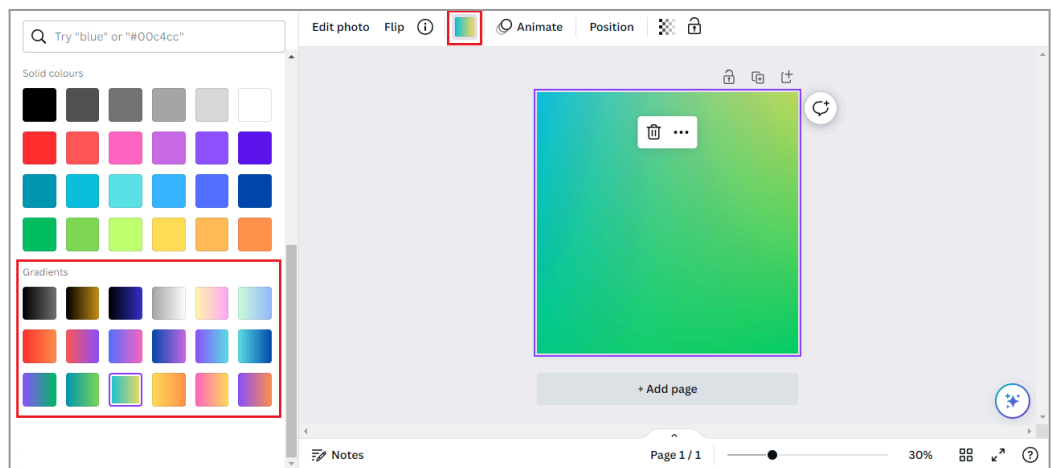




- **Using Gradients and Patterns**


- **Working With Gradients**

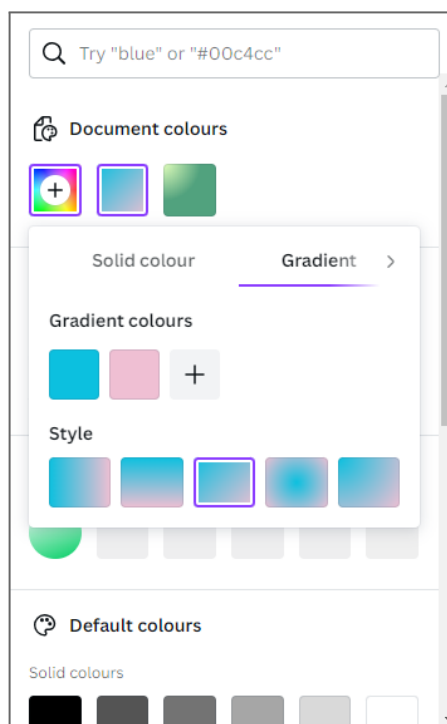
- Gradients are a powerful tool in Canva that can add depth, dimension, and visual interest to your designs.
- They're perfect for backgrounds, text, shapes, and even images.
- We'll learn how to create and use gradients in Canva, for any text shapes and on images.
- **Using default gradient styles**
  - Select the element you'd like to edit, then click the color tile on the editor toolbar.
  - Scroll down to the Gradients section.
  - From the default gradient options, select your preferred gradient style.
  - Or you can go to the 'Elements' tab on the Sidebar, go to the search bar and search for 'gradients' and choose your desired gradients.



- **Creating custom gradients**

- Select the element you'd like to edit, then click the color tile on the editor toolbar.

- Under Document colors, click on 'Add new color' icon.
- Go to the Gradient tab.
- Under the Gradient colors, click the  to add a new gradient color. You can add up to 10 gradient colors.
- To delete a color, select the color tile that you want to delete, then click the Delete color.

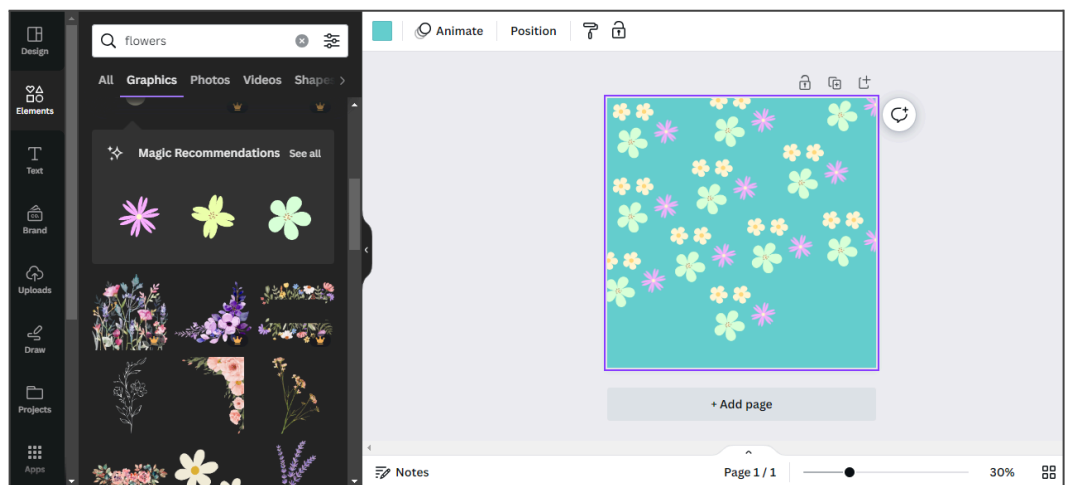


## ■ Working With Patterns

- Creating a seamless pattern is an essential skill for graphic designers, marketers, and anyone who wants to add a professional touch to their designs.
- Whether you're designing a website background, a product packaging label, or a social media graphic, a seamless pattern can add a level of sophistication and visual interest to your work.

- **Creating a Pattern**

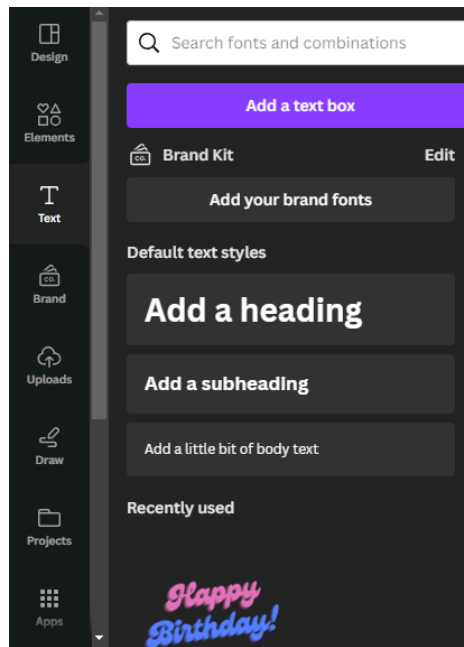
- Go to the elements or App tab > Background (scroll down). You can also type 'patterns' into the search box.
- Free and paid patterns templates will be shown, try to select pattern options that are free.
- If you want to make your own custom pattern, You can select an element such as a flower, feather or even a coffee mug and repeat it to create your own pattern. Most elements allow you to change the colors to your own brand colors.
- If you already have your own icons or elements, you can uniquely use them to create a custom pattern for your visuals.



- **Adding and Customizing Text Elements**

- **How to Add Text in Canva**

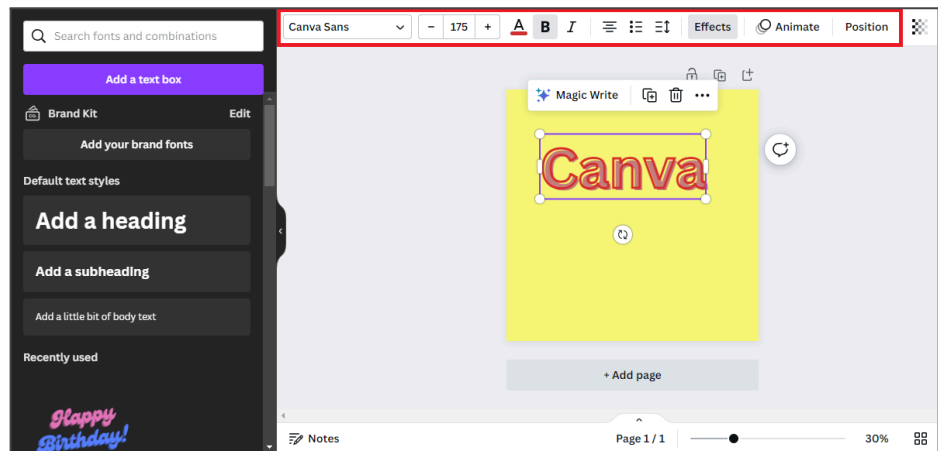
- In the Canva editor, click on the 'Text' tab on the left sidebar.
- Choose a text element from the available options, like headings, subheadings, or body text. Click on the text element to add it to your design.



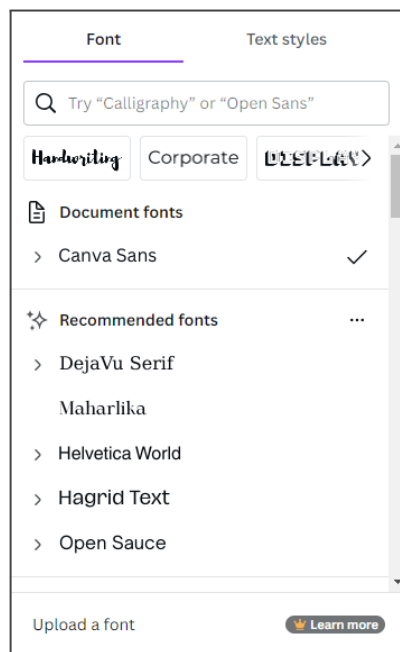
- Double-click on the text element to edit the text. Use the text toolbar at the top of the editor to change the font, size, alignment, color, and other formatting options. You can also resize and reposition the text element on the canvas.
- If you want to add additional text elements, you can scroll down to choose from 'font combinations'.

#### ■ How to Edit Text in Canva

- In the Canva editor, click on the text element you want to edit. The selected text element will show bounding boxes around it.
- Double-click inside the text box to edit the text.
- You can add, delete, or modify the existing text. Use the text toolbar at the top of the editor to change the font, size, alignment, color, and other formatting options.
- To resize the text element, click and drag the handles on the corners or sides of the text box. To reposition it, click and drag the text box to the desired location on the canvas.



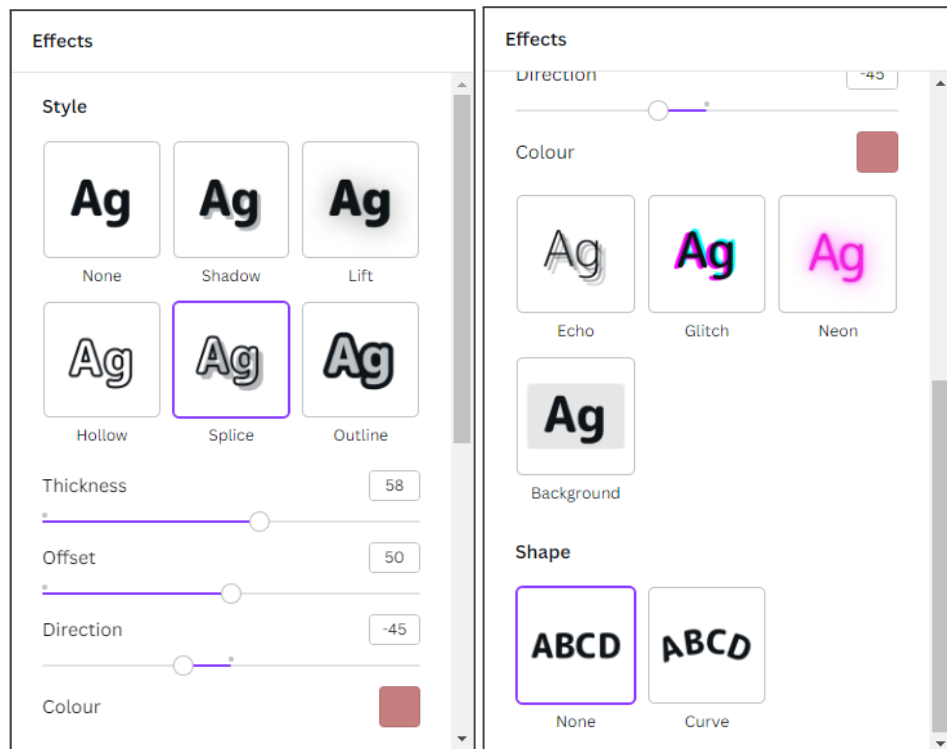
- If you want to apply additional formatting, such as bold, italic, underline, or text effects, select the desired text and use the formatting options in the text toolbar.
- Canva automatically saves your changes as you edit the text. You can continue making adjustments until you're satisfied with the result.



## ■ Canva Text Effects

- Canva offers a range of exciting text effects that can enhance your designs and make your text stand out.
- These effects add flair, creativity, and visual interest to your typography, allowing you to create eye-catching graphics.
- Let's explore the different Canva text effects and learn how to add them to your text within the text box.
- **Shadow**
  - The shadow effect adds a shadow behind your text, giving it depth and dimension.
  - To add a shadow effect, select the text element, and click on the 'Effects' button in the toolbar.
  - Choose 'Shadow' and adjust the settings for color, blur, opacity, and angle to achieve the desired shadow effect.
- **Splice**
  - Splice text effects creatively intertwine words, adding a dynamic and visually engaging dimension to design and communication.
  - To apply a glow effect, select the text element, click on the 'Effects' button, choose 'Splice,' and customize the color, offset, direction and thickness of the effect.
- **Reflection**
  - The reflection effect adds a mirror-like reflection beneath your text, creating a stylish and modern look.
  - To add a reflection effect, select the text element, click on the 'Effects' button, and choose 'Reflection.'
  - Adjust the settings for opacity, distance, and blur to achieve the desired reflection effect.
- **Glitch**
  - Glitch text effects introduce a captivating visual distortion, injecting a touch of digital aesthetics to convey a sense of technological intrigue and creativity.
  - To apply a 3D effect, select the text element, click on the 'Effects' button, choose 'Glitch,' and adjust the offset, direction and color of

the text.



## ● Techniques for Effective Alignment and Spacing

- Alignment and spacing are the cornerstones of good design.
- They create a sense of order and balance, making your designs more visually appealing and easier to read.
- In Canva, there are several tools and techniques you can use to achieve effective alignment and spacing:
  - **Improved alignment guides:** The alignment guides are now more prominent and easier to use. You can simply drag and drop elements onto the guides to snap them into place.
  - **Spacing options:** There are now more options for spacing elements, including equal spacing, custom spacing, and grid spacing.
  - **New alignment tools:** There are two new alignment tools, the Align Center tool and the Align to Edge tool. These tools make it easier to

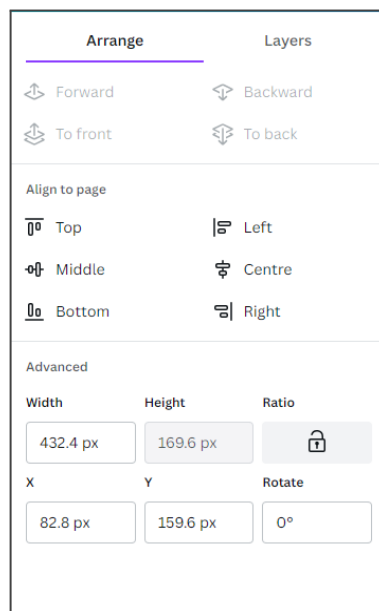


align elements to the center of the canvas or the edge of another element.

## ■ General Techniques for Effective Alignment

### ○ Use the alignment tools

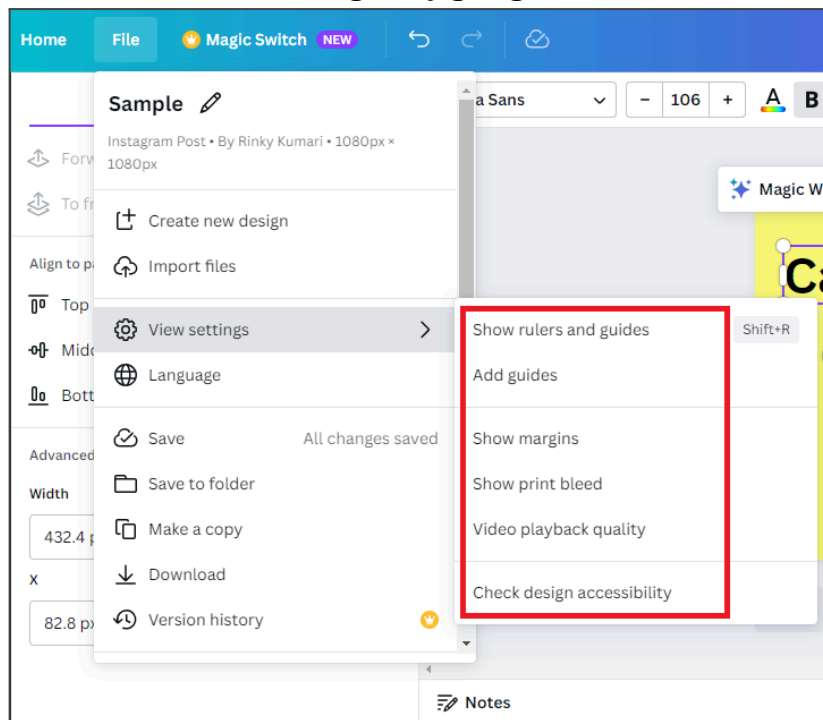
- Canva provides several alignment tools that can help you align elements horizontally and vertically.
- The most commonly used tools are:
  - **Align Left:** Aligns the left edges of selected elements.
  - **Align Center:** Aligns the center points of selected elements.
  - **Align Right:** Aligns the right edges of selected elements.
  - **Align Top:** Aligns the top edges of selected elements.
  - **Align Middle:** Aligns the middle points of selected elements.
  - **Align Bottom:** Aligns the bottom edges of selected elements.



### ➤ Steps to Use the Alignment

- Select the elements you want to align.

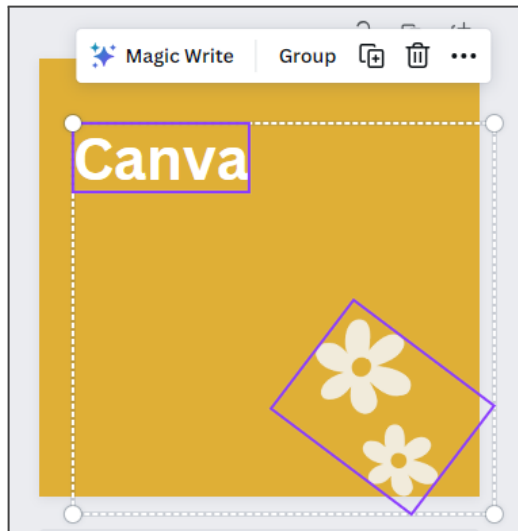
- Click on the Position tab in the top menu bar.
  - Click on the Align Center tool in the top menu bar(The icon looks like two horizontal lines with a dot in the center.)
  - The elements will be aligned horizontally to the center of the canvas.
- **Use the Rulers and Guides**
    - The rulers and guides can help you position elements precisely.
    - You can show or hide the rulers and guides by going to View > Show Rulers and Guides.
  - **Use the grid**
    - The grid can help you create a sense of order and balance in your design.
    - You can show or hide the grid by going to View > Show Grid.



- **Group elements**
  - Grouping elements together can help you align and space them as a

single unit.

- To group elements, select them and then click on the Group button.



- **Use visual hierarchy**

- Visual hierarchy is a design principle that helps to guide the viewer's eye through your design.
- You can create a visual hierarchy by using different sizes, colors, and fonts for your elements.



## ■ Specific Techniques for Effective Spacing

- **Use equal spacing:**
  - Equal spacing is a great way to create a sense of order and balance in your design.
  - To apply equal spacing between elements, select them and then click on the Distribute Evenly button.
- **Use custom spacing**
  - Custom spacing allows you to specify the exact amount of space between elements.
  - To apply custom spacing, select the elements and then enter the desired spacing value in the spacing field.
- **Use grid spacing**
  - Grid spacing is a great way to create a consistent and professional look in your designs.
  - To apply grid spacing, select the elements and then click on the Snap to Grid button.
- **Use margins**
  - Margins create a sense of breathing room around your design.
  - To add margins, click on the Layout tab and then enter the desired margin values in the Margin fields.



- **Layering and Grouping**

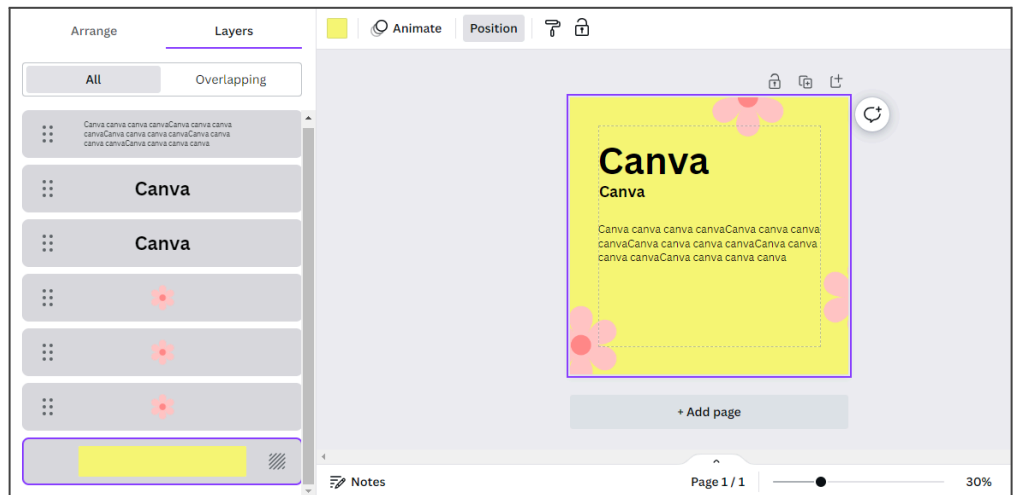
- **Working with Layers in Canva**

- **Finding and selecting layers**

- In the editor, click on the page, background, or an element.
- On the toolbar above the editor, click on Position. You'll see options appear on the side.
- Select the Layers tab.

- **Arranging layers**

- Click and hold on a layer, and drag it up or down the panel.
- A line will indicate where it will be inserted.
- Drop it into position.



- **Selecting multiple layers**

- Press and hold Shift on your keyboard, and click on multiple layers to select them.

- **Grouping**

- **Grouping and ungrouping elements**

- Drag your cursor over the elements you want to group. You can also hold Shift on your keyboard, and click on multiple elements to select them.
- On the floating toolbar, click Group.

- To ungroup, click the group and click Ungroup from the floating toolbar.
- Note that, Keyboard shortcut for After selecting the elements, press Command + G (Mac) or Ctrl + G (Windows) to group them.

