

# Canva 101

## A COMPREHENSIVE GUIDE TO GETTING STARTED



For members of the Arkadelphia  
Alliance & Area Chamber

For more information please email:  
[elyse@arkadelphiaalliance.com](mailto:elyse@arkadelphiaalliance.com)

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# What is Canva?



Canva is a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content.

The web app includes templates for subscribers to use. The platform is free to use and offers paid subscriptions like Canva Pro for additional functionality.

Canva Pro is available at no cost to 501(c)3 organizations and to educators through an application process. Accessing Canva is easy and flexible, providing users with both web and desktop options.

# Canva

**[Click here](#)** to access Canva online.

**[Click here](#)** to download the PC application.

**[Click here](#)** to download the MAC application.

## Canva Pro Plans

FREE - **[Canva for Educators](#)**

FREE - **[Canva for Non-Profits](#)**

\$119/yr – **[Canva Pro](#)**

\$300/yr – **[Canva Pro Teams](#)** (up to 5 users)

# How to Create an Account

- Creating an account is very simple. You go to [canva.com](https://canva.com), click 'Sign Up' in the top right corner of the screen, or scroll down to the button that says 'Get Canva Free'.
- You can sign up using your Google account, Facebook account, or email address. Choose your preferred method.
- If you're signing up with an email address, provide the necessary information, including your name, email, and password.
- Click on "Sign up" or a similar button to create your account.
- Verify Your Email (if necessary):
  - If you signed up with an email address, check your email for a verification message from Canva.
  - Click the verification link provided in the email to verify your account.

## Canva Free

For people and teams wanting to design absolutely anything, from logos and social media content to documents, prints and more. Tons of free templates, photos and fonts to bring your vision to life.

Get Canva Free

## < Create your account

We'll have you designing in no time.

Name

Julie Smith

Email

julle@example.com

Password

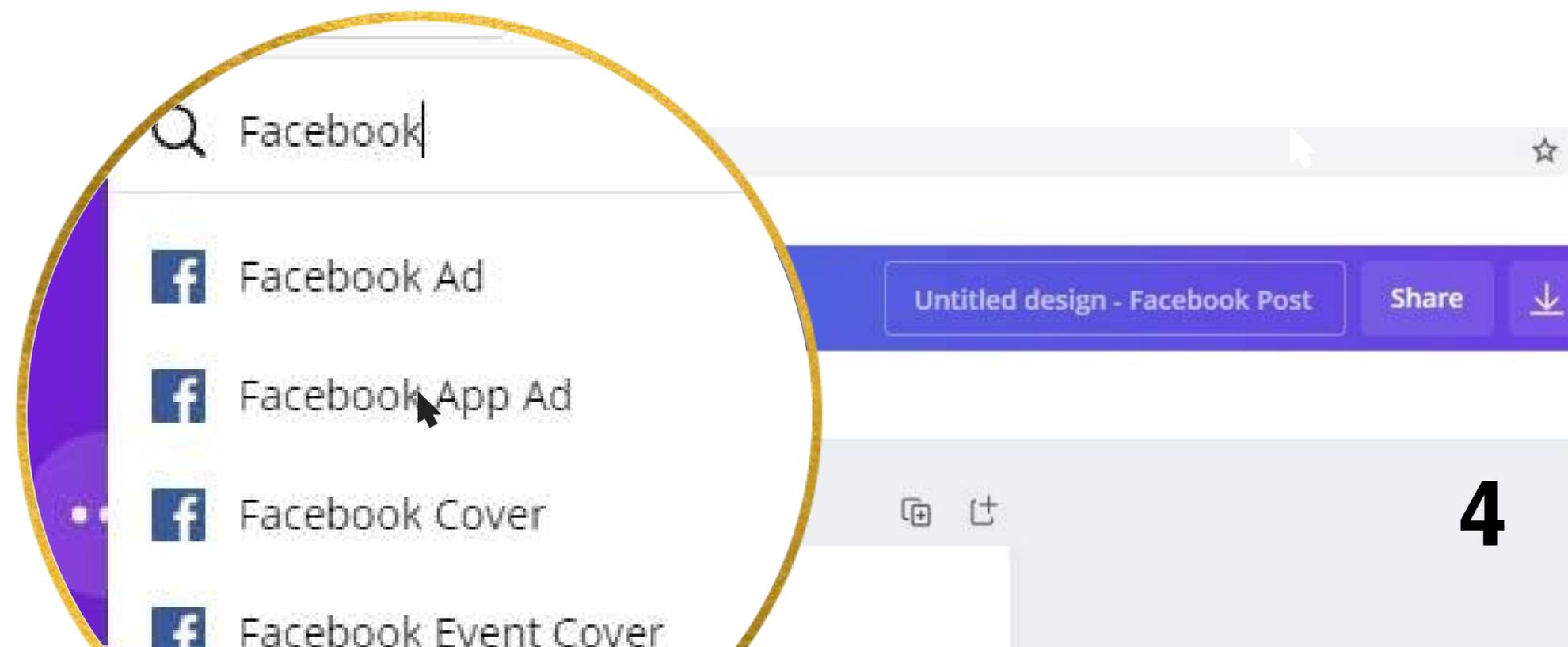
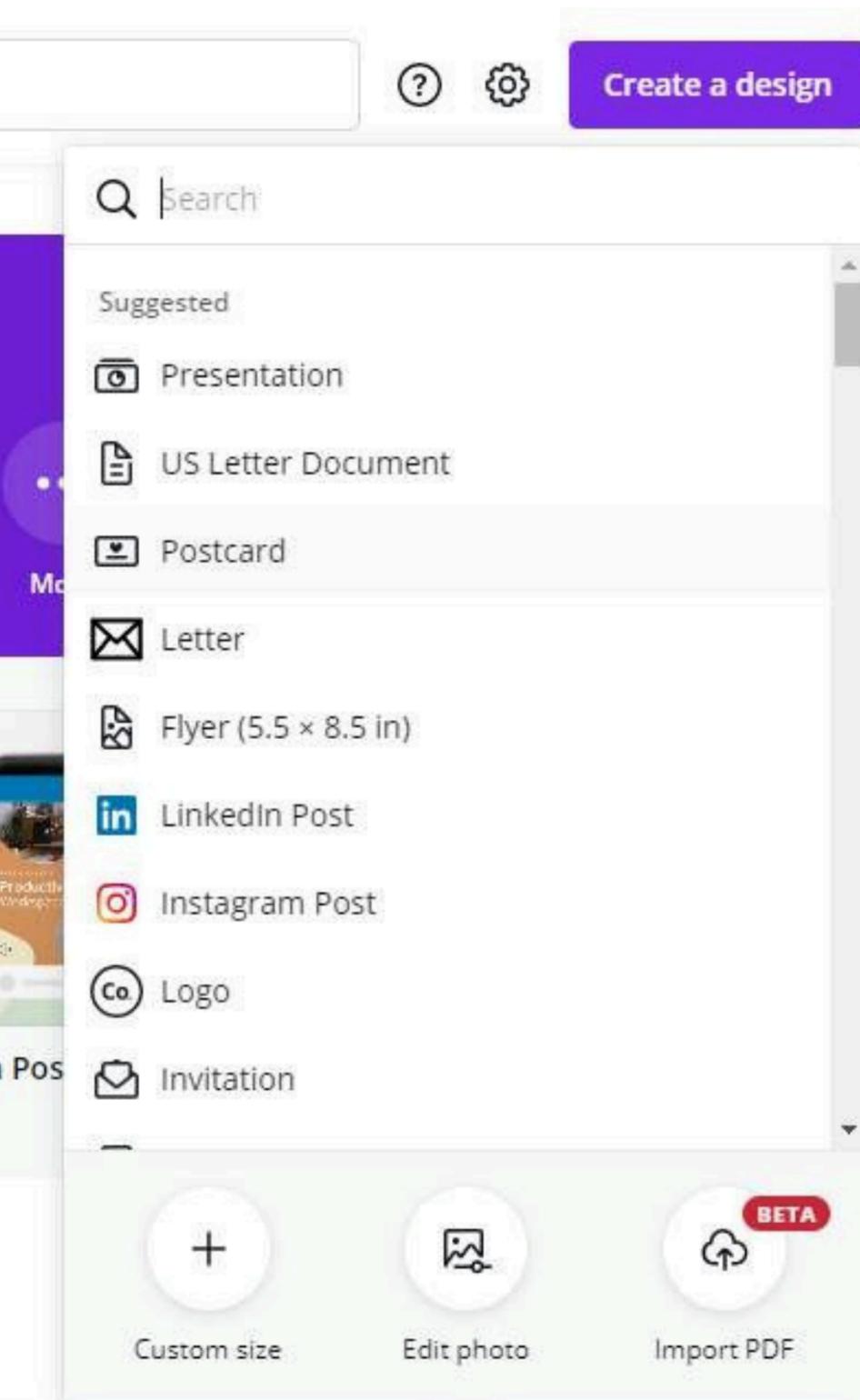
.....

Use 8 or more characters with a mix of letters, numbers & symbols.

Get started!

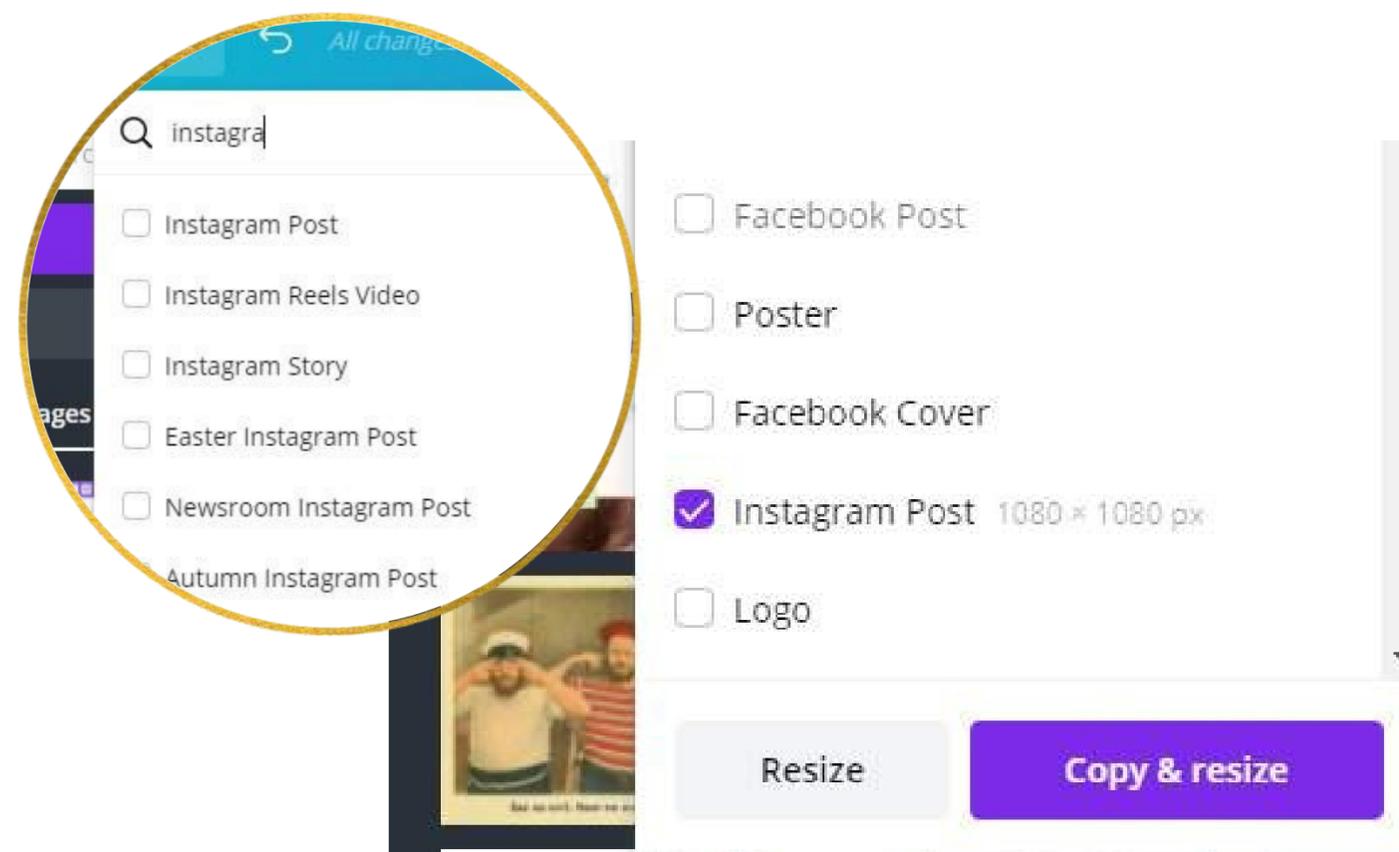
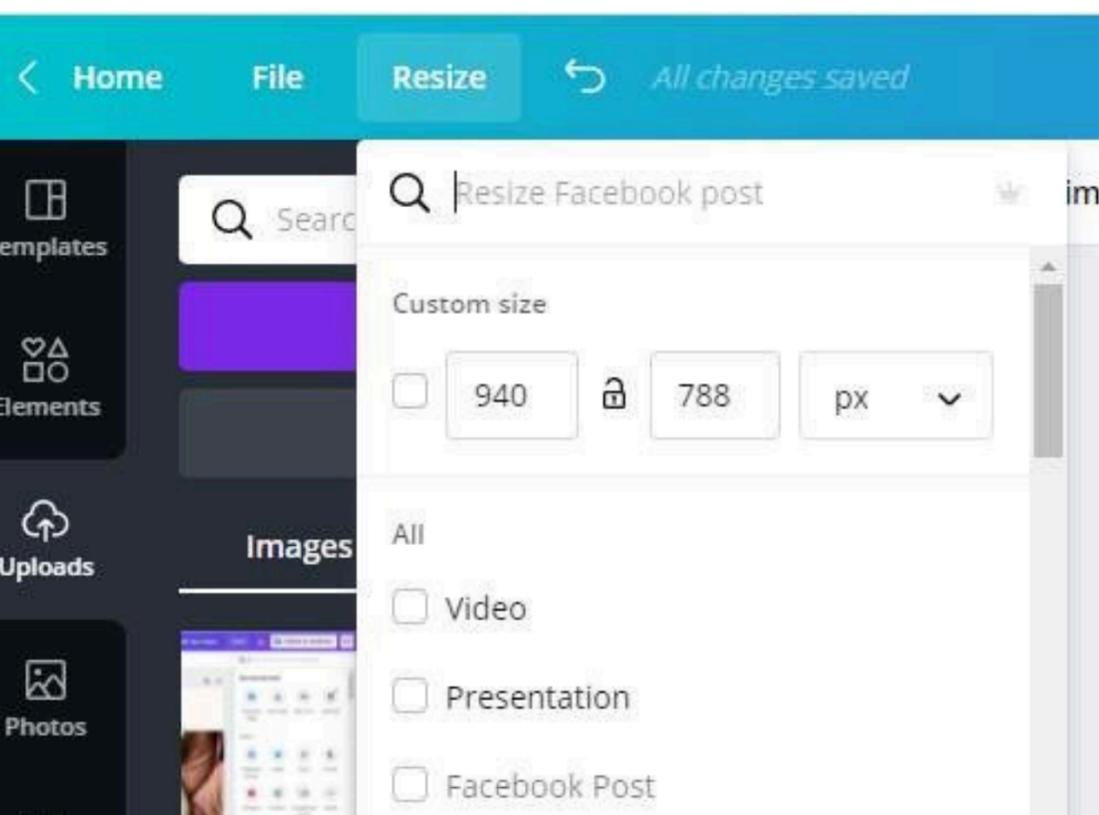
# How to Create a Project

- Click 'Create a design' in the upper right hand corner of the screen. This opens up the drop-down shown.
- You can search for the type of graphic that you want to make to ensure that you get the appropriate size. If you want a custom size, there's an option for 'Custom size' at the bottom.
- After the blank project opens, click into the text box at the top right hand corner of the screen to name your project.



# How to Resize a Project

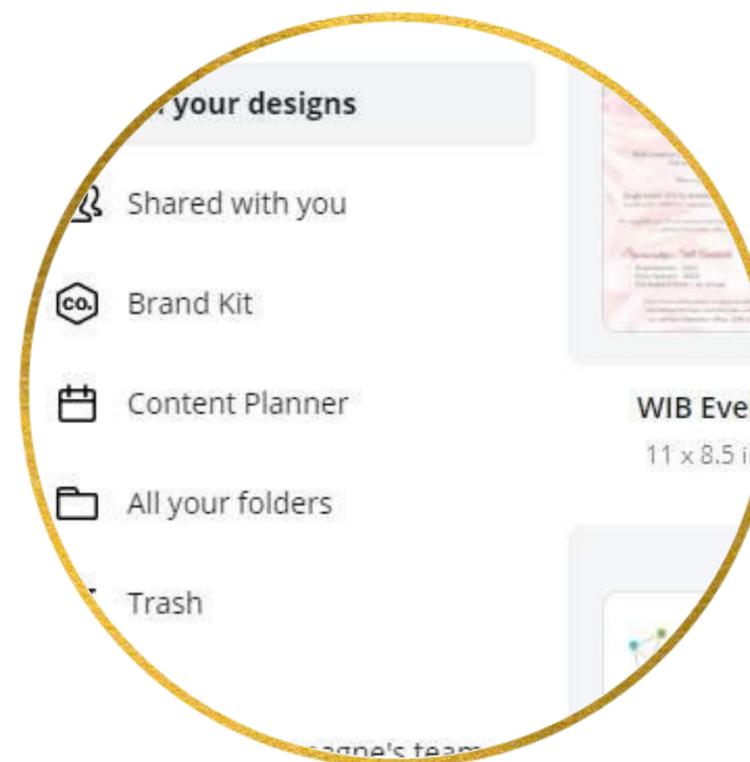
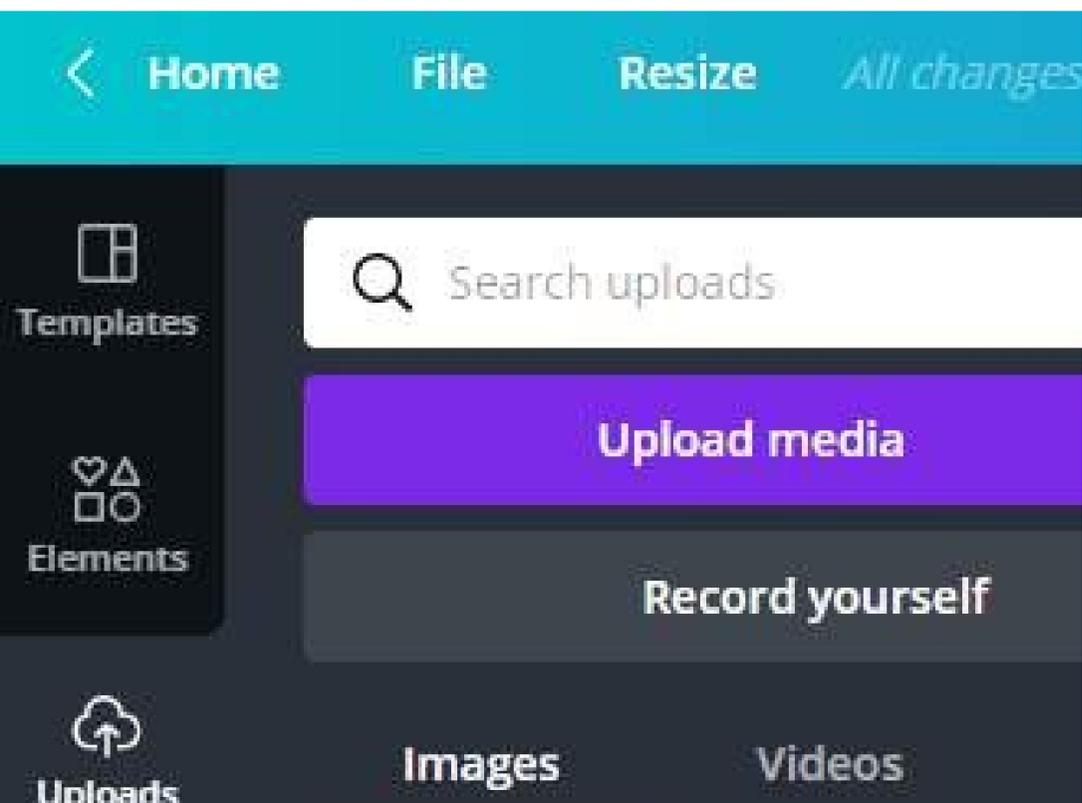
- The option to resize your project is only available as an option in Canva Pro. But because it's such an incredibly useful tool, I wanted to be sure to include it.
- In the upper toolbar of Canva, you'll click the 'Resize' button. This will bring up a search box, custom size input boxes, and a list of common sizes.
- After you select the size that you want, you can click resize at the bottom to change the project you're in, or (usually a better option) click 'Copy & resize' to create another copy of your current project with the new dimensions, so that your original isn't changed.



# How to Edit a Project

## GRAPHICS & LOGO

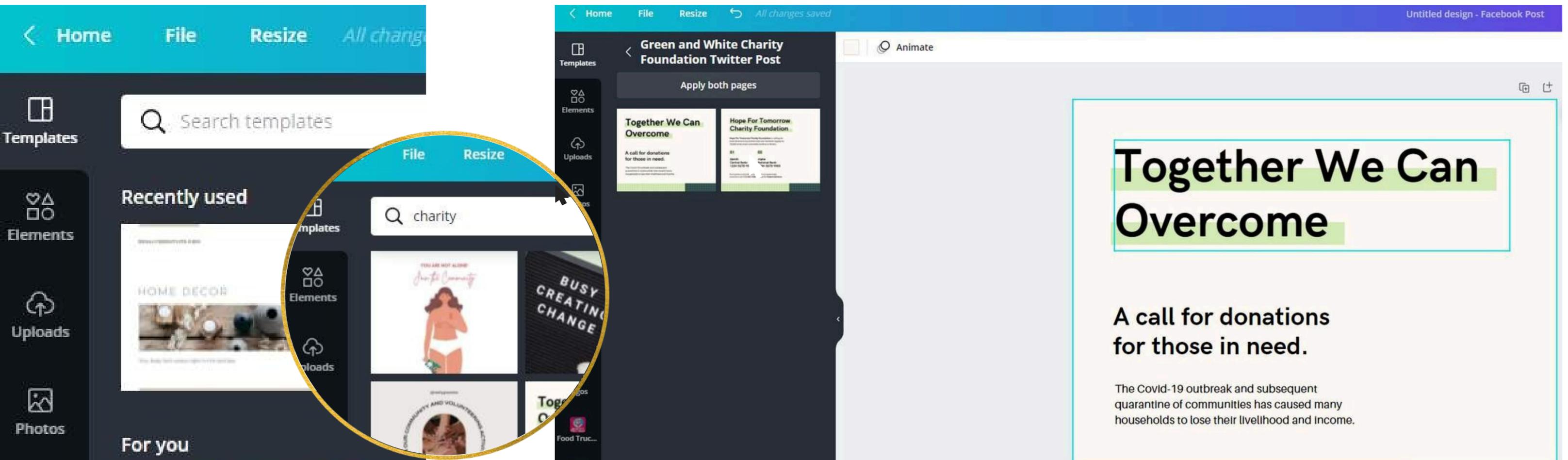
- There are two options for uploading your logo and any other images and graphics that you'll need.
- If you're in a design, simply click on the Uploads tab and then click on Upload media. You can then select any and all images that you want to upload from your computer.
- You can also upload from the Canva home screen by clicking on the All your folders tab, clicking on the Uploads folder, then clicking the Upload button in the top right corner of the page.



# How to Edit a Project

## TEMPLATES

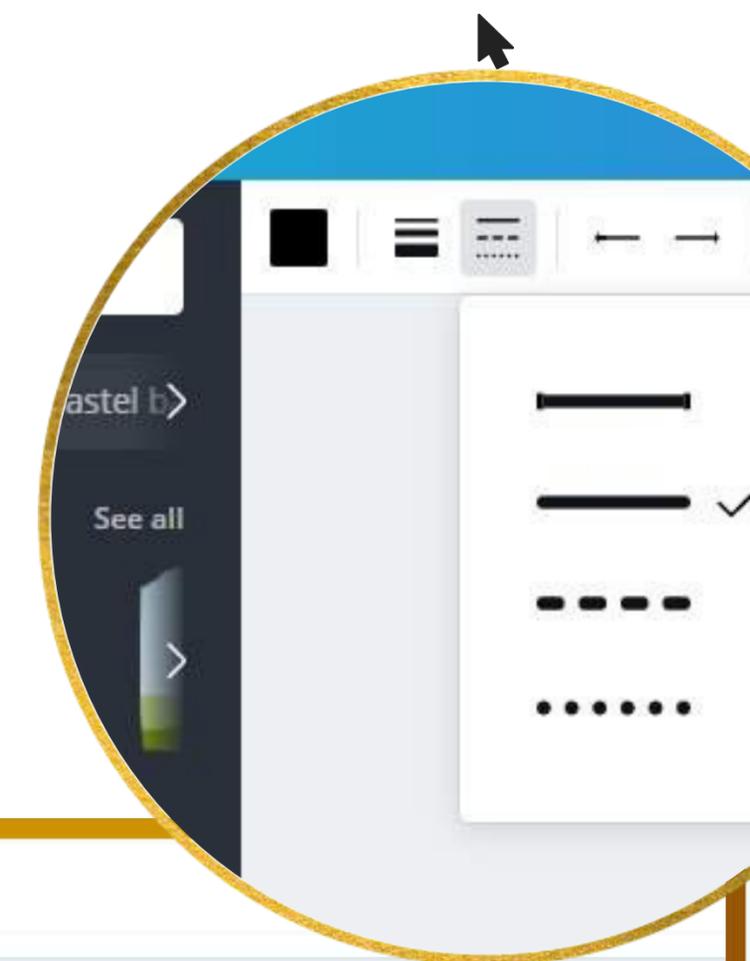
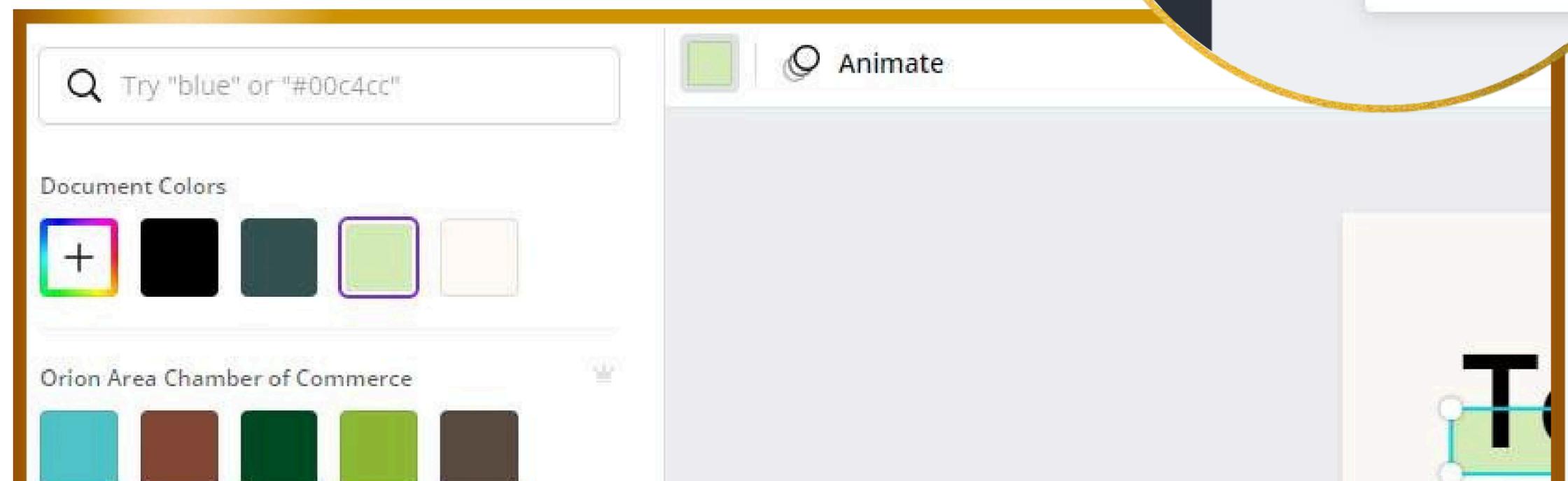
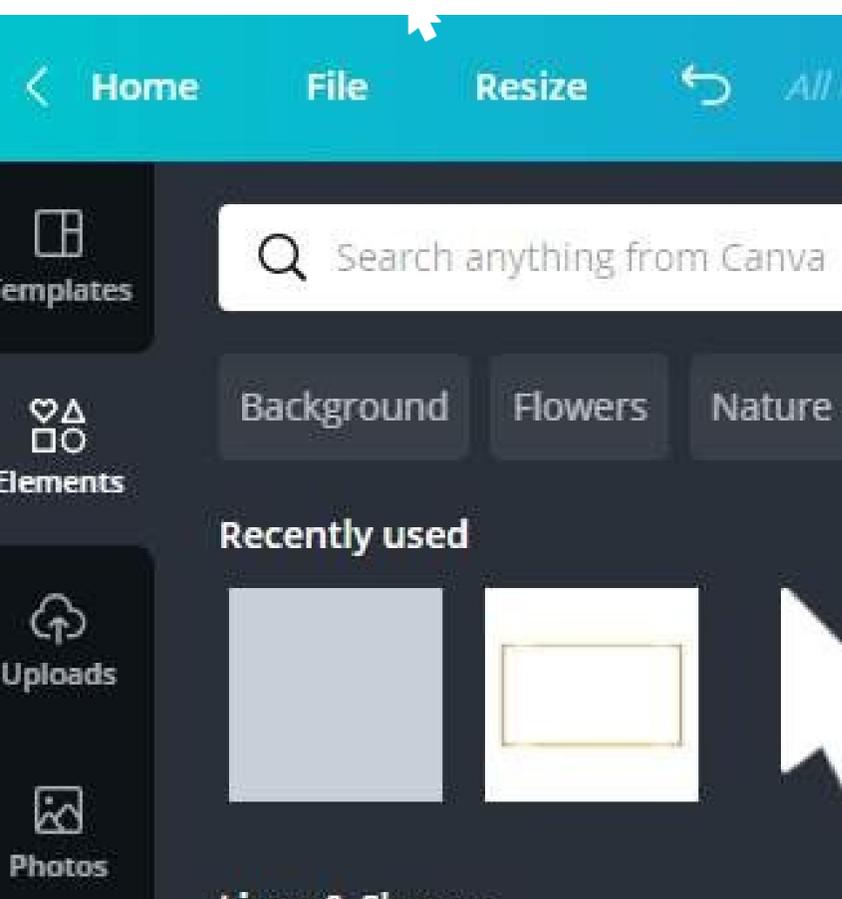
- Templates are a great way for you to create a well designed graphic without needing to put in a lot of work or research.
- To access them, click on the templates tab in the upper left hand area of the screen.
- You can click in the 'Search templates' box to see if there is a template that suits the post you're making.
- Then simply click on the design you choose to populate it to your project.
- The individual elements of a template are customizable, so lets learn how to do that next.



# How to Edit a Project

## ELEMENTS

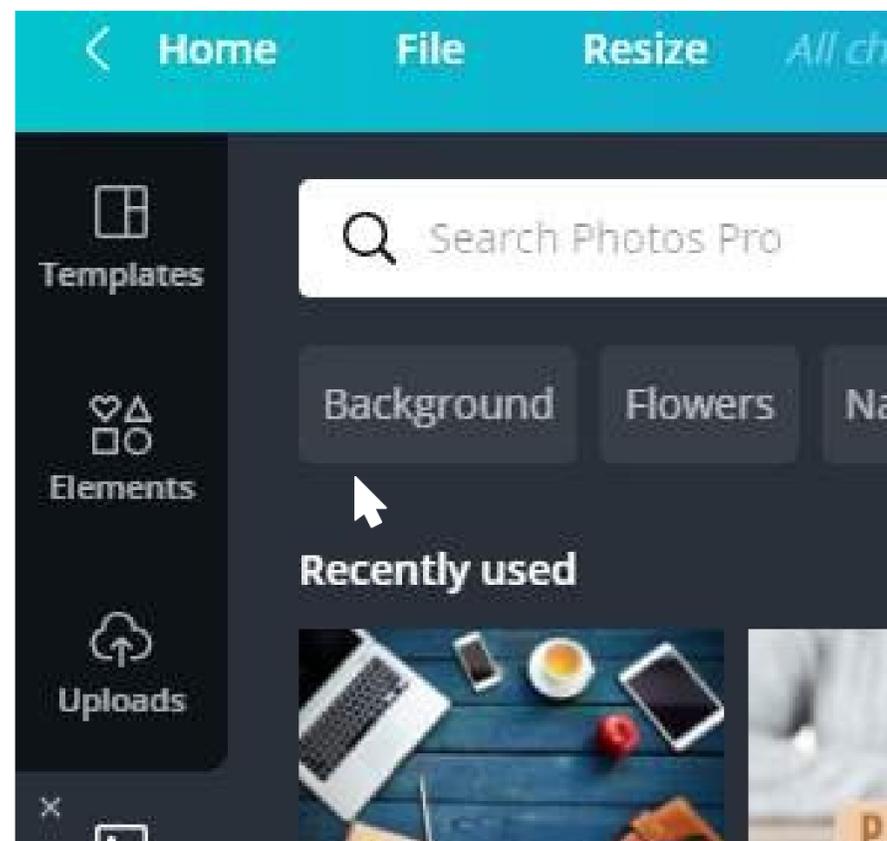
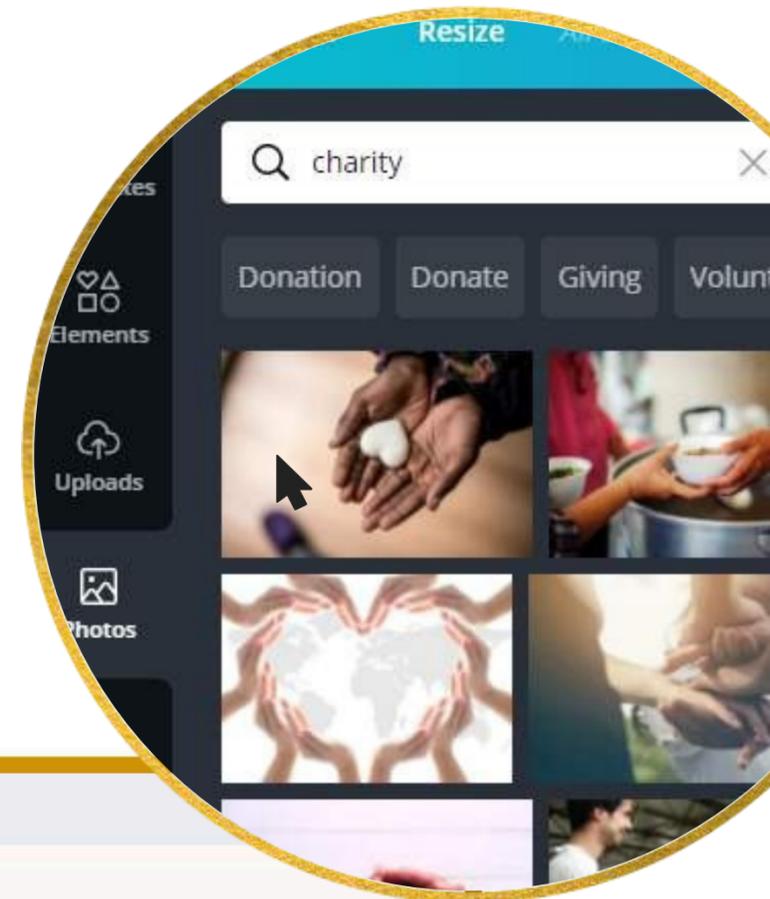
- Elements in Canva are your shapes, lines and illustrations. Adding elements is similar to adding a template.
- Click on the 'Elements' tab, search any topic and click on the element that you want and it will populate into your design. There is also a search function that will allow you to find exactly what you want. At this point you can move, resize and rotate the element using the handles that appear when you click on it.
- Further editing elements is generally going to be about editing the colors, line weight and cropping.



# How to Edit a Project

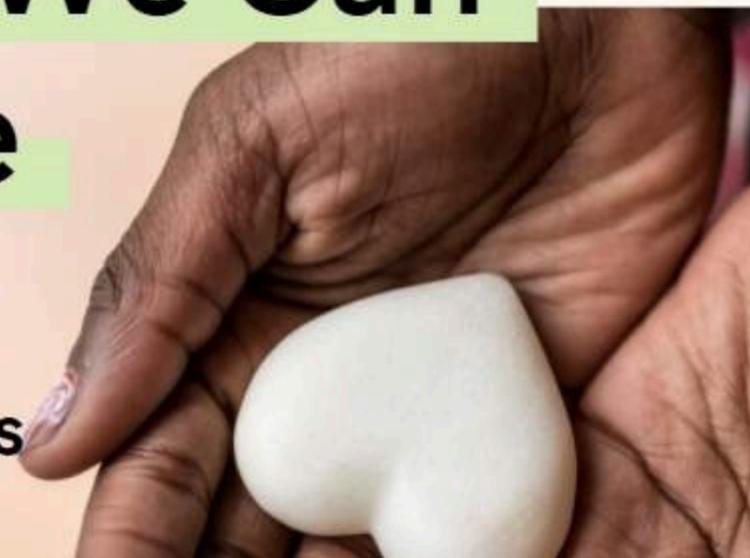
## PHOTOS

- Photos in Canva include the images that you've added, and the large collection of stock images that are available through Canva. To access your own, go to the Uploads tab, and to access stock images, go to the Photos tab.
- Both of these tabs offer search functions. You'll search file names for your own, or content keywords for stock images.
- To insert an image into your design, you only need to click on it and it will appear. You can resize and crop in a similar way to other elements.



**Together We Can  
Overcome**

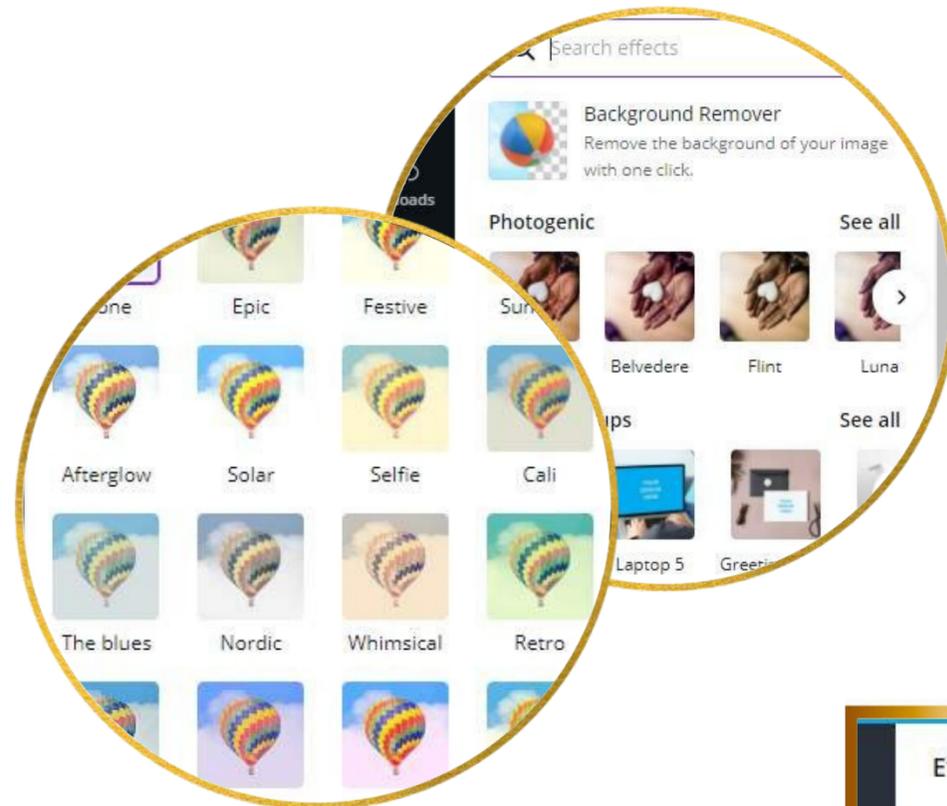
**A call for donations  
for those in need.**



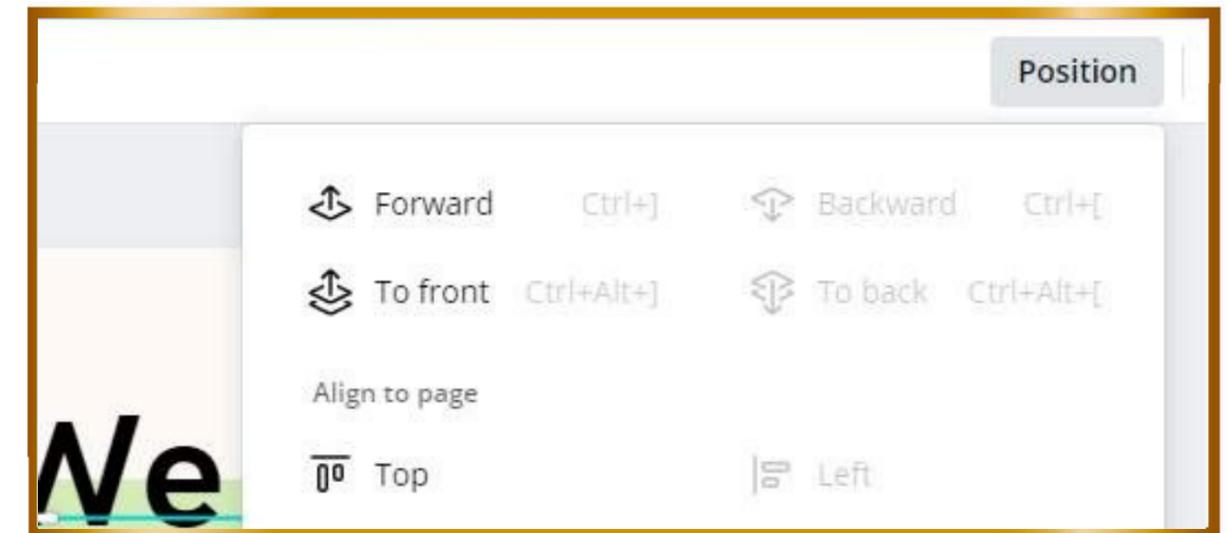
# How to Edit a Project

## EDITING PHOTOS

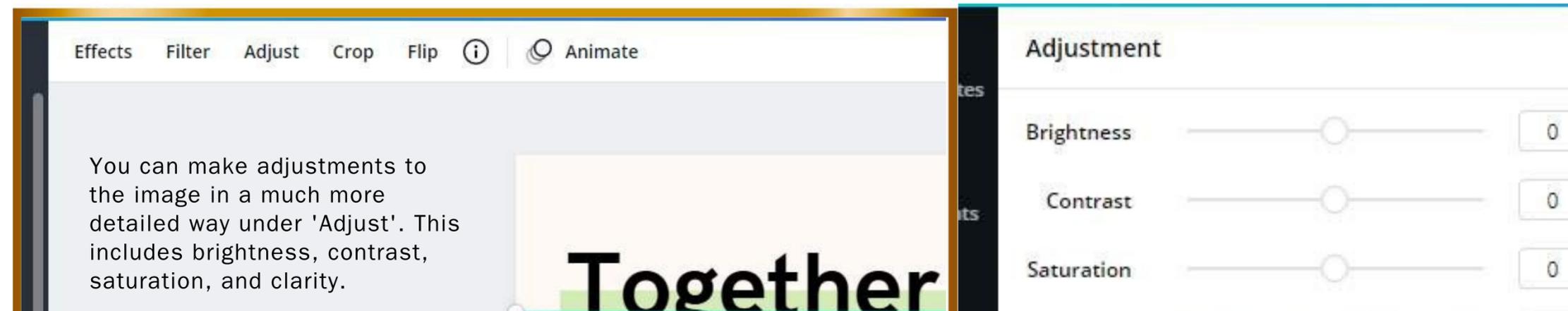
- There are many edits to photos you can do in Canva and you begin by selecting the image, and noting the options at the top of the page.
- You can set the position of an image (or element, or text) by selecting 'Position' and moving it in front of or behind other objects. You can also align it to the center of the page.



- The Background Remover that is available to Canva Pro users is incredibly useful and under 'Effects'.



- There are multiple filters that you can apply for graphic effect under 'Filter'.

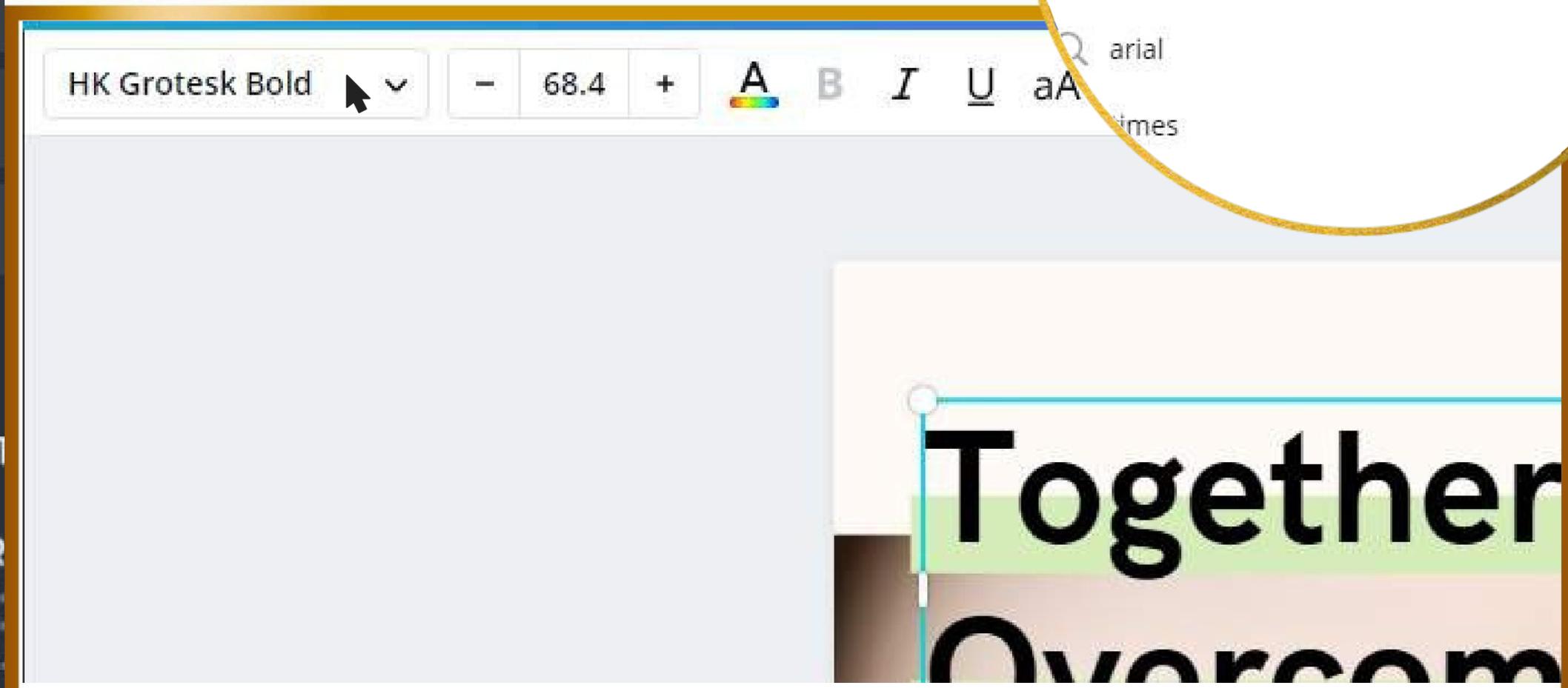
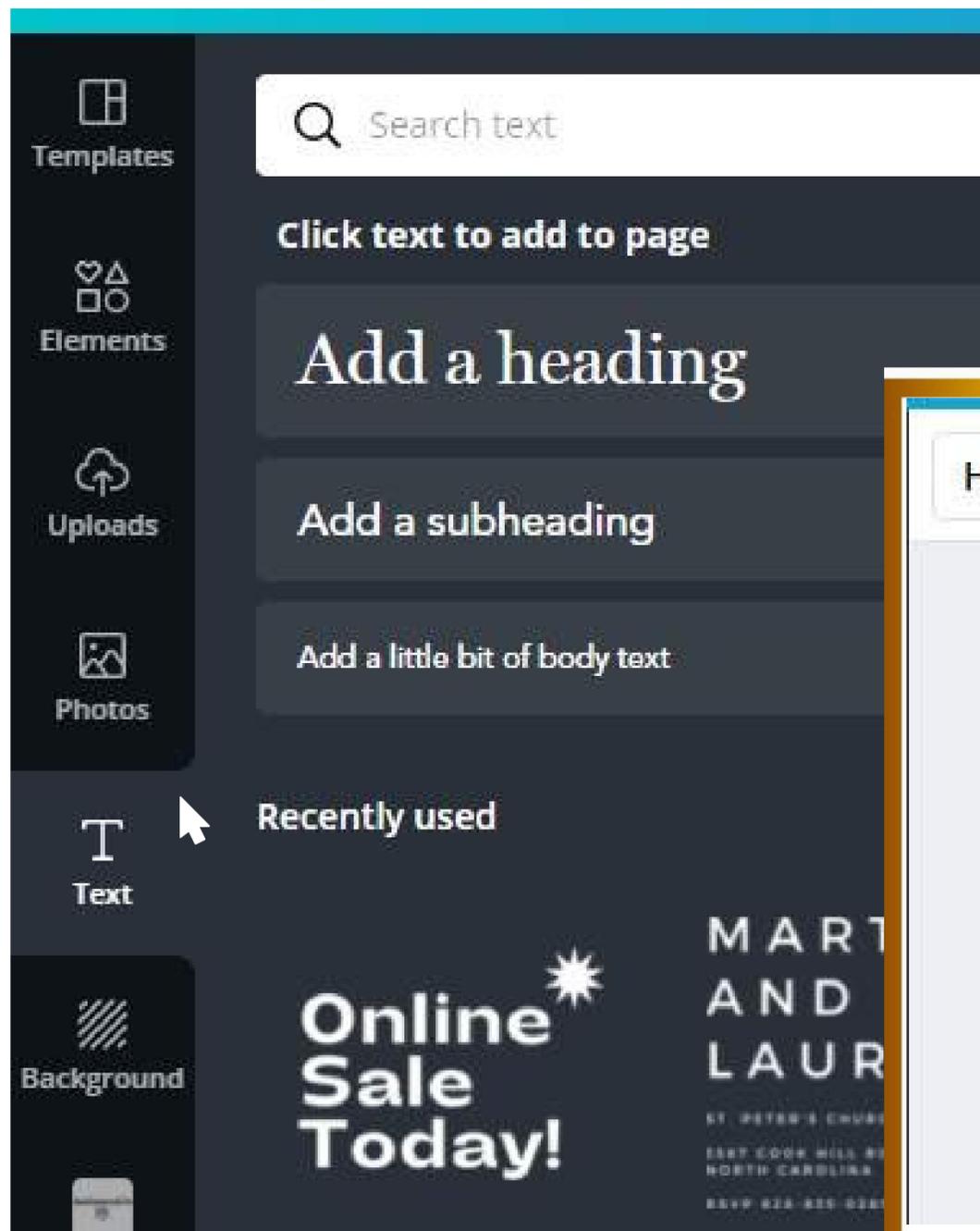


You can make adjustments to the image in a much more detailed way under 'Adjust'. This includes brightness, contrast, saturation, and clarity.

# How to Edit a Project

## TEXT

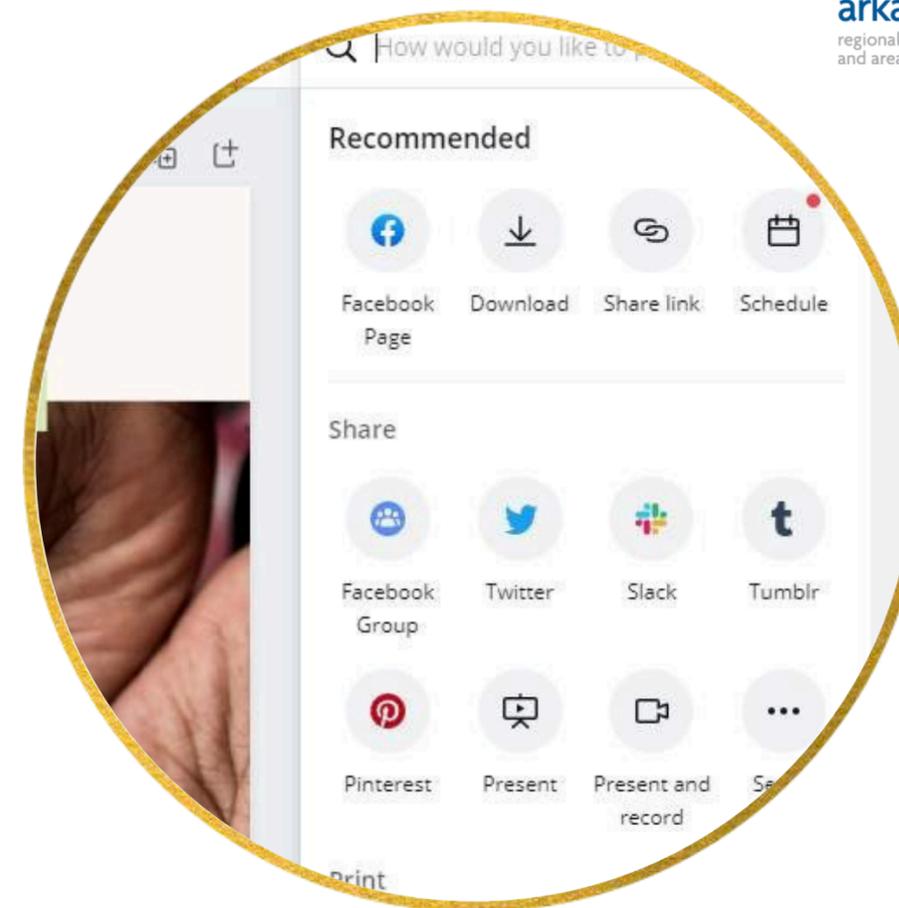
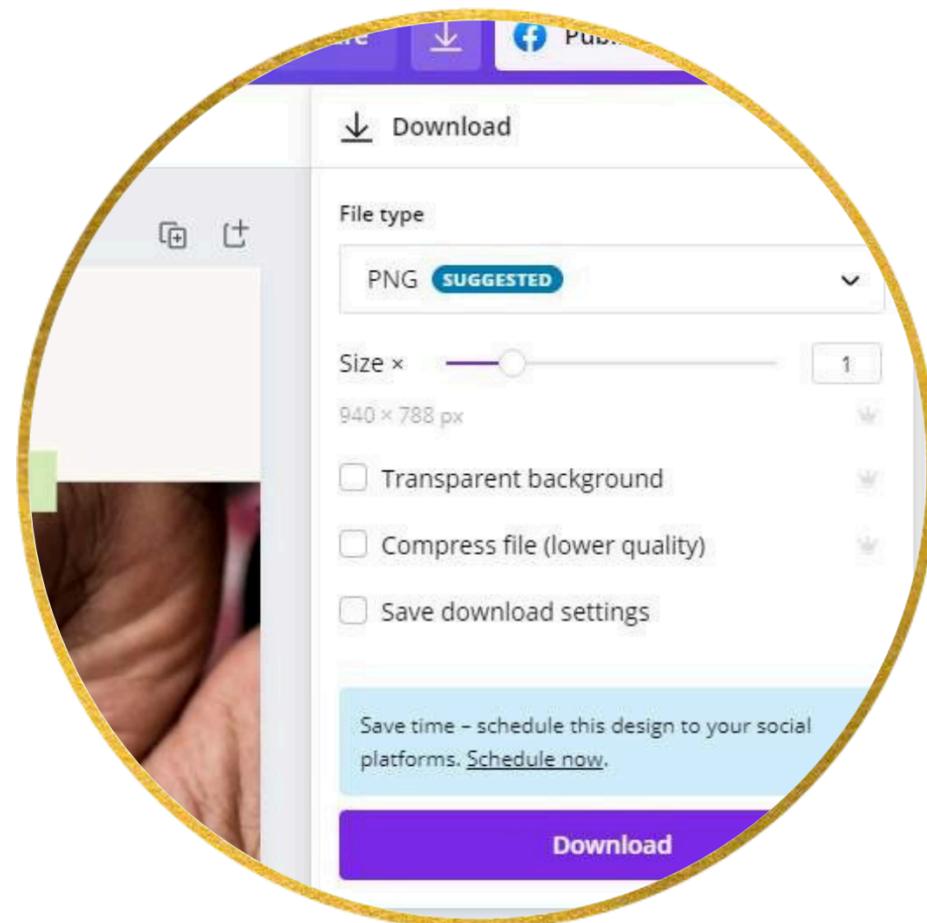
- Using text in Canva will be an essential aspect of creating designs for any business. They offer a wide array of pre-designed typographic templates that you can look through and select from. You can also use the text editing menu along the top of the screen to customize your text via font, size, color, alignment and others.



# How to Save a Project

- Your working, editable project is automatically saved in Canva when you create it, however, you have the options of sharing it, downloading it as different file types or various other options depending on the project.

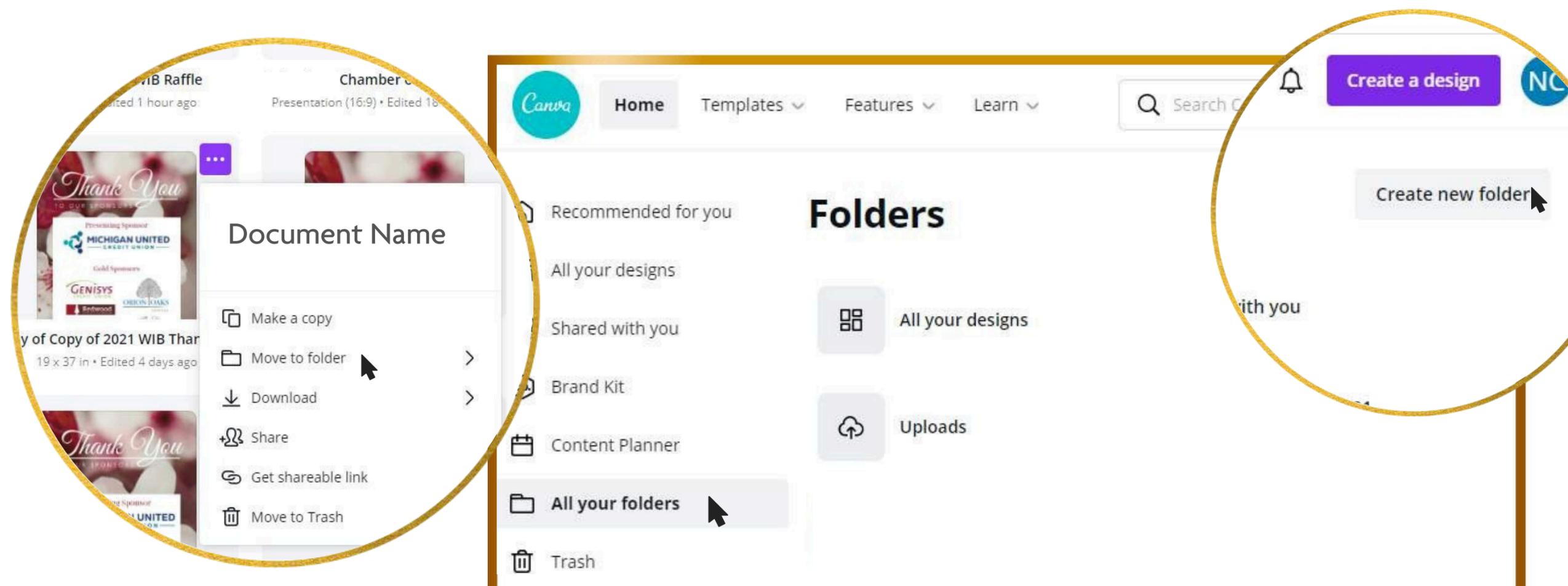
- Under the 'Share' button, you have the option to share a link.



- There are many additional options under the '...' button. These include more sharing options, and printing options.
- Under the download drop-down, there are options for many different file types, and additional options depending on your needs.

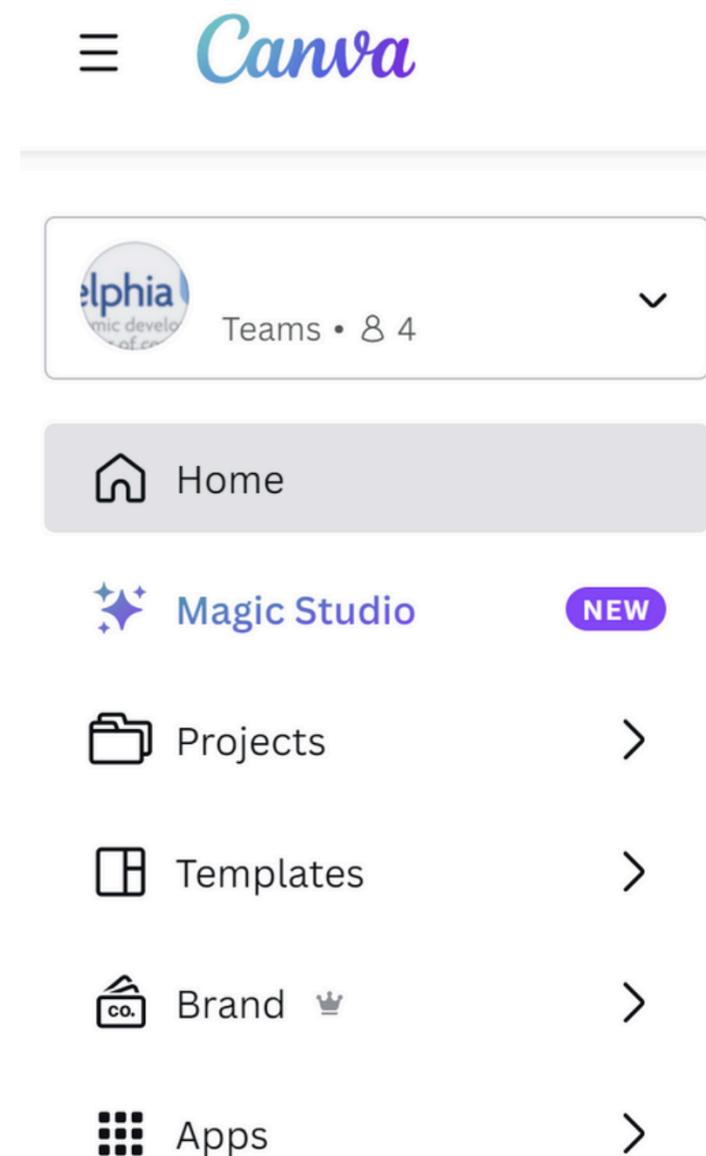
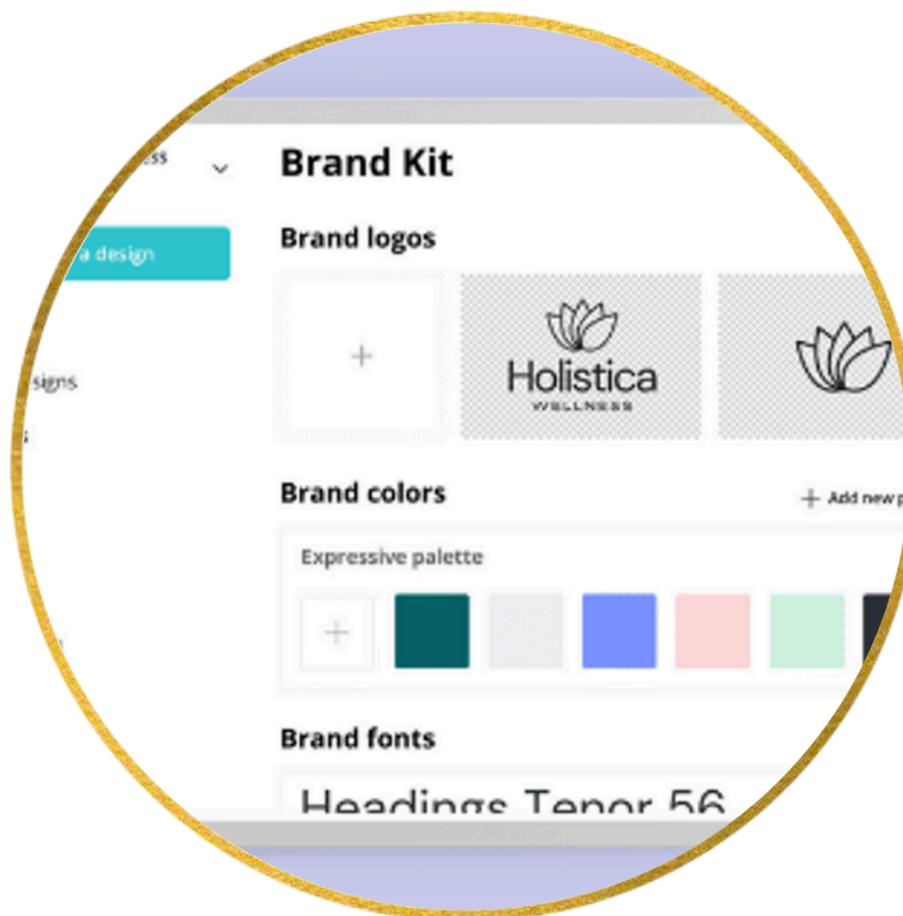
# How to Organize in Canva

- We highly recommend taking the time to organize your files into folders in Canva from the beginning. It will make everything so much easier down the line.
- On your Canva home screen, click on the 'All your folders' tab to access them. You can create new folders by clicking the 'Create new folder' button at the top right hand corner of the screen.
- Files can be moved to different folder by clicking on the '...' button by them and selecting 'Move to folder' and selecting the folder you'd like to move it to.



# How to Create & Use a Brand Kit

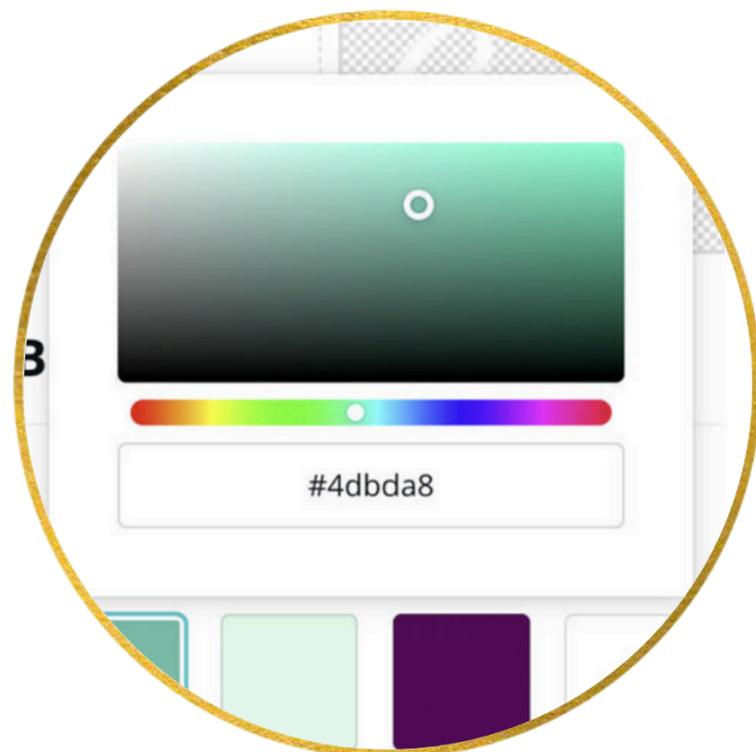
- A Brand Kit in Canva is a powerful tool that allows you to maintain consistency across all your designs by storing and organizing your brand's visual elements in one place. This includes your brand colors, fonts, logos, and other design elements.
- After logging into your account, you can access your brand kit from the Canva homescreen's left sidebar, select "Brand."
- Using a Brand Kit in Canva simplifies the design process and helps maintain a consistent and professional brand image across all your visual content. It's a valuable tool for businesses and individuals looking to establish and reinforce their brand identity.



# How to Create & Use a Brand Kit

## • Add Your Brand Colors:

- Click on the "Colors" tab in the Brand Kit.
- Enter your brand's primary and secondary colors using HEX codes or choose from the color wheel.



## • Define Brand Fonts:

- Navigate to the "Fonts" tab.
- Select the fonts that represent your brand. Canva allows you to choose both a heading font and a subheading/font pairing.
- You can also upload your own fonts if they aren't included in Canva.

## Brand fonts



 Upload a font

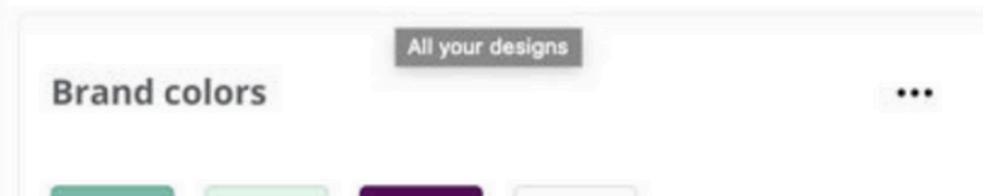
## • Upload Your Logo:

- Go to the "Logos" tab.
- Upload your brand's logos in various formats (PNG, JPEG, SVG). Canva will save these for easy access in your designs.

## Brand logos



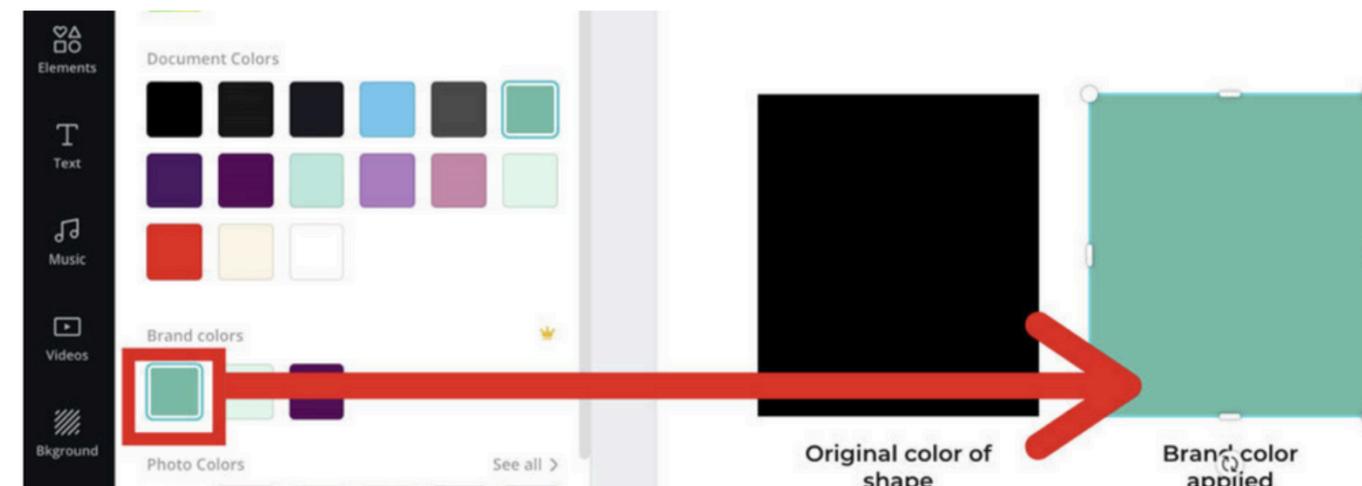
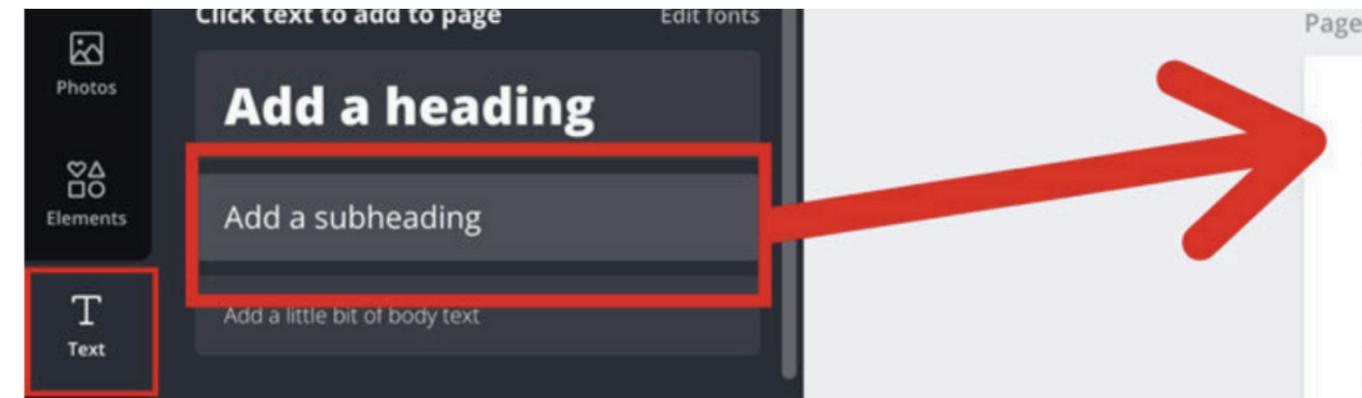
## Brand colors



# How to Create & Use a Brand Kit

## USE YOUR BRAND KIT IN DESIGNS

- In the editor, look for the "Brand Kit" tab on the left sidebar (palette icon). Here, you'll see your saved brand colors, fonts, and logos.
- When selecting colors for text, backgrounds, or elements, use the brand colors from your Brand Kit. This ensures consistency across designs.
- Apply the fonts you selected in your Brand Kit to maintain a cohesive look. Canva will display your chosen fonts in the text tool.
- Drag and drop your logo from the "Brand Kit" tab onto your design.
- If you create new elements in a design that align with your brand, you can save them to your Brand Kit for future use.

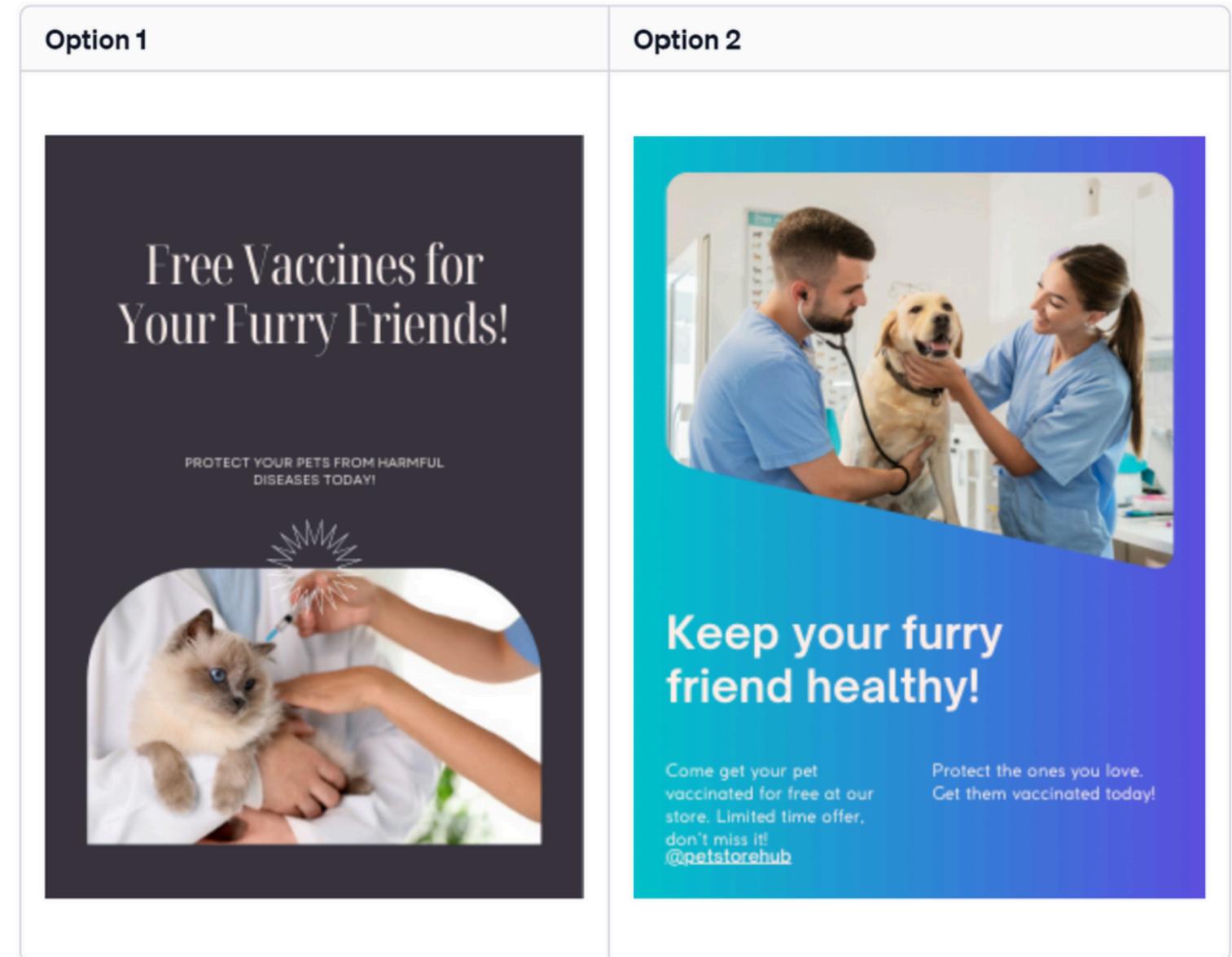


# Chat Gpt & Canva

- The Canva GPT on Chat GPT allows you to generate simple graphics using prompts.
- **To use the Canva plug-in you must have Chat GPT 4.0.**
- Access ChatGPT and navigate to the plugin section by clicking “Explore GPT’s.” Search Canva and open the Canva GPT.
- Be specific with your prompts and you will get the best results.
- Use relevant keywords in your prompts to align with your design needs.
- Experiment with different prompts and templates to explore various design possibilities.
- You can then open the design on Canva and edit it further. I would suggest only using this as a base for your design. Add your own text and images as needed.

## EXAMPLE:

create a poster for Funky Pet's in Arkadelphia, Arkansas. It is a pet store and they are offering free vaccines with every new pet purchase.



# *Thank You!*

**PLEASE REACH OUT WITH ANY  
ADDITIONAL QUESTIONS!**

**E'Lyse Thaxton**

elyse@arkadelphiaalliance.com

Communications & Marketing Manager

Arkadelphia Alliance & Area Chamber

