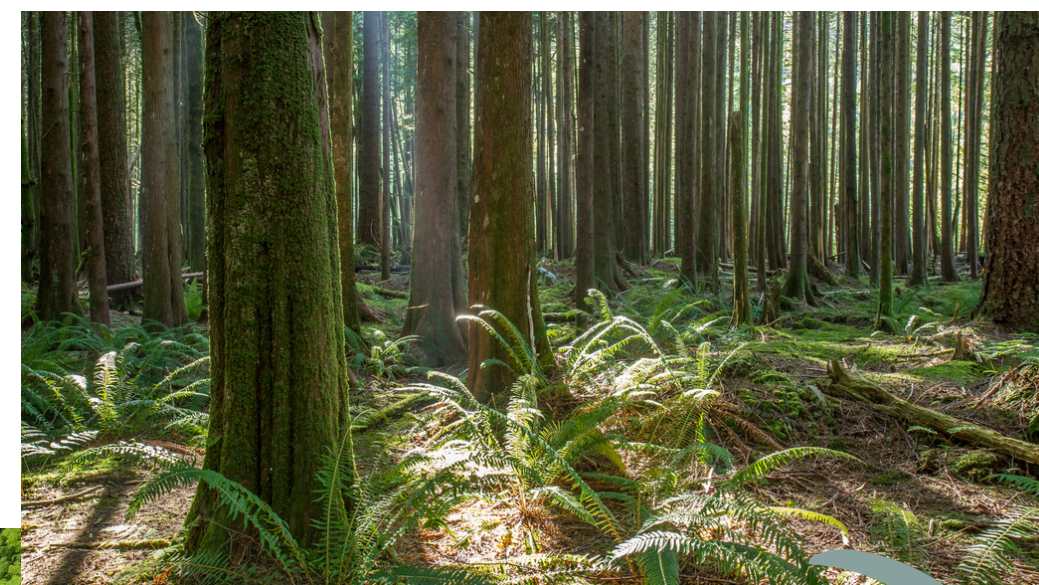
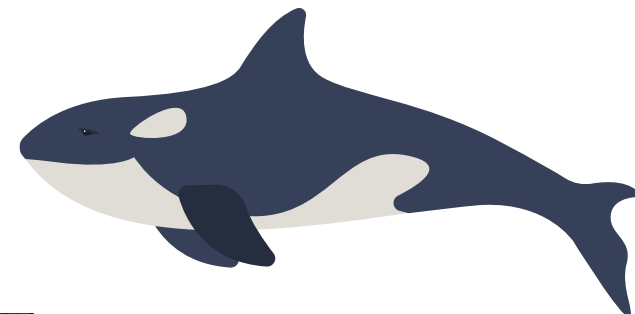




You can create a design from scratch, adding the elements you want

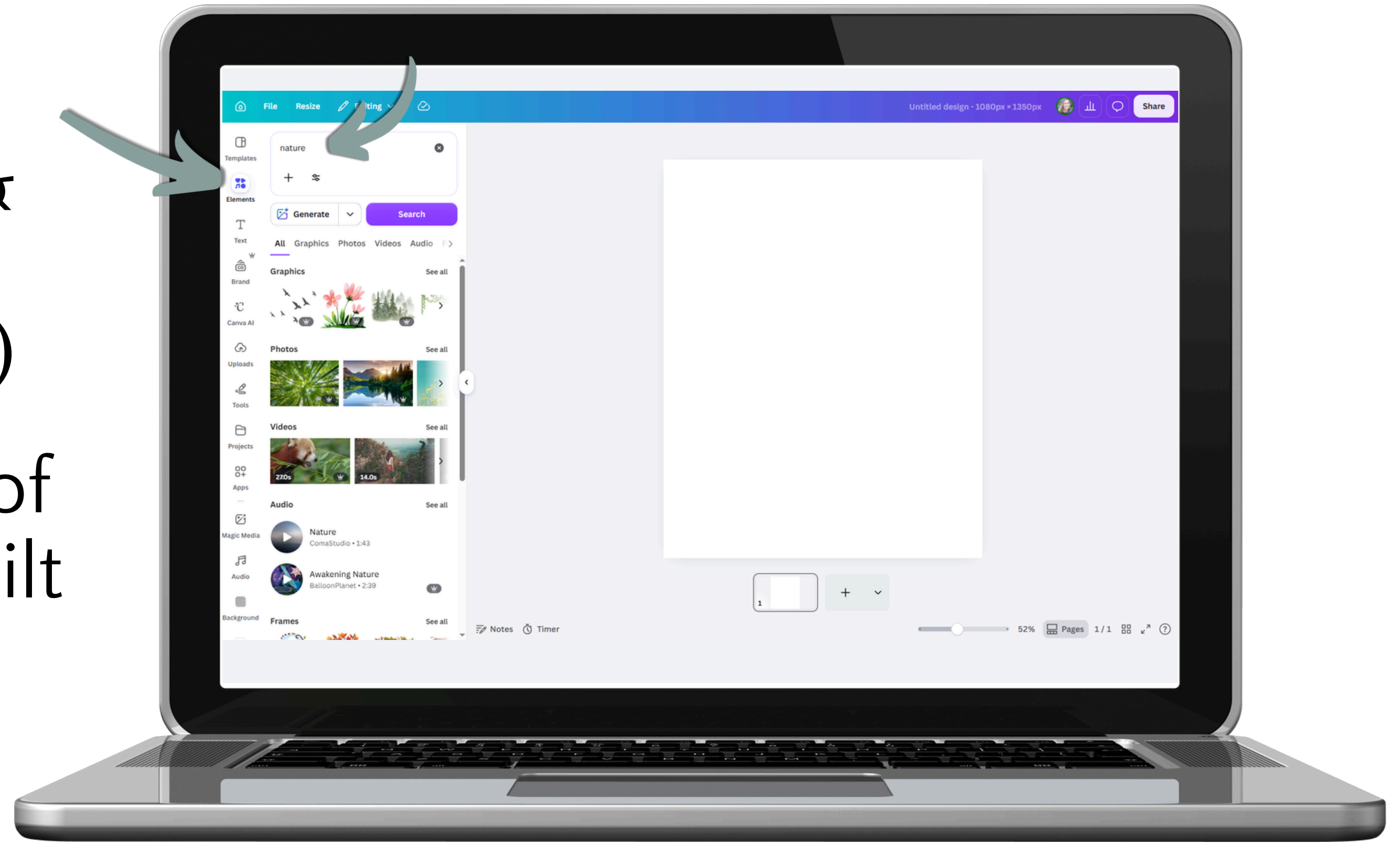


# Example elements - "nature" & "british columbia nature"



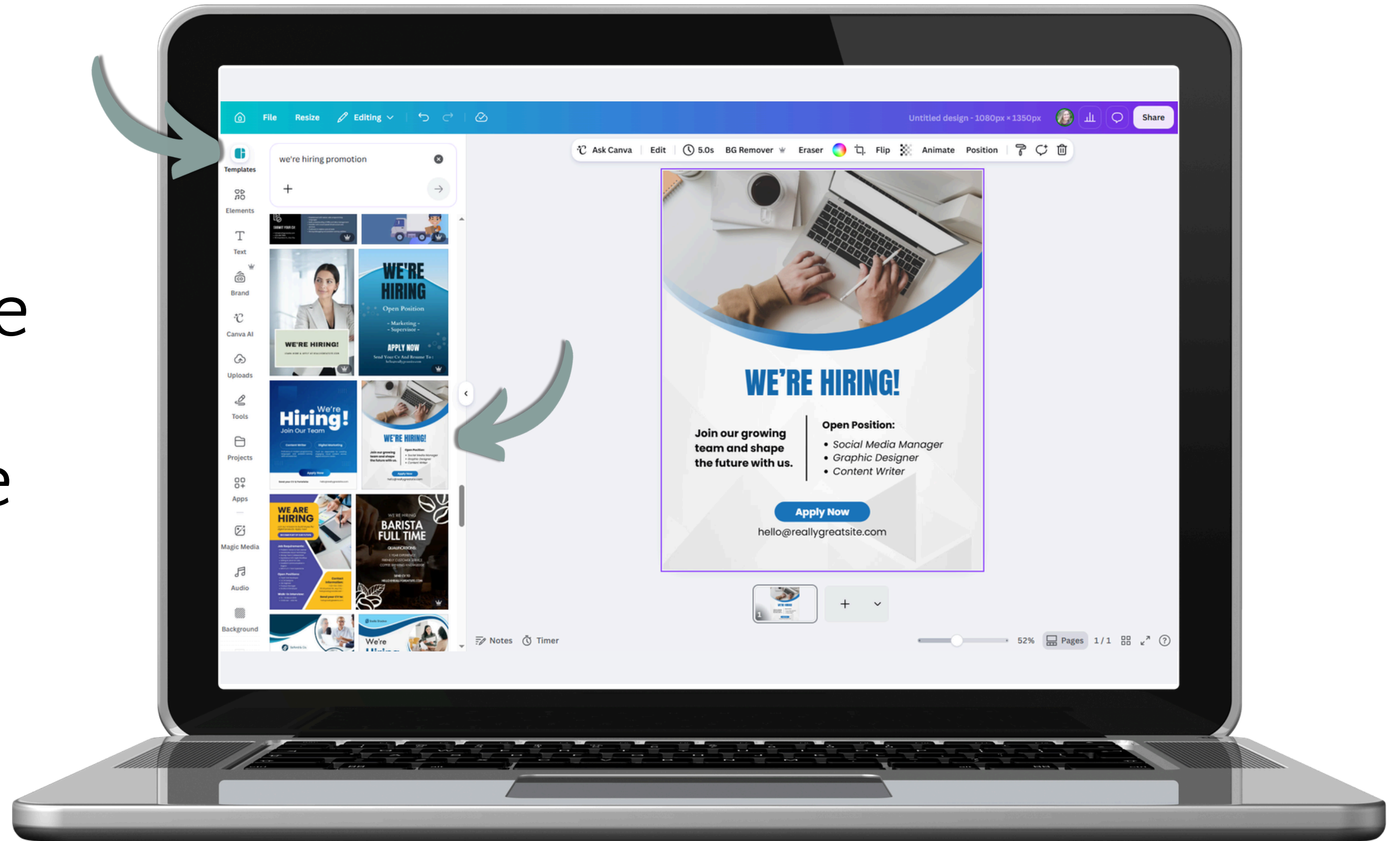


Go to  
Elements &  
search by  
keyword(s)  
  
Thousands of  
elements built  
into Canva



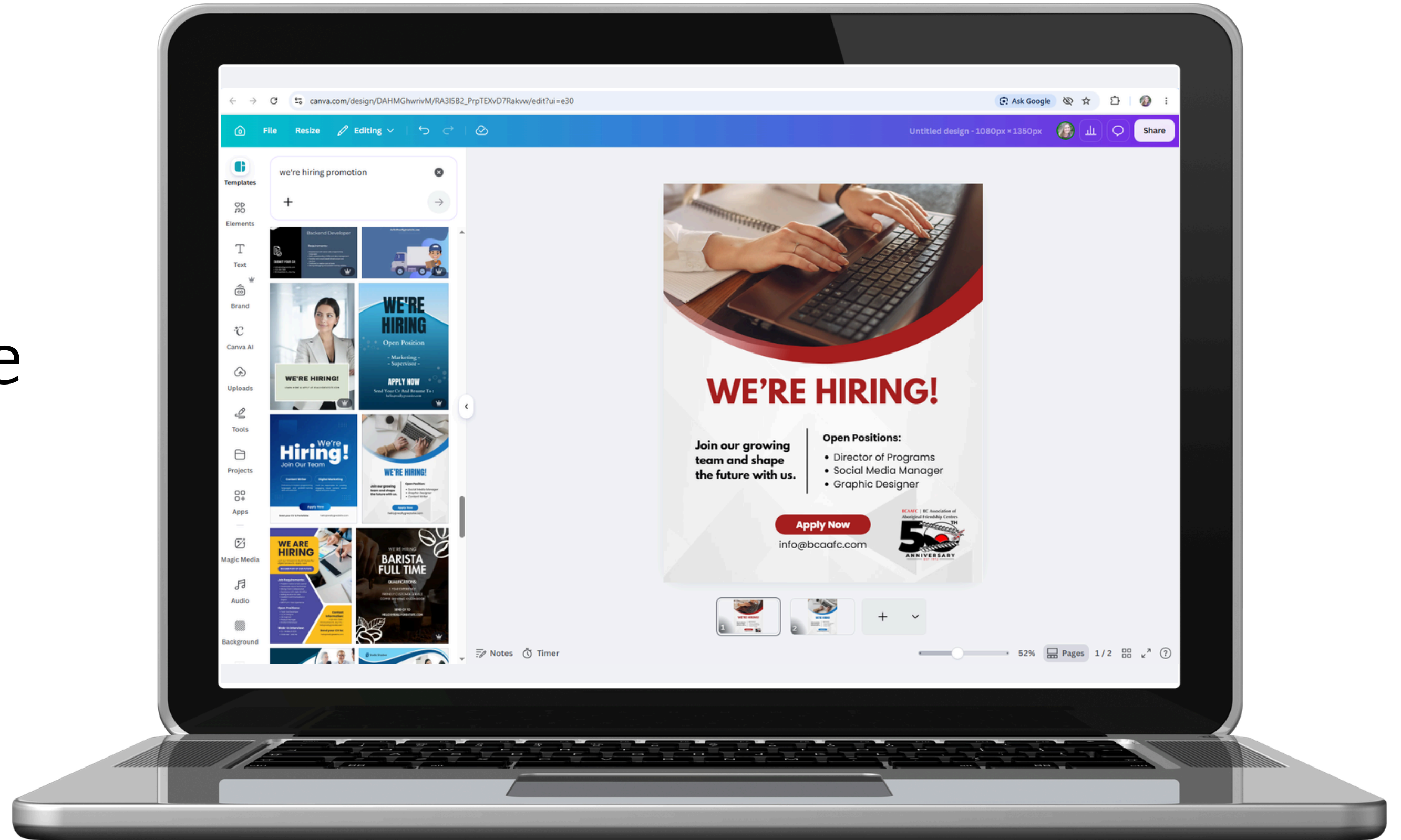


Or you can choose a ready-made template and change any of the elements





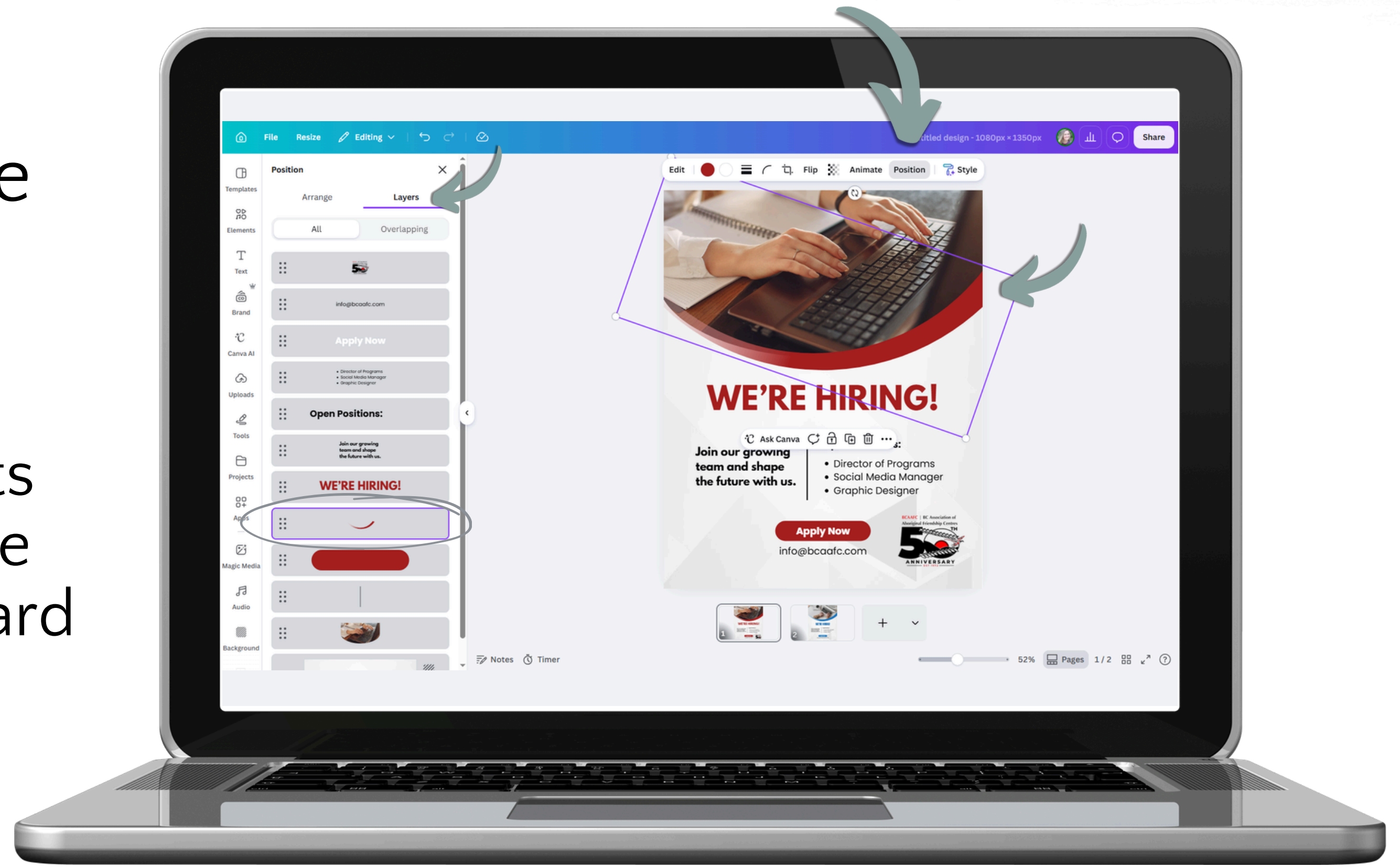
Here's an example with some simple changes + logo





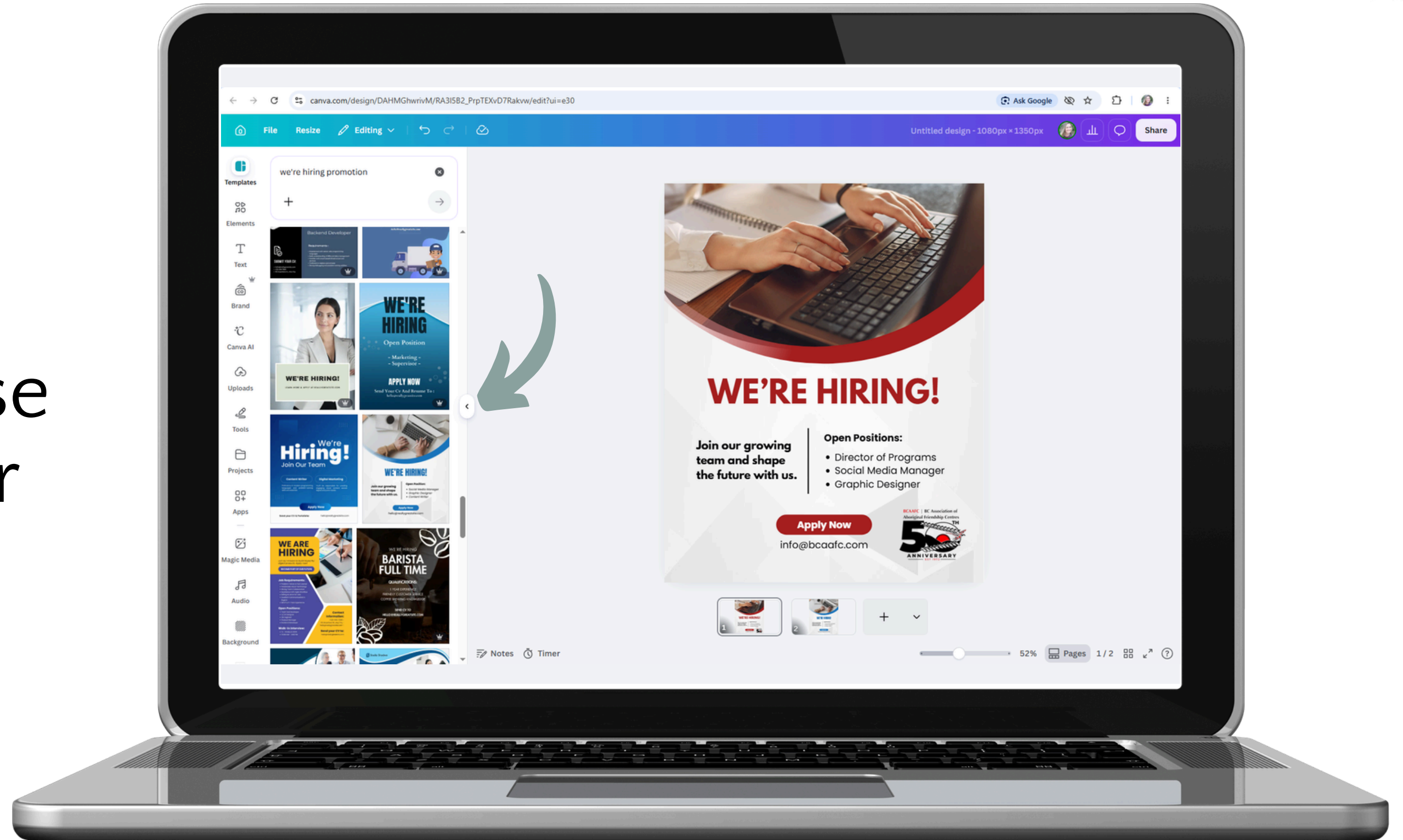
Layers & the  
Position  
feature

Move elements  
forward (to the  
front) & backward  
(behind)





Can click here to close the sidebar

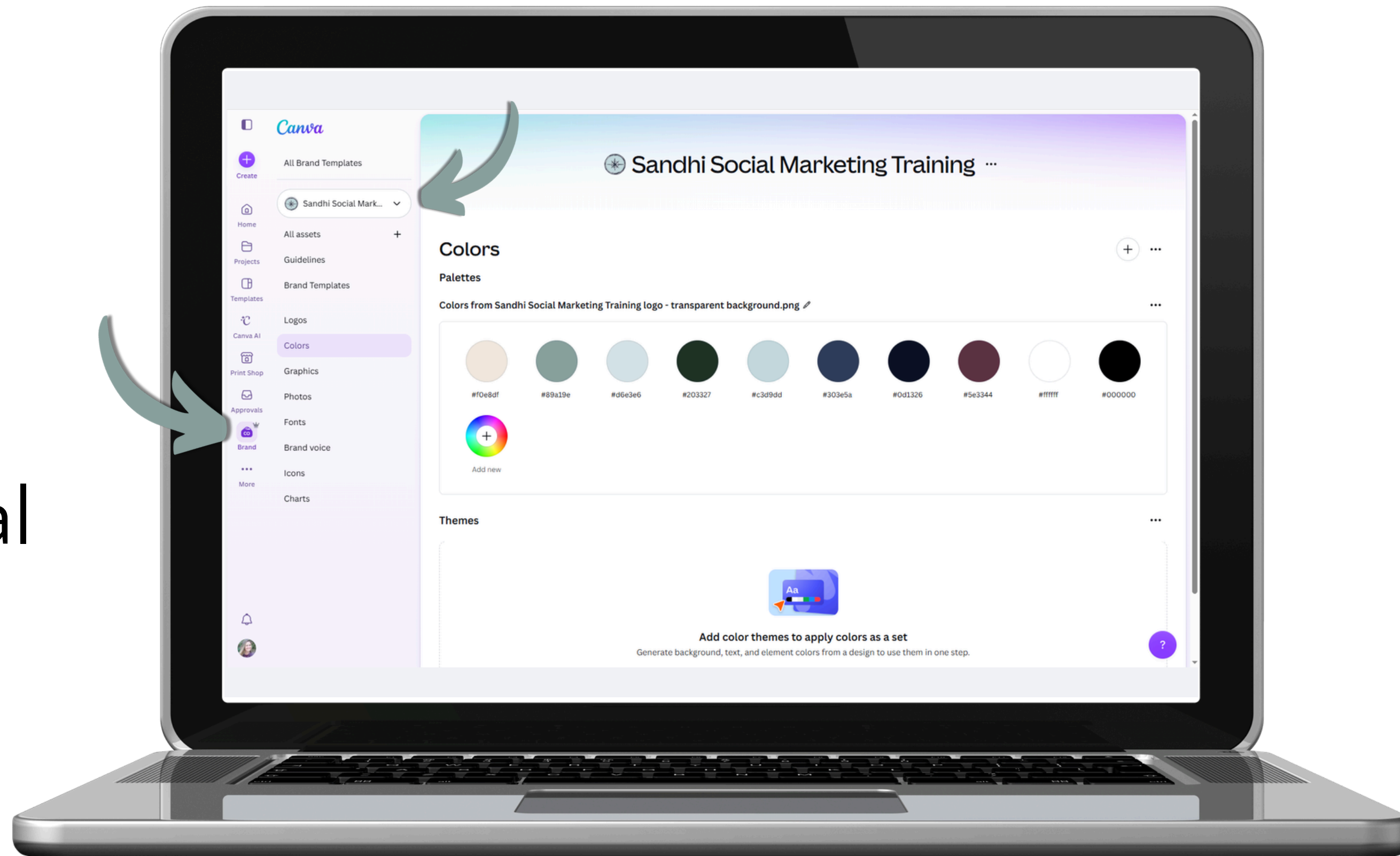




# Create your Brand Kit

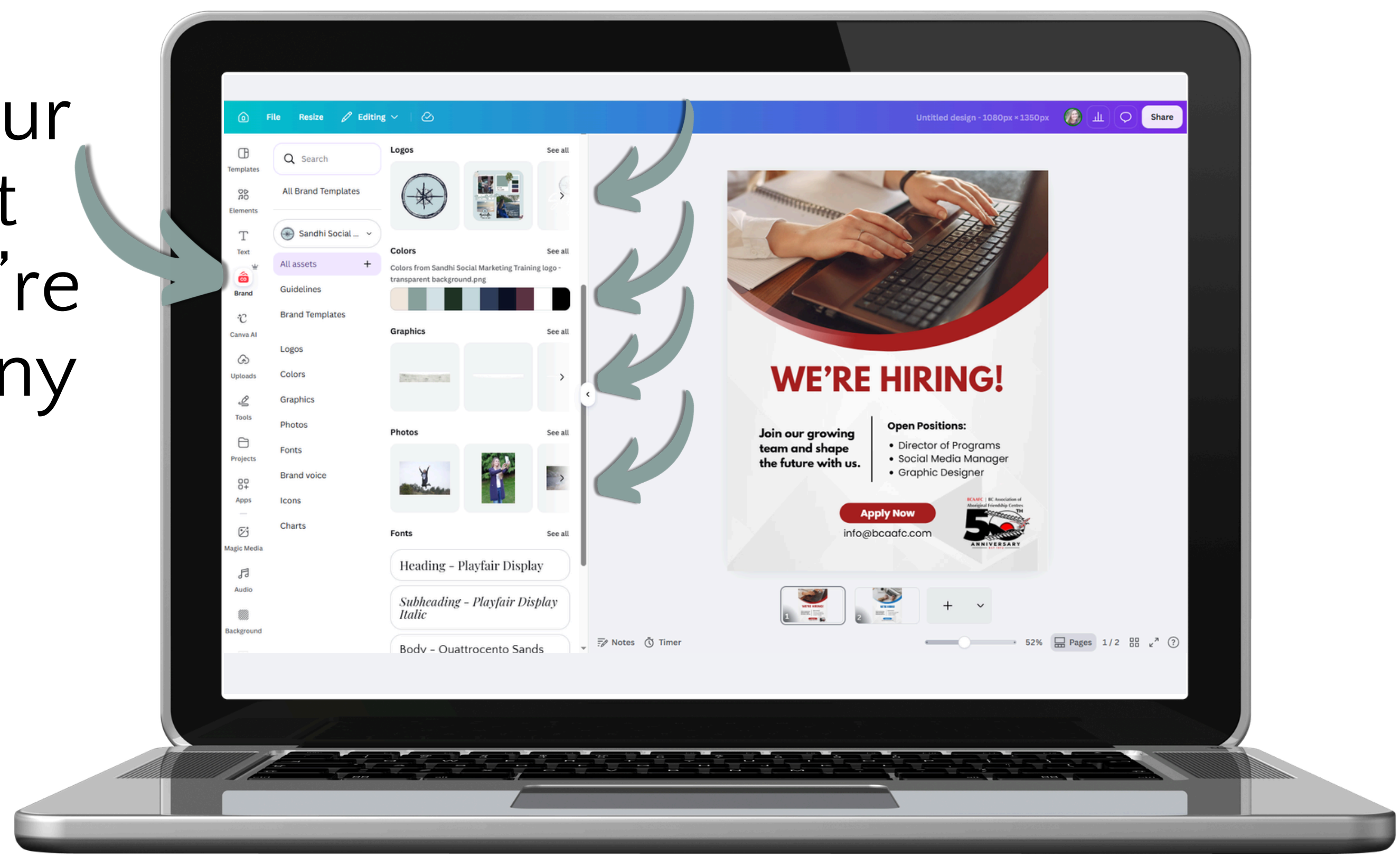


Use the  
Brand Kit to  
coordinate  
with your  
organizational  
branding





You can access your Brand kit when you're creating any design



File Resize Editing Untitled design - 1080px x 1350px Share

Search

Logos See all

All Brand Templates

Sandhi Social ...

All assets +

Guidelines

Brand Templates

Logos

Colors See all

Colors from Sandhi Social Marketing Training logo-transparent background.png

Graphics See all

Photos See all

Fonts See all

Heading - Playfair Display

Subheading - Playfair Display Italic

Body - Ouattrocento Sands

Notes Timer

WE'RE HIRING!

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Open Positions:

- Director of Programs
- Social Media Manager
- Graphic Designer

Apply Now

info@bcaafc.com

50th ANNIVERSARY

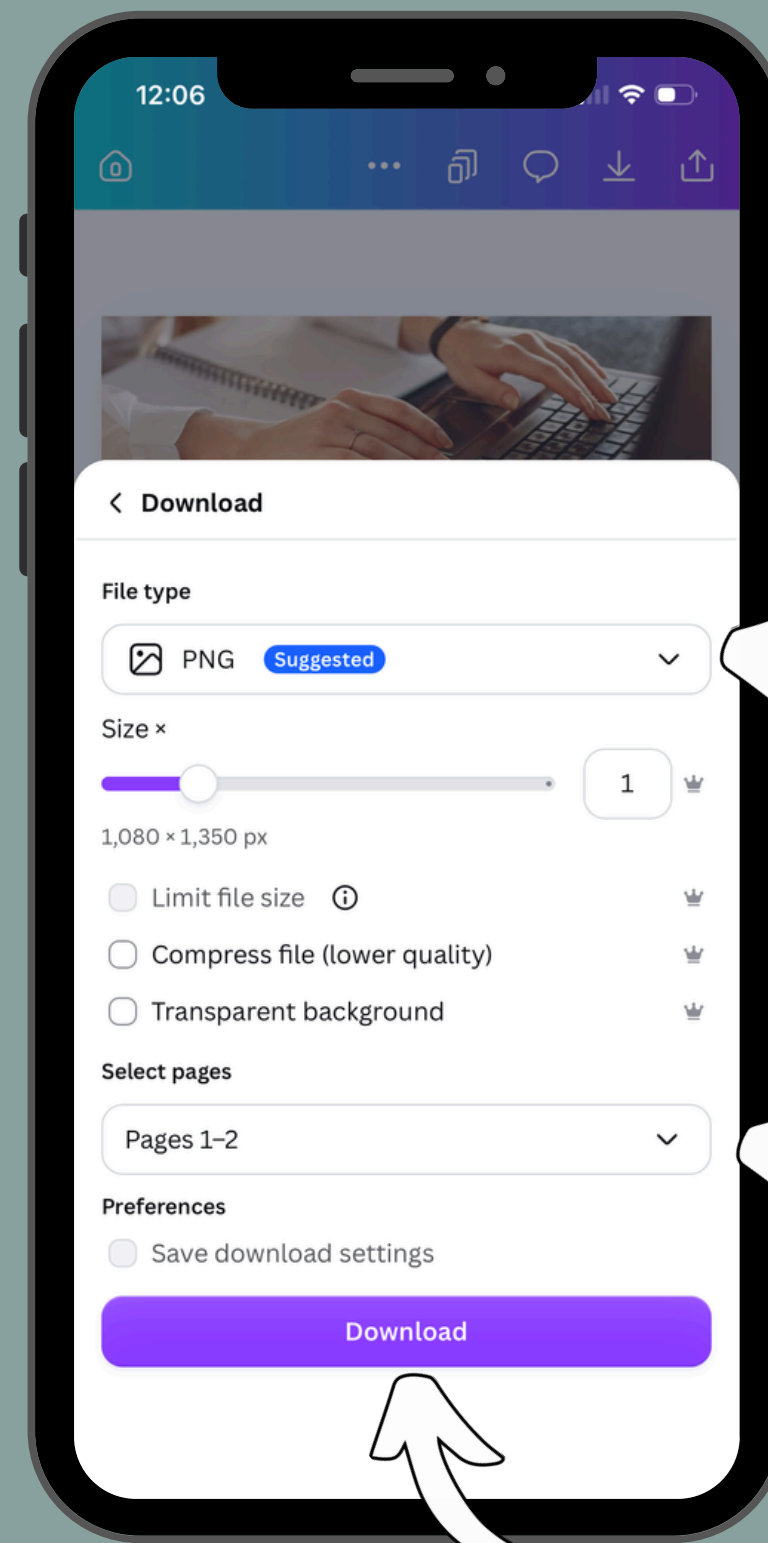
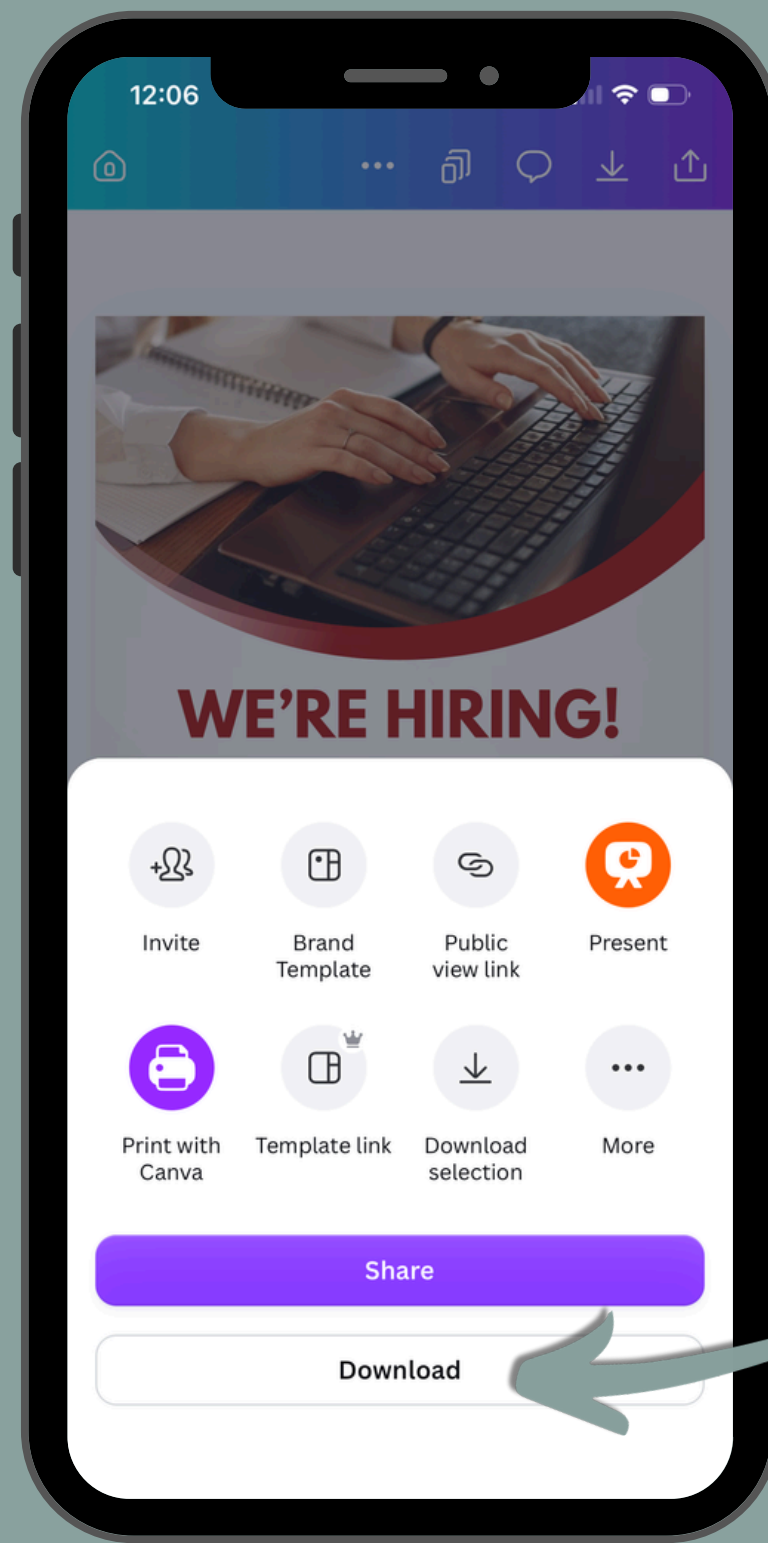
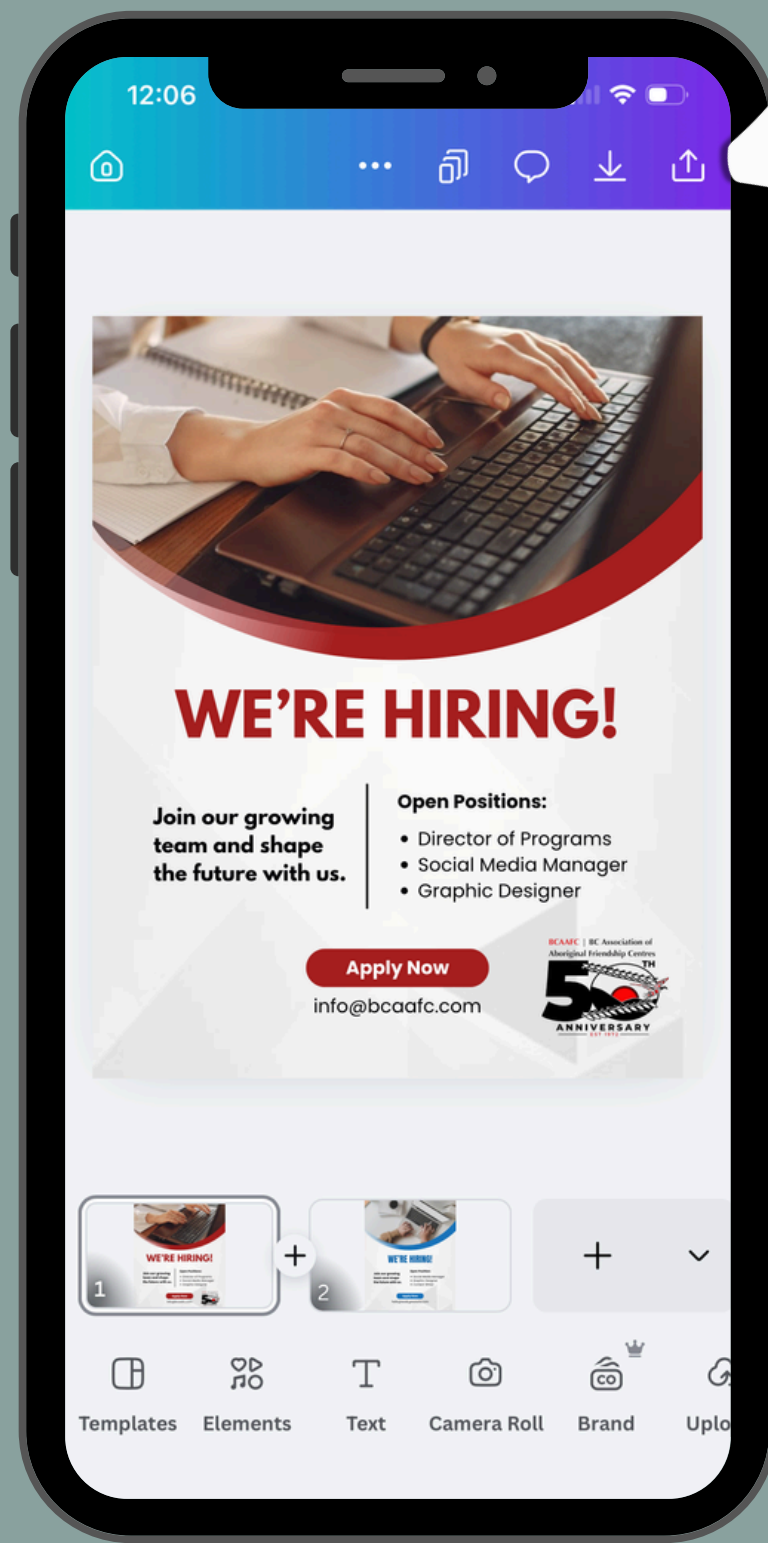
52% Pages 1 / 2

# How to export files to your computer

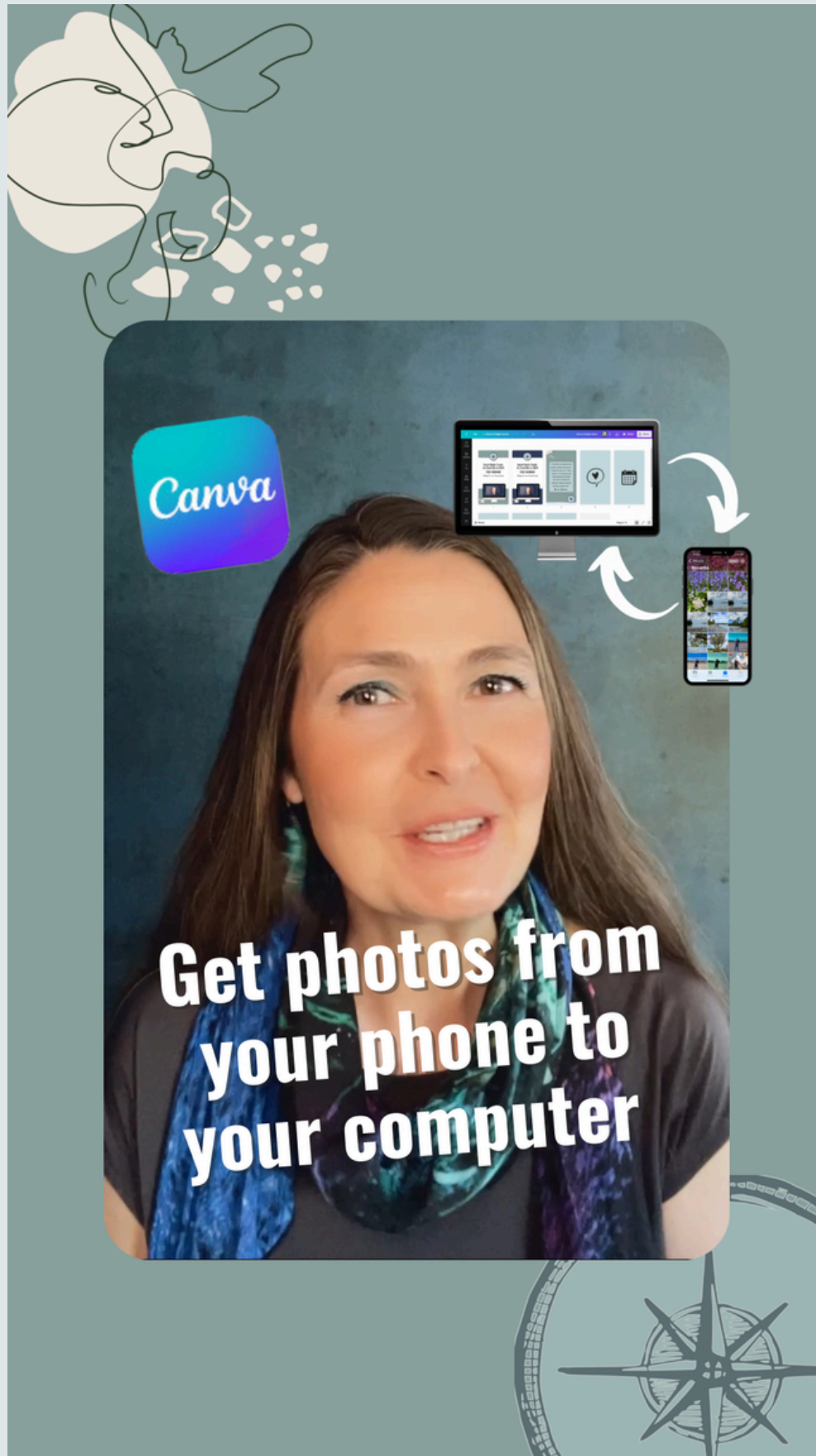
The image shows a laptop displaying the Canva web interface. The main canvas features a 'WE'RE HIRING!' poster. On the right side, the 'Share design' panel is open, showing options for 'Download', 'Brand Template', 'Present', and 'Public view link'. A white arrow points from the 'Share' button in the top right of the Canva interface to the 'Download' panel. The 'Download' panel is shown in a larger, semi-transparent view on the right. It includes a 'File type' dropdown menu with 'PNG Suggested' selected and circled in green. Below it is a 'Size' slider set to '1'. The 'Select pages' dropdown menu is also circled in green and shows 'Pages 1-2'. At the bottom of the panel is a large purple 'Download' button, which is also pointed to by a white arrow.

Share > Download > Select file type & which pages > Download

# How to export files to your phone



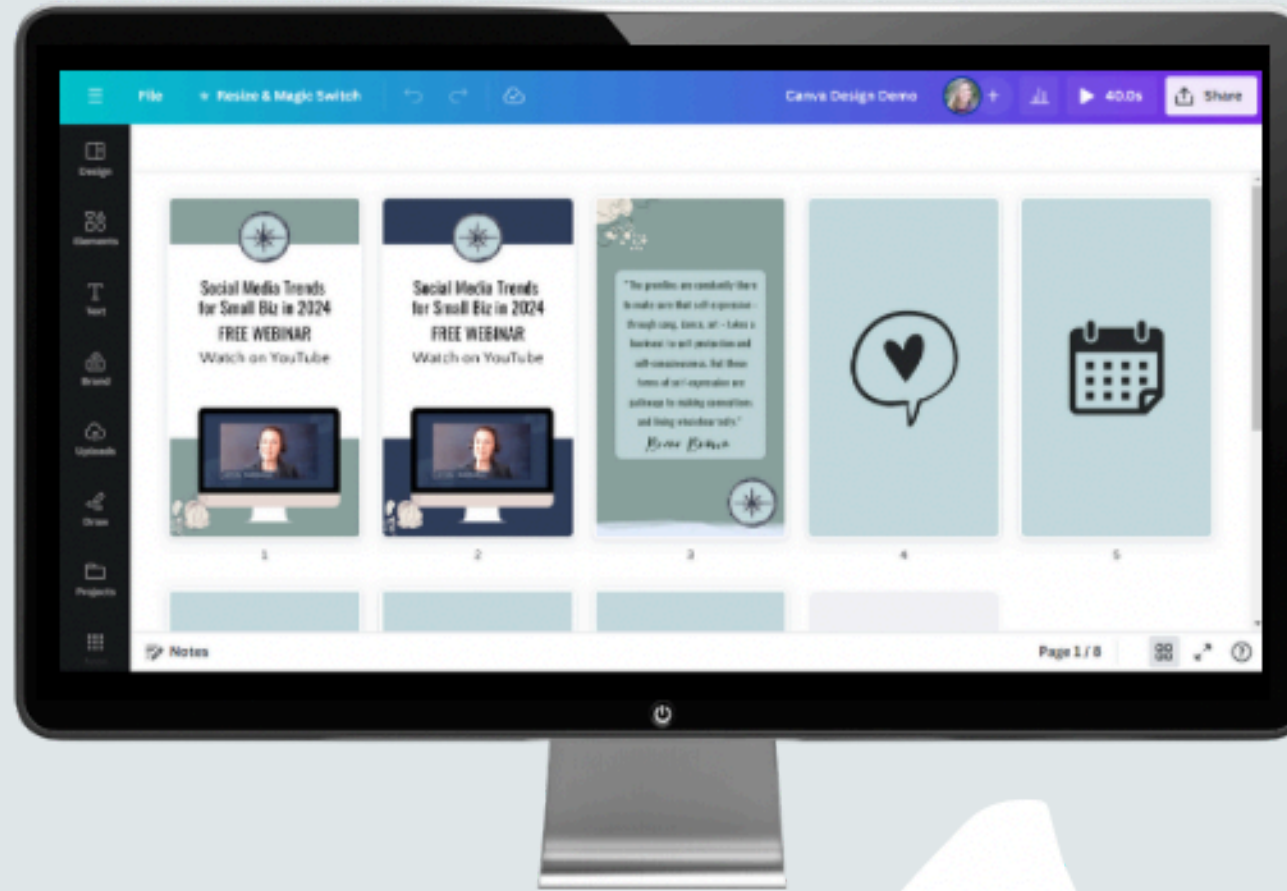
Share > Download > Select file type & which pages > Download



Canva

Get photos from your phone to your computer

The image shows a woman with long brown hair and a blue patterned scarf speaking. In the top left corner, there is a Canva logo. In the top right, there is a diagram showing a smartphone connected to a computer monitor via a white arrow, indicating the transfer of photos. The background is a dark teal color with a faint compass rose in the bottom right corner.

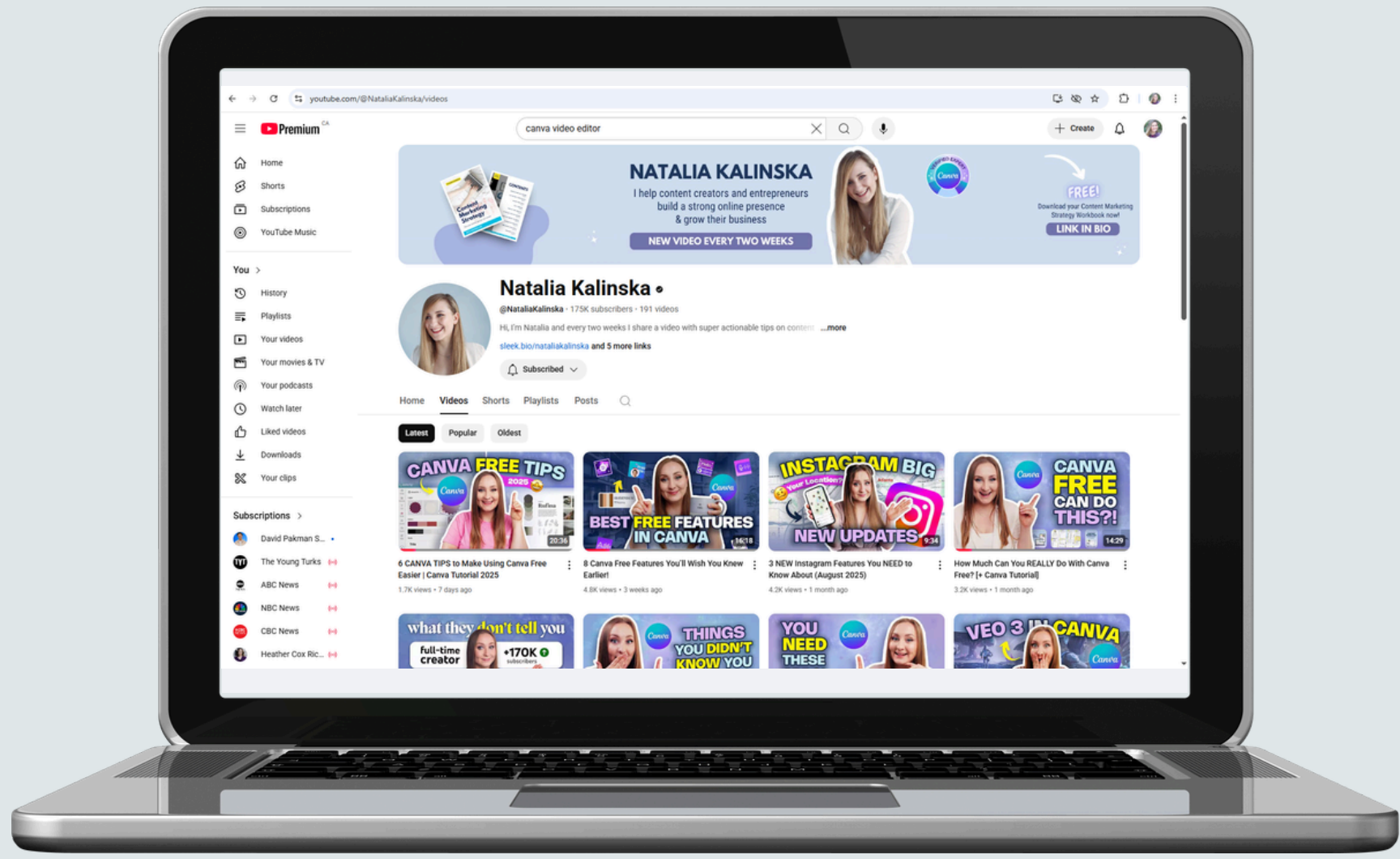


Canva has a great mobile app

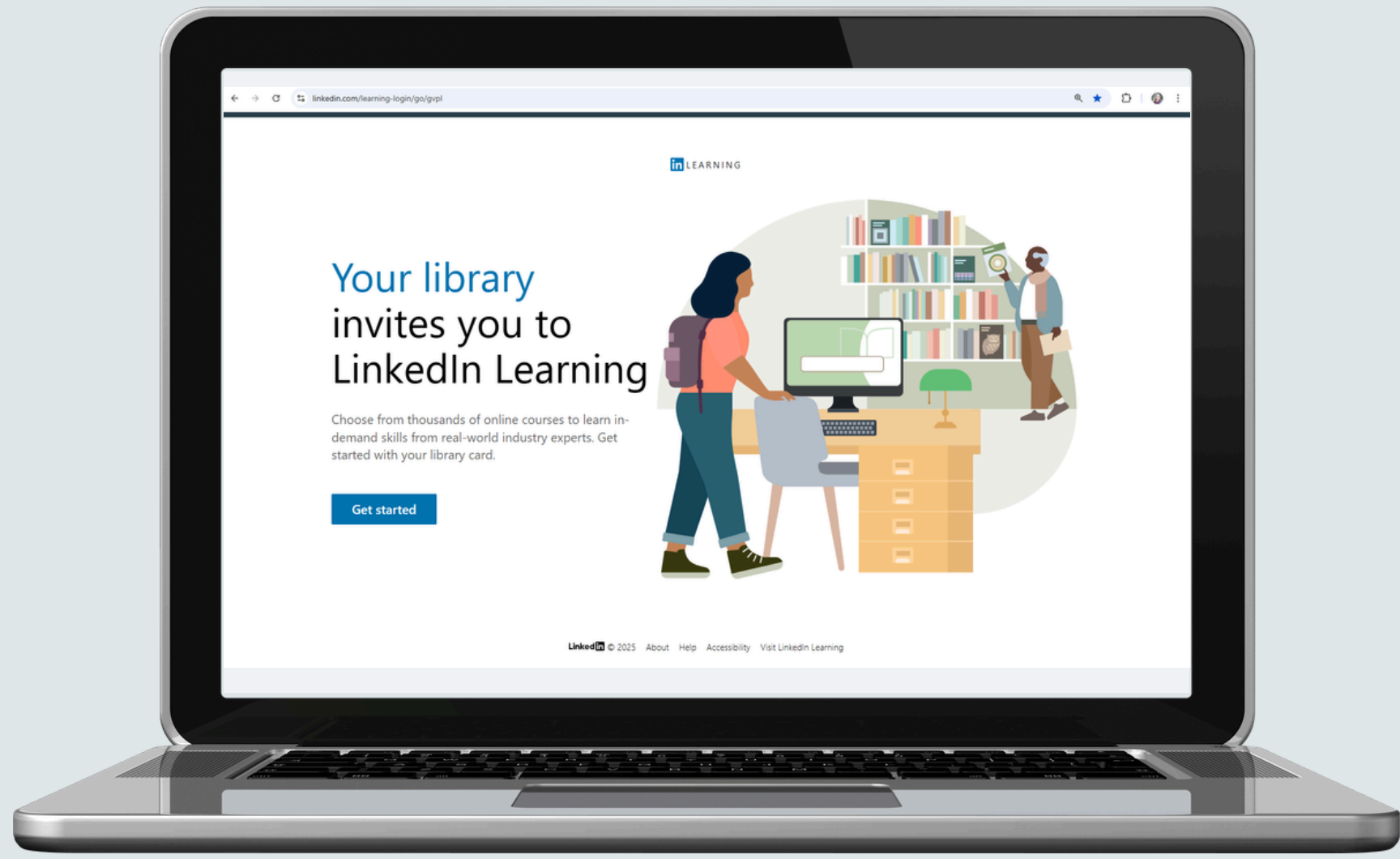




# Helpful resources...



Natalia Kalinska on YouTube

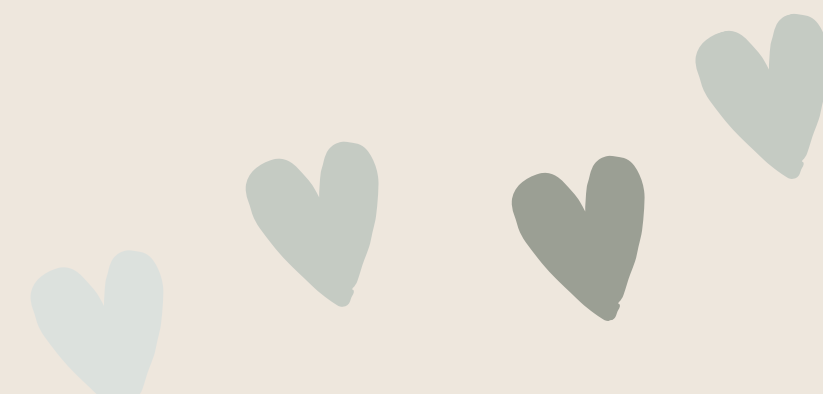


LinkedIn Learning – Access it FREE!





# Canva Demo





# Take action...



- Create a design from scratch
- Create a design from a template
- Create your Brand kit
- Join us for Part 2 😊



# Next week we're going to cover...



## Part 2

- Design tips
- Create a mood board to help with visual consistency throughout your content
- Generative AI (artificial intelligence) features in Canva to take your designs to the next level
- Organize your media files (uploads) for time management





# Questions?



Thank you   
Stay in touch!



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TRAINING

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