

# Getting started with Canva

---

Connect with me: [Youtube](#) | [LinkedIn](#) | [WhatsApp Channel](#) | [Web](#) | [Facebook](#) | [Twitter](#)

- [Download PDF](#)

## What is Canva and why is it useful?

**Canva** is a versatile graphic design platform that empowers users to create professional visual content without requiring extensive graphic design skills.[1] Here's why it's useful:

1. **Easy-to-Use Interface:** Canva's drag-and-drop interface simplifies the design process. You can customize thousands of templates effortlessly, making it accessible even for beginners.
2. **Wide Range of Templates:** Canva provides pre-designed templates for various purposes, such as social media posts, invitations, business cards, posters, websites, and multimedia presentations. These templates serve as a starting point for your designs.
3. **Royalty-Free Assets:** Canva offers an extensive library of royalty-free photos, videos, and audio files. You can easily incorporate these assets into your projects without worrying about copyright issues.
4. **Magic Studio AI Tools:** Canva's AI-powered tools, known as the "Magic Studio," allow you to generate new content or edit existing designs creatively. These features enhance your design possibilities.
5. **Customization Controls:** You can adjust typefaces, colors, and other design elements within Canva. It also enables you to create custom templates tailored to your specific needs.
6. **Affordability:** Unlike complex professional tools like Adobe Photoshop or Illustrator, Canva has a gentle learning curve and is significantly more affordable. You can start using Canva for free or opt for a paid plan starting at just \$14.99 per month.

## Canva APP interface

### 01. Opening Canva for the first time [\[video\]](#)

#### Key learnings:

- Welcome and introduction
- Canva is made for you
- The first page you'll see whenever you sign into Canva
- The different menus on the home page

### 02. Using and customizing templates [\[video\]](#)

#### Key learnings:

- How beginning with a template is easier
- How the interface changes when you enter a template
- How to edit templates and make them your own

- Organizing pages

In Canva, a template refers to a pre-designed layout or framework that serves as a starting point for creating various types of visual content, including presentations, posters, social media graphics, documents, and more. Templates are designed by professional graphic designers and cover a wide range of purposes and styles.

Canva offers an extensive library of templates across different categories, such as business, education, marketing, events, social media, and personal projects. Each template comes with placeholder text, images, and graphic elements that users can easily customize to suit their specific needs.

Key features of templates in Canva include:

1. **Ease of Use:** Templates are designed to be user-friendly, allowing individuals with little to no design experience to create professional-looking graphics quickly and easily.
2. **Customization Options:** Users can customize templates by replacing placeholder text, images, and other elements with their own content. Canva provides a wide range of customization options, including text styles, fonts, colors, and graphic effects.
3. **Variety:** Canva offers a diverse selection of templates to cater to different purposes, industries, and design preferences. Users can find templates for everything from business presentations to wedding invitations.
4. **Consistency:** Using templates helps maintain visual consistency across various projects and ensures that branding elements are applied consistently.
5. **Time-Saving:** Templates save time by eliminating the need to start from scratch when creating visual content. Users can simply choose a template that fits their needs and customize it to create a unique design in minutes.

Overall, templates in Canva are valuable tools for individuals, businesses, educators, and organizations looking to create professional-quality graphics efficiently and effectively.

## 03. Using search and personalizing the editor [\[video\]](#)

### Key learnings:

- Canva is big – use search.
- Searching from the home page
- Searching within the editor
- Advanced search and filters
- Tab personalization

## 04. Uploading and using photos [\[video\]](#)

### Key learnings:

- Using your own imagery
- Creating a design from 'Edit Photo'
- Uploading your own images
- Photo editing and effects

- Downloading and sharing

## Image Editing in Canva

**Add Image:** This lets you upload your own photos or illustrations to your design. You can drag and drop them from your computer or choose from Canva's library of stock photos and illustrations (both free and premium).

**Replace:** This allows you to easily replace an existing image with a different one. Simply select the image you want to replace and choose the new image you want to use.

**Style:** This section offers pre-designed styles you can apply to your image with a single click. These styles can include adjustments to color, brightness, contrast, and sometimes even add textures or effects.

**Effects:** This lets you add various special effects to your images, like blur, glow, sharpen, or vignette (fading the edges).

**Filters:** Canva offers a wide range of filters that can completely change the look and feel of your image. These filters can add vintage tones, black and white effects, artistic styles, and more.

**Adjust:** This section provides granular control over your image's properties. You can adjust brightness, contrast, saturation, exposure, and other settings to fine-tune the look of your image.

**Crop:** This tool allows you to select a specific portion of your image to keep and remove the rest. You can choose from pre-set crop ratios or manually define the area you want to keep.

**Flip:** This lets you flip your image horizontally or vertically, which can be helpful for mirroring an object or correcting the orientation.

**Animate:** Canva offers basic animation features. You can use this to add subtle animations like fades or zooms to your images.

**Set image as Background:** This allows you to place your image behind other elements in your design, essentially making it the background layer.

**Delete Background:** This powerful feature, using AI, can automatically remove the background from your image. This is useful for creating cutouts of people, objects, or logos to use in your designs.

## Managing Pages

**Add page:** This lets you add new pages to your design project. This is useful for creating multi-page documents like presentations, brochures, or reports.

**Duplicate:** This allows you to quickly create a copy of an existing page in your design. This can be helpful if you want to create variations of a layout or experiment with different content.

**Delete:** This option allows you to remove unwanted pages from your design project. Make sure you don't need the page before deleting it!

## 05. Using and editing elements [\[video\]](#)

**Key learnings:**

- What's in the Elements tab?
- Lines
- Shapes
- Graphics
- Charts
- Frames
- Grids

The Elements tab in Canva refers to a section within the Canva design interface where users can find a wide variety of graphic elements to enhance their designs. These elements include shapes, lines, graphics, icons, stickers, charts, and more. The Elements tab provides users with access to a vast library of visual assets that they can easily drag and drop into their designs.

In the Elements tab of Canva, users can access a variety of assets to enhance their designs. Here's an explanation of each category:

Canva categorizes design elements into different sections within the Elements tab to help you organize and find the objects you need for your project. Here's a breakdown of what each category offers:

**Lines:**

- These are basic lines you can add to your design.
- They come in various thicknesses, colors, and styles (solid, dotted, dashed).
- Use lines to create dividers, borders, arrows, highlights, or for any other purpose where a simple straight line is needed.

**Shapes:**

- This category provides a wide variety of pre-made shapes you can insert into your design.
- You'll find basic geometric shapes (squares, circles, triangles), stars, speech bubbles, arrows, and many more creative options.
- Shapes are often used for backgrounds, buttons, icons, diagrams, and other design elements.

**Graphics:**

- This section offers a collection of illustrations, icons, and other decorative elements.
- Canva provides a vast library with various themes and styles, allowing you to find graphics that match your design concept.
- You can use graphics to add visual interest, represent concepts, or enhance the overall aesthetic of your project.

**Charts:**

- This category allows you to create data visualizations like bar charts, pie charts, line graphs, and more.
- You can import your data or use the provided templates.
- Charts are essential for presenting information in a clear and visually appealing way.

**Frames:**

- Frames act as containers for other design elements like images, text, or graphics.

- They come in various styles and shapes, offering a way to group content together or add a decorative touch.
- You can use frames to create photo collages, product mockups, or highlight specific content within your design.

**Grids:**

- Grids are invisible layouts that help you structure and organize your design elements.
- They provide a framework for aligning objects and maintaining a consistent visual hierarchy.
- Grids are particularly useful for creating layouts for presentations, posters, or multi-page documents.

By understanding the purpose of each category in the Elements tab, you can efficiently navigate Canva and find the right elements to bring your design vision to life.

## 06. Finding fonts and using text [\[video\]](#)

**Key learnings:**

- Adding text to a page
- Finding and searching fonts
- Basic text styling
- Using text and style tabs
- Experimenting with text effects

## 07. Uploading and editing video and audio [\[video\]](#)

**Key learnings:**

- Using your own imagery
- Creating a design from 'Edit Photo'
- Uploading your own images
- Photo editing and effects
- Downloading and sharing

### How to Make Videos in Canva Mobile App

**1. Choose your video format:**

- Open the Canva app and tap on the "+" button at the bottom corner.
- In the pop-up menu, select "Video."

**2. Pick a template (optional):**

- Canva offers various video templates for different purposes like social media posts, presentations, or ads.
- Browse the selection and tap on a template that suits your needs.
- You can also choose "Blank video" for a fresh start.

**3. Add your video clips:**

- There are two ways to include videos in your project:

- **Upload your own videos:** Tap the "+" button again and select "Videos" to choose clips from your phone's gallery.
- **Use Canva videos:** Tap on the "Elements" tab at the bottom and scroll down to "Videos." Here you'll find free and premium video clips offered by Canva.

#### 4. Edit and customize:

- Once you have your video clips on the canvas, you can edit them in various ways:
  - Trim or cut unwanted parts using the editing tools on the timeline.
  - Adjust playback speed, add transitions between clips, and duplicate them if needed.
- You can further customize your video by adding:
  - Text overlays: Tap on the "Text" tab and choose from a variety of fonts and styles for your titles, captions, or messages.
  - Images and graphics: Explore the "Elements" tab to find illustrations, icons, shapes, and more to enhance your video.
  - Music and sound effects: Tap on the "Audio" tab to browse royalty-free music tracks and sound effects to add background music or sound design.

#### 5. Download and share:

- When you're happy with your video post, tap the "Share" button at the top right corner.
- Choose how you want to share your video: save it to your phone's camera roll, share it directly to social media platforms, or send it via messaging apps.

Here are some additional tips for creating video posts in Canva mobile app:

- Pay attention to video length, especially if you're sharing it on social media platforms that have specific time limits for videos.
- Experiment with different fonts, colors, and layouts to create a visually appealing video.
- Use Canva's animation features to add movement and life to your text and graphics.

#### Class Activity #1

1. Search for single-line "happy life" quotes using CoPilot.
2. Select the "TikTok Videos" template in Canva.
3. Add the selected quote to the video.
4. Download the final video.

## 08. Sharing and collaborating on designs [\[video\]](#)

#### Key learnings:

- Inviting others to collaborate on designs
- Assigning permissions for edit or view access
- Adding comments and assigning tasks
- Sharing links

## 09. Saving and organizing documents [\[video\]](#)

**Key learnings:**

- Who can access my designs?
- Saving to a folder
- Creating, rearranging and deleting - folders
- Sorting and starring folders
- Team page
- Saving as template (Pro only)

## Magic Studio

**Key learnings:**

- BG Remover
- Magic Eraser
- Magic Expand
- Magic Edit

### 1. BG Remover

- BG Remover in Canva is a tool that automatically removes the background from your photos and videos.
- This can be useful for creating cutouts, placing images on new backgrounds, or designing transparent logos.

**How to apply BG Remover in the Canva mobile app:**

1. Select your image: Open your Canva project and tap on the image you want to edit.
2. Access Effects: At the bottom of the screen, you'll see a toolbar with various editing options. Tap on "Effects".
3. Apply BG Remover: Within the Effects menu, find "BG Remover" and tap on it.
4. Let Canva work its magic: The app will automatically process the image and remove the background.

### 2. Magic Eraser

Magic Eraser is a tool in Canva that lets you easily remove unwanted objects or people from your photos. It's a handy feature for sprucing up your images for designs.

**How to use it on the Canva mobile app:**

1. **Add your image:** Open the Canva app and add the image you want to edit to your design.
2. **Access Edit photo:** Tap on the image to open the editing options. Then, select "Edit photo".
3. **Find Magic Eraser:** At the bottom editor toolbar, locate "Effects". Among the effects options, you'll see "Magic Eraser".
4. **Adjust brush size (optional):** There's a brush size slider you can use to adjust how precise your erasing will be. Make the brush bigger for larger objects and smaller for finer details.

5. **Brush over the object:** Simply brush over the object you want to entfernen (German for "to remove") from your photo. A purple overlay will indicate the area the Magic Eraser will target.
6. **Wait for processing:** After brushing over the object, Canva will process the edit and remove the object from your image.

### 3. Magic Expand

- Magic Expand is a cool feature in Canva that uses artificial intelligence (AI) to expand your images without losing quality. This means you can fix awkward framing, use zoomed-in photos, or even convert a vertical picture into a horizontal one.

#### How to apply Magic Expand in the Canva mobile app:

1. Select your image: Open your Canva project and tap on the image you want to edit.
2. Access Effects: At the bottom of the screen, you'll see a toolbar with various editing options. Tap on **Effects**.
3. You'll see **Magic Expand** as one of the effects. Tap on it.
4. Now you have two ways to choose how much to expand:
  - **Pre-set sizes:** Select from options like "Whole Page" or other aspect ratios.
  - **Freeform:** Drag the crop handles on the image preview to define the specific area you want to Fill.
5. Once you're happy with the selection, tap the **Magic Expand** button.
6. Canva will take a moment to process the image using AI and generate the expanded version.

### 4. Magic Edit

- Magic Edit is a powerful tool in Canva that uses artificial intelligence to modify your photos. With Magic Edit, you can:
  - Add elements to your photos: Imagine placing a flock of birds in the sky or adding a cat to your living room picture – all within the app.
  - Replace objects: Not a fan of the background in your photo? Replace it with a beach scene or a cityscape.
  - Modify existing elements: Change the color of your car or adjust the lighting in a portrait.

#### How to use Magic Edit on the Canva mobile app:

1. Open your Canva project and select the photo you want to edit.
2. Tap on "Effects" at the bottom of your screen.
3. Choose "Magic Edit" from the effects options. (Keep in mind Magic Edit is currently in beta testing).
4. Use the brush tool to carefully mark the area you want to modify. There's also a toggle to select the entire image if needed.
5. Describe what you want to add, replace, or modify in the selected area. Be specific with your wording for better results.
6. Tap "Generate" and wait for Canva's AI to work its magic.
7. Choose the result you like best and tap "Done" to apply the edit.

## Text to Image or Magic Media



- Canva offers a powerful feature called Text to Image, which lets you generate images based on descriptions you provide
- It's part of a suite of AI image generation tools within Canva called Magic Media.

### How to use it on the Canva mobile app:

#### 1. Accessing Magic Media:

- Open your Canva mobile app and start a new design project or open an existing one.
- Tap on the **"Apps"** icon on the bottom toolbar. This will display various apps you can integrate with your design.
- In the search bar within the Apps menu, type in **"Magic Media"**.
- Select the **"Magic Media"** app.

#### 2. Describing your image:

- Once Magic Media opens, you'll see a text box where you can enter your description for the image you want to generate. Be clear and detailed in your description, including things like objects, colors, style, and mood.
- You can also choose an artistic style for the image from options like watercolor, filmic, neon, and more.

#### 3. Generating the image:

- Once you're happy with your description and chosen style, tap on the **"Generate Image"** button.
- Canva's AI will then process your request and generate an image based on your description.

#### 4. Using and refining the image:

- After a short wait, you'll see a few variations of the image based on your prompt. Choose the one that best suits your needs.
- You can further refine the image by editing it within Canva. Add elements, apply filters, and adjust properties to get the perfect image for your project.

Canva's Text to Image is a great way to spark creativity and overcome creative blocks. With a few descriptive words, you can generate unique images that can be used in presentations, social media posts, or any other visual design project.

## 10. What's next? [\[video\]](#)

### Key learnings:

- Where can I get more help?
- I want to study more!
- What is Design Circle and how can I use it?
- Canva Space sounds interesting, what is it?

## Designing basics

Choosing templates and layouts Adding text and fonts Using images and graphics (free and paid options)  
Working with colors and backgrounds Resizing and positioning elements

## Creating specific content (choose relevant options based on your audience):

Social media graphics (e.g., Facebook posts, Instagram stories) Presentations Flyers and posters Logos and branding materials Infographics Video editing (if using Canva Pro)

## Additional features (optional, based on time):

Animations and transitions Collaboration tools Downloading and sharing options Canva Pro features (if applicable)

## Text Formatting

Canva offers a variety of text formatting features to help you create visually appealing and impactful designs. Here are some key features:

### 1. Font Options:

- **Extensive font library:** Choose from a wide selection of fonts, including popular and creative options.
- **Font customization:** Change the font size, color, and weight (bold, regular, light) to suit your design aesthetic.
- **Text effects:** Apply special effects like shadows, outlines, or inner glows to add depth and dimension to your text.

### 2. Text Alignment and Spacing:

- **Alignment options:** Align your text left, right, center, or justify for different layouts.
- **Line spacing and paragraph spacing:** Adjust the spacing between lines and paragraphs to improve readability and create visual hierarchy.

### 3. Text Styles and Presets:

- **Pre-designed text styles:** Apply pre-designed text styles with consistent font combinations and formatting for a quick and unified look.
- **Create and save custom styles:** Design your own text styles and save them for reuse in future projects, ensuring consistency throughout your designs.

### 4. Text Wrapping:

- **Wrap text around images:** Wrap text around images or other design elements to create dynamic layouts.
- **Control text wrapping options:** Choose how closely text wraps around elements, customize the padding between text and elements, and even control the text direction (e.g., vertical or horizontal).

### 5. Text Animation (Canva Pro)

- **Animate your text:** Add dynamic effects to your text, like appearing, disappearing, or rotating, to grab attention and enhance engagement (available with Canva Pro subscription).

- **Control animation timing and playback:** Customize the timing and behavior of your text animations for a polished and engaging experience (available with Canva Pro subscription).

**Here are some additional points to consider:**

- You can format individual characters or entire text boxes depending on your needs.
- Canva offers keyboard shortcuts for many formatting options, allowing for quicker and more efficient workflows.
- Utilizing text formatting features effectively contributes to creating visually appealing and clear designs that communicate your message effectively.

By exploring these features and experimenting with different options, you can elevate your text presentation in your Canva designs and create impactful visuals that stand out.

## Elements in Canva

### Key Terms

#### True/False (Mark T for True and F for False)

1. Canva offers a free plan with access to all design features.
2. Using the "Lock" feature prevents you from accidentally selecting or editing an element.

**Answer Key (True/False):**

1. False
2. True

#### Multiple Choice (Select the best answer)

What is the primary focus of Canva?

1. ☐ Project management
2. ☐ Graphic design
3. ☐ Web development
4. ☐ Coding

Canva offers a free plan. Is it true?

1. ☐ No, Canva only has a paid subscription.
2. ☐ Yes, a free plan with limited features is available.
3. ☐ All features are free, but there is a usage limit.
4. ☐ You need to pay after a 30-day trial.

What is a benefit of using Canva templates?

1. ☐ They are all free, even for commercial use.
2. ☐ They require specific design skills to modify.
3. ☐ They provide a starting point and can save time.
4. ☐ Only professional designers can use them.

Which of the following CANNOT be done to text in Canva?

1. ☐ Change the font
2. ☐ Adjust the line spacing
3. ☐ Add a gradient effect
4. ☐ Rotate the text

Which tool in Canva allows you to change the alignment of text (left, center, right)?

1. ☐ Text size slider
2. ☐ Font family dropdown
3. ☐ Text alignment icon (three horizontal lines)
4. ☐ Color picker

What is the purpose of the "Line spacing" option in Canva?

1. ☐ To change the font color
2. ☐ To adjust the space between lines of text
3. ☐ To underline the text
4. ☐ To increase the text width

What tool in Canva allows you to change the font style (bold, italic, underline)? [Mobile App]

1. ☐ Color picker
2. ☐ Text box outline settings
3. ☐ Format options panel
4. ☐ Layer control panel

How can you increase the line spacing between paragraphs in Canva?

1. ☐ Use the "Decrease Indent" option
2. ☐ Click and drag the space between paragraphs
3. ☐ Change the font family
4. ☐ Adjust the "Line spacing" setting

What does the "Nudge" feature in Canva allow you to do?

1. ☐ Change the color of an element
2. ☐ Resize an element by dragging its corners
3. ☐ Move an element precisely by small increments
4. ☐ Duplicate an element onto the design

Which option in Canva allows you to set the exact position of an element using numerical values?

1. ☐ The "Align" menu
2. ☐ The "Position" property panel
3. ☐ The "Layer" control panel
4. ☐ The "Effects" tab

When creating a social media post in Canva, which animation technique is most effective to grab attention?

1. ☐ Subtle text fade-in

2. ☒ Bold element zoom-in
3. ☐ Complex element rotation
4. ☐ Gradual background color change

What is the main purpose of Canva's Magic Eraser tool?

- A) Adding special effects to images B) Removing specific elements from images C) Enhancing image contrast  
D) Creating animations

What does Canva's Magic Edit feature allow users to do?

- A) Automatically edit text in images B) Enhance image colors C) Modify existing elements in images D) Edit multiple elements in a design simultaneously

What does Canva's Text to Image feature enable users to do?

- A) Convert images to text format B) Automatically generate images from text C) Add text to existing images  
D) Convert images into vector graphics

## Fill in the Blanks

1. To change the font size in Canva, you can use the \_\_\_\_\_ slider.

### Answer Key (Fill in the Blanks):

1. Text size

## Exercises

- What does BG Remover do? (Remove the background from an image)
- What does Magic Eraser do? (Erase unwanted objects from a photo)
- What does Magic Edit do? (Uses AI to modify specific areas of a photo)
- 

## Assignments

- [Canva Assignment: Create a YouTube Thumbnail!](#)

## Review Questions

1. What is a Canva Template, and what are its key features?
2. What are the main purposes of using the Elements tab in Canva?
3. Can you differentiate between free and premium elements in the Elements tab? How?

### Answer:

There are two key ways to tell free elements apart from premium elements in Canva's Elements tab:

1. **Look for the crown symbol:** Free elements will have a simple icon, while premium elements will be marked with a small crown (👑) in the bottom right corner. This crown signifies that a license fee is required to use the element.

2. **Hover over the element:** When you hover your cursor over an element, a small tooltip appears. This tooltip will display information about the element, including whether it's free or a premium element. It'll simply say "Free" or have a crown icon (👑) next to it.

By using these methods, you can easily identify which elements are free to use and which ones require a purchase or a Canva Pro/Teams subscription for unlimited access.

4. What is the primary function of **BG Remover** in Canva?
5. How does **Magic Eraser tool** work in Canva?
6. Describe the purpose of **Magic Expand** feature in Canva.
7. What is the purpose of using **Text to Image** in Canva?
8. What is the purpose of using **Magic Edit** in Canva?

## References and Bibliography

[1]"Training: Canva for Beginners," [www.canva.com](https://www.canva.com/designschool/courses/canva-101/). <https://www.canva.com/designschool/courses/canva-101/> (accessed Feb. 29, 2024).