

A Beginner's Manual to Beautiful Designs



Made by



**Delivering Experiences** 



- What is Canva?
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- Starting Your First Design
- Exploring the Canva Editor
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- Uploading Your Own Media
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- Canva Free vs Canva Pro

## What is Canva?

Canva is a graphic design platform that allows users to create visual content easily — no design background needed. Whether you're making a flyer for an event, a business presentation, or a birthday invitation, Canva gives you professional-looking templates, fonts, icons, and images to do it fast and beautifully.



# Creating a Canva Account

To use Canva, you need to sign up. It's super simple:

- Visit <u>www.canva.com</u>
- Choose to sign up using your Google, Facebook, Apple ID, or email
- After signing up, you can access Canva on the web browser, or download the mobile or desktop app







### Understanding the Dashboard

After logging in, you'll land on your Dashboard. Here's what each section does:

- Search Bar: Type keywords like "business card" or "YouTube thumbnail" to find templates.
- Create a Design: Start a new design from scratch or select a predefined size.
- Your Projects/Recent Designs: Quickly jump into your saved designs.
- Folders: Organize your work into categories like Personal, Work, Social Media.
- Brand Hub (Pro feature): Store your logos, fonts, brand colors for consistency across designs.



### Starting Your First Design

Click the "Create a design" button on the top right. You can either:

- Choose a preset size (like Instagram Post, A4 Document)
- Type in custom dimensions (e.g., 1080px x 1920px)

This opens the Canva Editor, where you can start creating your masterpiece.

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### **Exploring the Canva Editor**

This is the workspace where all the design magic happens. Here's how it's structured:

- Left Panel: This is where you access Templates, Elements (shapes, icons), Text, Uploads, etc.
- Canvas Area: The big middle space where you arrange and edit your design.
- Top Menu Bar:
  - Undo/Redo buttons
  - File options (make a copy, save, etc.)
  - Resize (Pro only)
  - Share & Download buttons

Everything is drag-and-drop — simple and intuitive!





### **Exploring the Canva Editor**

Design	Q Search fonts and combinations
	$T \;\;$ Add a text box
Elements	* Magic Write
T	🔐 Brand Kit Edit 👻
Text	Add your brand fonts
Brand	Default text styles
(J) Uploads	Add a heading
Ø	Add a subheading
Tools	Add a little bit of body text
Projects	Dynamic text
O+ Apps	Page numbers
FJ Audio	Apps New



### Using Templates

Templates are pre-designed layouts made by professionals. You can:

- Search by theme (e.g., Wedding Invitation, Resume, Infographic)
- Pick a template and customize it with your own content
- Change the color, text, images, and elements

It's the fastest way to make great-looking content!

	Create a design	Q What would you like to create?	×
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### Adding Elements: Text, Images, Icons & More

Click the Elements tab to explore tons of features:

- Shapes: Circles, lines, arrows, and more
- Photos: High-quality stock images
- Videos: Royalty-free video clips
- Stickers: Animated and static graphics
- Charts: Add data visuals like bar graphs
- Frames & Grids: Help place your content neatly

You can also add:

- Text: Choose from font styles, effects like shadows and outlines
- Backgrounds: Solid colors, gradients, patterns





#### Uploading Your Own Media

Want to use your own pictures, videos, or logos? Go to the Uploads tab:

- Click "Upload Files"
- Choose from your device or drag-and-drop
- Once uploaded, you can drag them into your design This is great for personalizing templates or adding brand assets.



#### Collaborating on Canva

Canva makes team work easy:

- Click the Share button
- Invite others by email
- Choose access levels: View, Comment, or Edit

There's also a comment feature so teammates can leave feedback directly on the design.



### Downloading & Sharing Designs

When you're done designing:

- Click Share > Download
- Choose your file type:
  - PNG or JPG: For images
  - PDF: For print or documents
  - MP4: For videos
  - GIF: For animated content
- You can also share directly to social media or email, or generate a public link

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### Tips & Tricks for Great Designs

Here are some helpful tips:

- Use Grids or Guides to align things perfectly
- Use Group (Ctrl/Cmd + G) to move multiple elements

together

Keep your fonts consistent

(max 2-3 per design)
Use Brand Kit (Pro) for consistency
Duplicate pages for variations
Lock elements to avoid accidental edits

#### Canva Free vs Canva Pro

Feature	Canva Free	Canva Pro
Access to Templates	Limited	610,000+ premium templates
Stock Photos, Videos & Audio	Limited	100+ million premium assets
Magic Resize Tool	🗙 Not available	Instantly resize designs for any platform
Background Remover	🗙 Not available	One-click background removal
Brand Kit	🗙 Not available	Save brand logos, fonts, and color palettes
Folders for Organization	Basic folders	Unlimited folders

Cloud Storage	5 GB	1 TB
Content Planner	🗙 Not available	Schedule posts across multiple social media accounts
Download Options	Standard formats	Advanced options + Transparent backgrounds
Team Collaboration	Basic	Advanced team tools and permissions
Pricing	Free forever	Paid subscription (monthly/yearly)





