



CreativePro

– WEBINAR –

Canva for Designers and Marketers



Khara Plicanic



CreativePro



The Essential Resource for Design Professionals

If you are a graphic designer, publisher, or production artist, CreativePro Network is here to support you with resources, knowledge, and a community to help you master the tools and raise your skill set to the next level.

Since 1999, CreativePro Network (CPN) has provided essential how-to training for **users of Adobe InDesign, Photoshop, Illustrator, Acrobat, Microsoft PowerPoint, and more.**

The industry is changing faster than ever, and new products and techniques emerge every day. CreativePro Network helps you stay current and ensures you continue your professional development.

CreativePro.com is the cornerstone of CreativePro Network's wide platform of information resources with a collected annual reach of over 5 million readers.

Our philosophy — **Learn, Create, Share** — drives us to provide year-round, full-circle learning to support your creativity and career.

Our full range of products include:

- ▶ **CreativePro Membership** – Grow and stay current with member-only discounts, downloadable templates and scripts, weekly how-to newsletters, access to our forums, and more.
- ▶ **CreativePro Magazine** – Monthly PDF magazine with in-depth features, reviews, and tutorials you need to master the tools of design.
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- ▶ **CreativePro Books** – Essential books and ebooks for creative professionals.
- ▶ And more... Thousands of tips and tutorial articles, hundreds of podcasts, interactive online courses, instructional YouTube channels, and thriving community groups on Facebook and LinkedIn.



 CreativePro

Design + Marketing Summit



November 18–19, 2024

AN ONLINE EVENT



The Essential Resource for Design Professionals

The Design + Marketing Summit

DESIGN LIKE A PRO. THINK LIKE A MARKETER.

Join us online November 18–19, 2024 for the third annual [Design + Marketing Summit](#), the essential HOW-TO event to master design and production techniques for social media, email, print, and beyond.

Today, designers must understand marketing more than ever before, and marketers must understand both design and production.

Learn from industry-leading experts as they share practical insights to boost your productivity, efficiency, and quality using tools like **InDesign, Photoshop, Illustrator, Canva, and Adobe Express**.

If you want to master the tools to take your marketing assets to the next level, you can't afford to miss this event.

“I loved how diverse the sessions were. It was a great culmination of materials and very pertinent to the things we need to know as Marketers and Designers.”

—Emily Shafer
Digital Media Coordinator
Somerset Community College

“I learned so much from this conference. The speakers gave tangible tips and tricks that I can implement in my work immediately!”

—Audrey
Creative Services Manager
Tempe Tourism Office



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www.kharaplicanic.com

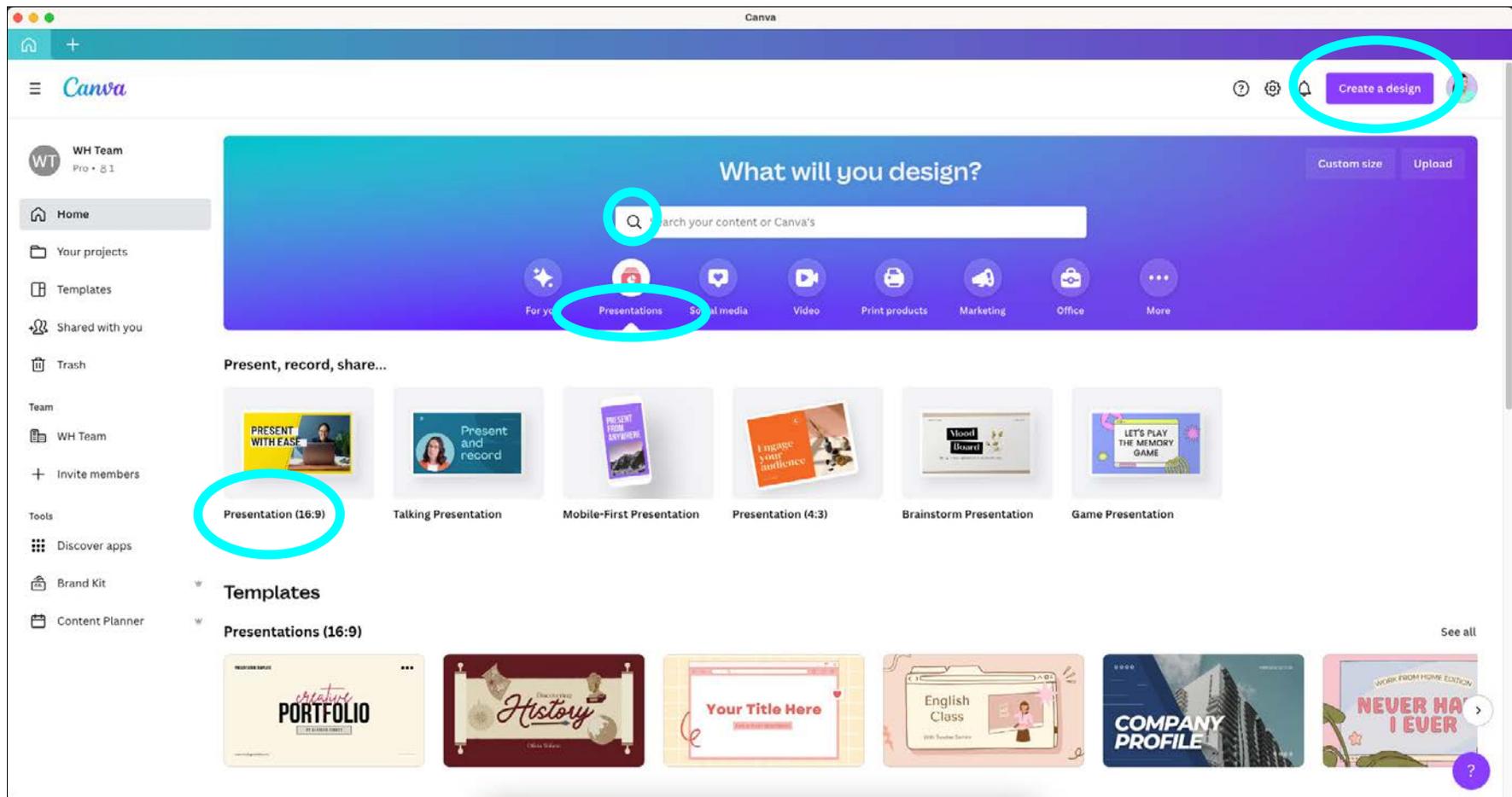
kplicanic@gmail.com

[@kplicanic](#)

Getting Started with Canva

Canva has taken the world by storm as a service for non-designers... but it's secretly used by designers and pro marketers, too! Learn how to work collaboratively with your team to edit images, build style guides, create branded social media posts fast, manage approvals, save designs as templates for others to use, and create anywhere! Here's five quick reasons why I think it's great:

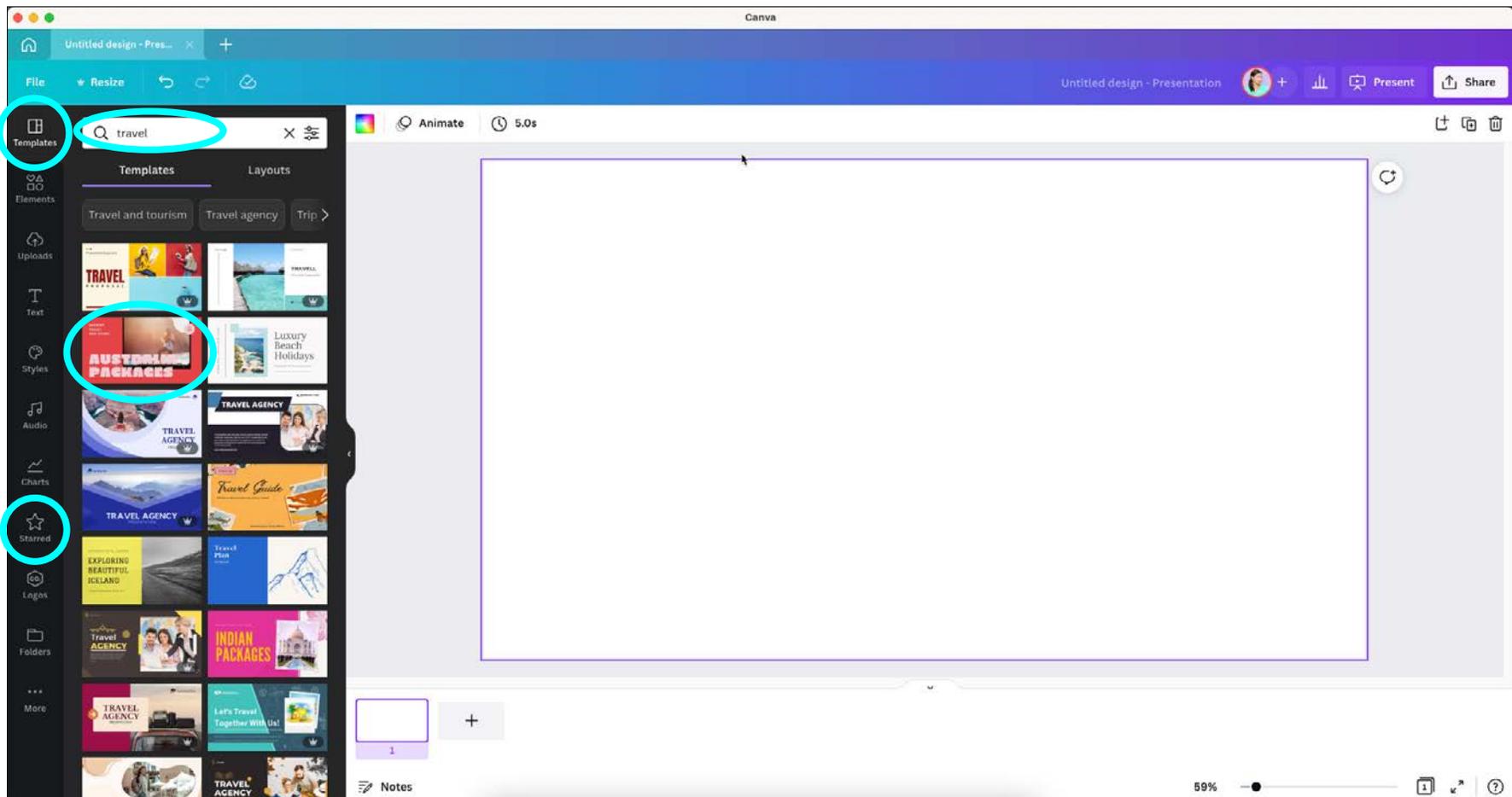
1. Canva supports keyboard shortcuts! And—many are the same as the Adobe shortcuts you're likely already used to. Grouping, ungrouping, moving objects forward or backward, undo, etc., the shortcuts all just make sense.
2. Easy to customize! From your logo to many of the Canva supplied design assets, you can change the color(s) and fonts of an entire project with a single click.
3. Anyone can use it! As a designer, I love that when a family member or a client asks me to create something for them, I know I can build it for them in Canva, and share it with them so they can manage any updates or small changes they need without adding to my work plate. Not only is it free for them to use, but if there's part of a design I want to make sure doesn't get messed with, as the document owner, I can simply lock the components that shouldn't be changed.
4. There's a huge asset library. With Canva's massive stash, I have whatever I'm looking for right at my finger tips. No having to hunt through my own stash!
5. It's just... easy. Like having a giant "easy" button for knocking stuff out fast without having to think too hard. Who wouldn't love that?



Creating a New Project

This is the “Home” page on the Canva desktop app. On the left side of the screen you’ll find what amounts to a dashboard. Here you can access your previous projects, templates, any teams you may be collaborating with, your brand kit(s), and the content planner.

You can create a new project by searching for templates, keywords, formats, anything along the top of the Home page; by choosing a category and selecting a template; or by clicking the Create a Design button in the top right. For this example, I choose Presentation, then selected the 16:9 format.

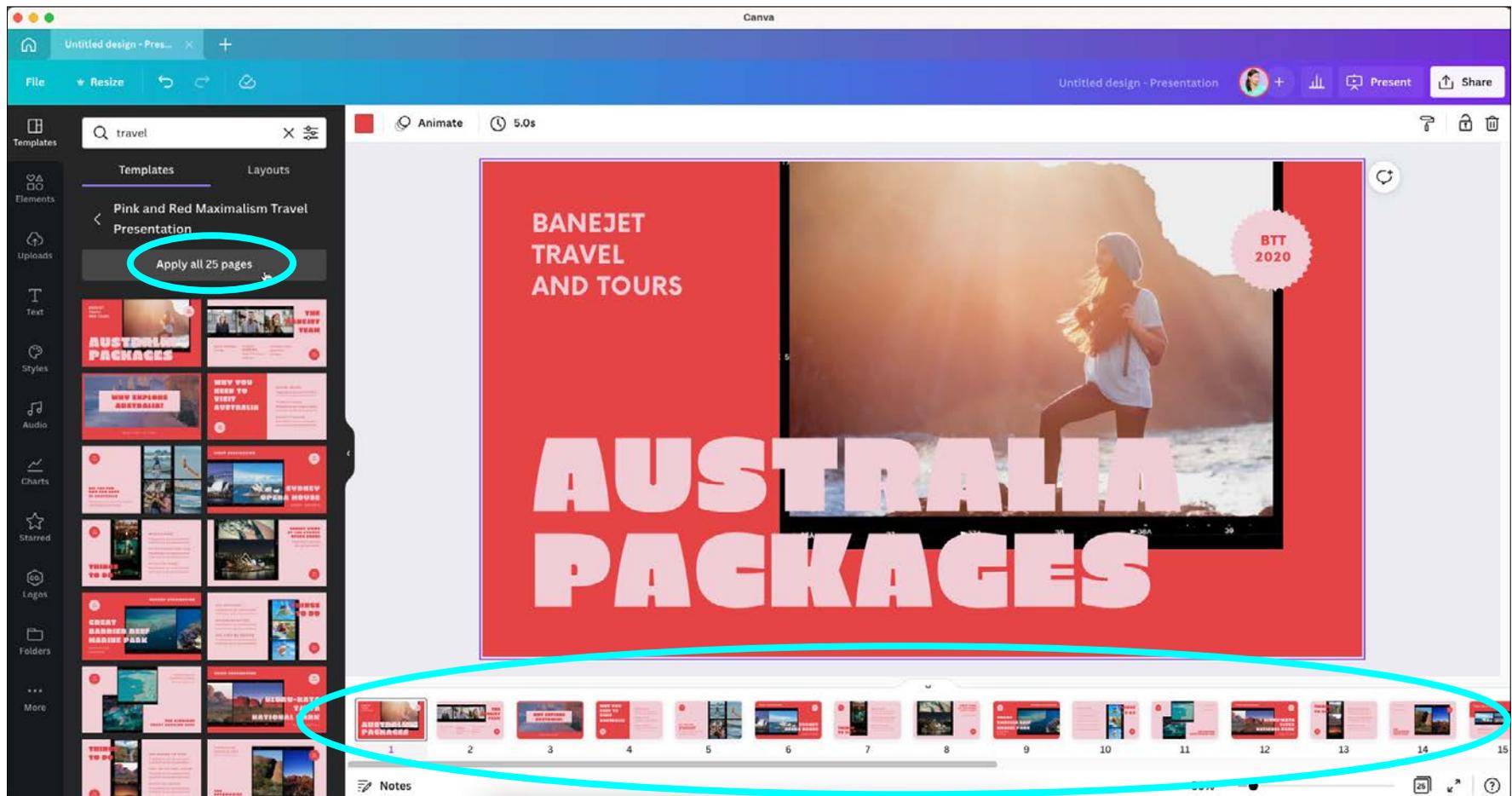


Choosing a Template

Once you've got a project open, you'll see a number of tools and controls in the left panel. Here, under the Templates category, I've entered the search term "brand guidelines," resulting in the list of available templates.

With literally thousands of templates to choose from, it can be tricky to

know which will work best until you try out a few. To make it easy to return to the ones you like, you can hover over the template thumbnail and click on the three-dot menu where you'll find the option to Star it. Your collection of starred templates can be found anytime from the Starred category in the left panel.



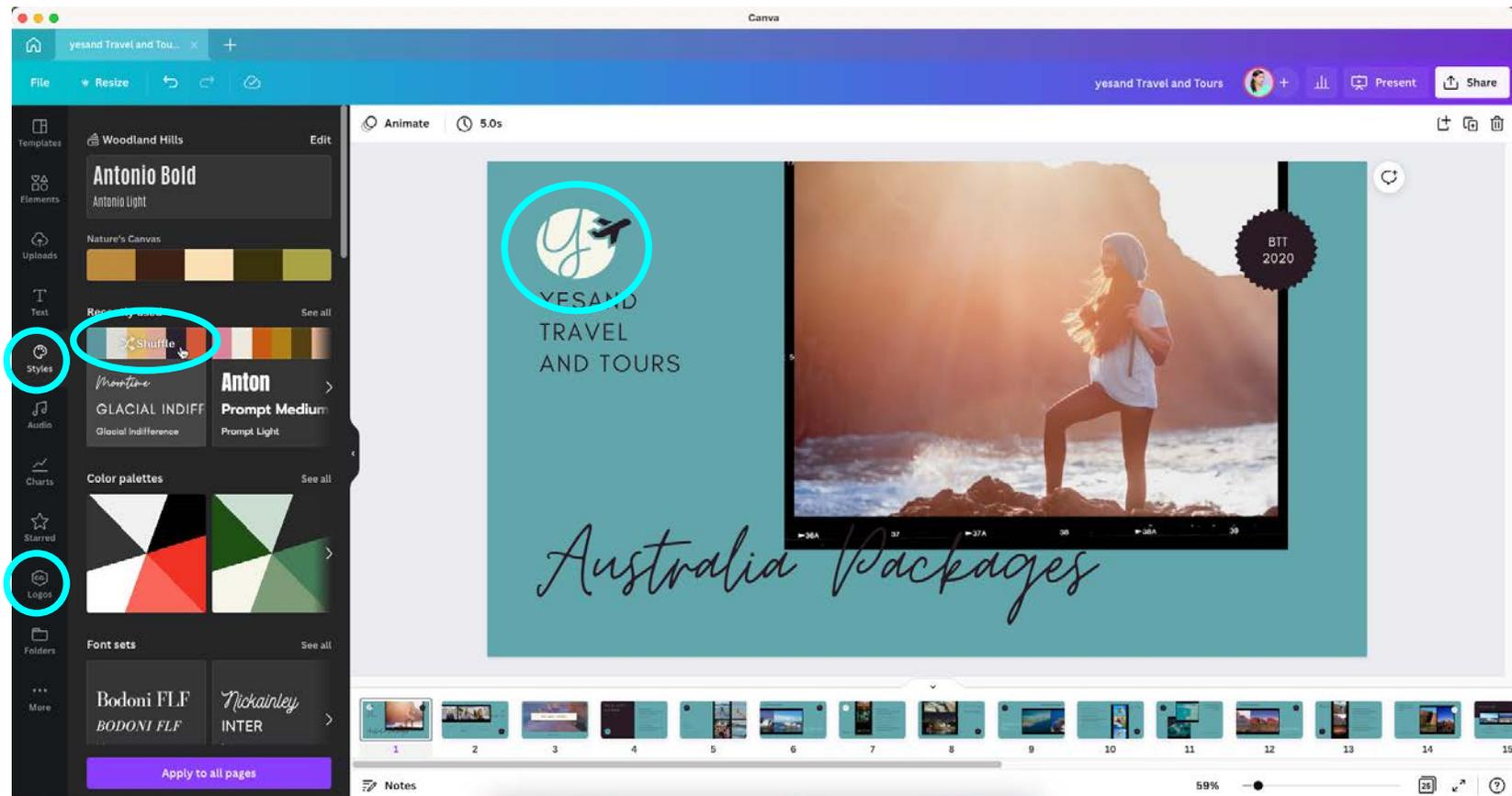
Applying a Template

To apply the chosen template, click to access any additional pages it may contain, then you can choose to apply individual pages or select the option to apply all template pages at once.

You'll see the pages appear along the bottom of the screen in the pages

panel. You can drag and drop to rearrange pages as desired, even mixing and matching with pages from other templates (if you're wild like that).

The template in this example features nine pages and we can see from the thumbnail previews in the pages panel that they've all been applied.



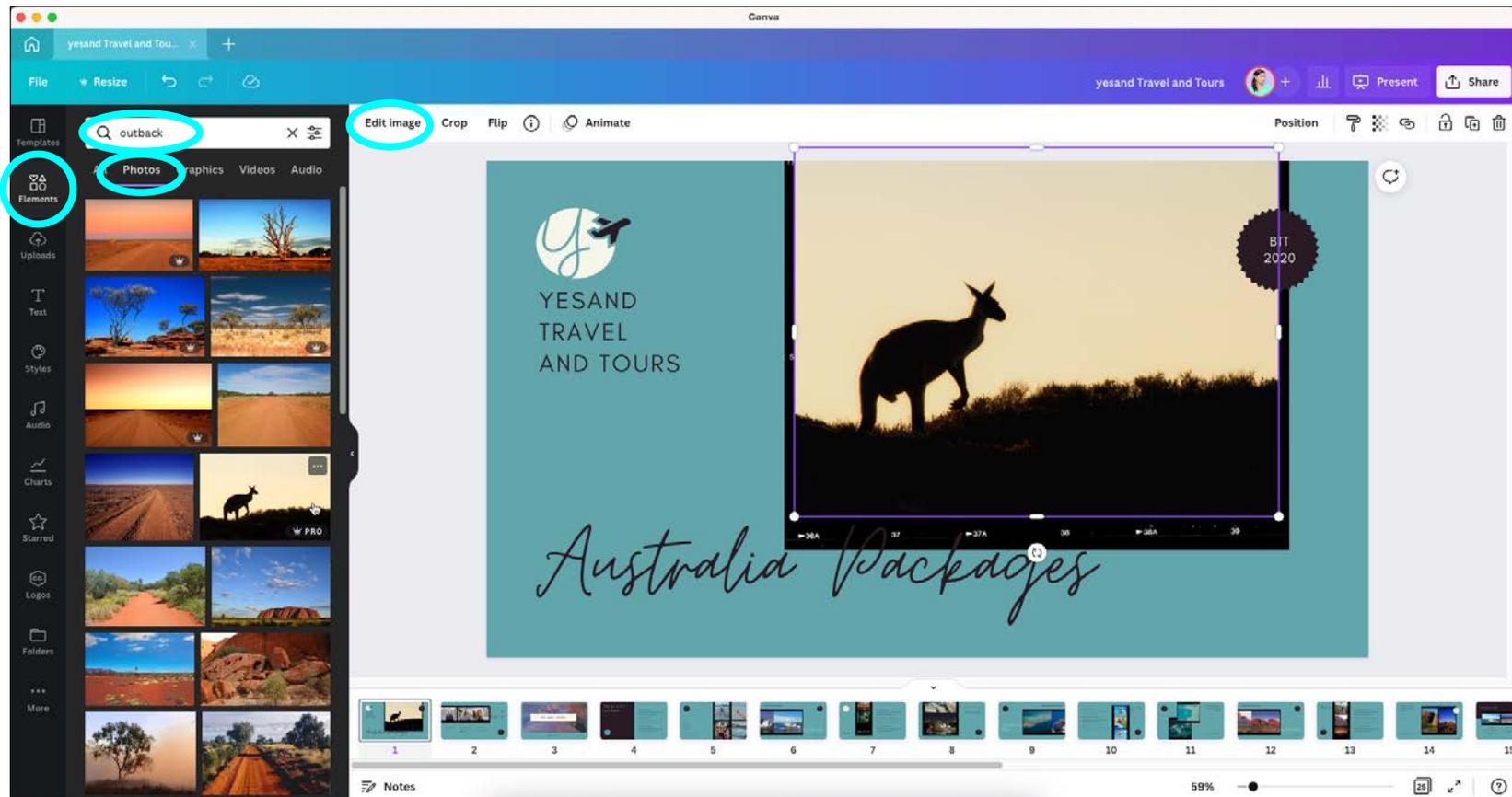
Customizing a Template

Reconfiguring a template to match your brand is super easy, with or without setting up a Brand Kit. From the Styles category on the left, you can choose from pre-made color palettes and font combinations or—if you follow the prompts to set up your own Brand Kit—from your own colors, fonts, and logos. (Your logos can be found in their own separate category in the left

panel and simply dragged onto the page).

One of my favorite features is being able to re-color the entire document with a single click. And if you return to the applied color palette, you'll see the option to Shuffle, allowing you to randomly reshuffle the assigned colors. When you're happy with the results, you can choose to apply the edits to all pages or apply edits to each page individually.

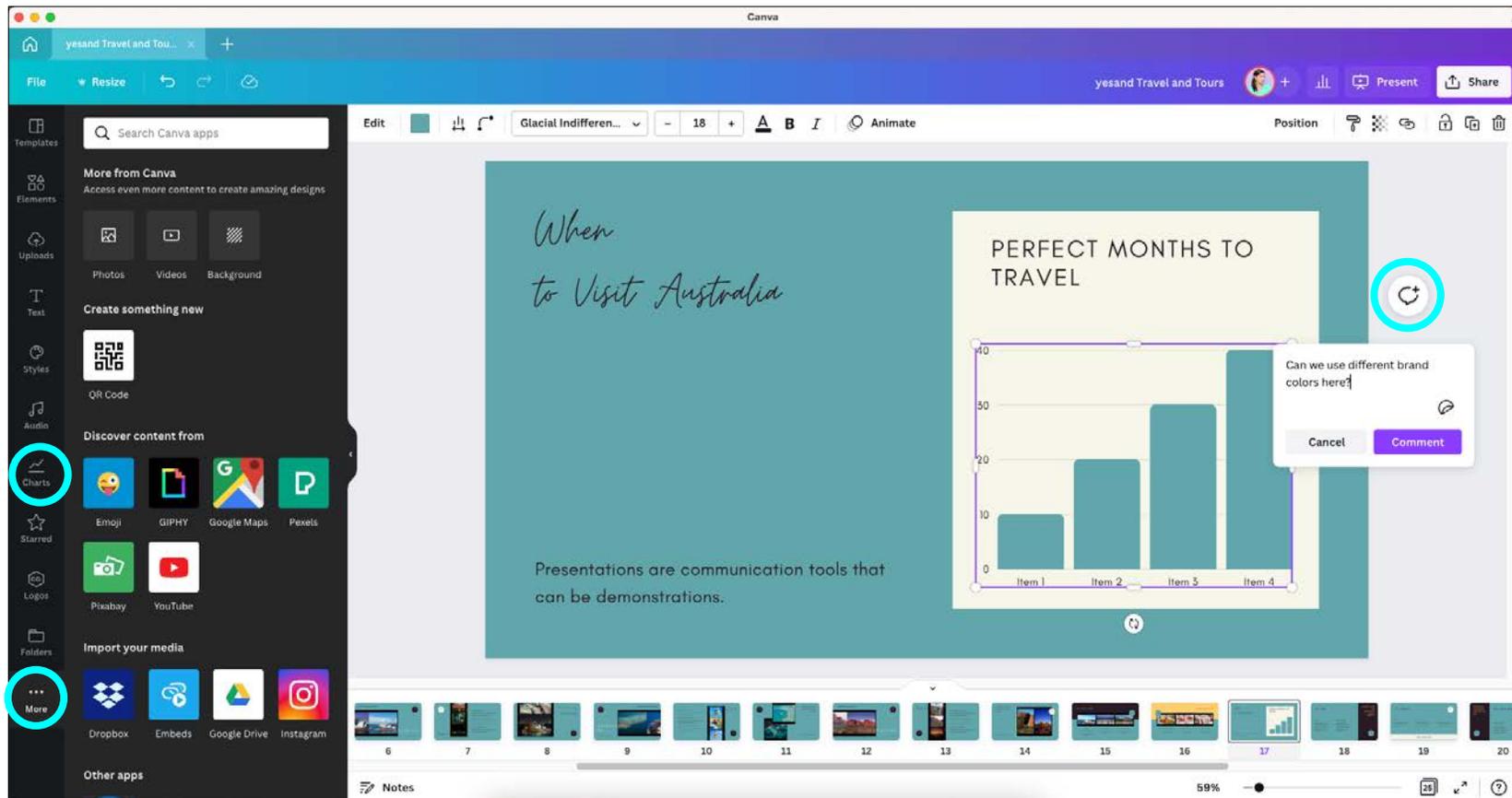
Continue to customize text, add/remove pages, and [add hyperlinks](#).



Adding and Editing Photos

To find images to add to your project, click the Elements category in the left panel, choose category (in this case, photos), and enter your desired search terms. Then, just drag and drop them into your document.

To adjust the crop of the image, just double-click to access the content (vs. the frame, just like in InDesign), and adjust the image as needed. For additional image edits, click the Edit Image option from along the top of the workspace. Here you can add photo filters, effects, add frames, or just adjust the brightness, contrast, and saturation.



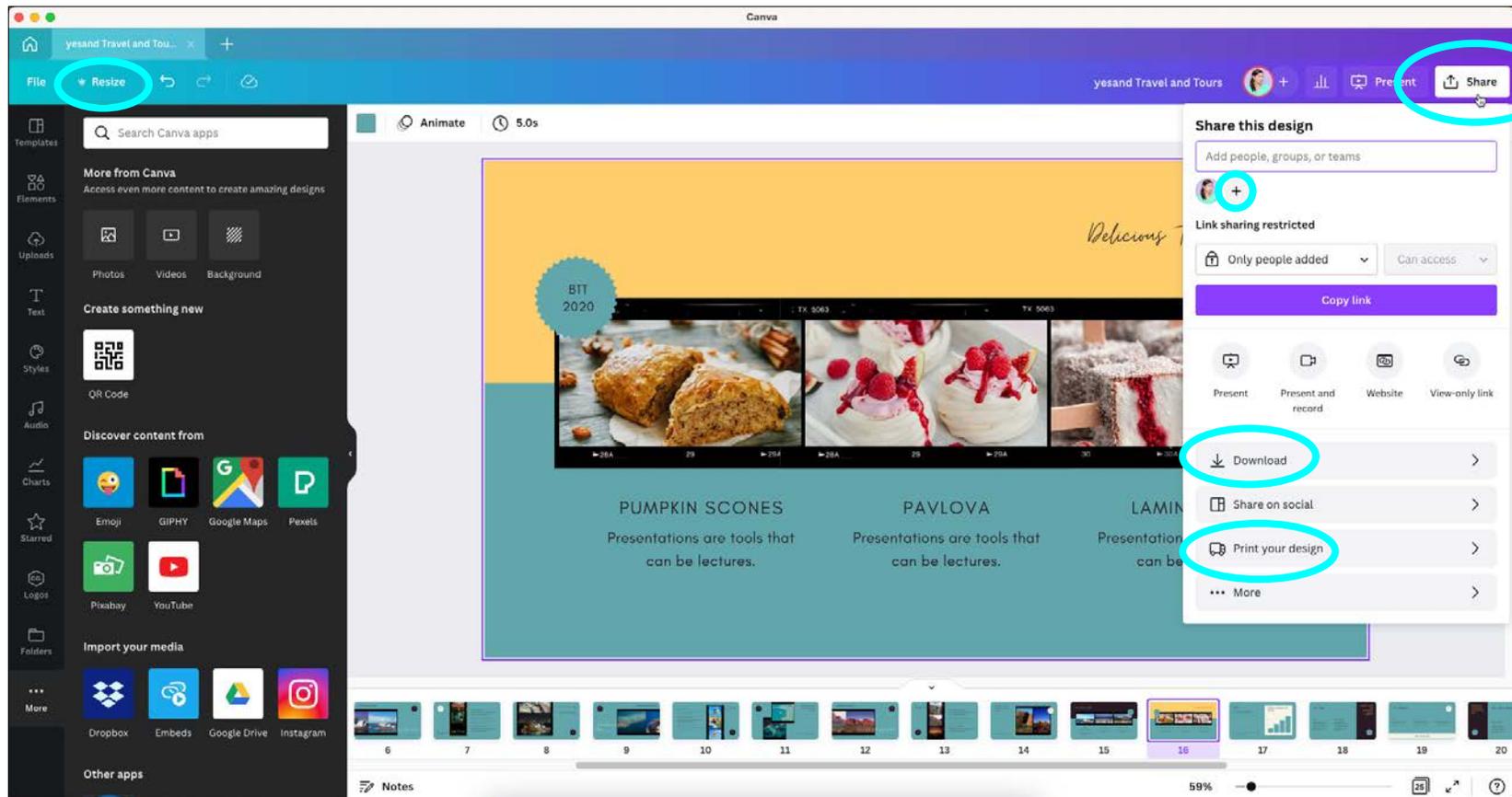
Collaborating with Clients and Teams

Whether you work on an official team of some sort (Canva Enterprise allows for thousands of team members), or you just need someone else's input, once you grant others access to your project file, they'll be able to select different elements and add in-context comments easily.

Commenters have the ability to tag others directly using the @ key and

respond within the thread so it's easy to keep everyone on the same page (literally and figuratively).

The Charts tab includes tools for easily creating graphs and more. And look under the More tab on the left to access additional connectivity with all your favorite apps. Options include slurping content from Dropbox, Google Drive, Instagram, YouTube and more.

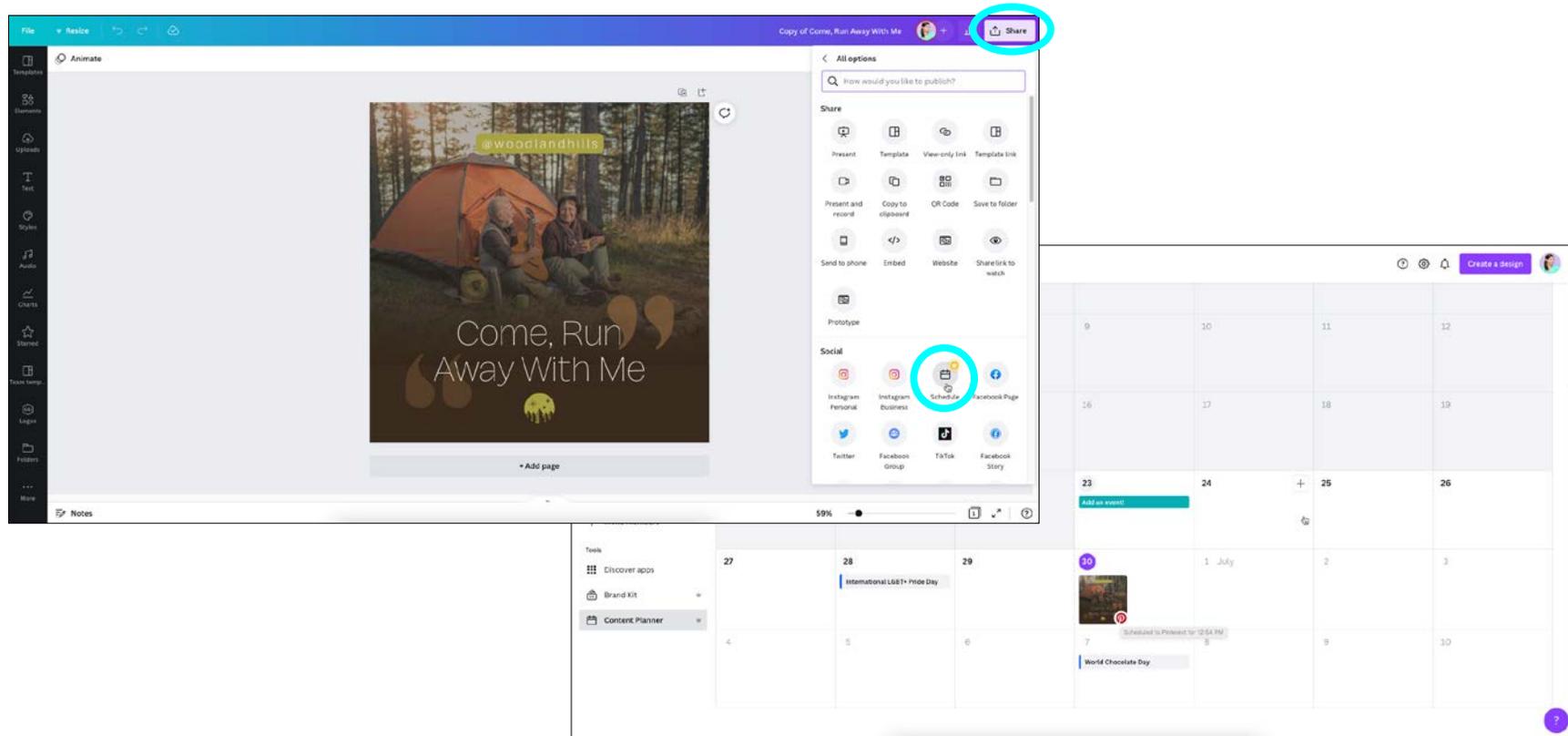


Output, Sharing, and Reformatting Options

When you're ready to **share your masterpiece**, click Share in the top right corner of the workspace. From here, you can choose to collaborate with team members, create a view-only link to share with anyone, download the document in a variety of formats, print the file, and more.

Canva even offers the ability to record a presentation by combining the document on your screen with your webcam, microphone, and more.

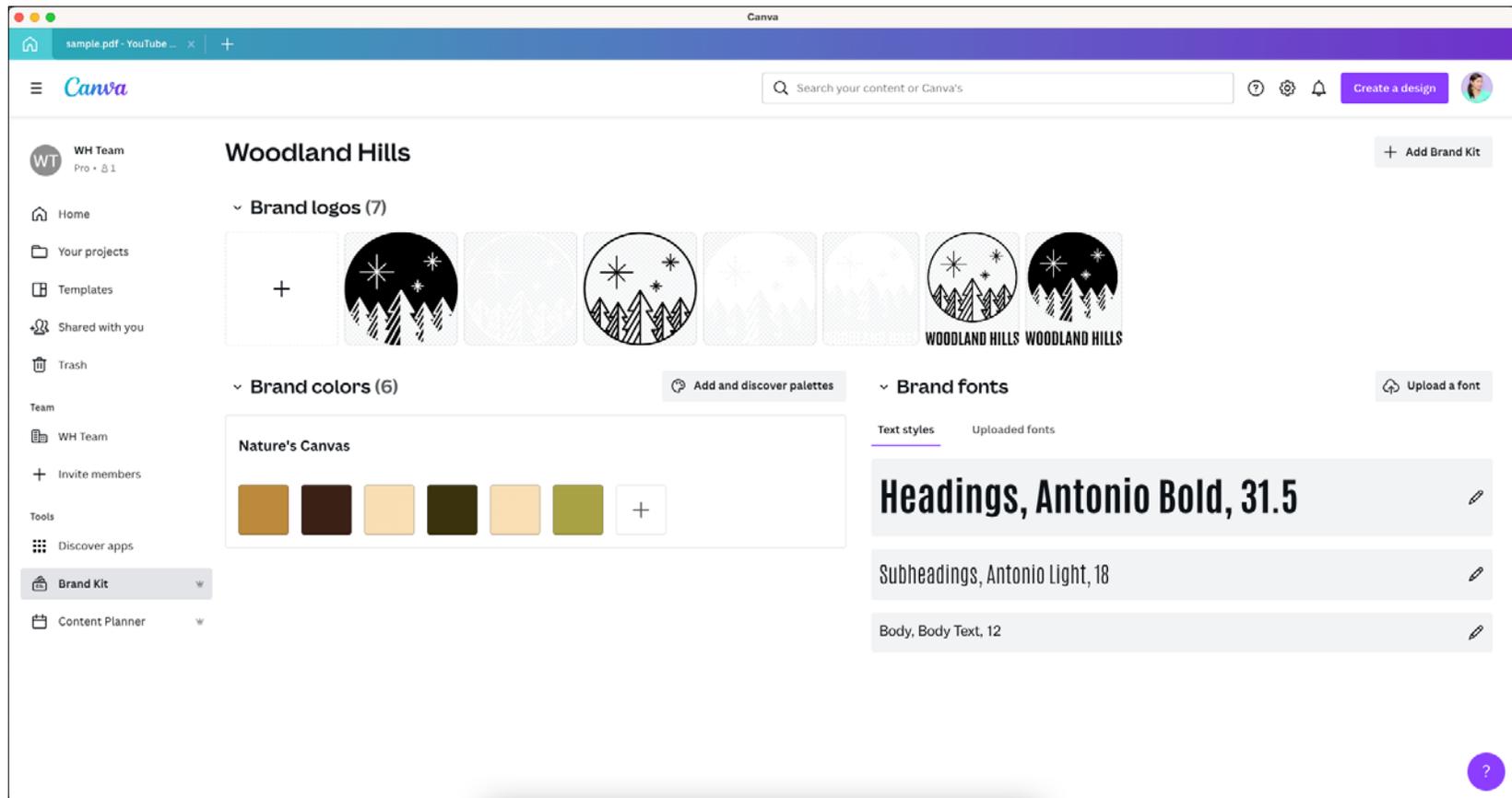
Oops! Need to reformat for a different size? Just click the Resize button in the top left and Canva will magically reformat the entire document to whatever size you need.



Scheduling Social Posts + Analytics

CanvaPro users (and higher) have access to the social Content Planner and related analytics. To schedule a post, open the design, click the Share tab, select More, and choose Schedule.

Once your post has gone live, you'll be able to access related analytics when you open the design by clicking the graph icon in the Editor menu bar.

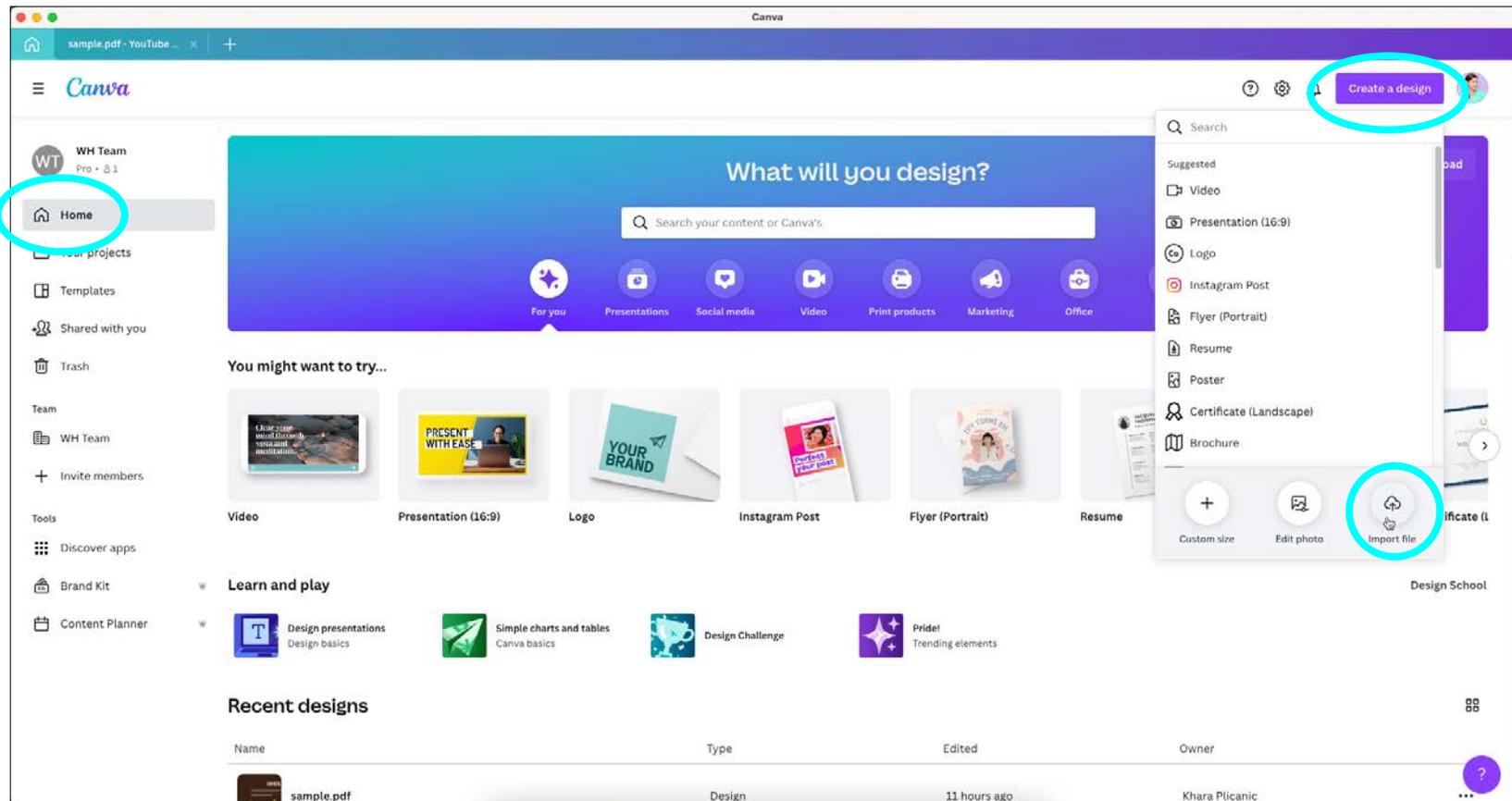


Canva for Professional Designers

As mentioned earlier, no one is trying to say that Canva is a substitute for the Creative Cloud. It's more like a tool that helps you scale the design work you do with Adobe Products, in a way that frees up more of your time to do what you love most—design.

Brand Kits

A Canva Pro account unlocks the option to create a Brand Kit, allowing you to designate the fonts, color palette, and logos for your clients or team members to use. With the option to create multiple Brand Kits, it's possible to support different teams and different clients all from the same, easy-to-use workspace.

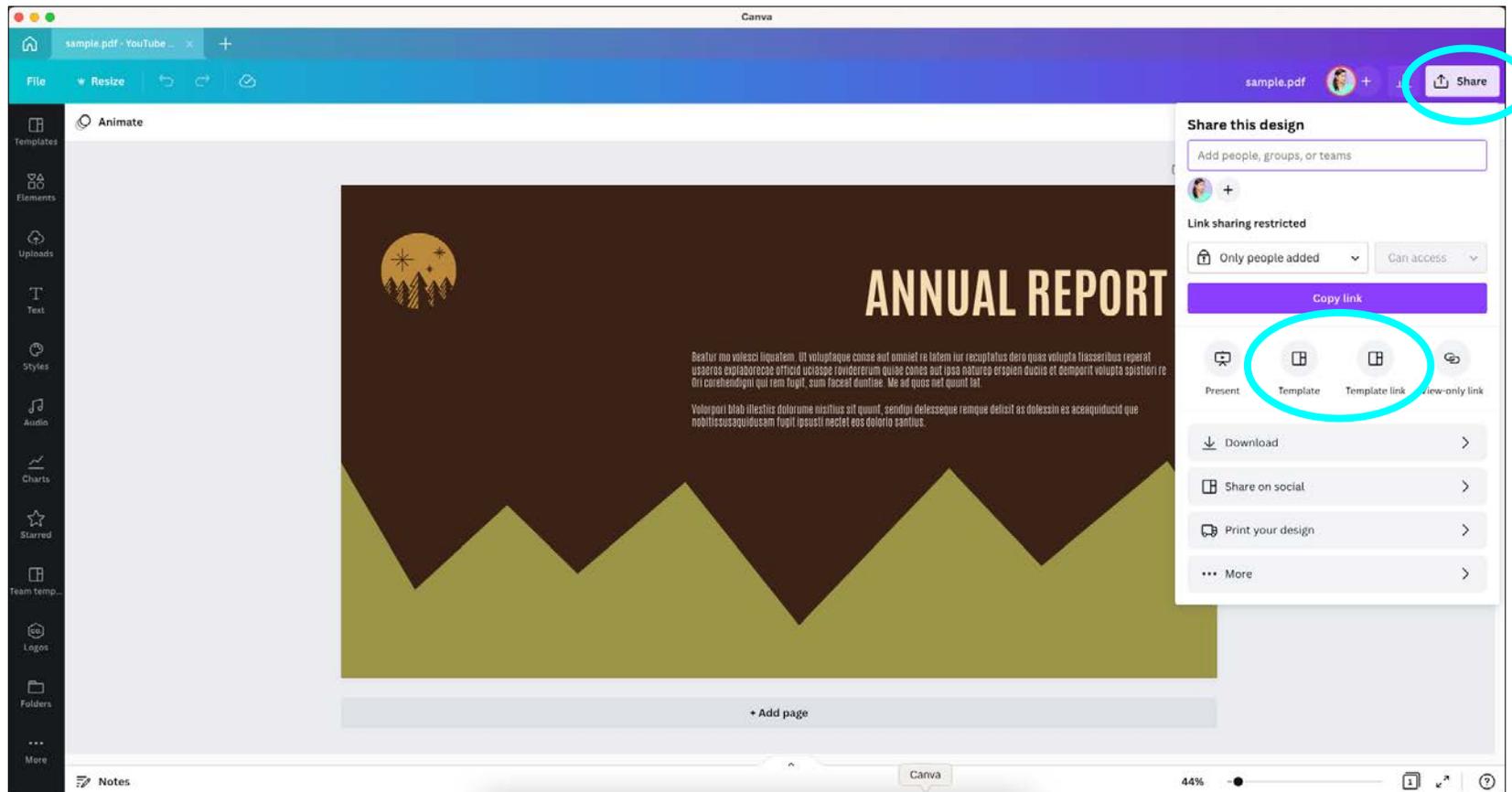


Upload Your Existing Adobe Design Files

No need to rebuild your existing designs and assets in Canva, just upload your **InDesign** or **Illustrator files** in the form of .PDF, .Ai, or .SVG and Canva will recognize the different components and translate it all into an editable design for you and your team (or clients) to work with.

From the Home screen, choose Create a Design, then select Import File.

Open your uploaded file to check that Canva converted it properly, and you're ready to move on to sharing it with your team.



Saving and Sharing Templates

Once your design is ready for **sharing**, select Share, and choose Template File. You'll have the chance to choose (or create) the folder you want to save it in and Canva Enterprise users have the additional option of **setting design approval options**. (More info on **publishing team templates here**.)

Some designers create and even sell templates on Canva. To create a sellable template (or just one that you want to give wide access to, beyond established team members), choose the Template Link option under the Share menu. Anyone with that link will be able to use a copy of the template saved to their own account. For more on template sharing, **managing team templates**, and related **template permissions**, visit Canva's online help center.

Cool Tricks for Video

By now you may have some ideas about how Canva can be useful to you and/or your team. But there are likely some additional ways you could use it that you haven't thought of yet. Here are some ideas.

Create Animated Titles for Video and Presentations

Need a quick title screen for a video or presentation? You can easily animate anything in Canva by simply selecting whatever it is that you want to add some magic to, then click the Animate button along the top of the workspace. You'll be able to choose from among loads of preset options, customizing direction, speed, and more.

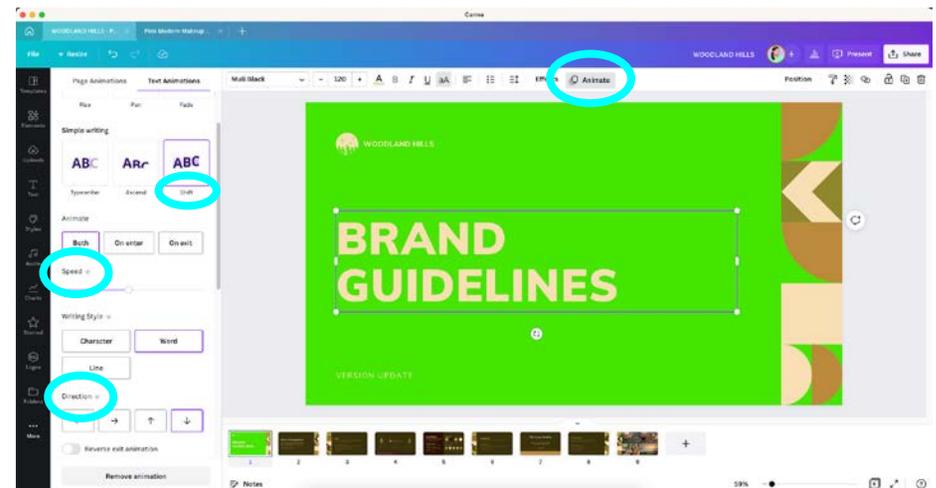
Export Transparent Video Overlays

Let's say you're editing a video in a third party app (like Screenflow), and you need an easy way to create animated graphics, title screens, or lower-third overlays with transparency—but you don't want to mess with building them in After Effects, Premiere Pro, etc.?

While Canva doesn't support transparency in video exports (as far as I've been able to tell), just set the background to a bright, obnoxious green color, and export to MP4. Then, in your video editing application of choice, use the chroma-key function to effortlessly drop out the background. BAM. You're welcome.

More Canva Learning

The Canva help center is pretty amazing and incredibly robust. It's pretty easy to find help with whatever topic you're looking for by doing a quick



search. You can access their online help database at any time by choosing Help > Canva Help.

Looking for more info on getting the most from and best practices for working with teams? [They've got you covered.](#)

Need to learn more about design itself and level up your game? Check out their free course on [Graphic Design Basics.](#)

They actually have an entire [library of short courses](#) (aka: Canva Design School) on a variety of topics like social media posting, logo creation, personal branding, and more.

And I'd definitely be remiss if I didn't mention my article [Getting Started with Canva](#) in CreativePro Magazine. If you like cats, corny jokes, and charts—it may be right up your alley.



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