Canva

For Your Small Business

Carola Jones,
Teaching Artist
04.16.2024

Go to the next page

Share Your Name & the Name of Your Business With the Class

All About Canva
For Your Small Business

Carola Jones, Teaching Artist
hello@artbycarola.com

Hands-On Help Using CANVA

Share One Thing You Would Like To Learn Today

Overview Of Today's Class

01 Why Canva?

02 Canva Tips & Tricks

03 Canva Templates

04 Essential Design Skills

Learning Objectives:

1) To understand Canva's basic design tools.

2) To learn how to create a Canva graphic using a template.

WHY CANVA?

CANVA provides a user-friendly interface to help you build your dream business!

What Is CANVA?

A drag-and-drop editor for social media posts, presentations, videos, and print documents for business and education.

Free copyrighted photos, graphics & music

Work alone or in a team

Provides cloud storage

What Can CANVA Do To Help You Promote Your Small Business

CREATE SOCIAL MEDIA CONTENT

Design authentic, scroll-stopping videos, posts, and stories for every social media platform.

Instagram

Facebook

Linkedin

YouTube

Tik Tok

Pinterest

Animated SM

X (Twitter)

Easily Customize A Logo

Create Tags or Stickers

Create a Website Using CANVA

Example of Website Created Using CANVA is ideal if you need to create an up and down scrolling. It took less than 15 minutes to create the website linked below. Most of that time was spent locating and downloading images from my Cloud account.

>> Link <<

SHARE ONE WAY YOU CAN USE CANVA IN YOUR SMALL BUSINESS

Free vs Paid Subscriptions

Two pay subscription plans: CANVA Pro for one user and CANVA Teams for two or more users.

CANVA Pro costs either $12.99 per month or $119.99 per year.

Free version with 5GB of cloud storage

Benefits of CANVA Pro

- Access to premium content designated by a small gold crown.
- Access to more fonts and you can upload your own.
- More stock photos and elements.
- Can create your own customized brand with colors, fonts and logos.
- Can remove backgrounds.
- Can schedule social media content for eight platforms.
- 1TB of storage space and 24/7 customer support.

CANVA Teams

Costs start at $149.25 per year or $14.99 per month for two users. The more users you add the higher the price. You get everything that's in the CANVA Pro Plan plus the following:

- Team reports and insights.
- SSO.
- ISO 2700 certification and compliance.

Free Educational Subscription

CANVA also has a free educational subscription for verified teachers to use with their students.

Requires a .edu school e-mail address

PLEASE SHARE OBSTACLES THAT PREVENT YOU FROM USING CANVA

CANVA TIPS & TRICKS

LINK | Examples How I Use CANVA With Design Notes

CANVA'S DESIGN SCHOOL

CANVA Offers Web Tutorials Explaining How To Create & Publish A Design

Example

LINK To Get Started Using CANVA

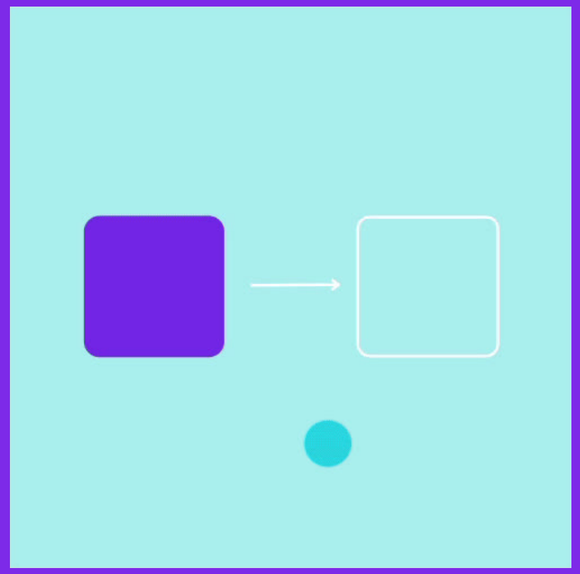
PLEASE SHARE HOW MUCH TIME YOU HAVE TO INVEST IN LEARNING CANVA

ESSENTIAL DESIGN SKILLS

Hierarchy | Alignment | Repetition | Balance | Contrast | Grouping | Clear Space | Fonts | Color | Consistency

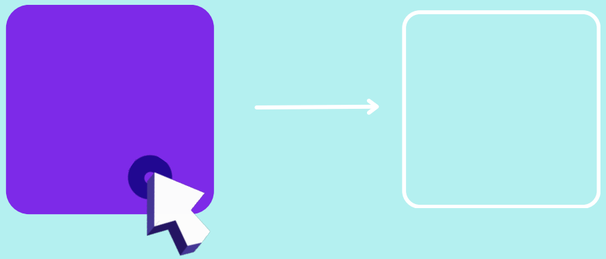
How does it work?

Learn



Watch a video and learn what you need to do

Play



Interact with the elements to complete the activity

Got it? Let's begin!

Harness Hierarchy

Hierarchy helps the viewer know what to read first. Is the most important information the biggest, boldest, or brightest?

Example

And you will read this last.

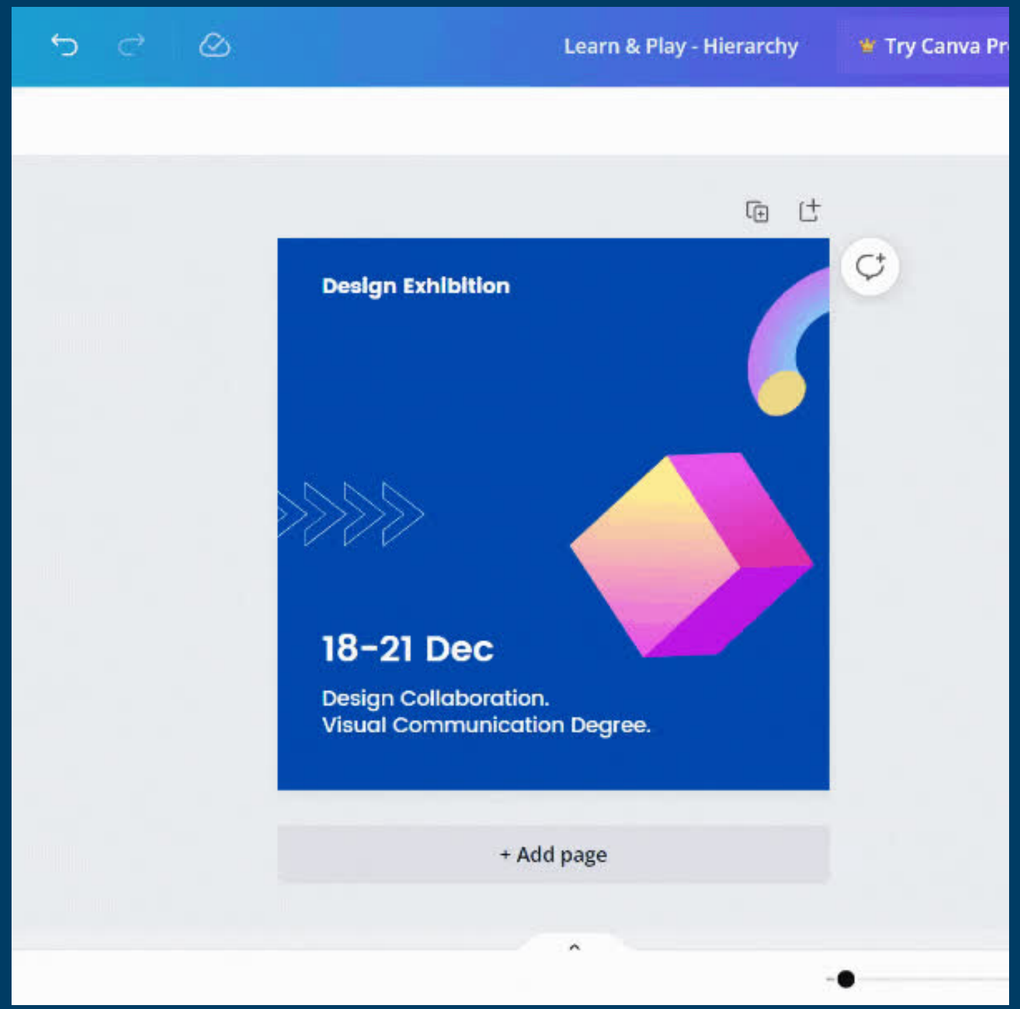
You will read this first.

And then you will read this.

Then this bit.

Learn

Scale text and objects to show importance



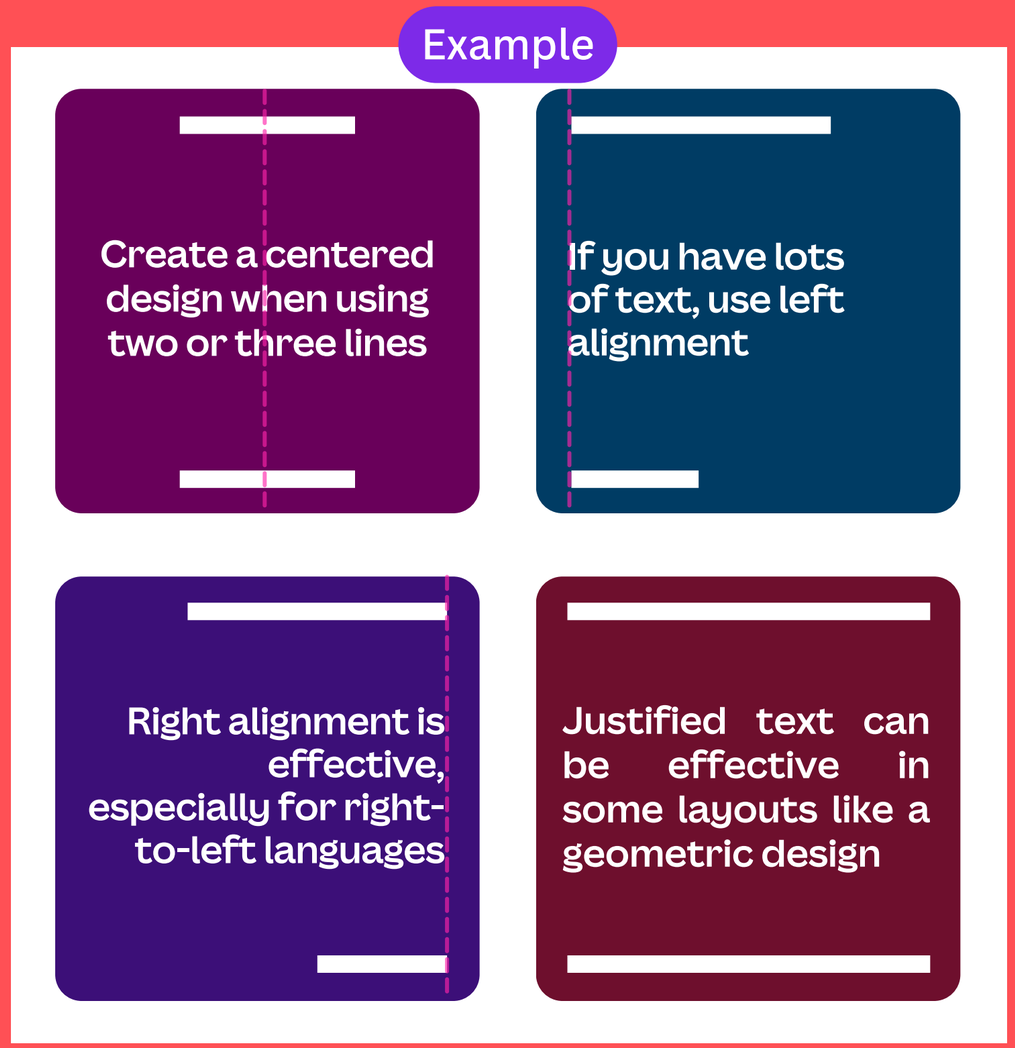
Play

Create hierarchy by increasing the size of the header

Change the text size to 72

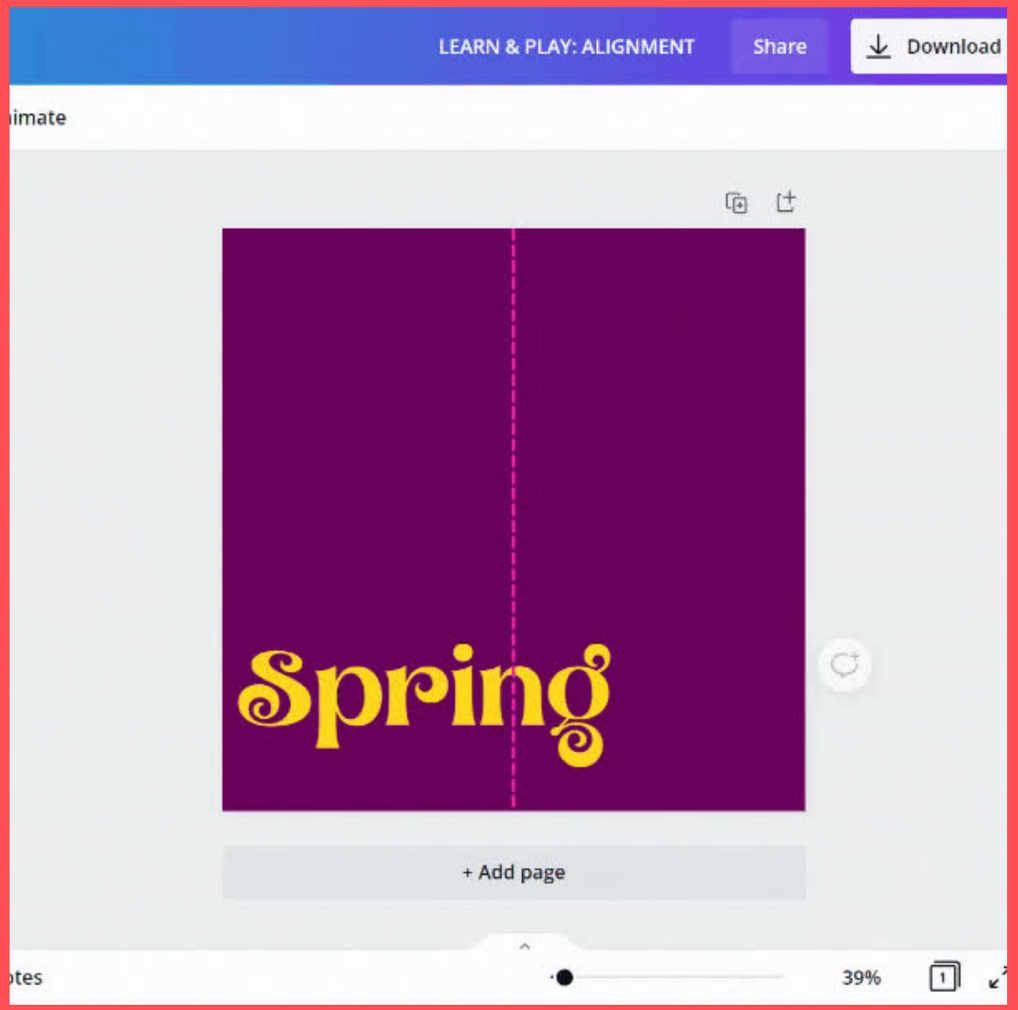
Ace alignment

Does your design feel neat and tidy? Look for Canva's handy guides when moving elements around the page.



Learn

Insert elements and align to the centre



Play

Create a design with centred alignment

Search 'flower' in the elements tab

Practice Repetition

Repetition helps to bring elements and designs together.

Example

Mr Dafoe

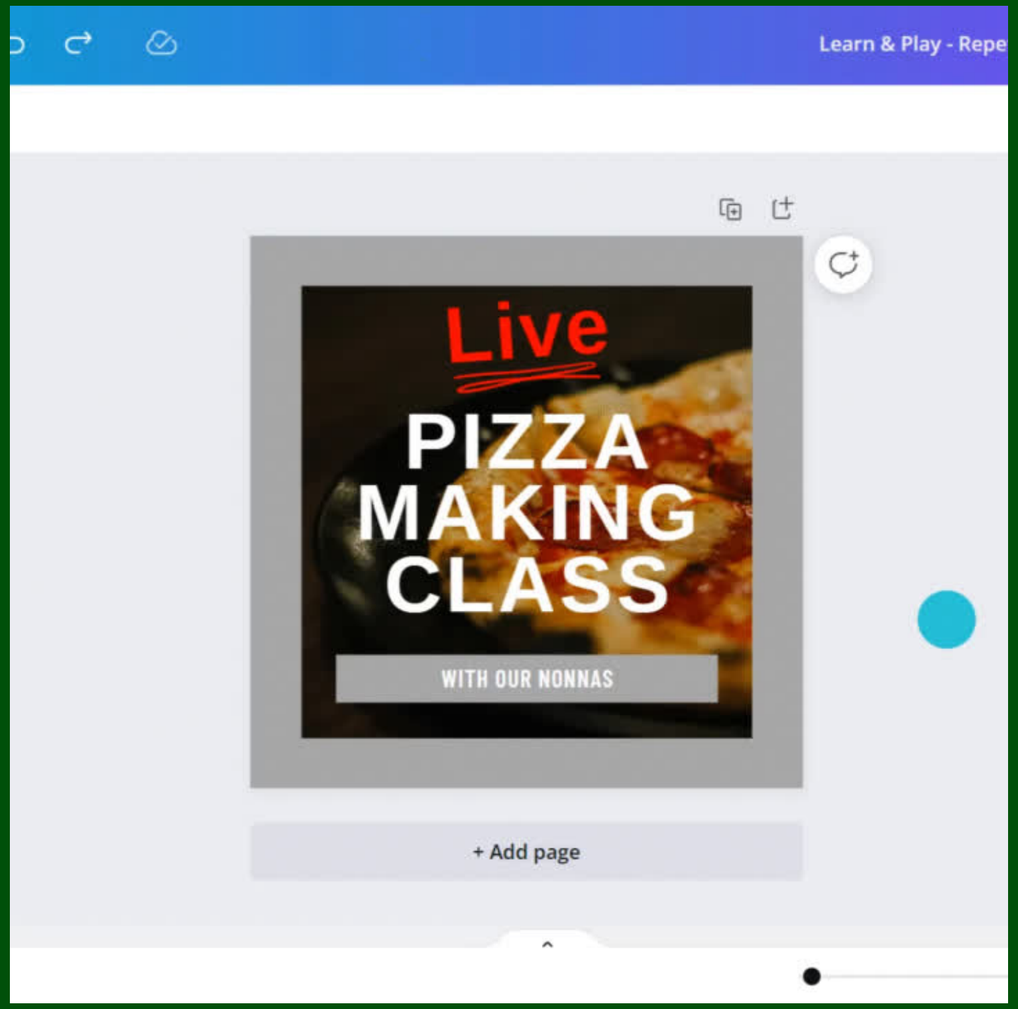
BARLOW CONDENSED BOLD

TAKE Yes! AWAY

WE'RE OPEN

Learn

Use repetition to keep your designs on-brand



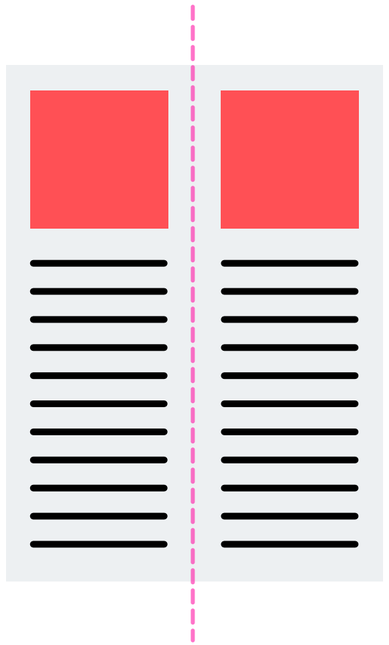
Play

Change the fonts and colors below to be on-brand

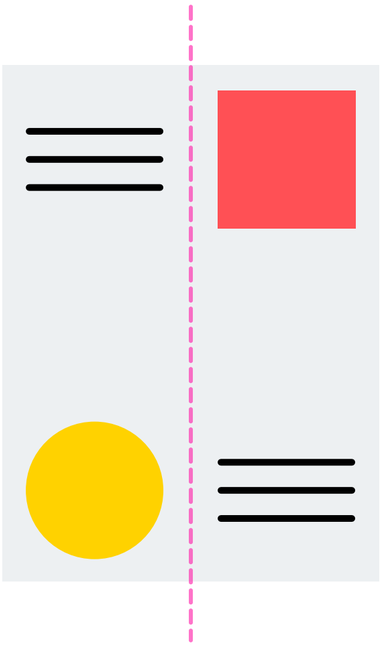
Find Your Balance

Balance is the overall visual weight distribution in a layout. It’s where you place your elements and gives your design structure.

Example



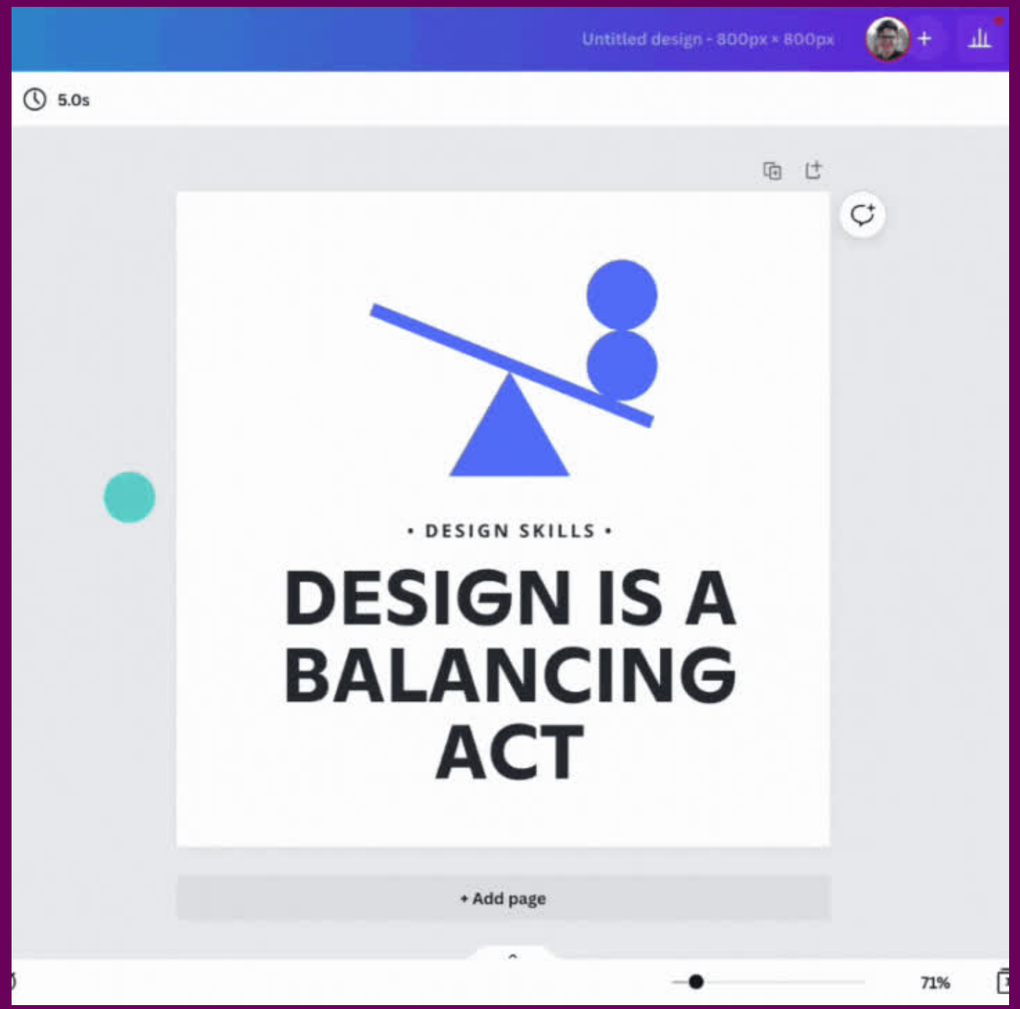
Symmetrical



Asymmetrical

Learn

Move and rotate elements



Play

Create a symmetrical design by moving the shapes

Power of Contrast

Contrast creates emphasis and helps comprehension. For example, light vs. dark or thick vs. thin.

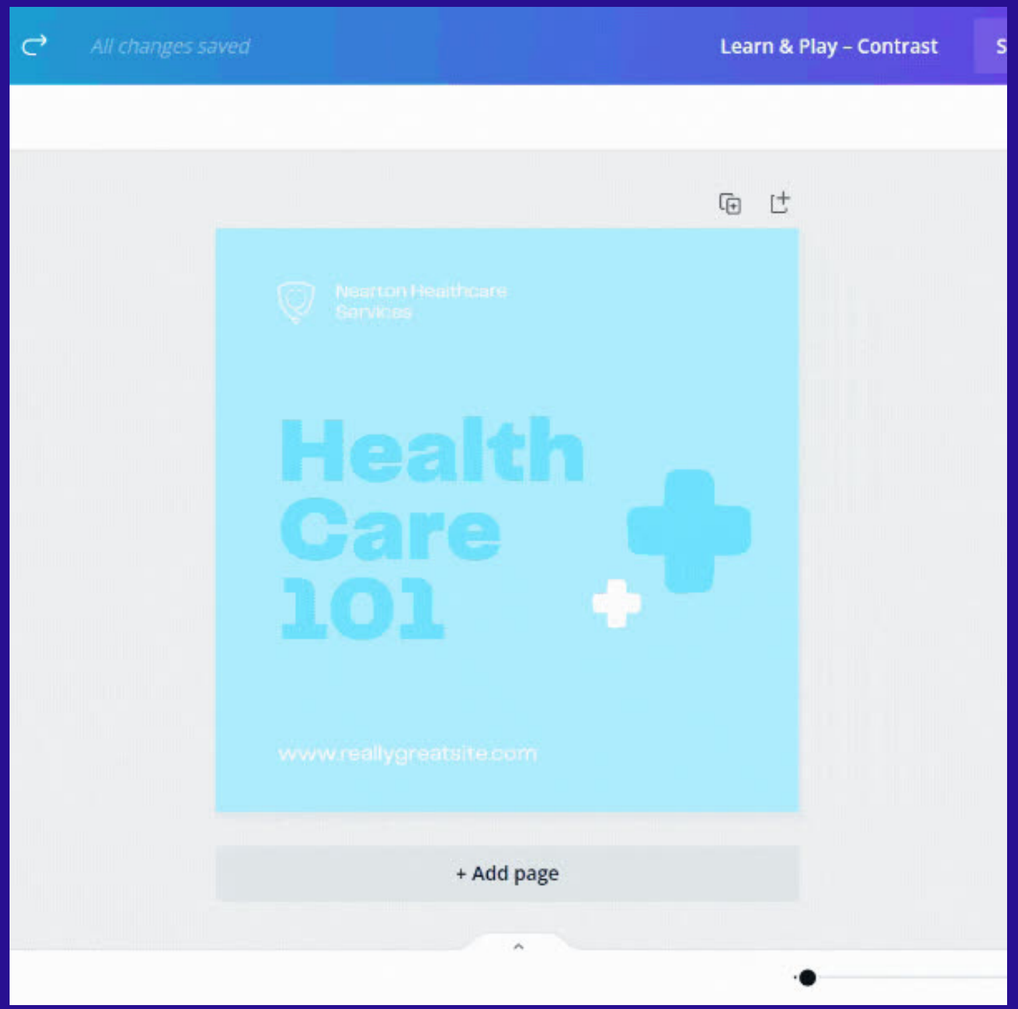
Example

I bet you can't read this properly because there is not enough contrast

I bet you can read this because one color is dark and the other is light.

Learn

Change colors to create contrast



Play

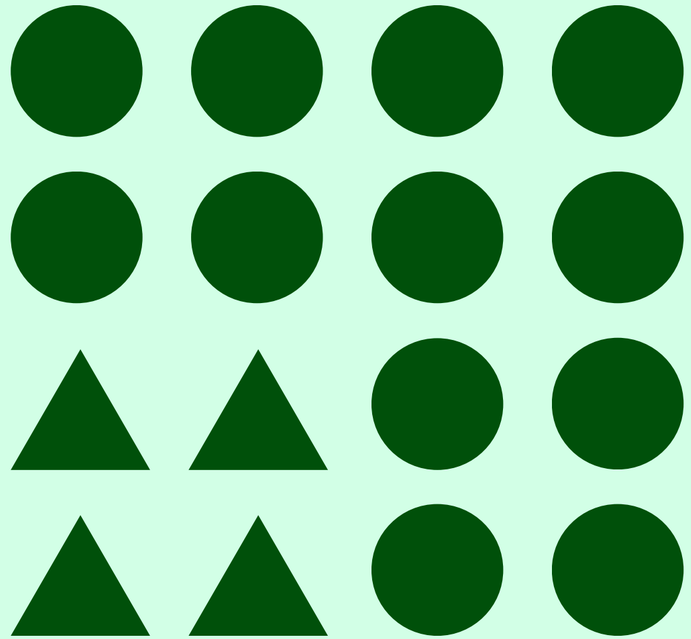
Darken the background to improve readability

Change the background color

Visual Grouping

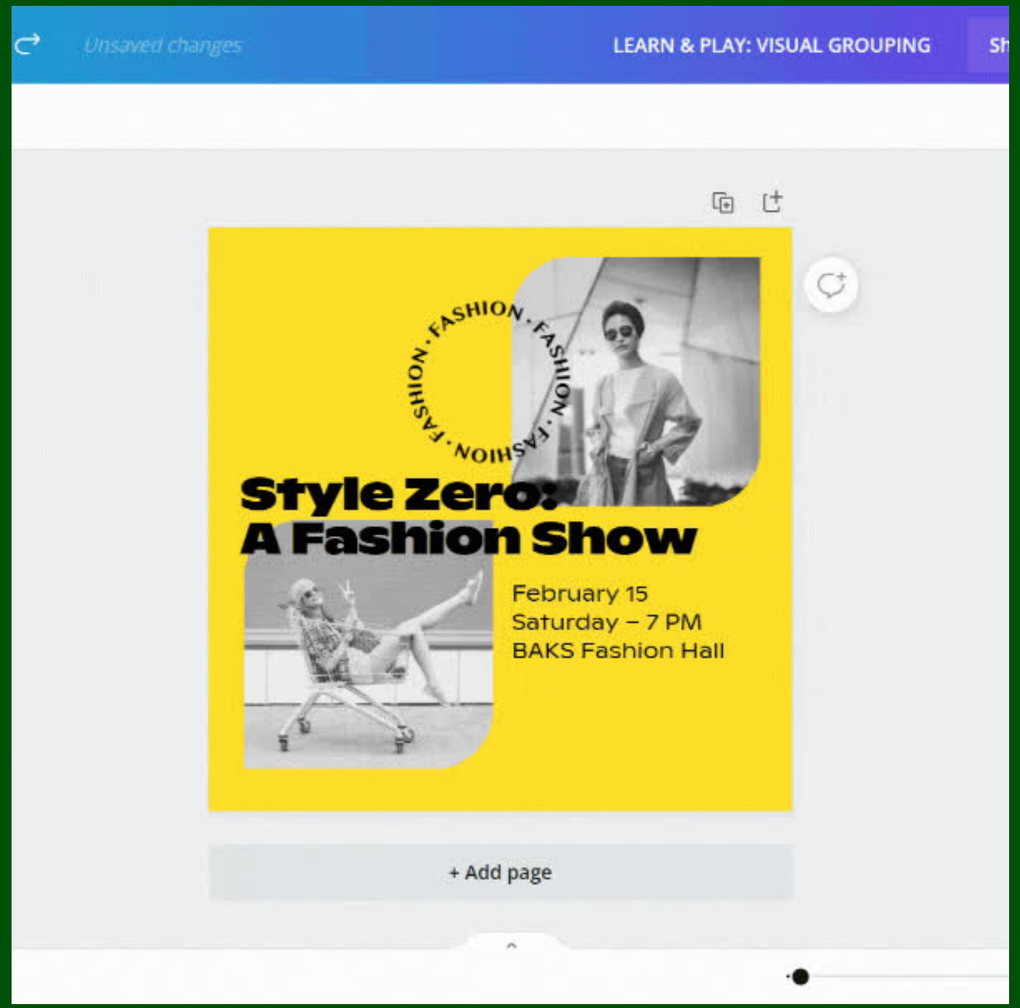
Organize designs by grouping similar things together. How can you build relationships between elements to help understanding?

Example



Learn

Move and group similar elements

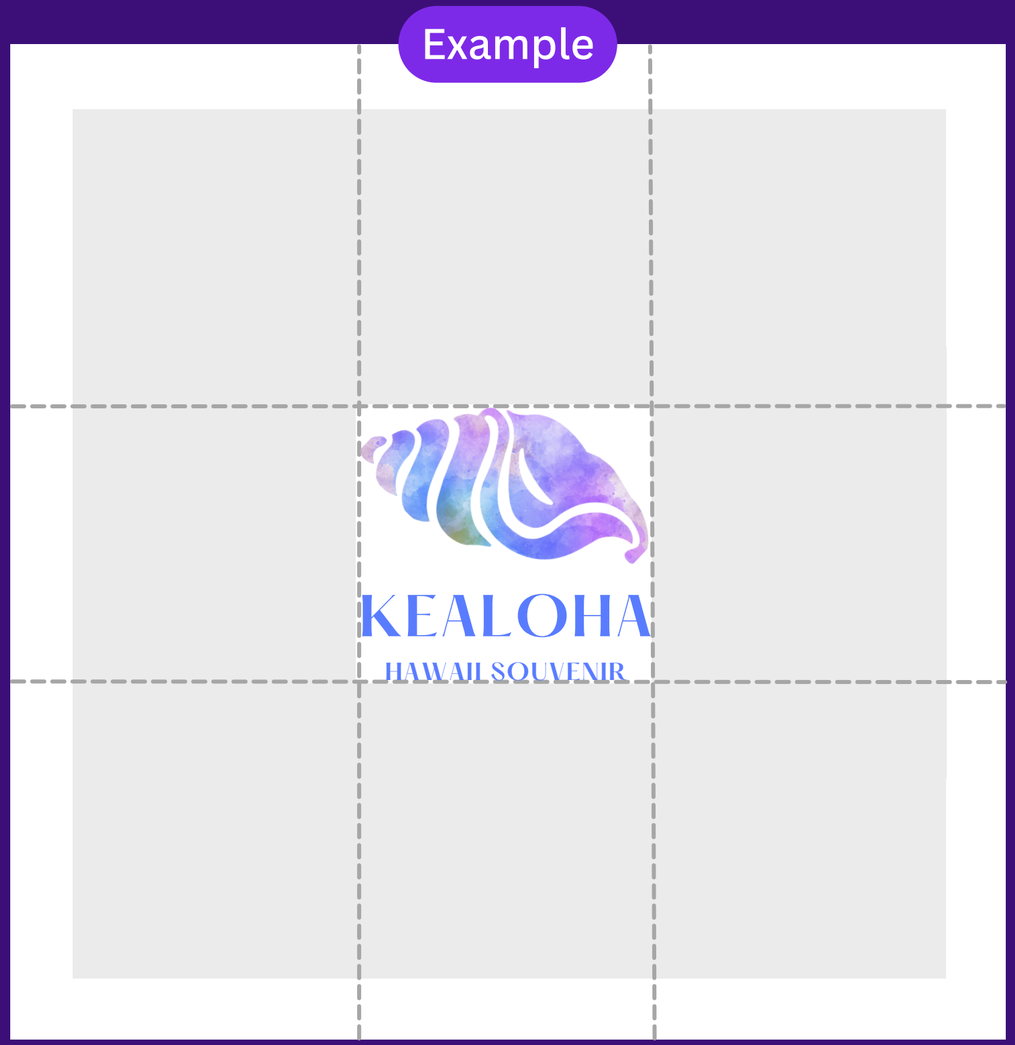


Play

Click and drag elements to visually group

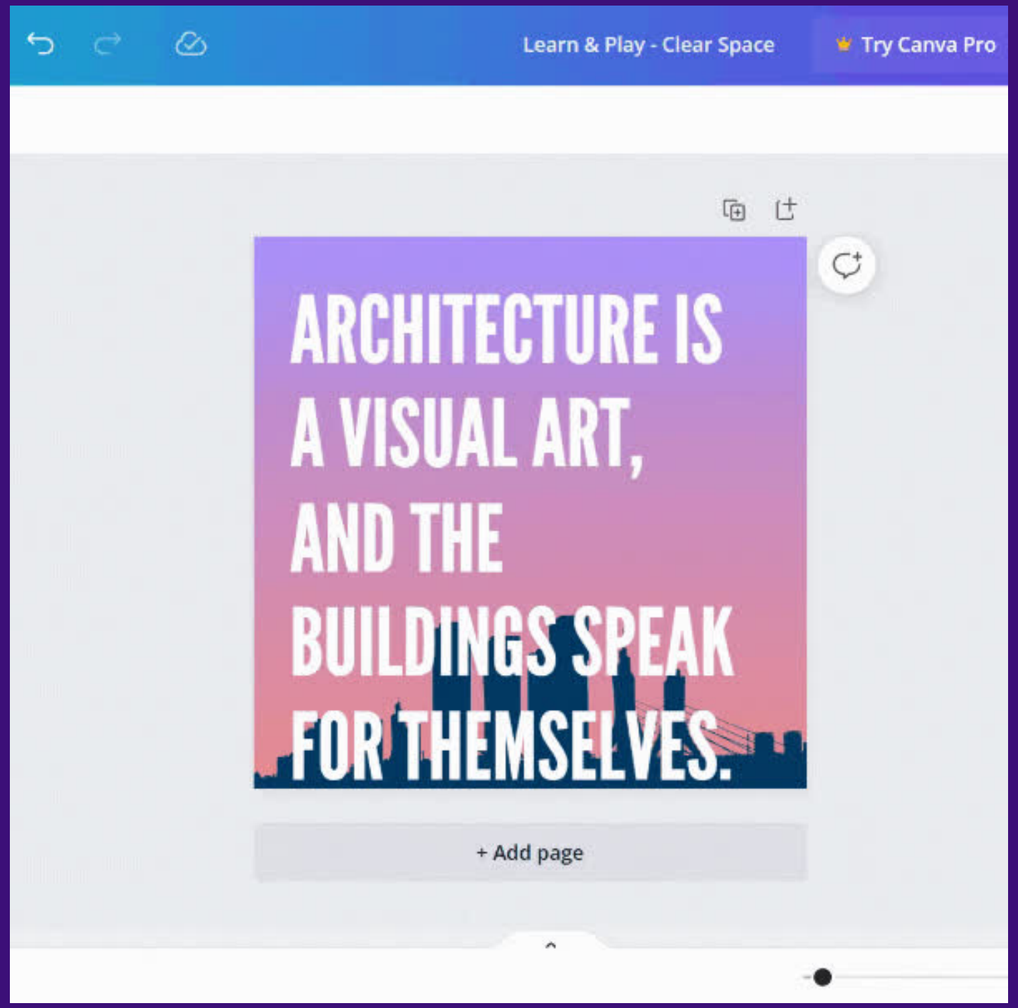
Use Clear Space

Is there enough space around design elements? Clear space creates focus and helps identify what's important.



Learn

Change the size of elements



Play

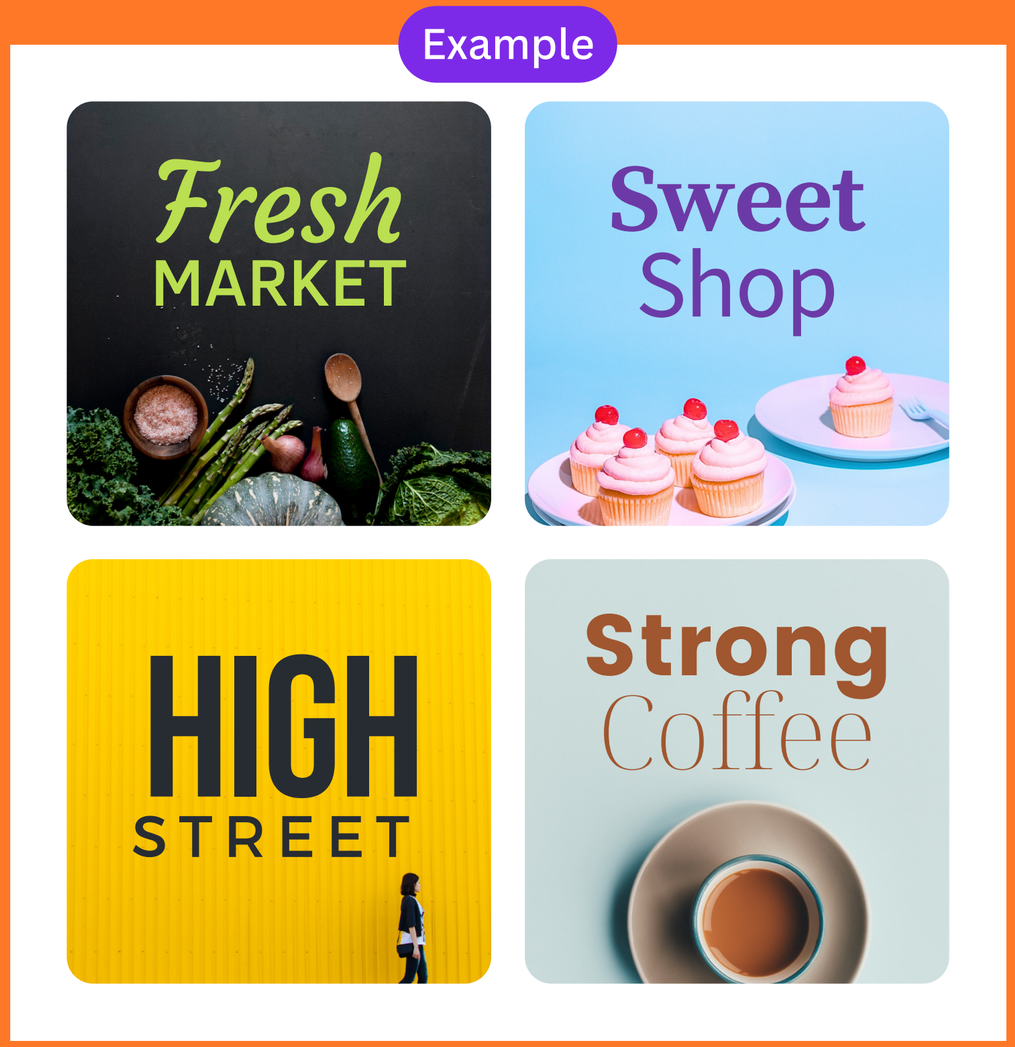
Create clear space by reducing the text

Try 64 font size here

ARCHITECTURE IS
A VISUAL ART,
AND THE
BUILDINGS SPEAK
FOR THEMSELVES.

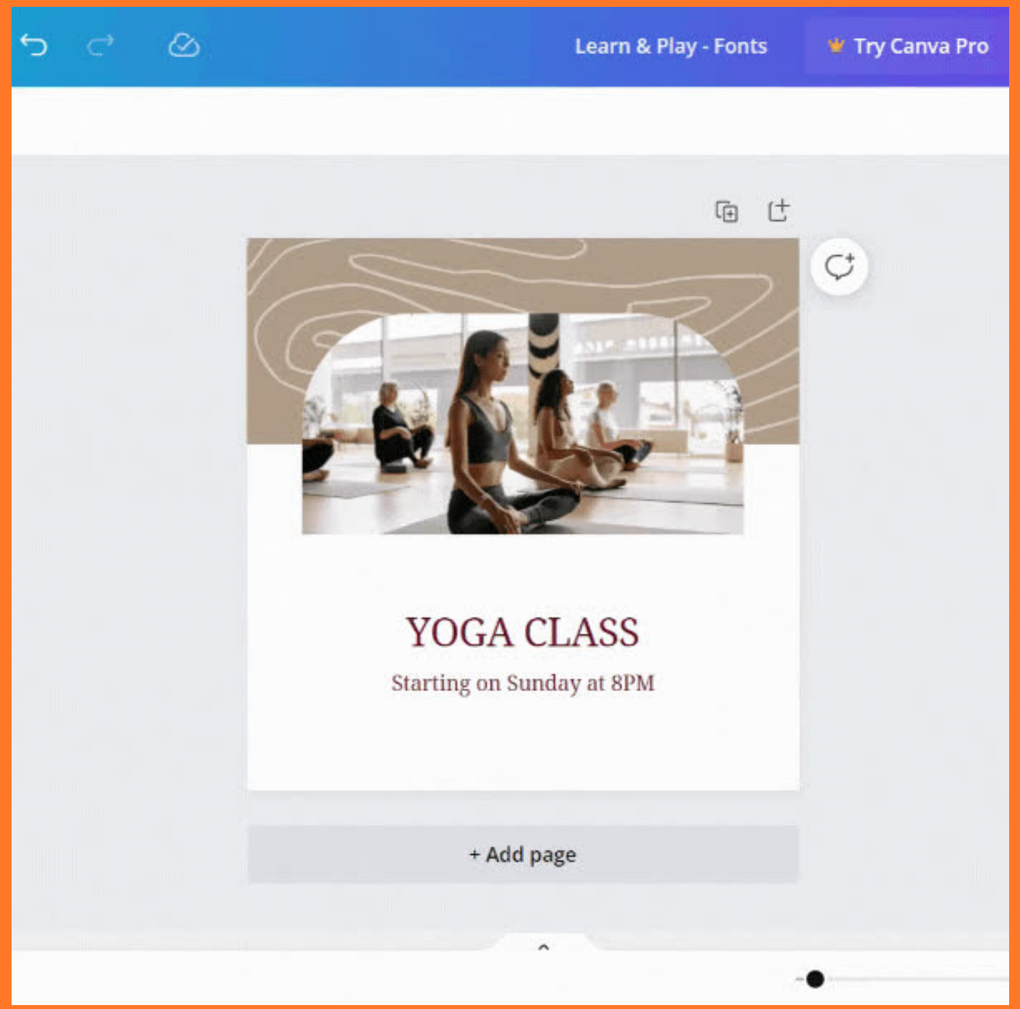
Find The Right Font

Does your font complement what you're trying to communicate? Remember, when it comes to pairing fonts, opposites attract!



Learn

Search and select fonts



Play

Pair fonts that work well together

Try Safira March font

YOGA CLASS

Starting on Sunday at 8PM

Color Basics

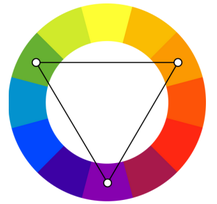
Color harmonies look good when paired with each other. Does your color palette match your mood?

Example

Complementary

Monochromatic

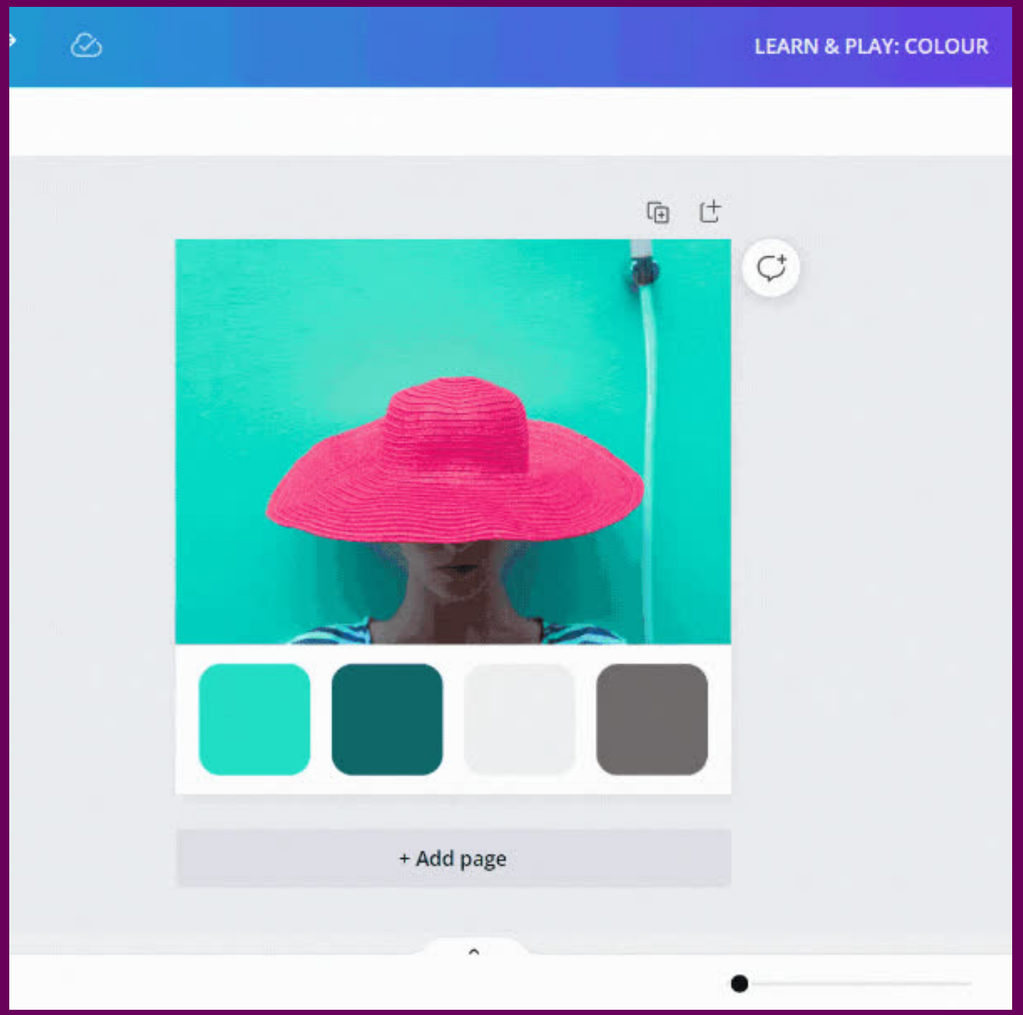
Analogous



Triadic

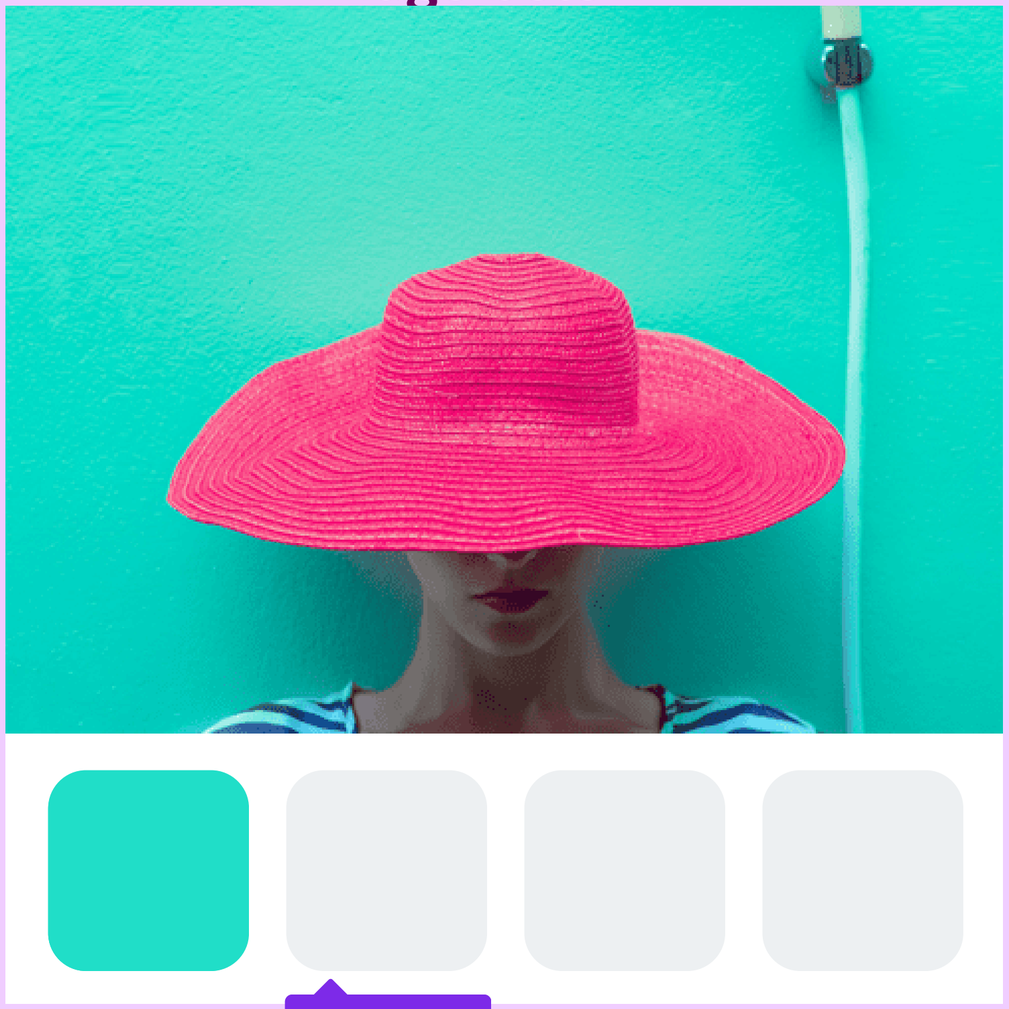
Learn

Use the eye-dropper to select colors



Play

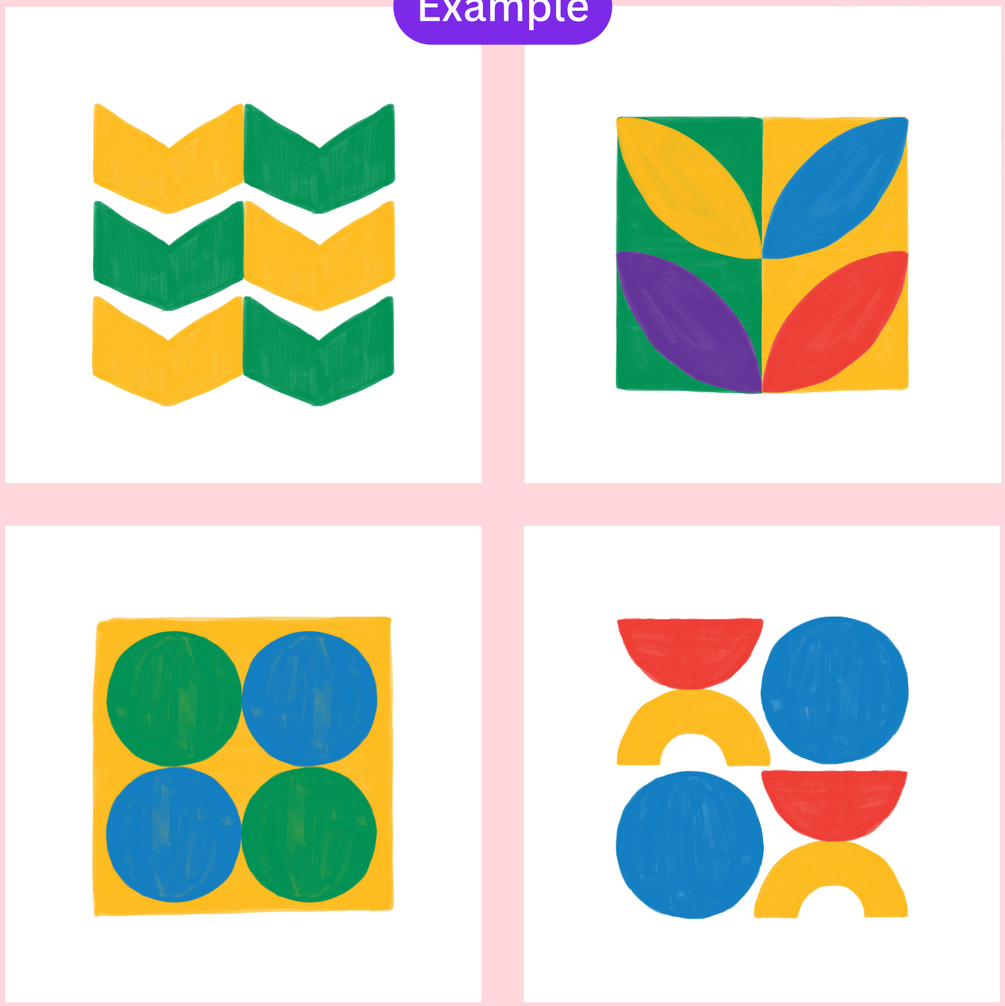
Create a color palette based on the image below



Change the color of this square

On Brand Imagery

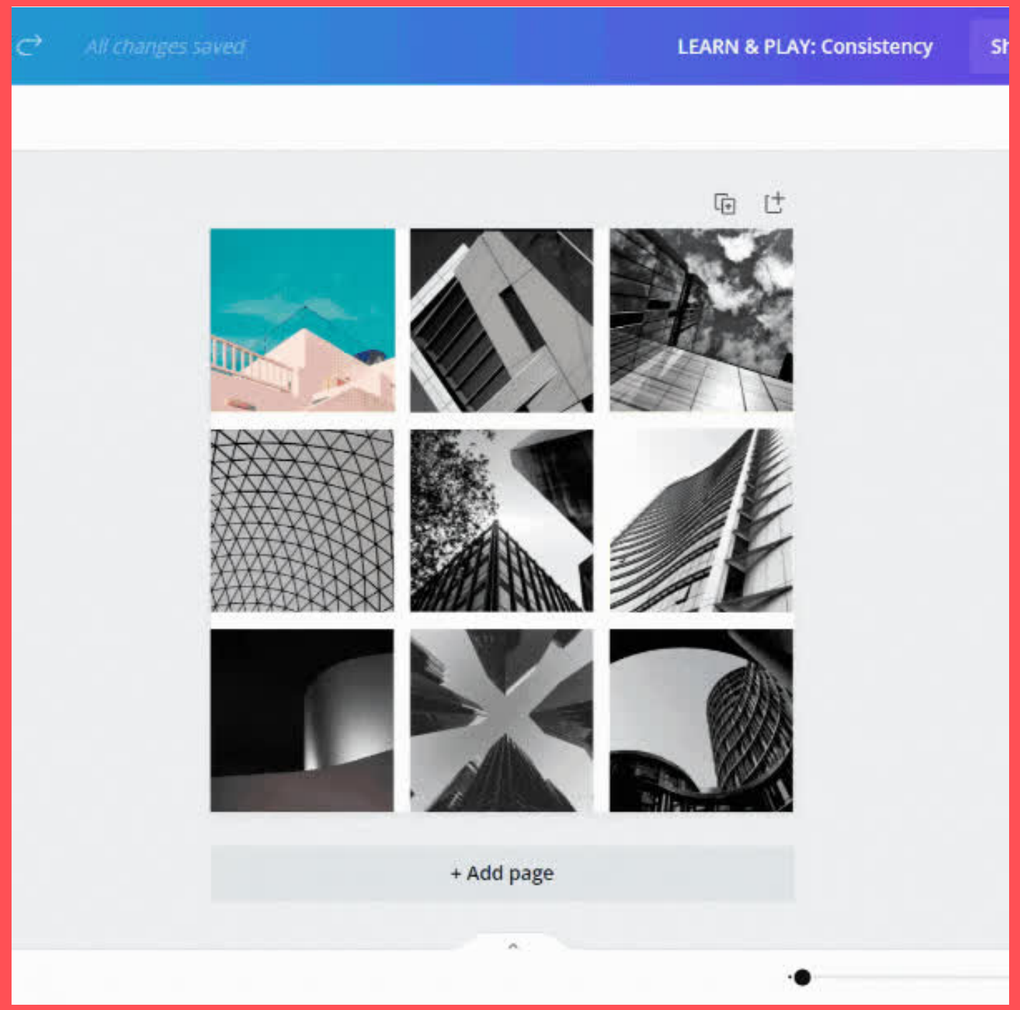
Example



Do your images look unified? Consistency helps communicate your brand identity clearly.

Learn

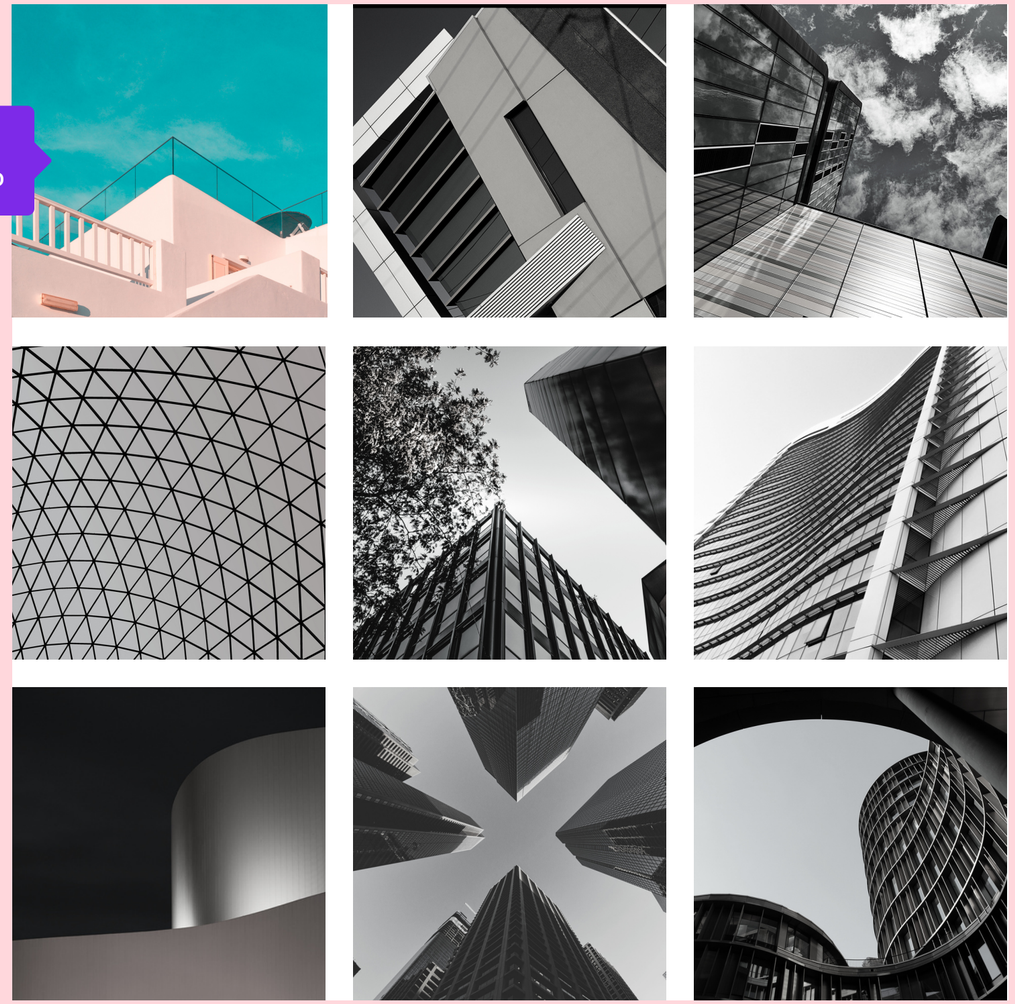
Add an image filter



Play

Make all images consistent with a filter

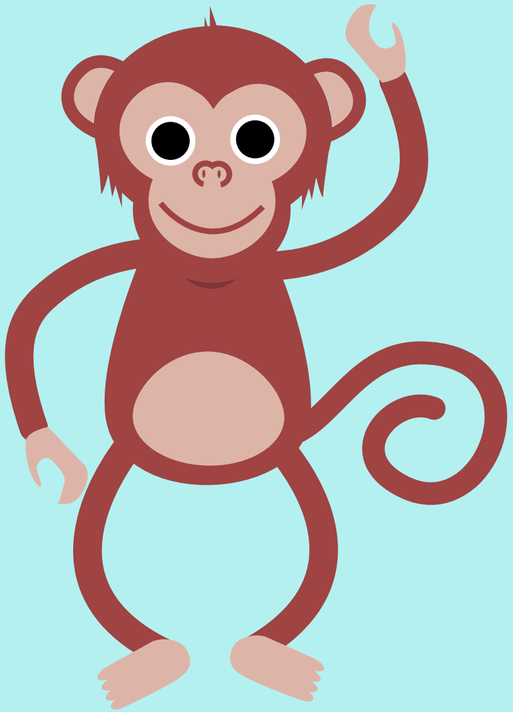
Add a filter to this photo



Now Have Fun!

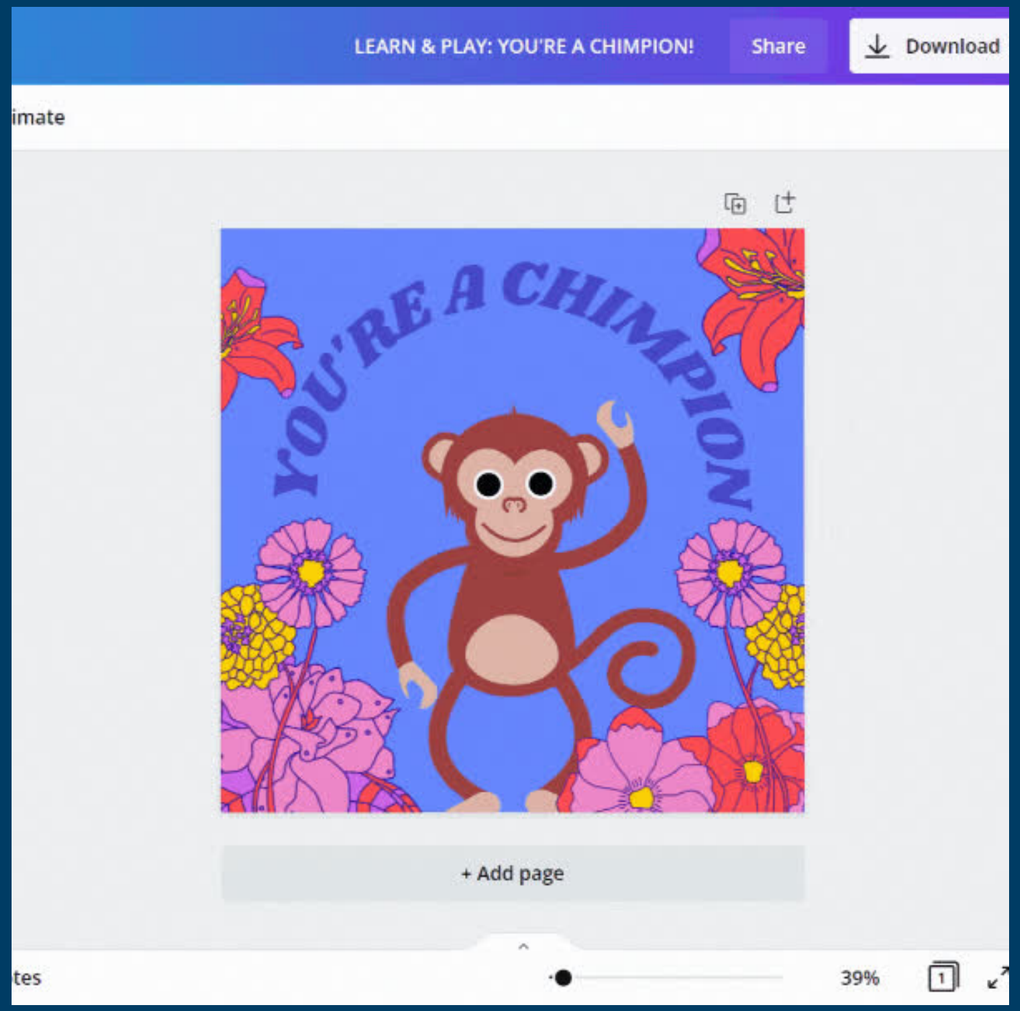
The more you play, practise and explore, the better your design skills will become!
I can't wait to see what you create.

Example



Learn

Explore elements and have fun



Play

Search elements for a 'hat' and put it on the monkey

CANVA Q&A
WHAT WOULD YOU LIKE TO SEE ME DEMO?

You Got This!

Start a new design or continue learning at

designschool.canva.com

Thank you!

Carola Jones, Teaching Artist

Artist, writer, digital storyteller, dreamer, working traveler, Pow Wow dancer, sharing maker of objects -- dyeing cloth with plants, flowers, and nuts. A Teaching Artist from a family of teachers and women who loved sewing, quilting, dyeing cloth, rug twining, embroidery, and crocheting. I grew up in a multi-generational home where handmade was a way of life.

WEB: www.artbycarola.com

Art by Carola

Special Thanks to the Small Business Center @ Wilson Community College