FREELANCING & DIGITAL MARKETING COURSE
TAJ Institute of Information Technology

Semester: 04

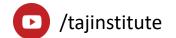**Semester title:** Freelancing & Digital Marketing

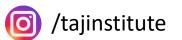**Module:** 03

Module title: Designing on Canva

Class: 03

Class title: Design Thumbnail & Canva Shortcuts

Class 3: Topics Content

► **Thumbnail Dimensions & Format**

► **Key Elements of a Great Thumbnail**

► **Important Canva Shortcuts**

Thumbnail Dimensions & Format

Select a Template:
- Size: 1280 x 720 pixels (16:9 aspect ratio)
- Minimum Width: 640 pixels
- File Format: JPG, PNG, or WEBP
- File Size: Under 2MB

Key Elements of a Great Thumbnail

- High-Quality Image – Clear, high-resolution visuals
- Bold, Readable Text – Use big, contrasting fonts
- Facial Expressions – Express emotions (happy, shocked, excited)
- Bright Colors – High contrast to grab attention
- Branding – Use your logo or consistent design style
- Clickbait Without Misleading – Make it intriguing but relevant

Designing the Thumbnail on Canva

Canva Shortcut to Increase Productivity

C, T, R, L	Shapes: Circle, Text, Rectangle and Line
CTRL+D	Duplicate any object
CTRL+G	Grouping Elements/Objects
CTRL+Select	Selecting Layers
CTRL+B, CTRL+I	Text Formatting: Bold, Italic
CTRL+(+), CTRL+(-)	Zoom in, Zoom out
CTRL+SHIFT+K	To Capitalize Text
SHIFT+R	For Ruler and Guides
SHIFT+Arrow	10px Arrow Movement