



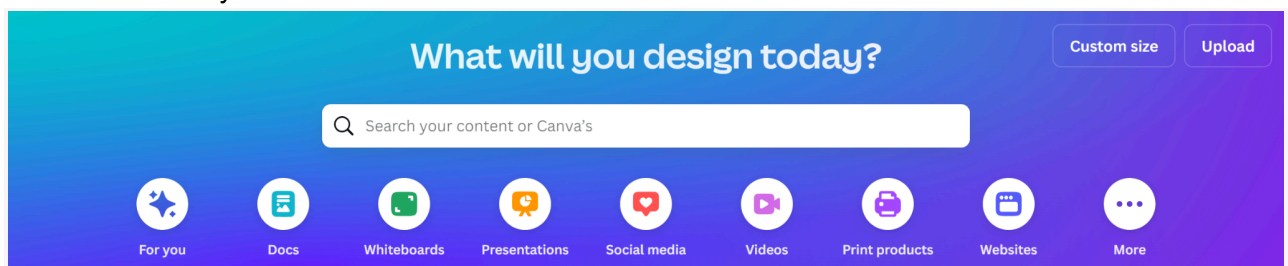
Canva Class

Intro

Canva is a powerful (and free for most functionality) tool to create still images and some animations that you can use in your print and digital marketing, communication and promotions.

Let's Go!

- Sign up for a free account. www.Canva.com
- Tell Canva what you want to create.



- Let's Start with a Social Media Post
 - Click Social Media
 - Select Facebook (Landscape)
- What do the tools do?
 - **Design** offers premade images that you can change, alter or customize for yourself. I tend to use these as inspiration for my own work.
 - **Elements** is shapes you might want, clipart, backgrounds etc.
 - **Text** is where you can determine font, color, size of your own font or select one of their specialized fonts.
 - **Brand** is very beneficial place you can set up your color palette, logos, photos and other elements.
 - **Uploads** is where you can upload photos, images, animations etc to use in your work.
 - **Draw** provides different tools to draw with, markers, pencil, etc.
 - **Projects** is a good place to file your work so you can go back and make edits later to reuse work you have done.
 - **Apps** is where third party tools appear.
 - **Photos** is copyright-clear stock imagery you can use without needing to license!
 - **Backgrounds** are great to place behind text or content to give your images and animation a more polished look.
 - **QR Code** allows you to make a QR Code for your own website!

- Get Creative
 - Start with a background.
 - Pick one that you like or do a search. Search can be focused on colors, patterns, themes etc.
 - *Search for coffee and select an image you like.*
 - Add some text.
 - Use a default text style. This allows you to pick the color, font, size, etc. Or you can use one of their fonts by scrolling or searching for the look you want.
 - *Find a font you like and enter: Coffee makes me bounce!*
 - Animate your text.
 - Click Animate on the top toolbar.
 - *Scroll down and under Add Motion Effects select Pulse. Adjust the Intensity to a speed you like.*
 - Edit your text.
 - To move it, just drag it to where you want it to appear!
 - Try changing the color, size, font or transparency.
 - Edit your animation
 - Change the length of your animation.
 - Change the type of animation.
 - Turn off all animation.
 - Save and Download your work.
 - Use the “Share” button in the top right-hand side of the screen.
- Let's Create Your Brand Template
- Non-Obvious Tools
 - Invite Members to Work With You
 - Resize and Magic Switch
 - Public View Link in Share
 - Designs - Search for specific events (National Pet Day) or types of graphics (menu)