



FREELANCING & DIGITAL MARKETING COURSE

TAJ Institute of Information Technology

Semester: 04

Semester title: Freelancing & Digital Marketing

Module: 03

Module title: Designing on Canva



Class: 01

Class title: Unlocking Canva Dashboard, Accounts, and First Designs



Class 1: Topics Content

- ▶ **Creating Canva Account**
- ▶ **Difference between Canva (Free) & Canva Pro (Paid)**
- ▶ **Basics About Canva (Dashboard Tour)**
- ▶ **Basic Post Design with Canva**

Creating Canva Account

Steps to Create a New Canva Account:

1 - Visit Canva's Website or App:

Go to www.canva.com or download the Canva app from your device's app store.

2 - Click on "Sign Up":

On the homepage or app's main screen, locate and click the "Sign Up" button.

3 - Choose Sign-Up Method:

Select a preferred option:

- **Email Address:** Enter your email and create a password.
- **Google Account:** Sign up using your Google credentials.
- **Facebook Account:** Connect with your Facebook account.

4 - Provide Details (if needed):

If signing up via email, you'll be asked to provide your name and a secure password.

Creating Canva Account

Steps to Create a New Canva Account:

5 - Verify Your Account:

- Check your email for a verification link or code and follow the instructions to confirm your account.

6 - Customize Your Experience:

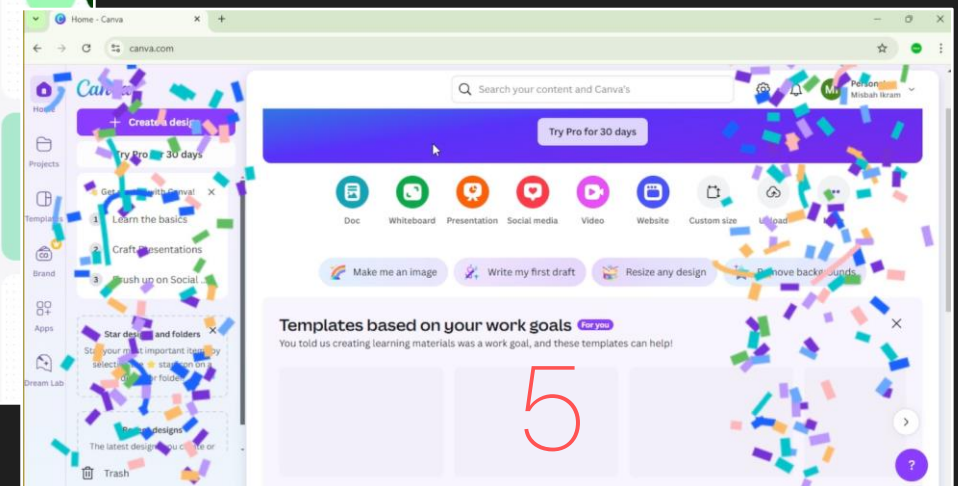
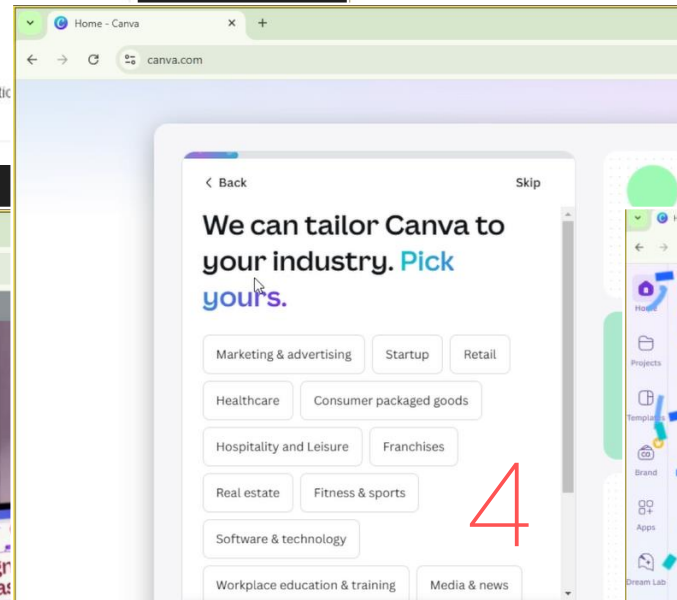
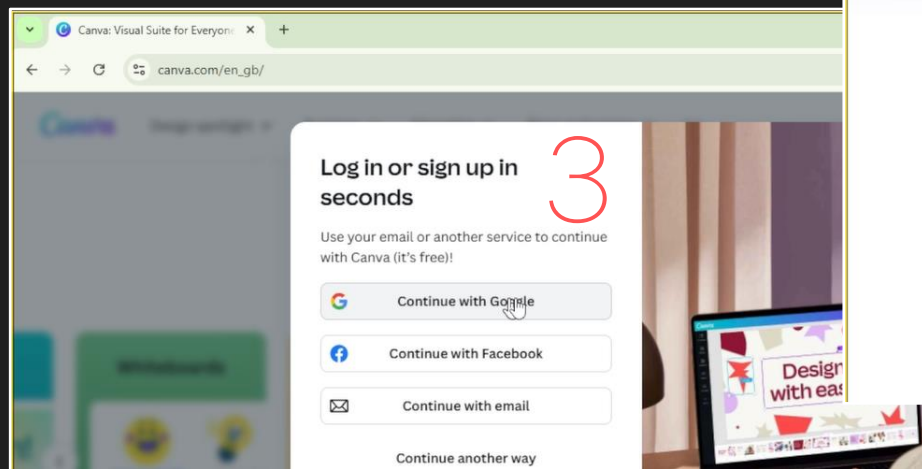
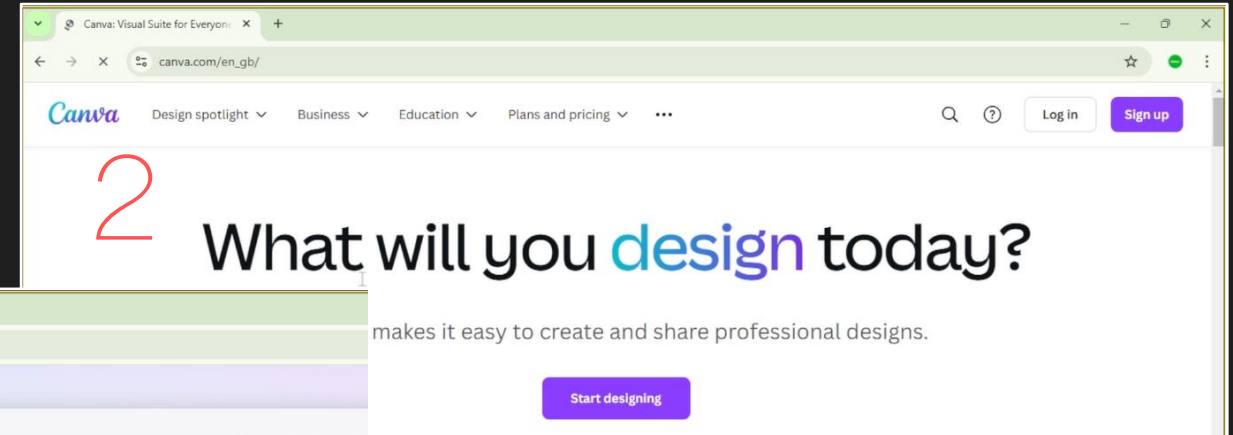
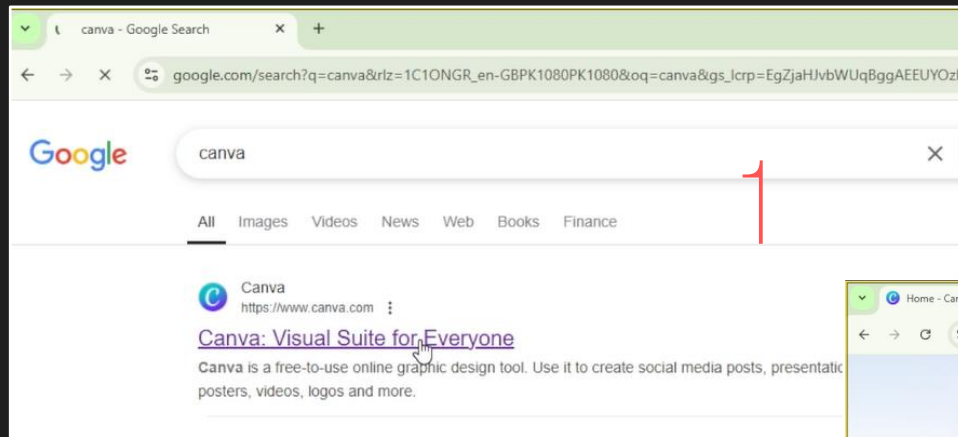
- Select the purpose of using Canva (e.g., personal, business, or education). This helps Canva tailor templates and tools for you.

7 - Start Designing:

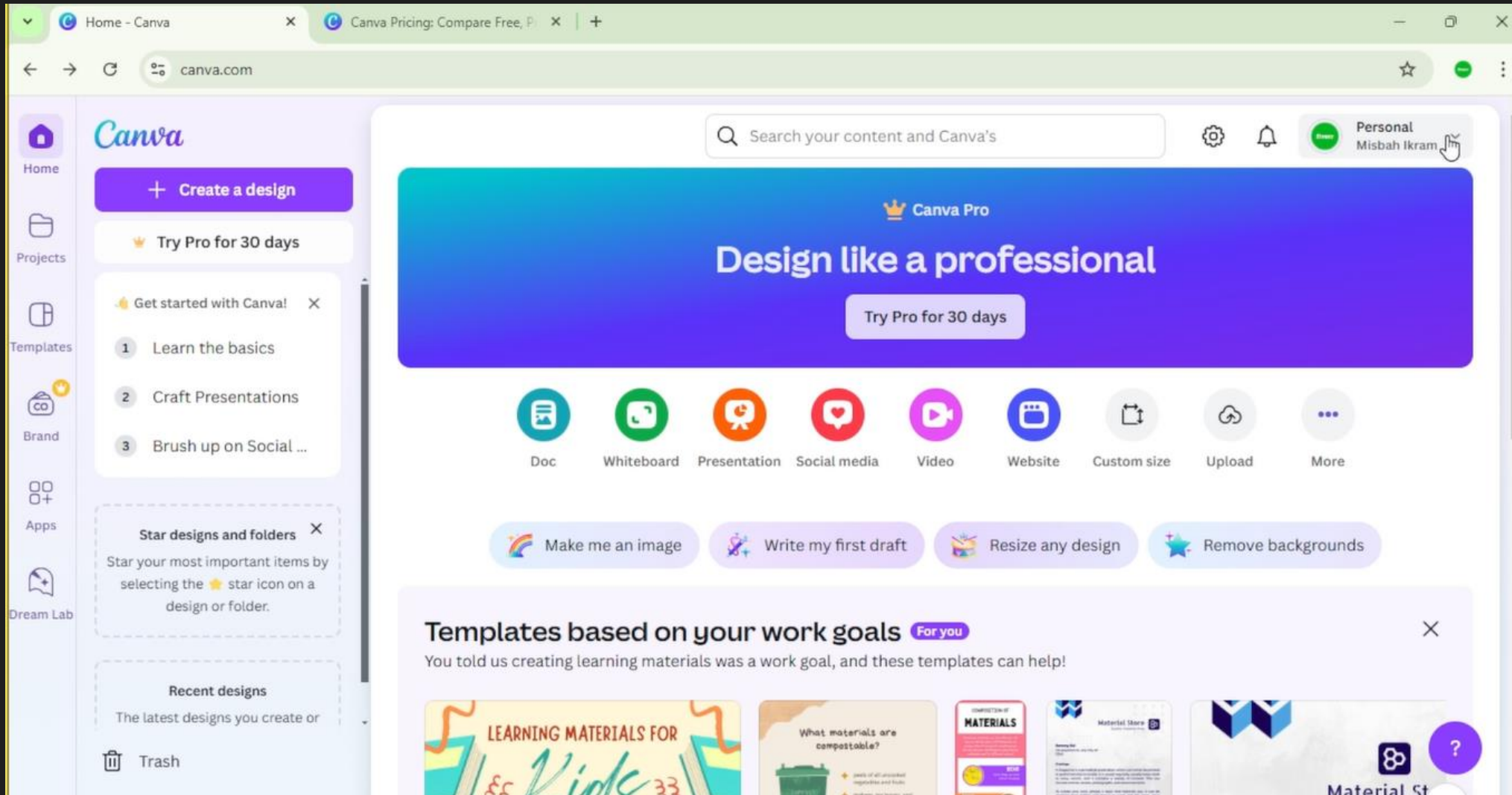
- Once your account is set up, explore Canva's features and start creating your designs!

Creating Canva Account

Illustrations of Creating Account Creating Procedure:



Canva Dashboard Overview



Canva Dashboard Overview

The Canva dashboard is your central hub for accessing tools, designs, and features. Here are its key parts:

1 - Home:

- Displays recent designs, templates, and suggested tools.
- Easy access to "Create a Design" and recommended layouts.

2 - Templates:

- Offers pre-designed templates for various categories (e.g., social media, presentations, marketing).

3 - Projects:

- Organizes your saved designs, folders, and uploaded media.
- Includes team projects if you're part of a group.

Canva Dashboard Overview

4 - Brand Hub (Pro Users):

- Allows you to manage your brand assets, like logos, fonts, and colors, for consistent branding.

5 - Apps:

- Integrations and additional tools like stock photos, videos, icons, and third-party apps.

6 - Your Designs:

- Direct access to all your saved and created designs for easy editing or sharing.

7 - Teams:

- Collaboration feature to share designs and projects with your team.

8 - Search Bar:

- Quickly search for templates, designs, or elements

Canva Dashboard Overview

9 - Account Settings:

- Access your profile, billing details, and preferences.

10 - Create a Design:

- Prominent button to start new projects with customizable dimensions.

Basic **Post** Design

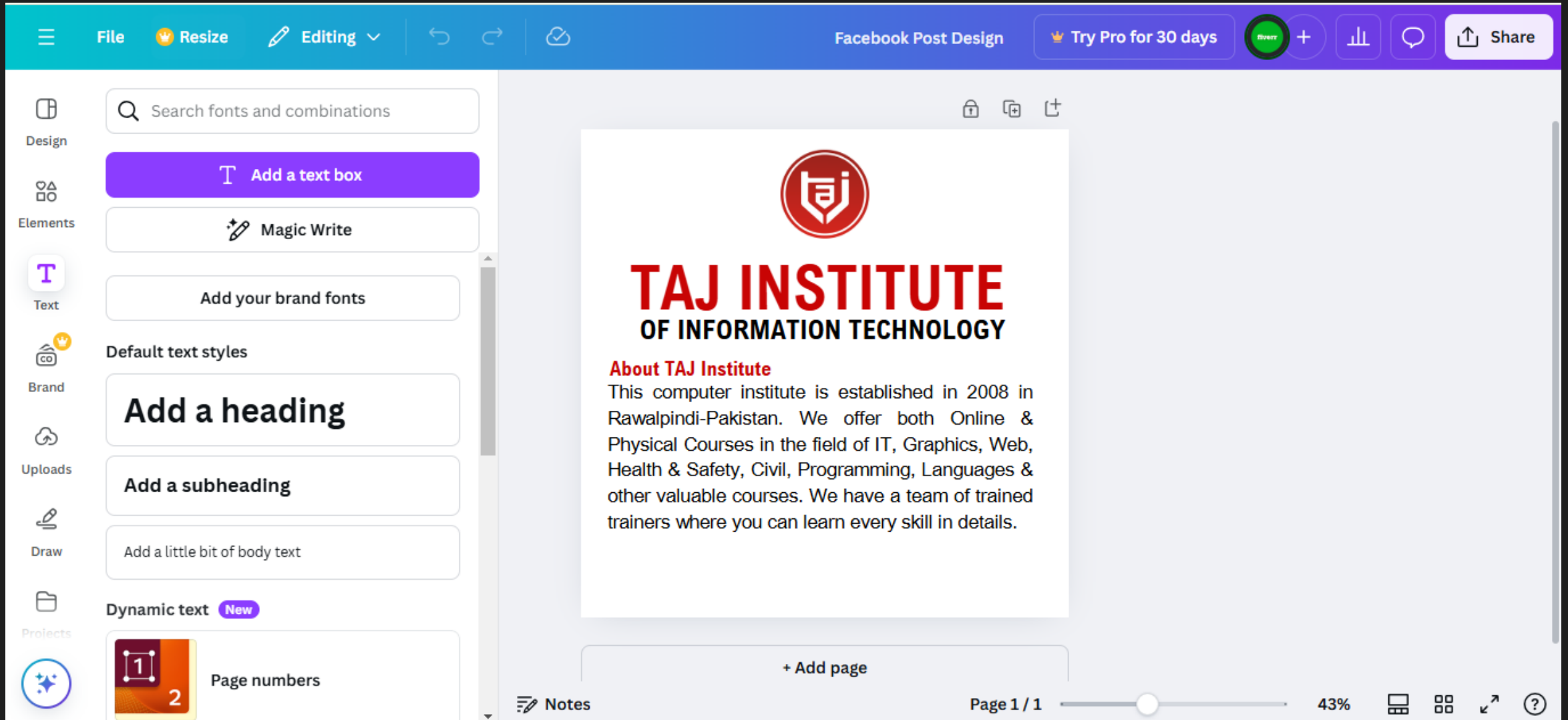


TAJ INSTITUTE **OF INFORMATION TECHNOLOGY**

About TAJ Institute

This computer institute is established in 2008 in Rawalpindi-Pakistan. We offer both Online & Physical Courses in the field of IT, Graphics, Web, Health & Safety, Civil, Programming, Languages & other valuable courses. We have a team of trained trainers where you can learn every skill in details.

Basic Post Design



The screenshot displays the Canva design interface for a Facebook post. The top navigation bar includes options like File, Resize, Editing, and a search bar. The left sidebar shows various design elements: Design, Elements, Text, Brand, Uploads, Draw, and Projects. The main workspace features a Facebook post template for "TAJ INSTITUTE OF INFORMATION TECHNOLOGY". The template includes the institute's logo, the name "TAJ INSTITUTE OF INFORMATION TECHNOLOGY", and a paragraph about the institute. The bottom of the interface shows a page indicator "Page 1 / 1", a zoom level of "43%", and a "Notes" section.

Facebook Post Design

Try Pro for 30 days

Share

Search fonts and combinations

Add a text box

Magic Write

Add your brand fonts

Default text styles

Add a heading

Add a subheading

Add a little bit of body text

Dynamic text **New**

Page numbers

1 2

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Notes

Page 1 / 1

43%