

CANVA Workshop

Opening an Account

Instructions: Go to www.canva.com.

1. Click on "**Sign Up**" in the top right corner.
2. Choose to sign up with your email, Google, or Facebook account.
3. Follow the prompts to create your FREE account. Note that the FREE account will not have access immediately to all of the PRO features. So you will have limited access at first to only the free images, templates, etc. See "Important" below for details on getting the PRO account.

TIP: Use the Canva Help Center, which will provide detailed information on Canva.

Important: *One person* in your organization (usually at the State level) should set up a FREE account first, then follow the instructions to apply for a non-profit status with Canva. That person will send the name of the organization as shown on your non-profit paperwork and proof that your organization is a non-profit - something from the IRS. Once that is done, that person will automatically be changed to a PRO account and can set up a "Team" and invite others by adding their email addresses. Instructions on setting up teams are in a handout. Everyone can set up a FREE account to get started learning Canva.

NOTE: Canva tutorials are on YouTube (short and long tutorials available). Go to this URL to see the list: <https://www.youtube.com/@canva>. We recommend you subscribe to the channel.

Learning the Basic Features

Elements

Instructions: Open Canva and start a new design.

1. Select "**Elements**" in the left menu.
2. Browse or search for shapes, graphics, photos, and more.
3. Select an element to add to your design, then drag and drop to position it. The more you use it, you will learn how to size and change, easily

Templates

Instructions: Open Canva and start a new design.

1. Select "**Templates**" in the left menu.
2. Browse by category or use the search bar to find a template.
3. Select a template to apply to your design and customize as needed.
4. **Note:** colors, text, & position, are adaptable, just work with it until you are satisfied

Styles

Instructions: Open Canva and start a new design. Select "**Styles**" in the left menu.

1. Choose from color palettes and font sets to apply a consistent style to your design.
2. Select a style to apply to your entire design or specific elements.

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Specific Projects

Flyer

Instructions: Open Canva and click on "**Create a design.**"

1. Select "**Flyer**" from the options.
2. Choose a flyer template or start from scratch.
3. Customize the text, images, and elements to fit your needs.

Newsletter

Instructions: Open Canva and click on "**Create a design.**"

1. Select "**Newsletter**" from the options.
2. Choose a newsletter template or start from scratch.
3. If you find a template you like, you swap out their examples and Add your articles, images, and other content.

QR Code

Instructions: Open Canva and start a new design.

1. Click on "**More**" in the left-hand menu and select "**QR Code.**"
2. Enter the URL you want to link to and click "**Generate QR Code.**"
3. Add the generated QR code to your design.

Invitation

Instructions: Open Canva and click on "**Create a design.**"

1. Select "**Invitation**" from the options.
2. Choose an invitation template or start from scratch.
3. Customize the text, images, and elements to fit your event details.

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WEBSITES

Before you create a new Website, learn about Branding on YouTube:

- <https://youtu.be/1oDBYjoHBuo?si=7c9Ub--euAduqJND>
- <https://youtu.be/wA8XVP-fxNc?si=7um7AuHpce3U3QN1>

NOTE: You can make a website strictly just for your newsletter! You can create up to 5 FREE CANVA domains.

Creating a Website with Canva

Instructions: Open Canva and Go to www.canva.com. Log in to your account.

1. **Open Canva:** Go to www.canva.com and Log in to your account.
2. **Select a Website Template:**
 - Select "**Create a design**" in the top right corner.
 - In the search bar, type "**Website**" and select "**Website**" from the menu options.
 - Browse through the website templates and select one.
3. **Customize Website Template:** Preview the template first. Don't be afraid to look at several different options.
 - A. **Add and Edit Text:**
 - Select any text box within the template to edit its content.
 - Use the toolbar at the top to change the font style, size, color, alignment, and spacing.
 - Add new text boxes by selecting "**Text**" in the left menu and then selecting a text style (e.g., heading, subheading, body text).
 - B. **Insert Images:**
 - Select the "**Uploads**" tab in the left-hand menu to upload your images.
 - Drag and drop uploaded images into the design or click on them to add to your page.
 - Alternatively, Select "**Photos**" in the left menu to access Canva's extensive library of free and premium images.
 - Use filters and adjust settings (brightness, contrast, saturation) to match your website's aesthetic.
 - C. **Use Elements:**
 - Select "**Elements**" in the left-hand menu to add shapes, icons, charts, and other graphics.
 - Customize the colors, sizes, and positions of elements to fit your design.

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D. **Set Background:**

- Select "**Background**" in the left-hand menu to choose a background color or pattern.
- Upload your background image or select one from Canva's library.

E. **Add New Pages:**

- Select the "**Add a new page**" button below your current page to create additional pages for your website.
- Each new page can be customized with text, images, and elements just like the homepage.

F. **Design Consistency:**

- Use the "**Styles**" tab in the left menu to apply consistent color palettes and font sets across all pages.

4. **Preview Your Website:**

- Select the "**Preview**" button in the top right corner to see how your website will look when it's live.
- Check each page and link to ensure everything works and looks as intended.

5. **Publish Website:**

A. **Choose a free Canva Domain Name/URL:**

- Select the "**Publish**" button in the top right corner.
- Canva offers a free domain (e.g., yoursite.my.canva.site), which requires the .my.canva.site as part of the URL, or you can connect a custom domain.
- If you choose a custom domain, you will need to purchase it from a domain registrar (e.g., GoDaddy, Namecheap) and follow their instructions to connect it to Canva.

B. **Connect a Custom Domain Name/URL:**

- In the publish settings, select "**Use a custom domain.**"
- Follow Canva's prompts to enter your domain name and update the DNS settings with your domain registrar to point to Canva's servers.
- This typically involves copying and pasting Canva's DNS records into your domain registrar's DNS settings.

6. **Make Your Website Live:**

- Once your domain is connected and the DNS settings are updated, Select "**Publish**" again to make your website live.
- Canva will provide a confirmation once your site is live and accessible via your chosen domain.

7. **Maintain and Update Your Website:**

- Regularly update your website content to keep it fresh and relevant.
- Use Canva to create new graphics and upload new images as needed.
- Monitor your site's performance and make adjustments to improve user experience.

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Creating Social Media Posts with Canva

Instructions: Open Canva and Go to www.canva.com. Log into your account.

1. **Open Canva:** Go to www.canva.com and Log in to your account.
2. **Select a Social Media Template:**
 - Select "**Create a design.**"
 - In the search bar, type "**Facebook Post**" or "**Instagram Post**" and select the appropriate option.
3. **Choose a Template:**
 - Browse the available templates and select one that fits your style and needs.
 - Select the template to open it in the editor.
4. **Customize Your Design:**
 - **Text:**
 - Select text boxes to add or edit your content.
 - Change fonts, sizes, and colors using the toolbar at the top.
 - Use "**Text Effects**" (e.g., shadows, outlines) for added impact.
 - **Images:**
 - Select the "**Uploads**" tab to add your images or choose from Canva's extensive photo library.
 - Use filters and adjust image settings (brightness, contrast) to match your design style.
 - **Elements:**
 - Add shapes, icons, and other graphics by selecting "**Elements**" in the left menu.
 - Customize element colors, sizes, and positions.
 - **Background:** Change the background color or use a background image from Canva's library. Use gradients or patterns for a more dynamic look.
 - **Brand Kit** (if available): Use your brand colors, fonts, and logos for consistency if you have a Canva **Pro** account.
 - **Layers:** Use the "**Position**" tool to arrange elements (bring to front, send to back).

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5. Advanced Social Media Features:

- **Animation:**
 - Add animations to elements to create dynamic posts (available in Canva Pro).
- **Videos:**
 - Incorporate video clips or create a video post by selecting video templates.
- **Grids and Frames:**
 - Use grids to organize multiple photos or frames to create unique shapes for your images.
- **Charts:**
 - Add charts to your posts for visual data representation.

6. Collaboration:

- Share your design with team members for feedback by selecting "**Share**" and entering their email addresses.
- Collaborate in real-time if working on a project together.

7. Save and Download:

- Once you're satisfied with your design, select the "**Download**" button in the top right corner.
- Choose your preferred file format (e.g., PNG for high quality, JPEG for smaller file size).
- For animated posts, download as MP4 or GIF.

8. Schedule and Share:

- Use Canva's "**Content Planner**" (available in Canva Pro) to schedule posts directly to your social media accounts.
- Alternatively, download your design and manually upload it to your social media platforms.

9. Monitor and Update:

- Keep track of your social media engagement and adjust your design strategy as needed.
- Regularly update your Canva designs to keep your content fresh and relevant.
 - You can directly share your design on Facebook or Instagram from Canva by selecting the "**Share**" button and selecting the platform.

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Using Teams in Canva

1. Setting Up a Team:

- a. **Creating a Team:** Log in to your Canva account. Select your profile icon or the gear icon in the top right corner to access account settings.
 - Select "**Account Settings**" and then go to the "Billing & Teams" tab.
 - Select "**Create a Team.**"
 - Enter a name for your team and invite members by entering their email addresses.
 - Select "**Create Team**" to finalize the setup.
- b. **Inviting Team Members:** Go to the "**Teams**" section from your Canva dashboard.
 - Select "**Invite Members**" and enter the email addresses of the people you want to invite.
 - Assign roles (e.g., Admin, Member) to control access levels.
 - Select "**Send Invites.**"

2. Collaborating with Team Members:

- a. **Sharing Designs:** Open the design you want to share.
 - Select the "**Share**" button in the top right corner.
 - Enter the email addresses of your team members or select from your team list.
 - Choose the permission level (e.g., can view, can edit).
 - Select "**Send**" to share the design.
- b. **Real-Time Collaboration:** GREAT FEATURE. Multiple team members can work on the same design simultaneously. Often partners talk on the phone to discuss changes.
 - Changes made by one member will be visible to others in real time.
 - Use comments to leave feedback or suggestions directly on the design.

3. Managing Projects:

- a. **Creating Folders:** Organize your designs by creating folders.
 - Go to the "**Folders**" tab on the left menu.
 - Click "Create New Folder" and name it.
 - Drag and drop designs into the folder or use the "Move to Folder" option from the design's dropdown menu.
- b. **Assigning Tasks:**
 - Use the "Comments" feature to assign tasks and provide feedback.
 - Tag team members by typing "@" followed by their name to notify them of specific actions or changes.

4. Using Brand Kit (Canva Pro feature):

a. Setting Up a Brand Kit:

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- Go to "**Brand Kit**" in the left-hand menu.
- Upload your brand's logos, colors, and fonts.
- This ensures consistency across all team designs.

b. **Applying Brand Elements:** When designing, you can quickly apply your brand's colors, fonts, and logos from the Brand Kit. This helps maintain a consistent look and feel across all materials.

5. Accessing Team Templates:

a. Creating Team Templates:

- Design a template that you want your team to use.
- Save the design and click on the "Share" button.
- Choose "Share as a template" and generate a shareable link.
- Team members can use this link to create new designs based on the template.

b. **Using Shared Templates:** Access shared templates from the "Templates" section in your team space.

- Customize the templates as needed for different projects.

6. Communication and Feedback:

a. Commenting on Designs:

- Open the design you want to comment on.
- Click on the "Comments" button (speech bubble icon) in the top right corner.
- Leave your comment and tag team members if needed.

b. **Responding to Comments:** Team members can reply to comments directly on the design.

- Resolve comments once the feedback has been addressed.

7. Team Settings and Permissions:

a. **Managing Team Settings:** Access team settings from the "Billing & Teams" tab in your account settings.

- Manage team members, roles, and permissions.

b. Setting Permissions:

- Control what members can do by assigning roles (Admin, Member, Template Designer).
- Admins have full control over team settings and designs, while members

Using Teams in Canva enhances collaboration, ensures design consistency, and streamlines project management, making it an invaluable feature for any group working together on design projects.

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