

## Design Toolkit

### LECTURE 6 NOTES

# AI and practical approach in Canva





- **Artificial Intelligence in Design**

- Artificial intelligence (AI) is rapidly transforming the landscape of design, offering a powerful set of tools and capabilities that are revolutionizing the way we create and interact with visual experiences.
- AI is going to be mostly about optimization and speed in the future.
- As AI technology continues to evolve, its impact on the design field is only becoming more profound.

- **Key Areas of Impact**

- **Automated Design Creation:** AI algorithms can generate design concepts, layouts, and even complete visual assets based on user input and preferences. This can significantly streamline the design process for repetitive tasks like social media graphics and marketing materials.
- **Enhanced Design Tools:** AI-powered tools are being integrated into design software, offering features like intelligent image editing, background removal, and auto-coloring. These tools can enhance the capabilities of designers, allowing them to work more efficiently and explore new creative possibilities.
- **Predictive Design Analysis:** AI can analyze user data and predict how users will interact with a design. This information can be used to optimize designs for user experience, engagement, and conversion rates.
- **Personalized Design:** AI can personalize the design experience by tailoring designs to individual user preferences and needs. This can be done through content recommendations, adaptive interfaces, and dynamic design elements.
- **Accessibility and Inclusivity:** AI can help make design more accessible and inclusive by generating alt text descriptions for images and translating design elements for a global audience.
- **Current Applications and Examples:**
  - **Canva's AI tools:** Generate images from text prompts, create basic design layouts, remove unwanted elements from photos, and add subtle animations to text and illustrations.
  - **Dall-E 2 and Midjourney:** Create high quality images and illustrations from

text descriptions, sparking creative exploration and concept generation.

- **Adobe Sensei:** Powers features like auto-tagging in Photoshop and content-aware fill, enhancing image editing and manipulation capabilities.
- **Figma's AI features:** Recommend design variations and predict user behavior, helping designers optimize their designs for optimal user experience.
- **Inclusive design tools:** Generate alt text descriptions for images and translate design elements, making design accessible to a wider audience.
- **Future Trends and Challenges:**
  - **AI-powered design collaboration:** AI can facilitate seamless collaboration between designers and non-designers, allowing for more efficient and inclusive design processes.
  - **Democratization of design:** AI tools can make design more accessible to individuals with no prior design experience, opening up creative opportunities for a broader audience.
  - **Ethical considerations:** Concerns about bias, intellectual property, and job displacement need to be addressed as AI becomes more prevalent in the design field.

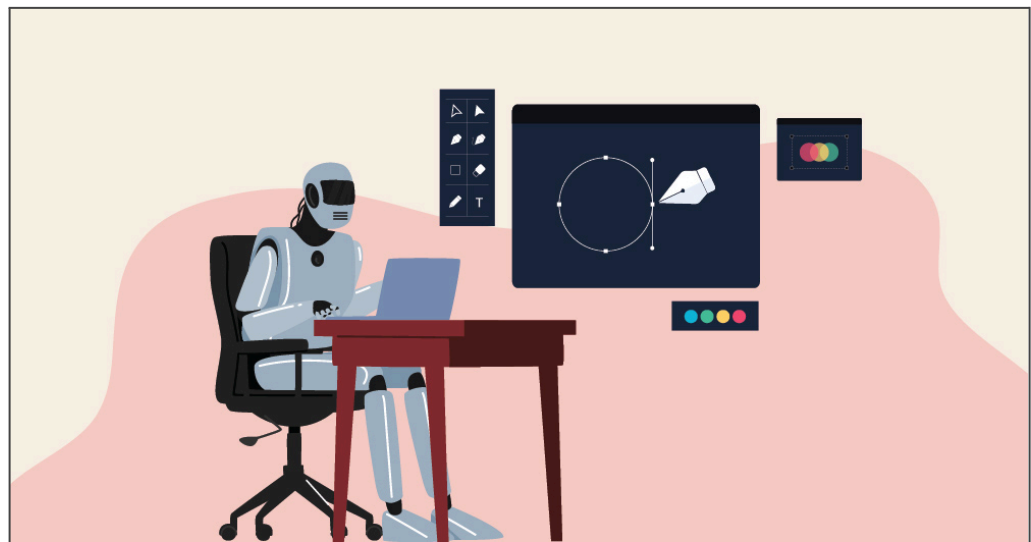
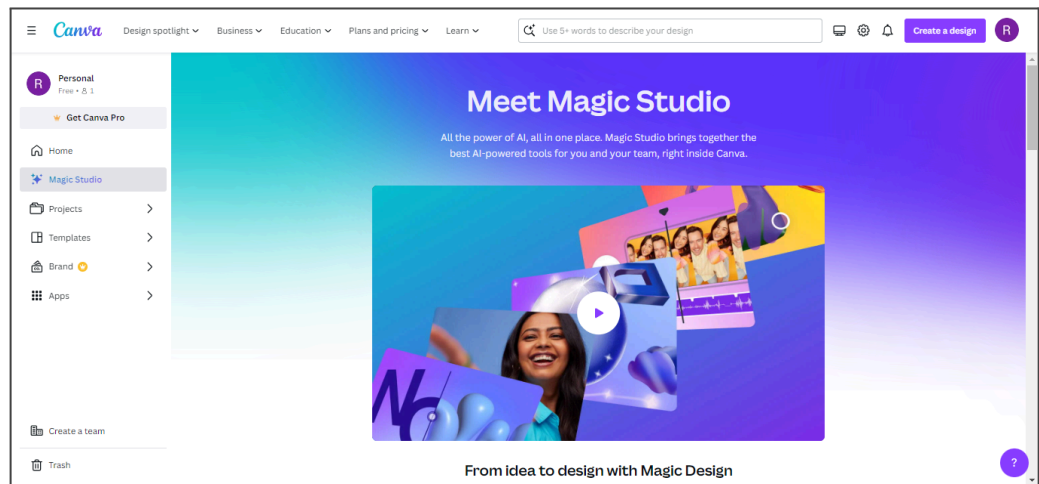


Fig: Role of AI in design

- **Canva's AI Features and Applications**

- Canva's AI tools are conveniently grouped together within the software's 'Magic Studio' section, which is prominently displayed in Canva's menu.
- Many of the tools—like Magic Switch and Magic Write—also show up in context as you interact with your design.



- It's worth mentioning that many of Canva's AI features are available exclusively on its paid Pro or Teams plans, including: Magic Eraser, Background Remover, Magic Switch, Magic Morph, Magic Grab, Magic Expand, and Magic Animate.
- Users on Canva's free plan get access to some AI features, though there are usage caps.
- For example, free users get a total of 50 uses for Magic Write, while paid users get 500 uses per month. Magic Media gives free users a total of five uses of Text to Video, while paid users get 50 uses per month.
- Here, we will discuss some of free Canva's AI Tools:-

- **Magic Media**

- Rather than developing its own generative AI model for images and video, Canva has given its Magic Media tool serious firepower by incorporating technology from leading AI firms.



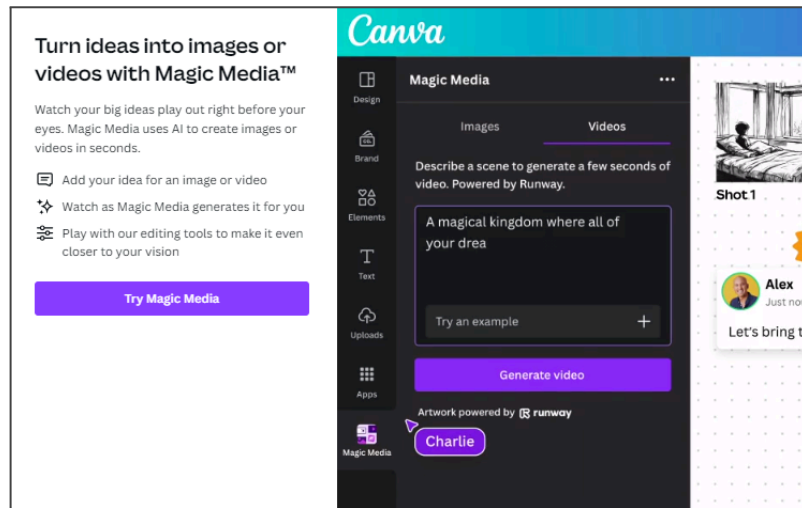
- Magic Media comes in two flavors: Text to Image and Text to Video.

- **Text to Image**

- Text to Image, which is powered by Stable Diffusion, is Canva's answer to generative AI tools like DALL·E and Midjourney, which generate images based on natural text prompts. Simply describe the image you want to see, and Canva will attempt to create it.
- Of course, the quality of your results will vary based on the prompts you use. Typically, the more details you provide, the better — especially when it comes to describing your image's style.
- Canva also offers one-click styles, like Photo, Neon, Minimalist, Watercolor, Retro Anime, and Dreamlike.
- **Text to Image lets you:**
  - Generate images of products that don't exist yet
  - Brainstorm in real time rather than relying on designers to mock up your ideas
  - Create viral content with unforgettably unique images

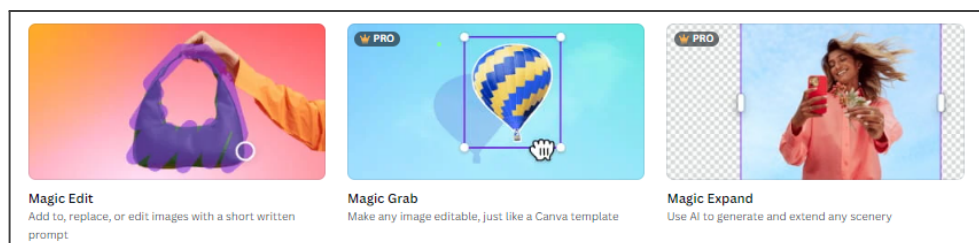
- **Text to Video**

- Canva's integration with Runway, one of the leaders in text-to-video AI technology, is responsible for the stunning quality of its generative video.
- To create a video, I used the prompt: 'A small, cute robot navigating a futuristic cityscape, fantasy.'



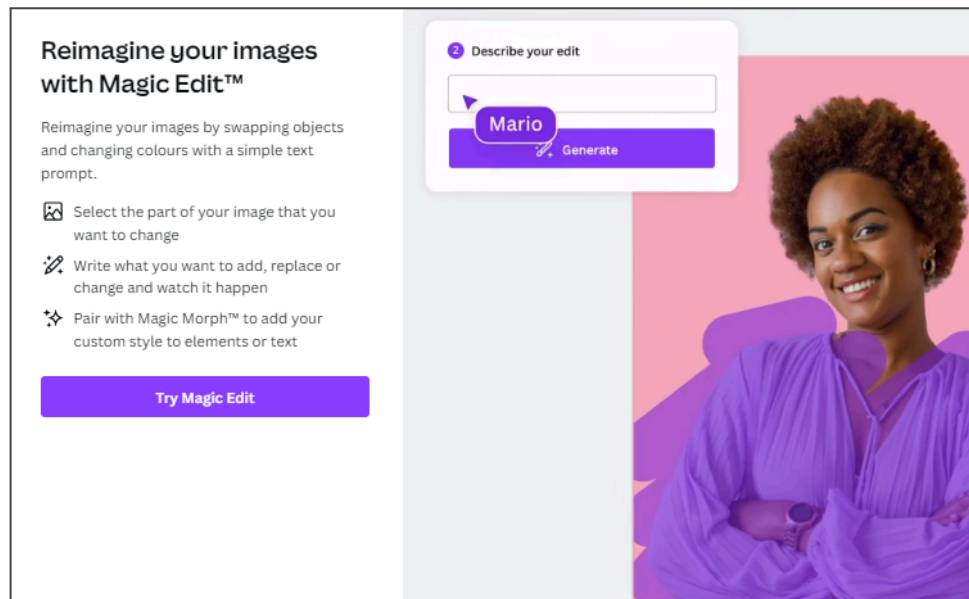
## ■ Magic Eraser

- Tweaking photos to remove unwanted objects has historically consumed a huge percentage of designers' time.
- That's why Magic Eraser is an absolute life-saver.
- It edits, in seconds, what might take designers half an hour or more to do.



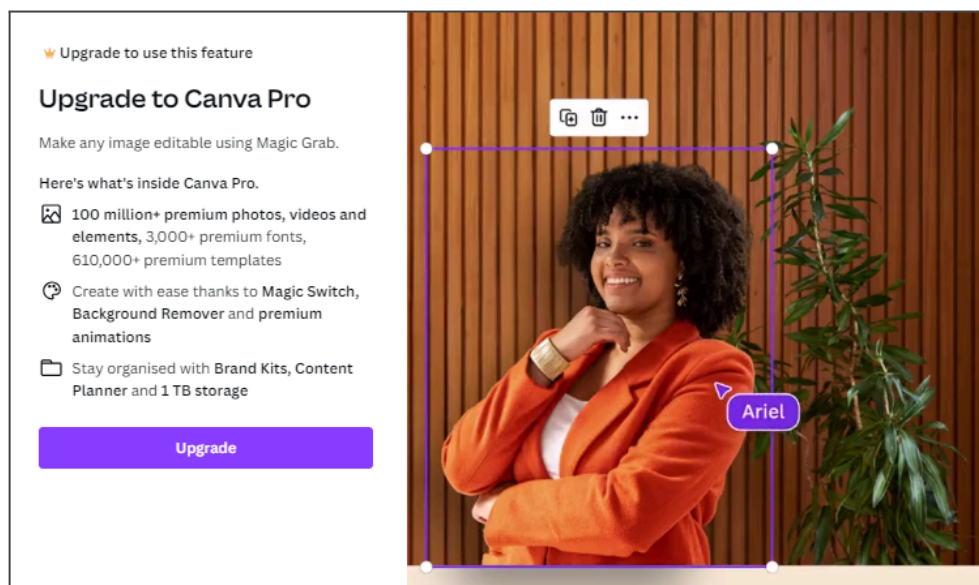
## ■ Magic Edit

- Magic Edit is the graphic design tool you never knew you needed. With one click and a few words, you can turn one object into another—a bit like a Harry Potter spell.



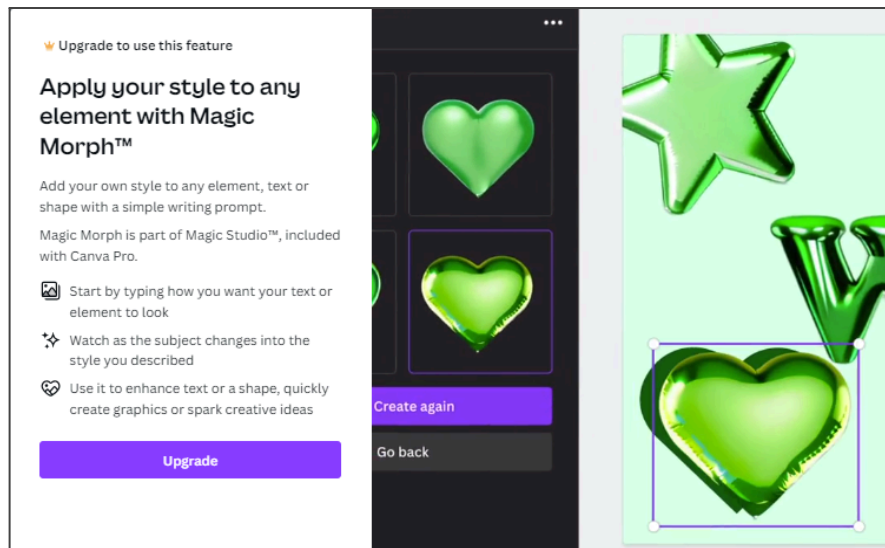
## ■ Magic Grab

- Magic Grab turns static images into editable images by using AI to fill in the gaps.
- Like Canva's Background Remover tool, it effortlessly replaces what used to be a time-intensive design process. Trust me: this will quickly become an essential part of your workflow.



## ■ **Magic Morph**

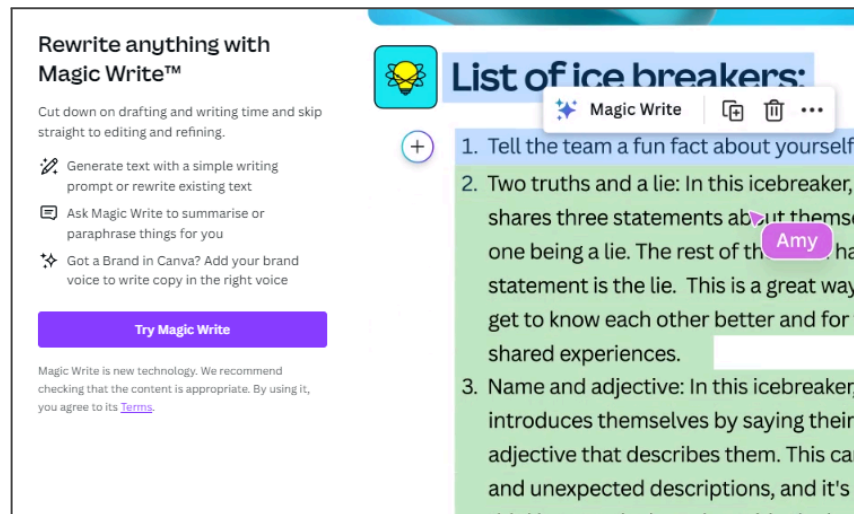
- Magic Morph allows you to use AI text prompts to transform your design's text, elements, and shapes.
- For marketing assets like social media graphics, banners, and flyers, this opens the door to unique imagery and creative approaches.



## ■ **Magic Write**

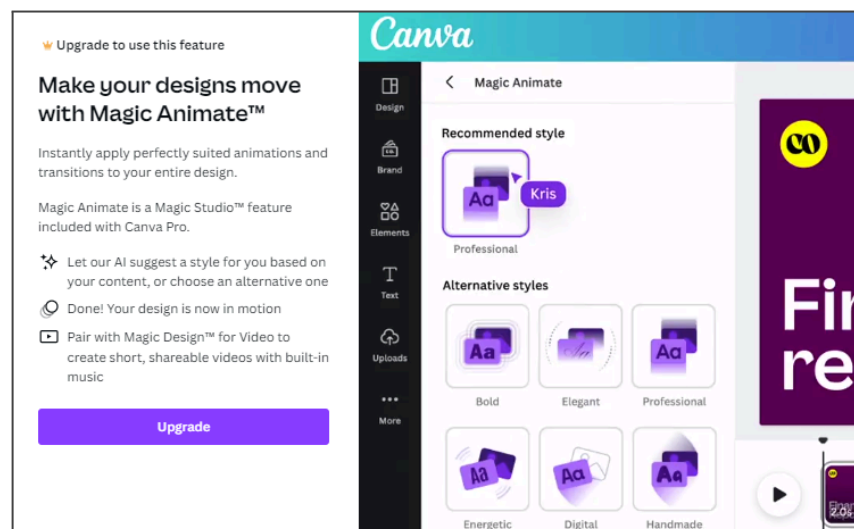
- There are dozens of AI writing tools. But until now, transferring their output into Canva involved lots of copying and pasting.
- Magic Write is an AI text generator built directly into Canva, making it easier to generate long or short-form written content for your social media posts, blog articles, and presentations.
- It also has built-in features for brands: users of Canva for Teams can create a brand voice, which lets Magic Write create a cohesive style across multiple team members.





## ■ Magic Animate

- Magic Animate automatically sets animations for each object in a way that makes them all flow well together. It also gives you a dozen or so animation styles to choose from and some basic controls, like speed and positioning.



## ■ Magic Design for Video

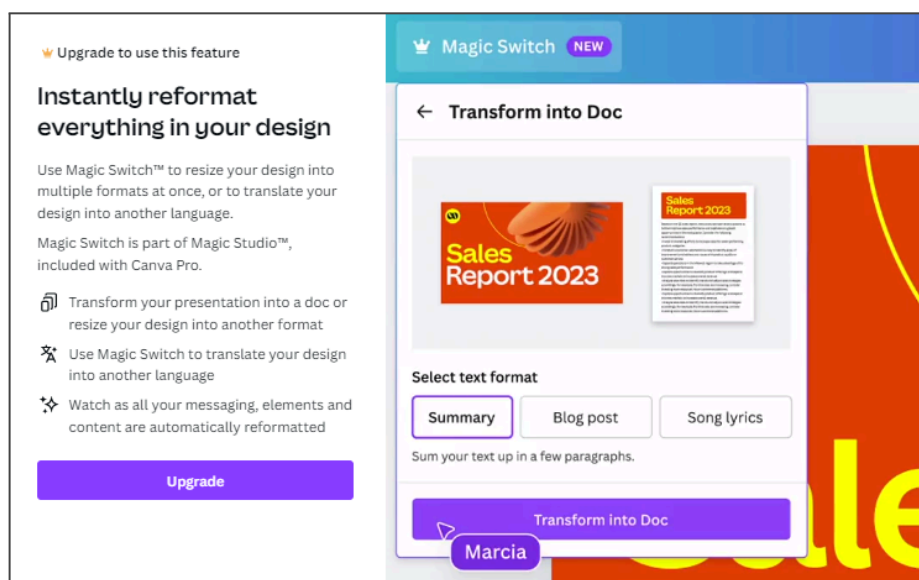
- Canva's Magic Design for Video continues a trend I'm seeing with Canva's AI



features: when applied to video, they're even more useful and time-saving than when they're applied to static text and images.

## ■ Magic Switch

- Magic Switch solves a serious pain point, the struggle of moving and resizing objects after changing the dimensions of my designs.
- For example, from Instagram Post size to Instagram Story size. Doing this manually is tedious work.
- Magic Switch takes away this annoyance, automatically resizing each element in your design and making it painless to expand one piece of content into a multichannel campaign.
- For example, you can:
  - Turn a presentation into a series of Instagram posts
  - Convert a YouTube thumbnail into a Facebook ad
  - Turn a blog post into an Instagram Reel
- Add in the ability to auto-translate into new languages — from English-language blog posts to Spanish-language TikTok videos

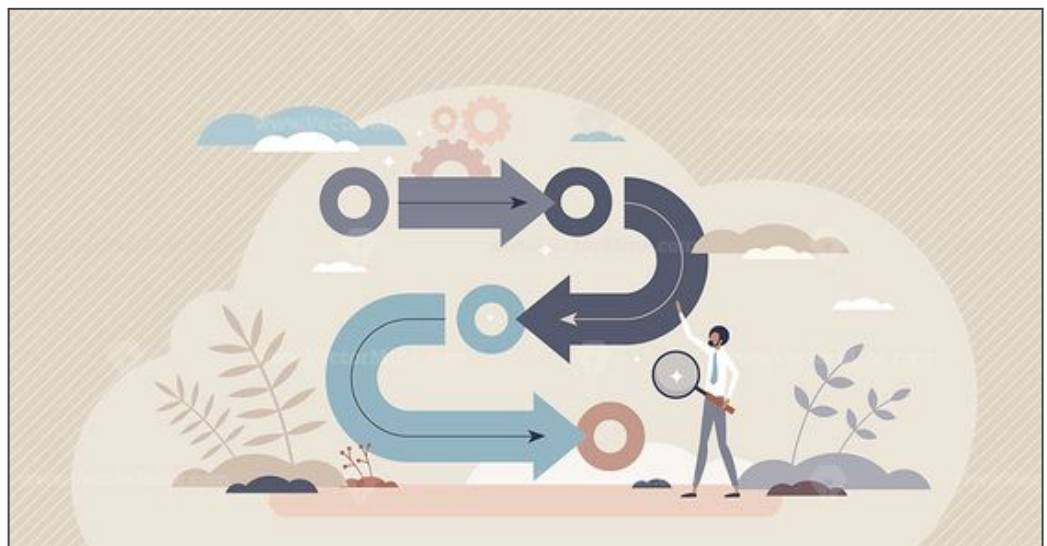


## ■ Applications of Canva's AI features

- Canva has made significant advancements in its AI integration, offering a range of features that can streamline your design workflow and enhance the visual impact of your creations.
- Here's a breakdown of the latest AI features and their practical applications.
  - Tools like Magic Switch, Magic Write, Magic Edit, and Magic Animate massively reduce the time investment needed to create content.
  - Magic Media and Magic Design are transforming the ideation process for designers and non-designers alike.
  - Now anyone can conceptualize an idea and create a proof of concept in a matter of minutes.

## ● Enhancing Design Workflow with AI Tools

- Canva's integration of AI offers a powerful suite of tools to enhance your design workflow at every step of the design process.
- From generating initial concepts to fine-tuning final details, AI can streamline your process and unlock new creative possibilities.



- How Canva's AI can help to enhance your design workflow is explained step-by-step:
  - **Step 1: Define Your Goals and Target Audience**
    - Before diving into the design process, it's crucial to clearly define your goals and target audience.
    - It's about what message you want to convey, and who you are trying to reach.
    - It's important to have clear goals and understand your audience, it will help you make informed decisions throughout the design process.
  - **Step 2: Research and Gather Inspiration**
    - Conduct thorough research to understand your design context and target audience preferences.
    - Analyze competitor designs, browse online galleries, and gather visual inspiration from various sources.
    - Canva's AI-powered stock photo search can help find relevant and high-quality images for your design with ease.
    - Text-to-image generation can help to generate basic visuals for mood boards and initial design ideas.
  - **Step 3: Generate Initial Concepts and Ideas**
    - Brainstorm ideas and explore different creative directions. Use sketches, mind maps, and mood boards to visually represent your initial concepts.
    - Canva's AI Tools such as Magic Medi can help to create simple images from text prompts to explore visual concepts.
    - Magic Write can help to generate short text content, like social media captions and blog post introductions, to kickstart your content creation.
  - **Step 4: Create Low-Fidelity Prototypes**
    - Develop low-fidelity prototypes using basic shapes, colors, and text



to test your design ideas and gather feedback.

- Canva's AI Tools such as Magic Design can help to generate basic design layouts from uploaded images, saving you time and effort in prototyping.

- Instant Presentations can help to quickly create presentation layouts from uploaded text content.

- **Step 5: Refine and Iterate**

- Based on feedback and testing results, refine your design and iterate on your concepts. Don't be afraid to experiment and explore different possibilities.

- Canva's AI Tools such as Magic Eraser can help to easily remove unwanted elements from images to enhance visual clarity.

- Magic Edit can help to apply AI-powered edits to images, enhancing color, brightness, and contrast.

- Magic Animate can add subtle animations to text and illustrations for engaging and dynamic design elements.

- **Step 6: Create High-Fidelity Mockups**

- Develop high-fidelity mockups that closely resemble your final design. Use this as an opportunity to further refine details and ensure visual consistency.

- Canva's AI Tools such as Brand Kit can help to store and manage brand assets like logos, colors, and fonts for consistent branding across all design iterations.

- Canva's mockup generator lets you transform your creations from concept to reality, with no design experience needed. Use mockups for your design proposals, product promotions, and more.

- **Step 7: Finalize and Export**

- Finalize your design by addressing any remaining feedback and ensuring all elements are polished and pixel-perfect. Export your design in the appropriate format for its intended use.

- Canva's AI Tools such as Alt Text Generation can help to



automatically generate alt text descriptions for your images to improve accessibility.

- Translate helps to translate text elements in your design to different languages for wider reach.
- Easy sharing and exporting tools can help to share your designs with clients, colleagues, and friends with ease.

- **Conclusion**

- Canva's AI tools offer a valuable asset to enhance your design workflow at every step of the process.
- By incorporating these tools effectively, you can save time, boost your creative potential, and ultimately create visually stunning and impactful designs.
- Remember to explore the available tools, experiment with their functionalities, and stay informed about the latest developments to maximize your design potential.

- **Problem Statement 1**

- Create a visually appealing and informative flyer to promote a Cyber Sunday Sale for a fictional electronics store. The goal is to create a compelling piece that effectively communicates key information about the sale, and encourages customers to take advantage of exclusive discounts when ordering online and discounted offers.

- **Solution**

- Here's a general outline of the process:

- 1. Choose a Canva template (optional):**

- Canva offers a variety of free and premium poster templates. You can browse by theme, size, or color to find one that fits your needs.

- 2. Upload your reference image:**

- Click on the 'Uploads' tab from the sidebar and select your reference image from your computer.



### **3. Add the reference image to your poster:**

- Drag and drop the image onto your poster canvas. You can resize, crop, and rotate the image as needed.

### **4. Customize the design:**

- This is where you can get creative! Use Canva's tools to add text, shapes, icons, and other elements to your poster. You can also change the colors, fonts, and opacity of any element.

### **5. Download it in your desired format.**

- Share your poster with others and get their feedback. Once you're happy with your design, you can download it as a PDF, JPG, or PNG file.
- Here are some additional tips for creating a great poster in Canva:
  - **Use high quality images.** Canva has a library of free and premium images that you can use in your poster. However, if you're using your own image, make sure it's at least 300dpi to avoid pixelation.
  - **Keep it simple.** Don't overload your poster with too much text or images. The most effective posters are often the ones that are the most visually clear and concise.
  - **Use a strong call to action.** What do you want people to do after they see your poster? Make sure your call to action is clear and easy to understand.



- **Problem Statement 2**
- Create an engaging and visually appealing infographic that highlights the current and





emerging trends in Instagram marketing. The goal is to provide a quick, informative, and shareable resource for businesses and marketers looking to enhance their Instagram presence.

- **Here's a general outline of the process:**

#### **1. Choose a Canva template (optional):**

- If you want to save time, you can browse Canva's library of infographic templates. Search for keywords like 'marketing trends', 'social media', or 'Instagram' to find relevant options. However, if you prefer more creative control, you can choose a blank canvas.

#### **2. Upload the reference image:**

- Click on the 'Uploads' tab and select the Instagram marketing trends infographic you sent me from your computer.

#### **3. Recreate the layout:**

- Use the reference image as a guide to recreate the basic layout of your infographic in Canva. This includes the title section, the sections for each trend, and the conclusion/call to action section. You can adjust the spacing and arrangement of elements as needed.

#### **4. Customize the design:**

- This is where you can get creative and make the infographic your own! Use Canva's tools to:
- Replace the text: Edit the headings, subheadings, and body text with your own content about the current and emerging trends in Instagram marketing.
- Update the visuals: Swap out the icons, illustrations, and stock photos in the reference image with similar ones from Canva's library, or upload your own. Ensure the visuals are relevant to each trend you're highlighting.
- Refine the data: Update the statistics and data points in the reference image with your own research or findings. Use charts, graphs, and icons to present the data engagingly.
- Personalize the branding: If you have a brand identity, incorporate your brand colors, fonts, and logos throughout the infographic for consistency.

#### **5. Add your finishing touches:**



- Once you're happy with the overall design, add some final touches to make your infographic stand out:
- Use white space effectively: Don't overcrowd the infographic with text and images. Leave enough white space to make it easy to read and visually appealing.
- Ensure accessibility: Use high color contrast and alt text descriptions for images and charts to make the infographic accessible for users with visual impairments.
- Proofread carefully: Double-check your text for any typos or grammatical errors before finalizing the design.

#### **6. Download and share your infographic:**

- Once you're happy with your creation, download the infographic as a high-resolution image file (e.g., PNG or JPG) or a PDF document. You can then share it on social media, embed it in a blog post, or print it out for offline use.
- Here are some additional tips for creating a great infographic in Canva:
- Keep it concise and scannable
- Use high-quality images and icon
- Use a consistent color palette
- Make it shareable



## Instagram Marketing TRENDS

1

### INSTAGRAM REELS

Reels are being viewed/liked/engaged by almost 2 billion people globally. Reels have currently become the forefront of video marketing across multiple social platforms



### SHORT STORIES

Many influencers are now posting stories regularly to grow their community and encourage engagement

2

3

### MEME AND MOMENTS

Be it images or videos, memes fit in well as an engaging piece of Instagram content, helping brands drive engagement



### DISCREET ADS

Instagram ads can be a good way to promote your business should you be looking to reach as many of your audience as possible

4

5

### INSTAGRAM SHOPPING

IG shopping allows you to make a drastic change to your sales funnel by creating a purchase experience within the IG app

