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.
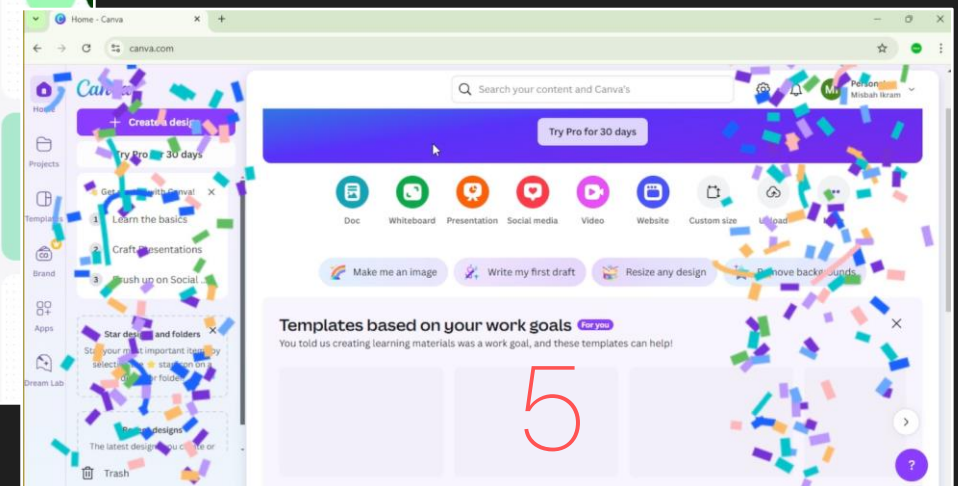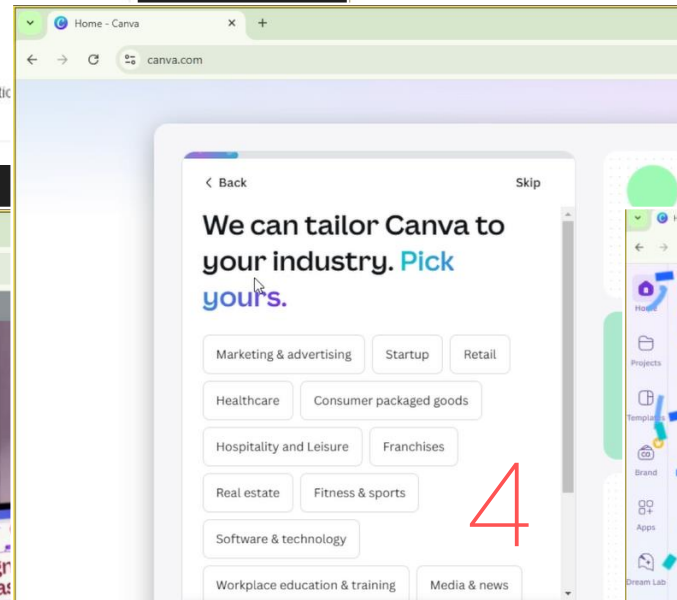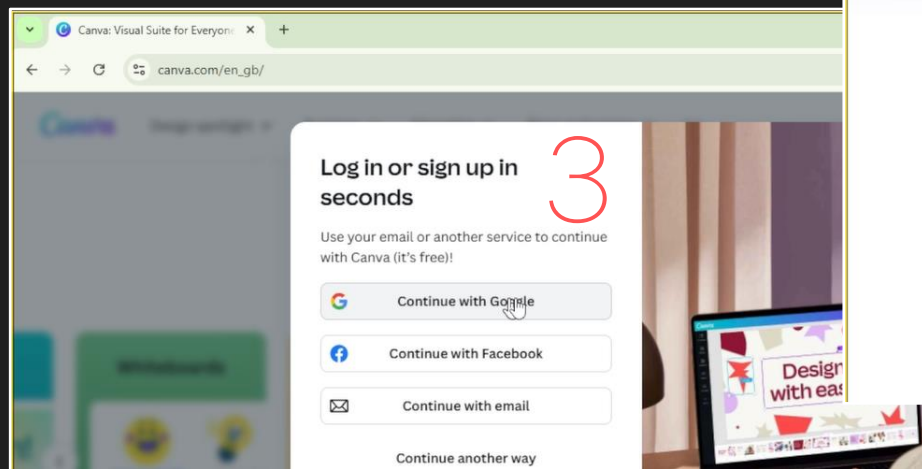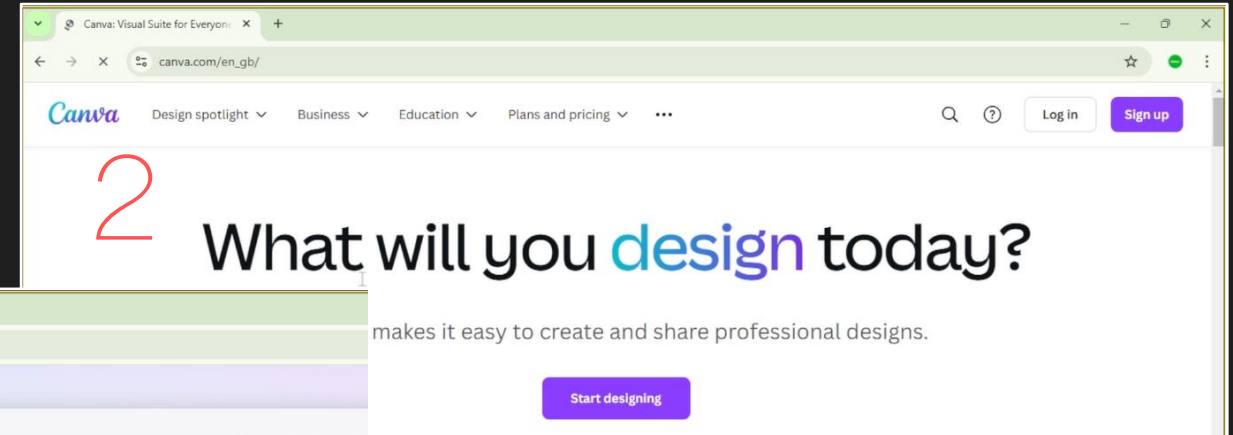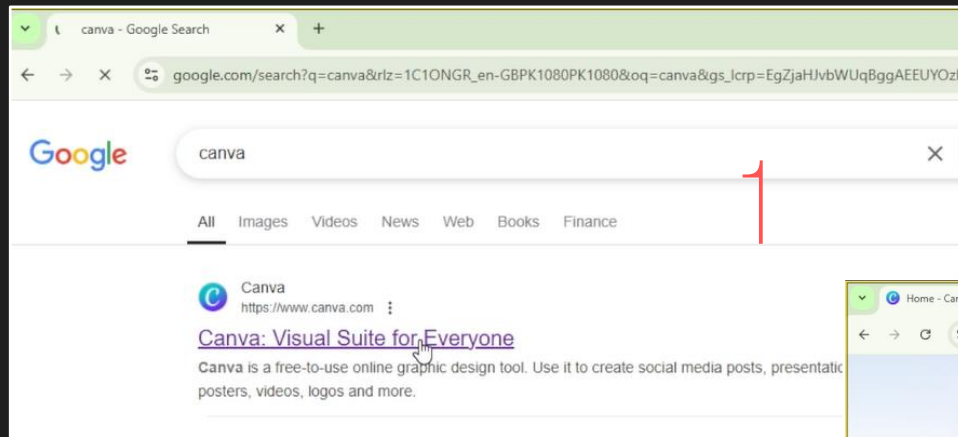
6 - Customize Your Experience:

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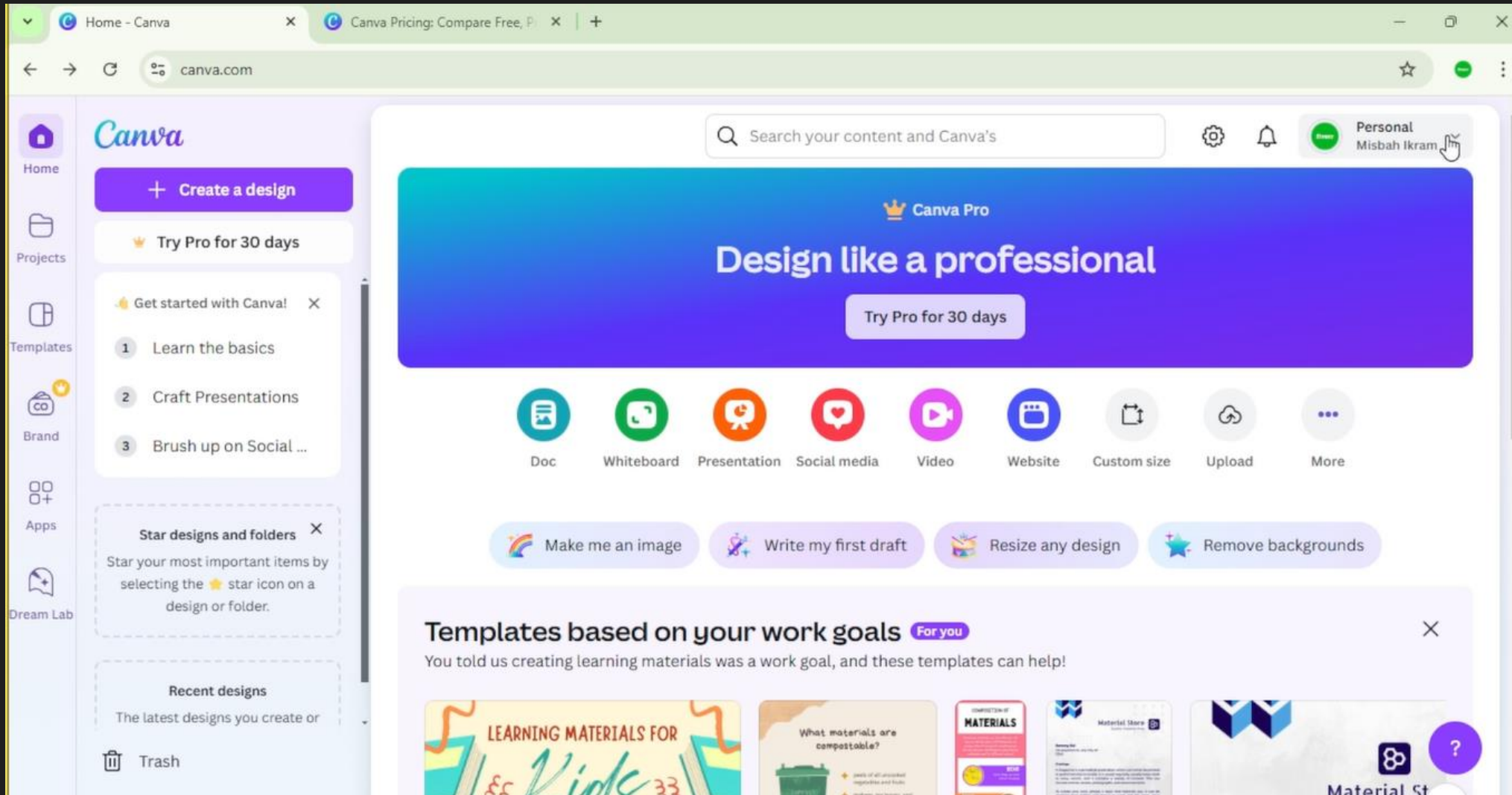
7 - Start Designing:

- 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

Basic Post Design