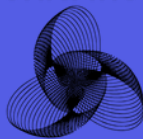


**Canva MasterClass for Beginners:**  
**Design Like a Pro!**  
Quick Review Guide

**HAMILTON**  
— COMMUNICATIONS, LLC —



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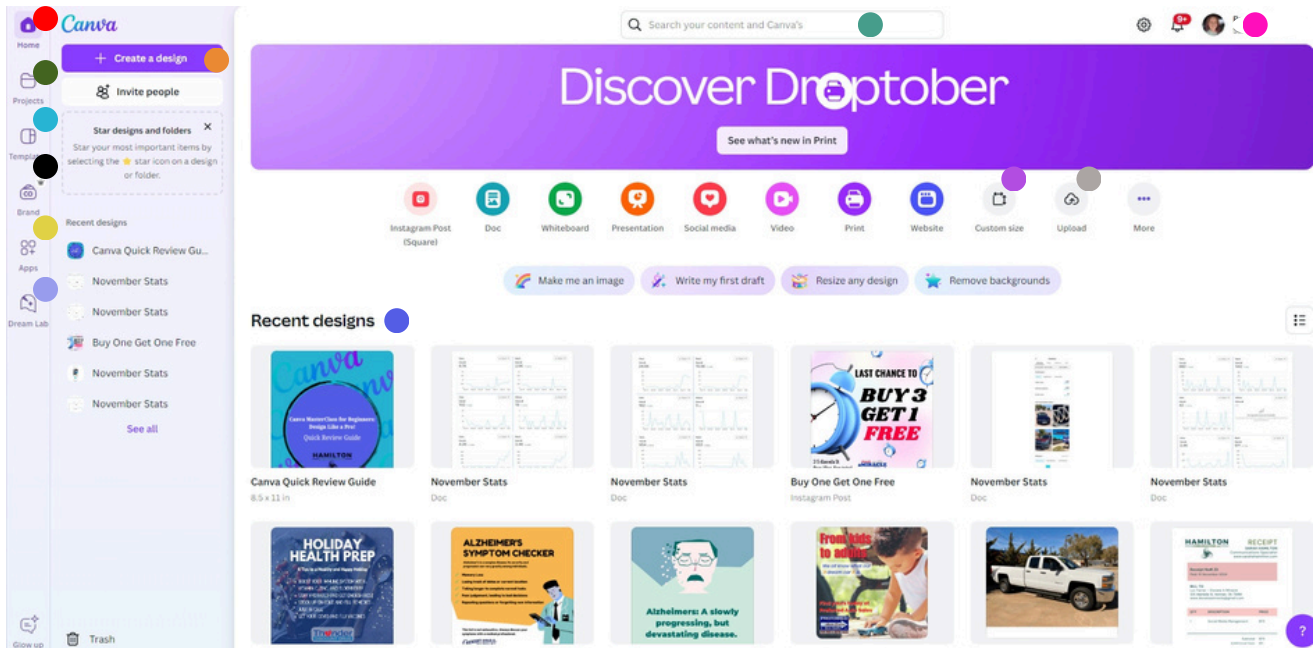
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# Elements on the Home Page



## Color Key:

- Click to Navigate to Home Screen (this is the home screen)
- Your Projects Tab: Designs you've worked on or saved.
- Templates Tab: Ready-made designs for various categories
- Brand Kit (**Pro**): Upload colors, fonts, logos, and more for consistent branding
- Apps Tab: Lots of cool apps to add extra detail to design
- Dream Lab: AI on Canva, creates designs for you, not always accurate
- Create a Design: Start a custom design (size or template)
- View all your recent designs or projects here
- Search bar for templates or your projects
- Create a custom sized design from scratch
- Upload files or folders. If photo you can directly open a photo editor
- Manage your account

# Sizing Your Design

## Create a design


- For you
- Docs
- Whiteboards
- Presentations
- Social media
- Videos
- Print products
- Websites
- Custom size**
- Upload
- More

## Custom size

Width  Height  Units

Create new design

Suggested

 Instagram Post (Square) 1080 x 1080 px

px  
in  
mm  
cm

- **Social Media:** PX. Lots of options on Canva for your selected platform.
  - *MOST COMMON* that works for all platforms: Instagram Post Square, Instagram Post(4:5), Facebook Post, Instagram Story, Instagram Reel
- **Print Designs** INCHES, CM, OR MM. (Flyers, Postcards, Business Cards, Banners, etc.)
  - *Important Note:* All print products need to be sized exactly how they will be printed. *EX: Flyers are typically 8.5x11 inches, create your design as 8.5x11in design.* Using pixels for print products can result in a grainy or blurry outcome once printed.
  - ALWAYS save print products as a PDF to submit for printing.
- **Other Sizes:** Videos, Presentations, Whiteboards, Docs, YouTube, Pinterest – really anything you can think of, they have.
- **Resizing a Design CANVA PRO ONLY**
  - If you find a template you like but it is the wrong size, you can resize it to fit your needs. If you have the Free version of Canva, try creating a blank design with the size graphic you need and then search the design tab for templates in that size using keywords.

# Tool Bars Within Designs

## Left-Hand Menu



Design

Find Templates using keywords that will fit your designs size



Elements

Search elements using keywords. Choose from a variety of graphics, stock photos/videos, audios, mockups, shapes, frames, and charts



Text

Add a text box by choosing from “Heading, Subheading, or Body”. Here you can also add page numbers and view font combinations that have already been created. Simply click on one to change the text as desired. There is also a Magic Write options that uses AI to help you brainstorm, come up with text, copywriting, etc.



Brand

**Canva Pro.** View all the elements, colors, and fonts used for your brand. FREE Canva users can add 3 colors to their brand kit but that's it.



Uploads

By clicking “Upload Files” on this tab, you can upload photos, videos, logos, etc that you are wanting to use in your design. All the photos you upload will be visible in this tab on all designs. You can trash them by hovering your mouse over the image/video, and clicking the white box in the top left corner of it. At the bottom of the tab you will then have the option to add it to a file or trash it.



Draw

Draw: If you want to hand draw your design you can do so here. Options include changing your brush type, thickness, color, and an eraser option.



Projects

Projects: View all of your past projects, images, videos, and folders here. You can choose to add old projects to your new design by clicking on your desired one and adding it as a new page or replacing the current page.



Apps

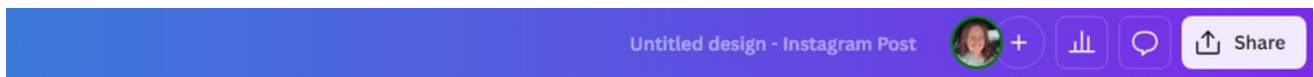
Apps: Same as on the Home screen. Available for those that are needing some extra help and inspiration.



# Top Menu



- **File:** Lots of options including creating a new design, uploading files, changing this design's settings (bleed, margins, etc), making a copy, and more.
- **Resize(Pro):** If you need to resize a design click here to choose another pre-formatted option or a custom size. Please note that when resizing, the elements on your design will have to be adjusted to fit the new sized design.
- **Editing:** Here you can choose if you want to edit, leave a comment on the design, or put it into view mode only.
- **Undo/Redo:** Undo Edits you did and redo them.



- **Changing Title of Design:** Click on the Title to change it.
- **Sharing Design Access:** If you want someone else to be able to view or edit your design, click here, and enter their email address. Then, click the dropdown menu where you entered the email and choose if you want the person to be able to edit, comment, or just view. Then hit share. If you have Canva for teams, you can also select the option to add them to your team.
- **Share:** Lots of options here. Main one is to download. After clicking you can choose your file type, the size of it, and if you have **Canva Pro** you can choose other options like transparent background and file compression.

# Pop-Up Tool Bar For Selected Elements

\*\*Please note that this tool bar will vary based on what element you have selected at the time (photo, graphic, text, background, etc.).



Edit

Edit for photos, videos, and graphics. Can add filters or adjust brightness, contrast, etc.

BG Remover

Removes background of photos or videos.



Border weight & style.



Corner rounding.



Copy style.

Position

Click on this to see your layers and move elements forward or backward.

Effects

TEXT ONLY. Different effects to make your text stand out or curve.

Animate

Create animations out of your elements.



Change background color to solid color or gradient.

Flip

Flip elements horizontal or vertical.



Transparency. Adds more depth to your graphics.



Crop photos and videos.



Change text color.

Noto Serif Ethio...

Change your font. Default is usually Canva Sans.

- 42 +

Change text size.

**B**

*I*

U

~~S~~

aA

For text only. Bold, Italics, Underline, Strike through, and Upper/lowercase



For text only. Change alignment, add bullet points, or change line and letter spacing.



14.6s

Trim your video.

Audio

Adjust volume on your video if it has audio.

Playback





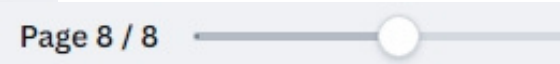
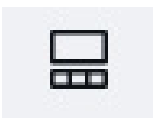
Video playback speed.

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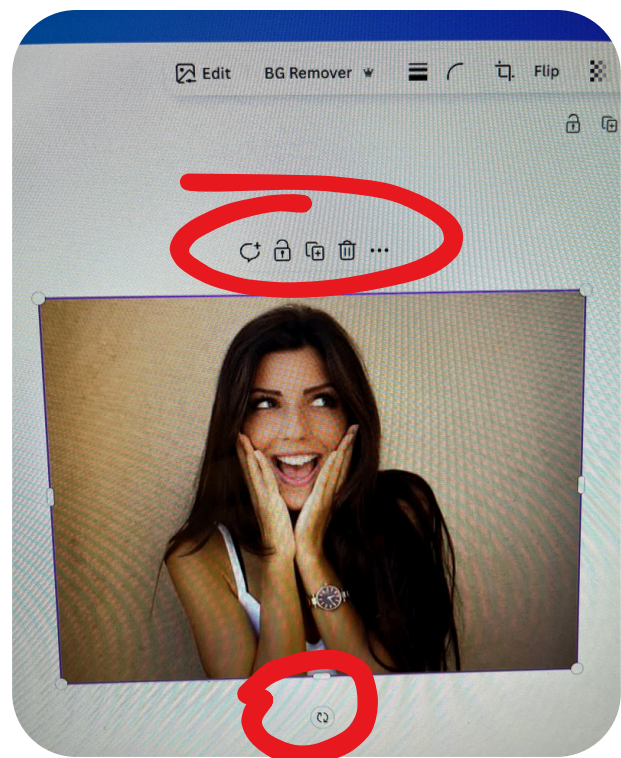


## Other Important Tools

- Lock pages or elements to prevent further edits 
- Duplicating pages or elements 
- Hide page from viewers 
- Adding a new page 
- Zoom page in or out  Page 8 / 8 64%
- Thumbnail view (Ideal for videos) VS. Scroll View (Ideal for graphics) 

## Clicking Elements to Get More Options

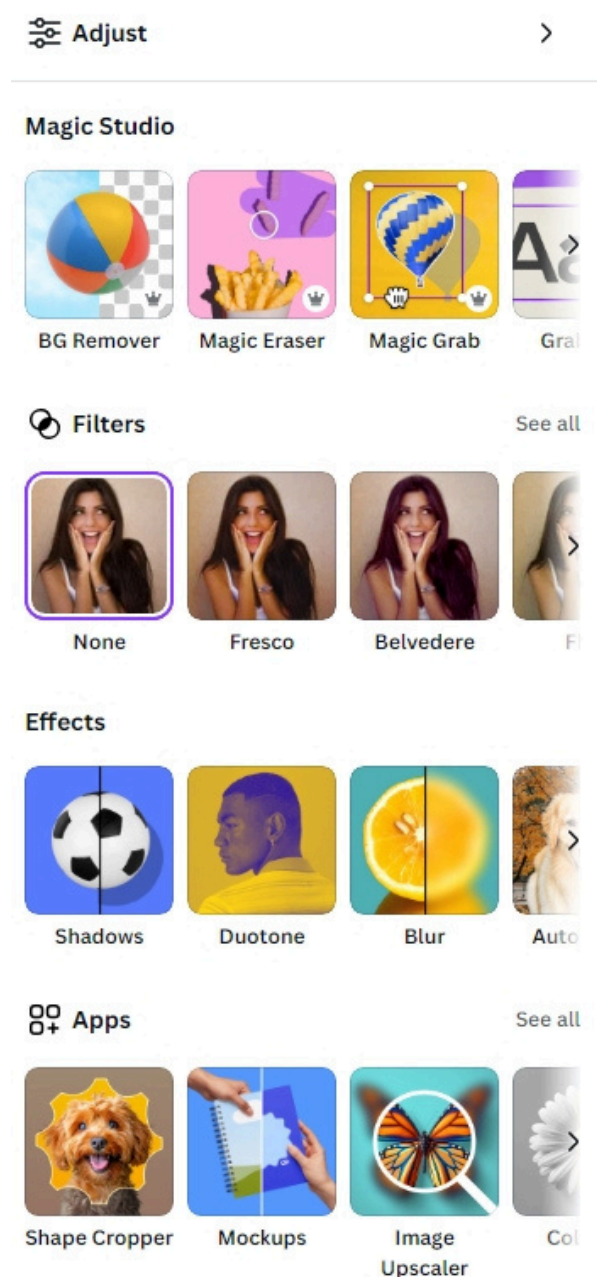
When you want to move, resize, or adjust an element on your page, click on it. A small circular arrow will show up, by clicking and dragging you will rotate your image. You can also lock a single element, duplicate the element, or delete it. You can also access several other tools by clicking the 3 dots next to the trash can symbol.





# Photo Editing

## Photo Editing



- Select the photo on your design you would like to edit then click edit at the top left on the submenu
- Adjust feature: Edit your photo by having options like changing the saturation, brightness, contract, etc. OR have Canva edit it for you by clicking “Auto Adjust”
- You can also choose a filter by clicking on “See all Filters”

## Other Effects for Photos

- **Shadows:** Add shadows to your image to give it more of an effect
  - **Duotone:** Make your photos only 2 colors of your choosing by using the highlights and shadows or pick out a preselected color combo.
  - **Blur:** Choose to Make an entire image blurred or use the brush tool to pick certain spots you need blurred (like the background). You can also choose your brush size and the intensity of the blur.
  - **AutoFocus:** This will automatically pick the part of your image to blur out and what to focus on. You can change where the focus of the image is and the blur intensity of the rest of the image.
- **Face Retouch:** Does exactly that. This feature will automatically touch up any photos including people. You can also adjust how much you want to smooth the skin.
  - Also there are apps at the bottom you can use to upscale your image, colorize B&W, etc.

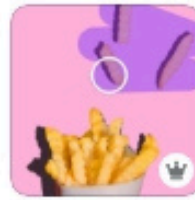
# Canva Pro's Magic Studio

- **Background Remover:** Removes background for logos or images.
- **Magic Eraser:** Erase people, objects, or other distracting elements from your photos.
- **Magic Grab:** Similar to background remover except you can choose which things within your picture you want to grab.
- **Grab Text:** If there is any text on your photo, click this to separate the text from the photo.
- **Magic Edit:** AI edits to your photo. Click on the portion of the photo you would like changed, then enter your prompt, and hit go.
- **Magic Expand:** Uses AI to expand your image to cover the entire page, a certain portion, etc.

## Magic Studio



BG Remover



Magic Eraser



Magic Grab



Grab Text

## Using Templates

### When to Use Templates

- To save time/short notice
- Great for repetitive tasks like social media posts, presentations, or flyers
- For inspiration
- Great for Beginners to help understand different tools Canva has.
- For consistency across projects (Canva Pro can save templates you have made under Brand Kit for quick access later.

### Finding and Customizing Templates

- Search bar tips: use keywords and categories to find a template that fits your needs.
- Replace text, images, colors, and elements to ensure everything is cohesive with your brand and its identity.
- Use color schemes and font pairs that compliment each other. Usually, the templates font pairs work great but make sure your brand colors are included.
- Take out any elements that are not relevant to your brand.
- Add new elements in to better fit your brand identity.

- If you are using your own photos, you can click on the color wheel on any element to see a color palette based off of your photo, ensuring everything looks cohesive.

 **Photo colors**



## Creating a Design From Scratch

### Adding Elements

- **Images and Graphics:** Upload your own images or use Canva's stock photo library under "Elements." Drag and drop photos or use the "Uploads" tab to add your own images or videos.
- **Shapes and Icons:** Access shapes, icons, and illustrations under the "Elements" tab. Combine multiple shapes to create unique patterns or layouts.
- **Text:** Add text boxes for headlines, subheadings, and body text. Experiment with font pairings: Adjust size, spacing, and alignment for readability. Research proper sizing for print products if you are unsure.
- **Backgrounds:** Choose from solid colors, gradients, or background images. Use transparency to make designs subtle and layered.

### Structuring Your Design

- Prioritize elements based on importance (e.g., headline at the top, call-to-action prominent).
- Use size, color, and position to guide the viewer's eye.
- Use Canva's alignment tools (snap guides) to ensure a clean layout.
- Use frames to crop images into custom shapes (circle, square, etc.).

- Stick to a cohesive color palette (use Canva's palette generator with your images for inspiration).
- Add brand colors and fonts (if applicable) using Canva's Pro tools. This saves so much time!
- Apply filters or adjust photos for consistency.
- Use effects like shadows, transparency, or glows to make text, shapes, or images pop.
- Add subtle embellishments (lines, borders, or icons) for visual interest without overwhelming the design.

## Exporting Your Design

- Start by hitting the share button in the top right corner. Then, click download. Follow each step below to finish exporting your design.
- File Formats: Choose the right format for your project
  - PNG for high-quality web images
  - JPEG for smaller file sizes
  - PDF for print-ready files
- Resolution: Ensure designs are set to high resolution for clarity, especially for printed materials.
- Transparent Background

For logos and special graphics, export with a transparent background (**Canva Pro**)

## Final Tips for Success

- Start simple and add complexity as you grow more confident.
- Try different templates to get a feel for inspiration and different tools and layouts
- For print products follow basic text size rules to ensure they come out looking great! Do a quick Google search based on your print item (business card, flyer, etc.) and they will pop up!
- Don't be afraid to add/remove elements, they made an undo button for a reason:)
- For branding, keep things consistent including colors, fonts, styles, etc.
- Save reusable graphics as templates for future projects
- Don't be afraid of failure, keep trying and you will succeed!