



THE CANVA GUIDE
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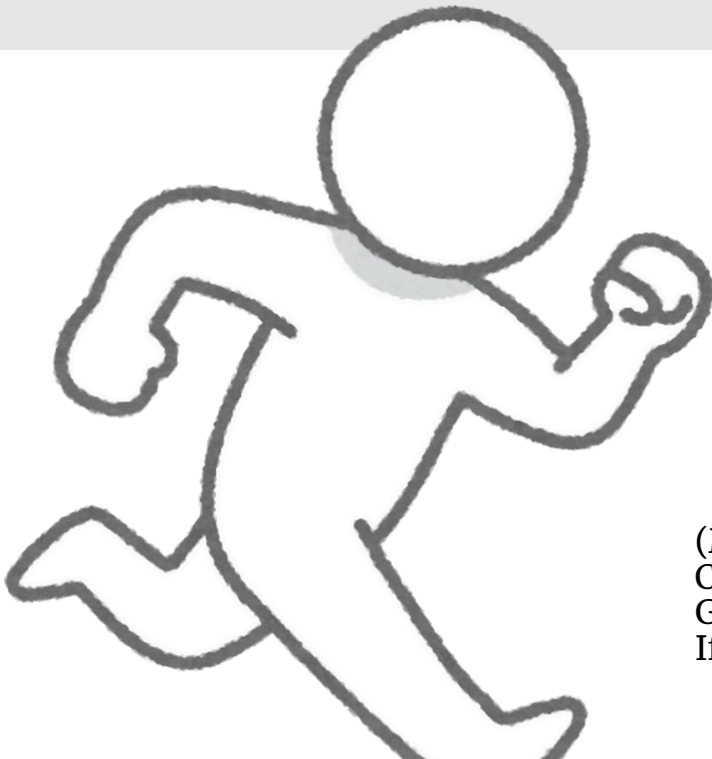
From A to Z

THE CANVA GUIDE
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from A to Z
marketingkeys.co

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LET'S GO
INTO IT

(My content insta isn't entirely created with Canva. Most of my designs are made with Gimp, but Canva is a great tool for beginners. If you have any questions DM me !)

Welcome

marketingkeys.co

No matter the industry, marketing is the driving force behind every message.

Canva is EVERYWHERE these days, and having even basic Canva skills is becoming an incredibly useful, marketable, and essential skill !

Canva is the website that allows you to easily design almost anything, from party invitations and journal spreads to social media posts, graphics, flyers, full-length eBooks, workbooks, online course creation, and much more! Mastering the basics of Canva not only means you can modify, edit, and adapt purchased templates to your exact specifications, but you can also dive into developing your own products, documents, and graphics on the Canva platform.

Canva is packed with incredible tools that can amplify your business and can be overwhelming if you're new to the software. This is a step-by-step guide that will show you tips and tricks for using this incredible tool. I know this will provide you with all the essentials that will allow you to excel in this incredibly useful tool to support your online business !

LET'S GO!
LET'S GO!
LET'S GO!

Accelerated training on Canva

Start

Create a free CANVA account

Step 1 :

Creating a Canva account is easy and FREE!

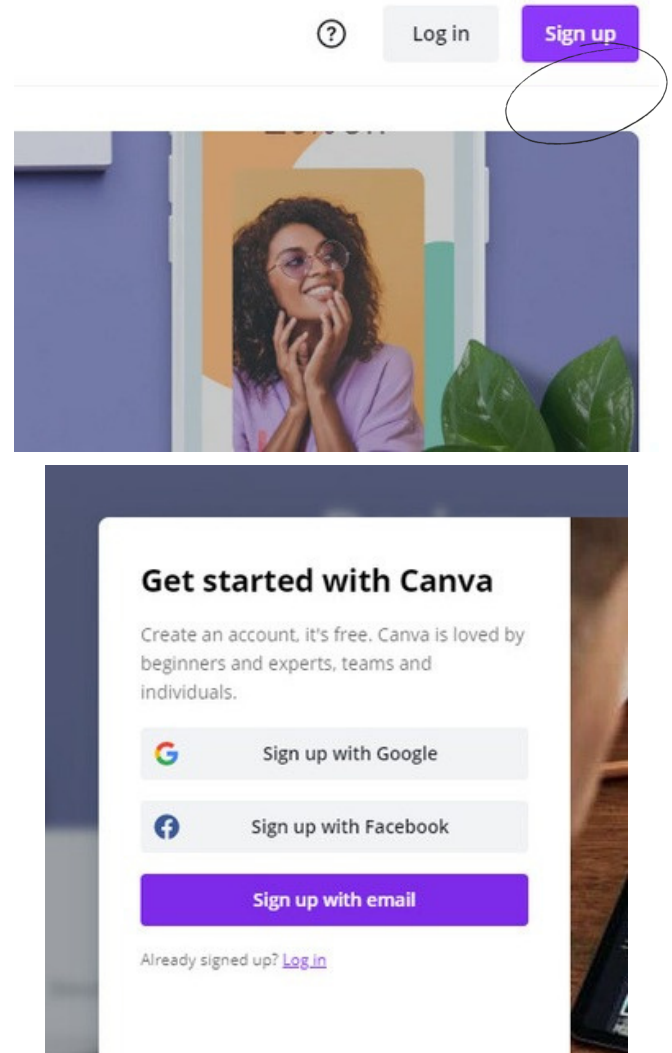
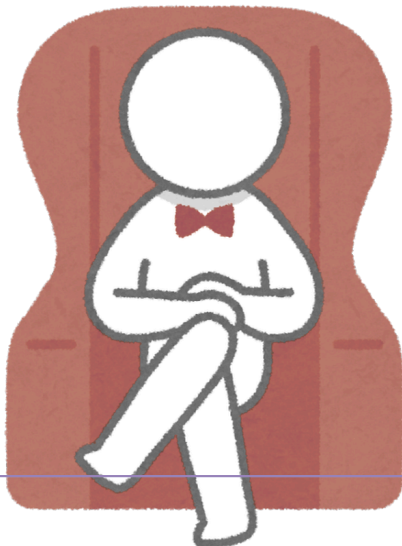
Simply go to www.canva.com and click the "Sign Up" button in the top right corner.

Choose your registration method and follow the simple process.

You can do a lot with a free account !

To learn more about the difference between free and pro accounts, go to page 43 of this guide.

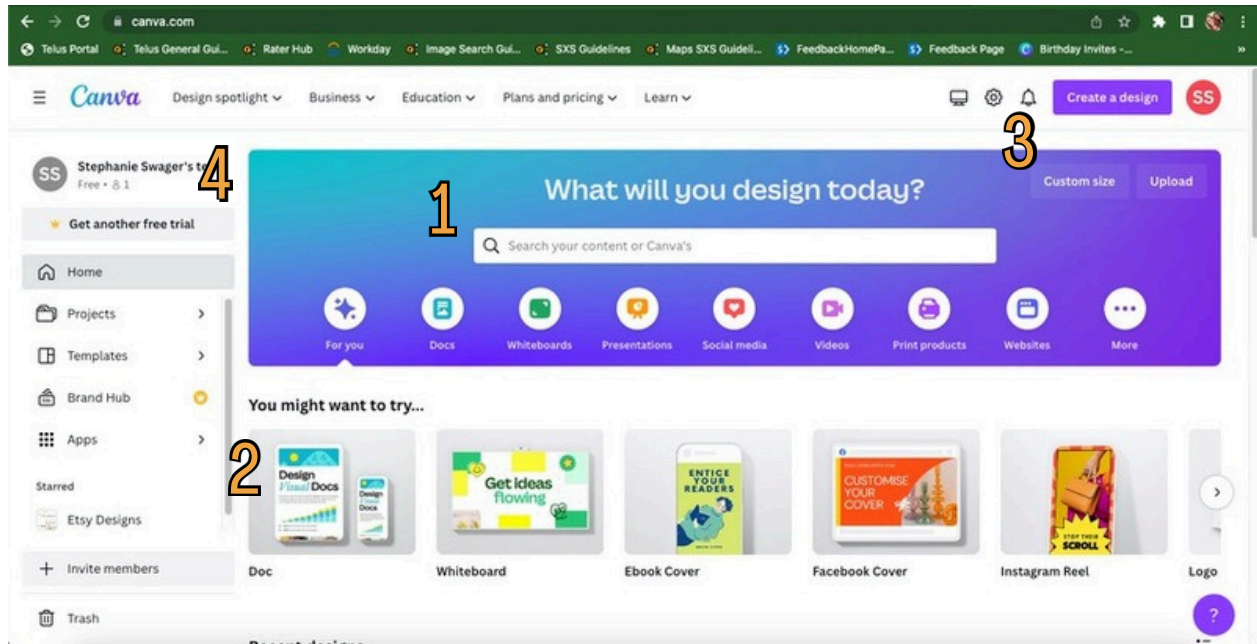
Now let's get familiar with the interface !



Accelerated training on Canva

Start

THE HOME PAGE



Once you've logged in, you'll be greeted by a space made up of several things :

1) The toolbar is the easiest way to search for different templates! This is also where you can easily search for projects you've already created.

2. Below this, you'll see the canvas area. This is where the template categories are located, easy to access. Once you start creating your own projects, you'll also see your most recent work.

3) The "Custom Size" button allows you to easily create a template that exactly matches your specifications. Whether it's a simple letter or a large poster, simply enter the dimensions and a blank document will be created, ready to use! Predetermined sizes are also available.

4. On the left, you'll see the sidebar. You can access your designs, templates, your pro account if you sign up, and any "folders" you create. These folders are a great way to categorize your designs. If the sidebar feels overwhelming or distracting, simply click the three lines in the top left corner to minimize it !

Accelerated training on Canva

Start

LOAD A MODEL YOU PURCHASED

Make sure you're logged in to Canva.

Open the link provided when you purchased the template.

A template preview screen will appear (as shown in the image on the right).

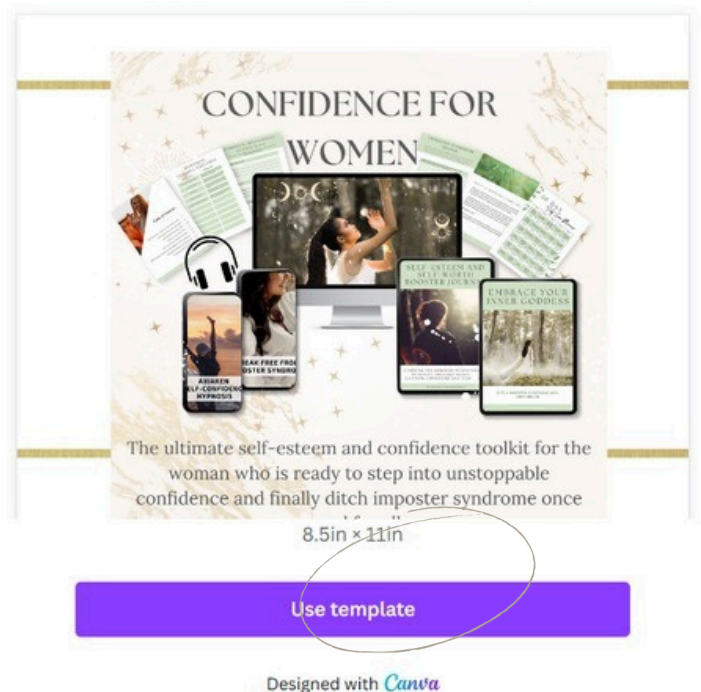
Click "Use Template."

The template will open in Canva, ready for editing.

You can make a copy of the template to keep the original. Once your template is open, simply go to "File" in the top left corner and choose "Make a Copy" from the menu.

The template is now yours to use! You can change colors, fonts, add or delete text, images, pages, and much more.

A template created by Emily Rainsford was shared with you, start designing now



Note:

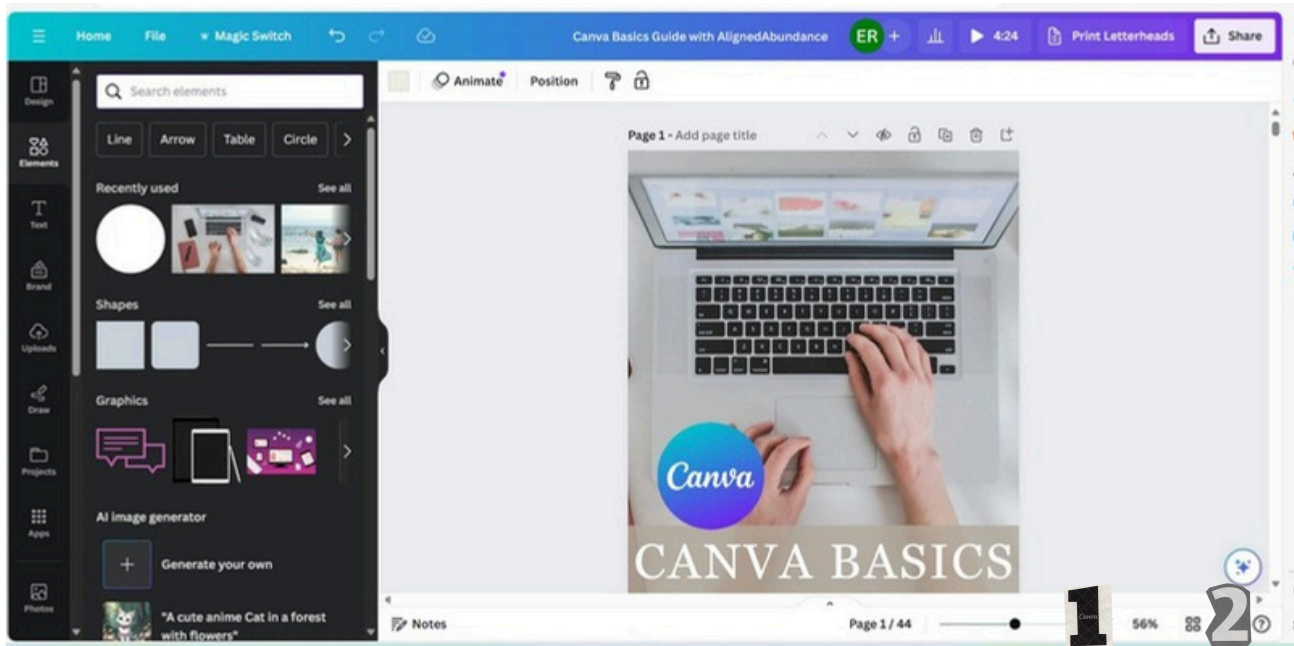
When you see the crown icon like above, for example on fonts, elements, graphics, etc., it indicates that something is only available to Pro users.

THE BASICS
THE BASICS
THE BASICS

Accelerated training on Canva

the basics

THE PROJECT WORKSPACE



1. Zoom - This slider in the bottom right of the screen lets you zoom in and out. This will give you a close-up view of your design as well as a full page view to see the entire design. A slider just above also lets you drag the page from left to right.

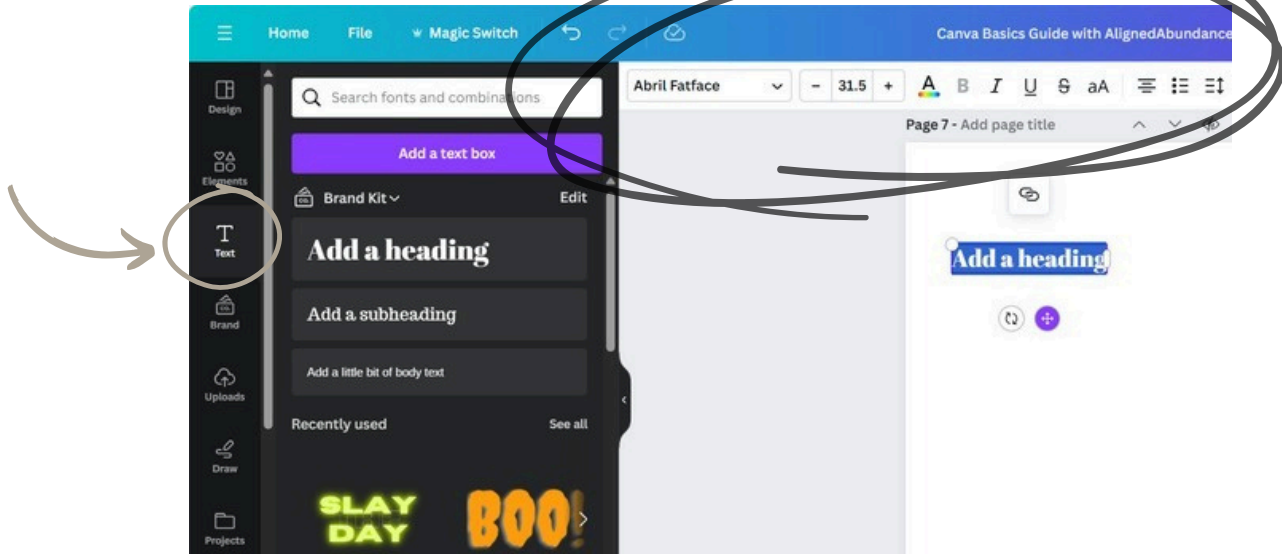
2. Grid View - The small arrow in the bottom center or the four square icons in the bottom right let you quickly navigate through multi-page designs. Simply click the icon, then select the page you want to work on. And if you want to see your design in full screen, the double-arrow icon on the right will take you there.

3. Sidebar - This sidebar is probably the most essential tool in Canva. This is where you add elements, text, backgrounds, and even upload your own images. Clicking the icon for the action you want to perform will take you to the corresponding category. Within each section, you can easily search Canva's library! To collapse the sidebar so you can better see your design, simply click the small arrow on the right. Then click the sidebar to reopen it.

Accelerated training on Canva

the basics

WORKING WITH TEXT



Adding text to a design is easy! The text button in the sidebar makes it easy to add a text box, title, subheading, and body text. Simply select a text option (or text box) and type! Once your text is written, use the toolbar at the top of the page to select a font, size, and color. Add multiple text boxes for different font styles to create a look you like. The site also offers a variety of pre-made text templates!

THE ESSENTIALS OF THE TEXT

Visby DemiBold	SELECTION OF CHARACTER POLICIES
9.5	FONT SIZE
A	FONT COLOR
B I U	FONT STYLE
aA	TOGGLE TEXT CASE
≡	CAST IRON ALIGNMENT
⋮	LIST SETTING (POINTS, NUMBERS OR NONE)
⇅	ADJUST THE SPACE BETWEEN LETTERS AND LINES
Effects	SPECIAL EFFECTS LIKE CURVED TEXT AND TEXT SHADOWS

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the basics

WORKING WITH TEXT



ADDING TEXT

To start adding text in Canva, simply click the "Text" tab in the sidebar. Or simply press the "T" key.

SELECTING FONTS

Fonts convey personality; they can be formal, casual, playful, or bold. Canva offers a wide range of fonts in the "Font" drop-down menu when you've selected your text. If you have specific brand fonts, you can also upload them. Experiment until you find the font that fits your message.

ALIGNING TEXT

You don't have to place your text in the center of your design. Use the text alignment options to move your text to the left, center, or right of its text box. This seemingly minor adjustment can make a significant difference in the look and feel of your final design.

TEXT EFFECTS (BOLD, ITALIC, UNDERLINE)

Text effects are like the spice rack of your graphic design kitchen. A little goes a long way. The "Effects" button allows you to enhance your text in a variety of ways, including bolding, italics, and underlining. Use them sparingly to highlight key points or create contrast.

LINE AND LETTER SPACING

Ever feel like your text is too squashed or stretched? That's where line and letter spacing come in handy. Adjust the space between lines or individual letters by selecting your text and using the "Spacing" option. This is ideal when you want your text to breathe or feel more comfortable.

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the basics

COLORS

Colors are more than just decorative elements; they bring designs to life, set the tone, and evoke emotion. Canva understands the power of color and provides users with a vast palette and tools to ensure your design exudes exactly the mood you envisioned. This guide will shed light on the process of selecting and applying colors in Canva, from basic choices to advanced combinations.

NAVIGATING CANVA'S COLOR PALETTE :

To begin, click on any design element (text, shape, background, etc.). A color wheel icon will appear in the toolbar.

Clicking this icon will reveal Canva's default color palette. Here, you'll find a myriad of shades perfect for any design.

CREATING CUSTOM COLORS :

Want a specific hue? No problem! Click the "+" symbol in the color menu.

You can then use the color picker to select a hue or enter a hex code if you have one.

Once chosen, your custom color is saved in the palette for future creations.

USING COLOR HARMONIES :

Canva often suggests complementary colors based on the ones you've already chosen.

These harmonious suggestions can help create a visually appealing design.

APPLYING GRADIENT EFFECTS :

Some elements in Canva support gradient colors. If so, you'll see the gradient option next to solid colors. Select it, then choose two colors to create a gradient effect.

THE COLOR WHEEL AND COMBINATIONS :

For those looking for advanced color coordination, go to the "Colors" tab in the left panel.

There you'll find the "Color Wheel" tool, which will help you select analogous, complementary, or triadic color combinations for a harmonious design.

APPLYING COLORS TO MULTIPLE ELEMENTS :

If you want to apply a color to multiple elements simultaneously, simply select all the desired elements (while holding down the Shift key), then choose a color from the palette.

USE BRAND COLORS :

For those with a Canva Pro account, you can set specific brand colors that will remain consistent across all your designs. This feature is extremely useful for businesses or individual brands that want to maintain a consistent visual identity.

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the basics

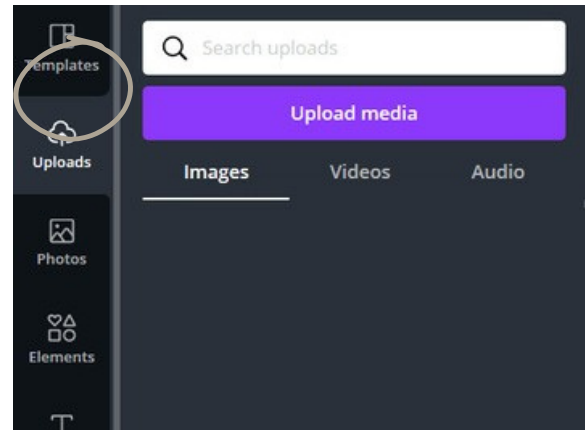
WORKING WITH PHOTOS

Uploading your own data

It's easy to upload your own images to use in your Canva design.

Simply select "Uploads" from the left toolbar, click "Upload Media," and you'll be able to browse your computer (or phone!).

Canva also has a very functional app) and find the images you want to upload. The images you upload will remain in this upload area, which you can access at any time, in any design.



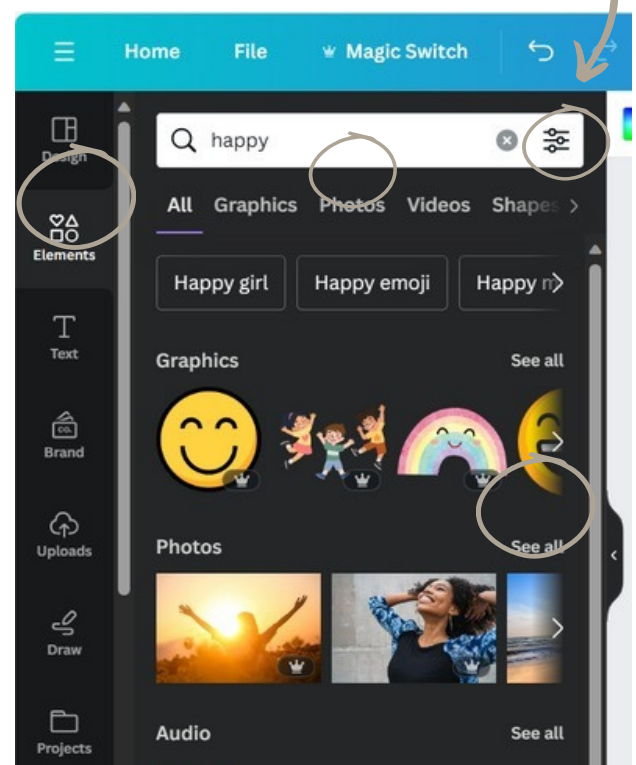
Use of stock images

If you don't have your own images, you can select them from Canva's extensive photo library. Simply select the "Elements" tab and search for the type of photo you want. You can then click on the photo area to see more.

Once you've found a photo you like, simply click on it to add it to your design or drag and drop it.

Remember, anything with the crown icon is only available to Pro members. You can filter to see only free results using the small hamburger menu to the right of the search bar.

Click here to filter results, for example to only show Free elements.



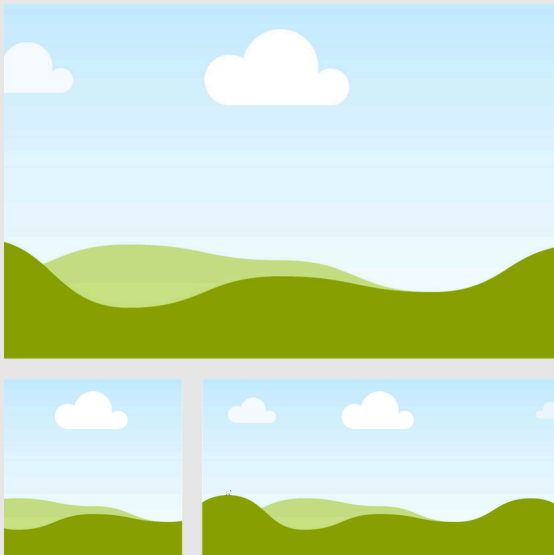
Accelerated training on Canva

the basics

FRAMES +

GRIDS

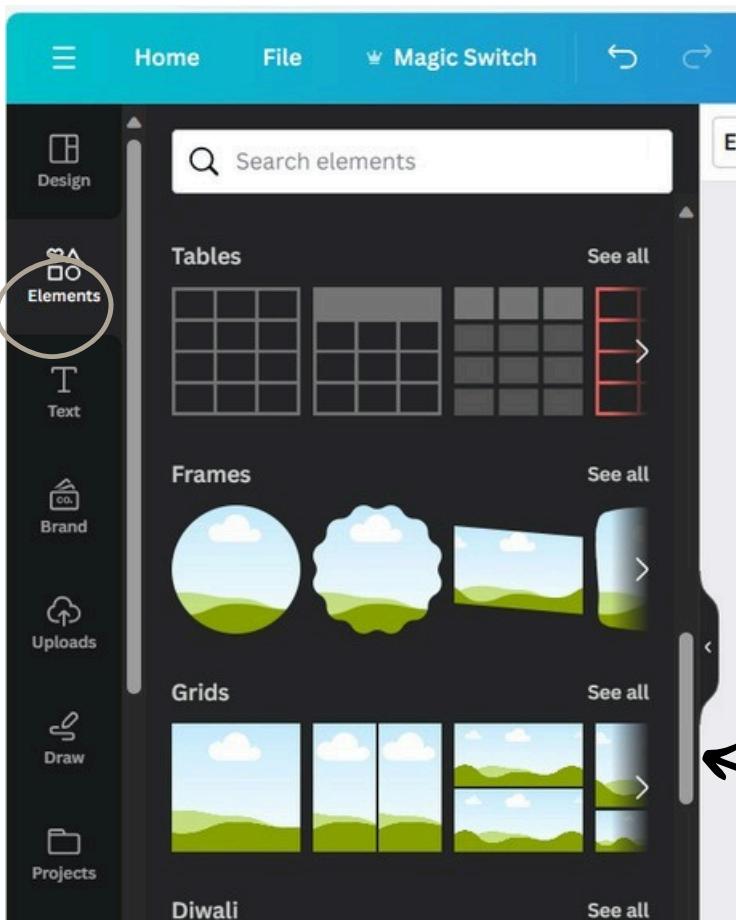
WORKING WITH PHOTOS



FROM THIS



TO THAT



Frames and grids allow you to place image placeholders in your document and easily drag and drop images into these spaces.

The image is inserted into the frame.

You can easily replace the image by dragging another image into the frame from the Uploads or Elements sections.

Simply click on the Elements tab and scroll down the page until you find the Frames or Grids sections.

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the basics

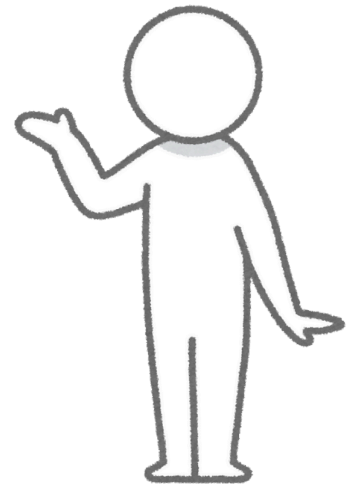
WORKING WITH PHOTOS

Transparency

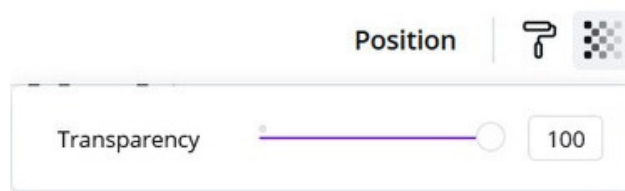
Transparency affects opacity (how transparent something is) and can be applied to images, elements, text, and solid shapes.

TRANSPARENCY ADJUSTMENT

Click on the item you want to unlock. A menu will appear in the top right corner of the screen. Click on the small chess icon.



A slider will appear, drag it up or down to achieve the desired effect.



TRANSPARENCY AT 100%



TRANSPARENCY AT 30%

THE TOOLS
THE TOOLS
THE TOOLS

THE TOOLS

toolbars types

Canva's top toolbar has a multitude of functions that change depending on the element you've clicked in your design. You'll find examples in the graphics below. On the following pages, you'll see what each element in these toolbars can do.

TEXT TOOLBARS



SHAPE TOOLBARS



GRAPHIC BAR / ELEMENT

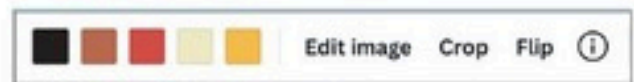
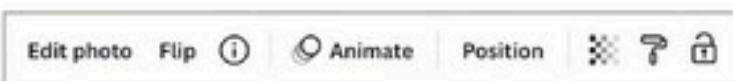
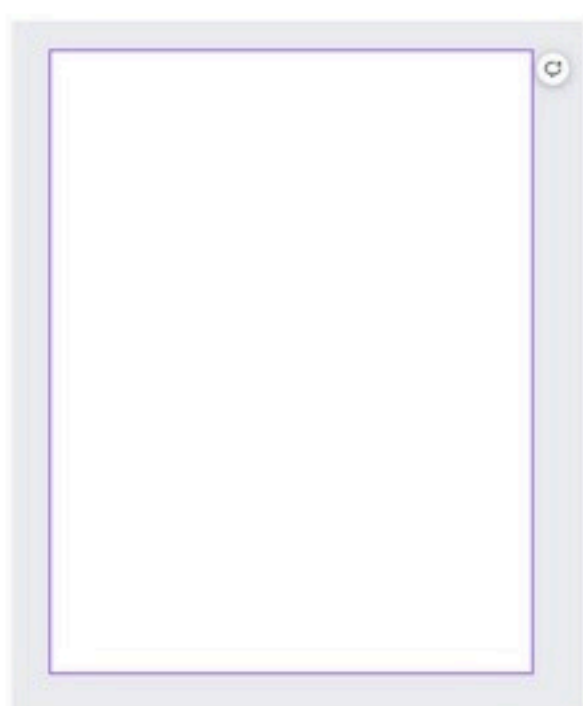


PHOTO TOOLBARS

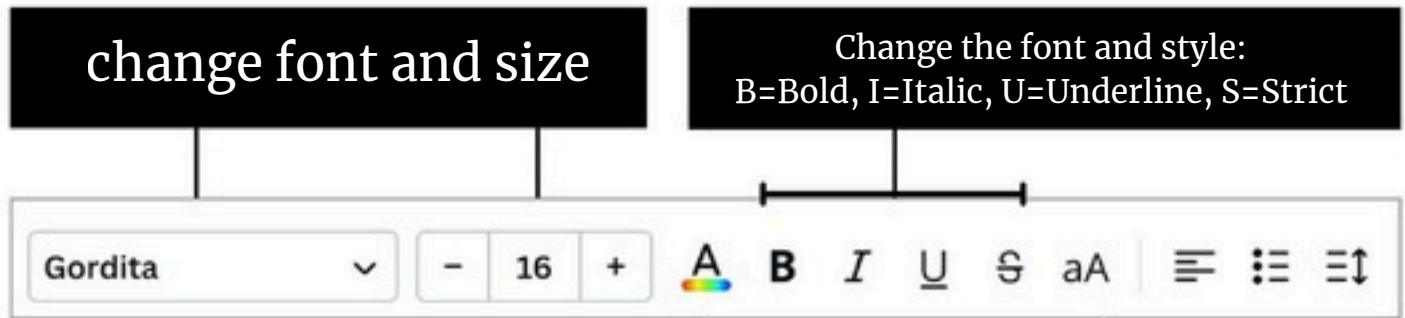


PAGE TOOLBAR



THE TOOLS

toolbars types



change text color

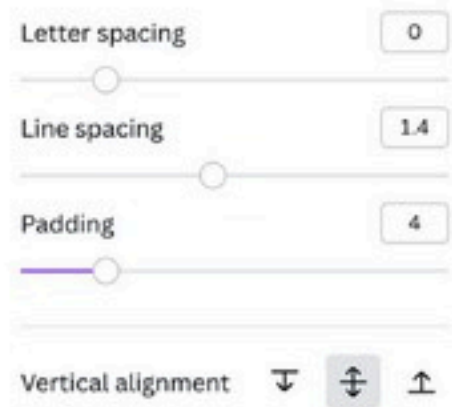
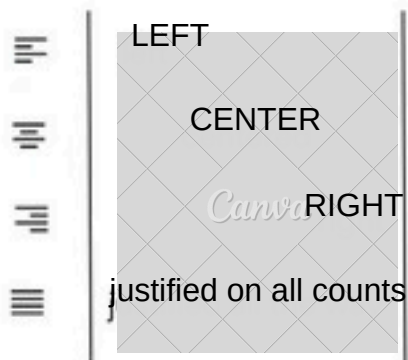
make the font all uppercase or all lowercase

add bullet points



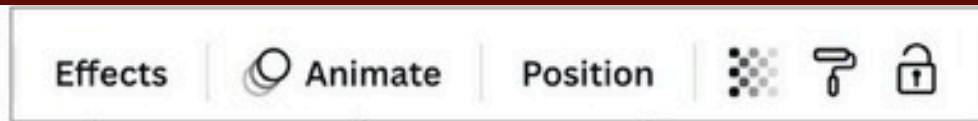
change text alignment

adjust spacing and vertical alignment



THE TOOLS

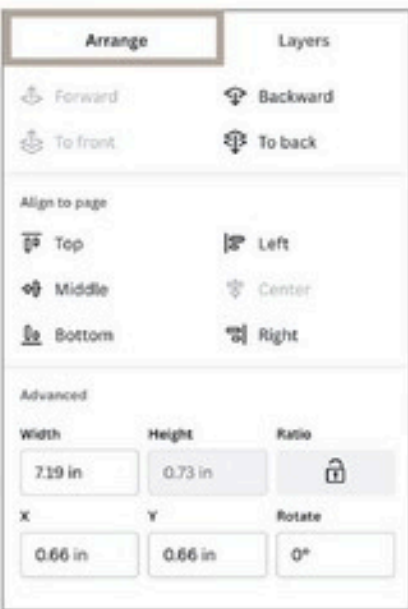
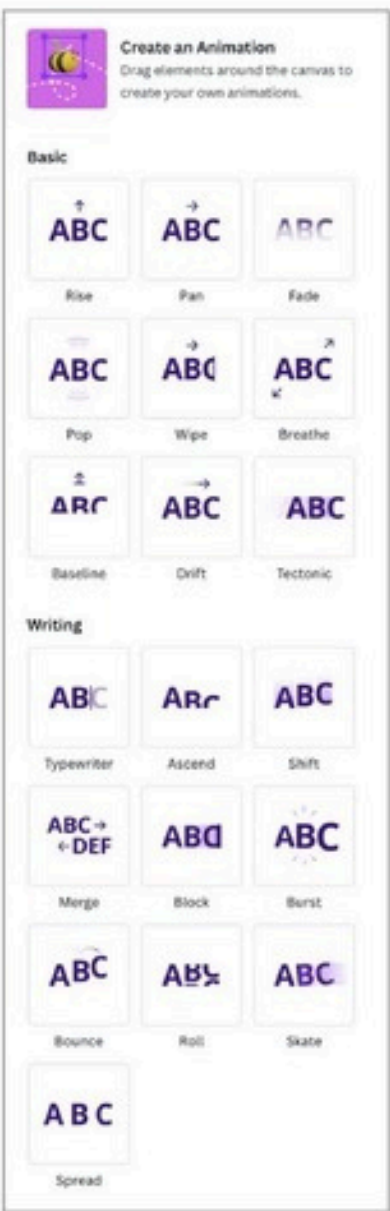
toolbars types



change the effects in the text have fun with this one!!!

predefined animations for text (partial list shown)

arrange the text or align it on the page

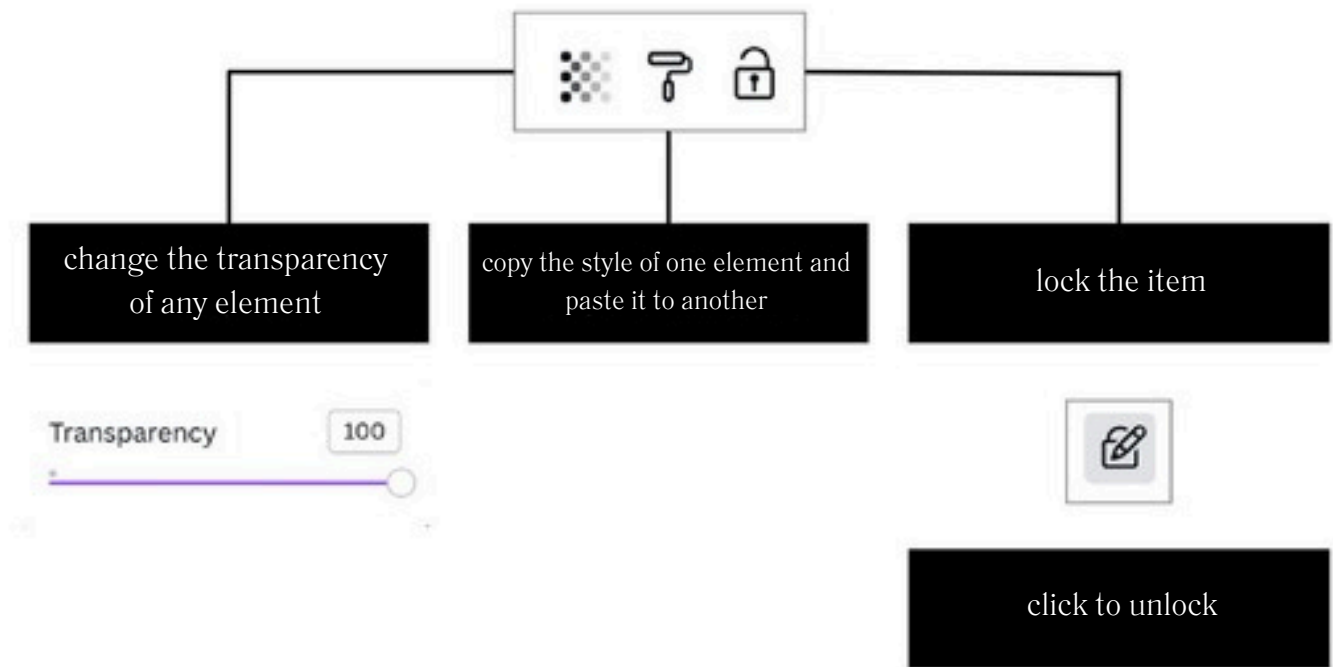


click on the layers and move them up or down by clicking on each bar and dragging it



THE EXTRAS

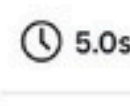
items



PAGE TOOLBAR:



change the page background color



adjust the timing of a page animation

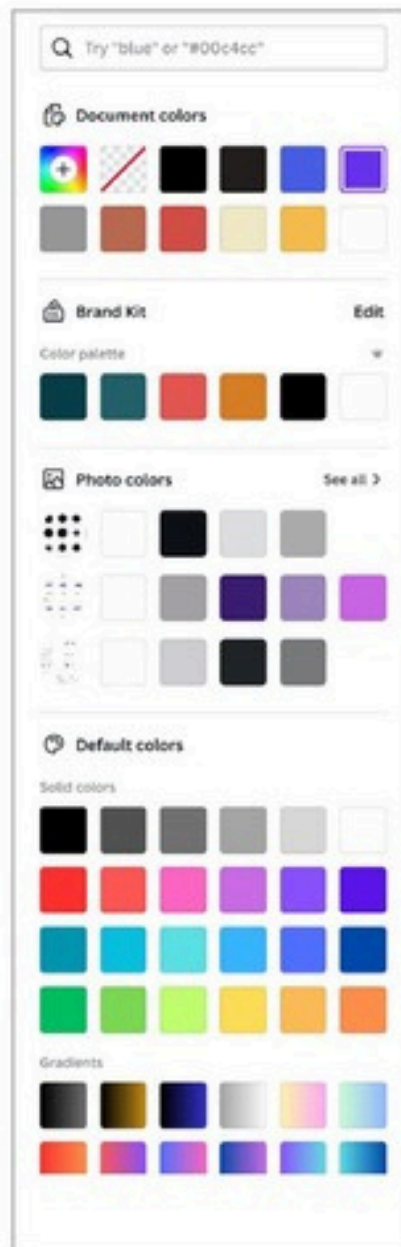
THE EXTRAS

shapes toolbar

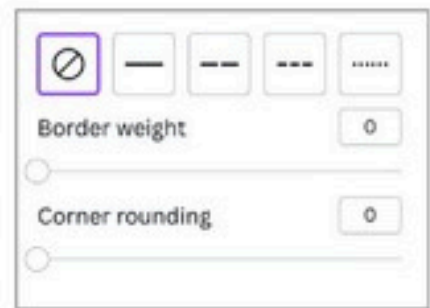
easily change the shape
(partial list illustrated)



change the color
of the shape



Add a border / change the
border weight in the corners



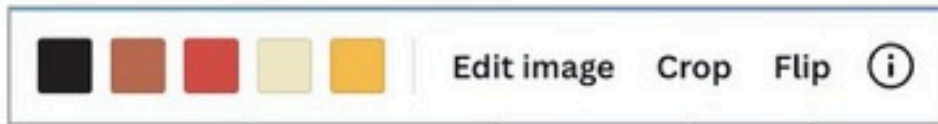
Shape [purple square] [black square] [hamburger menu]

If you add a border, you
can change the color.



THE ELEMENTS

graphic toolbar



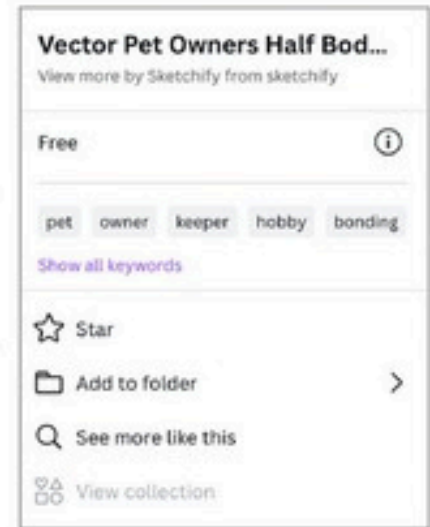
provides info on the graphic and allows you to find more !

change the colors of a chart (note: does not always appear)

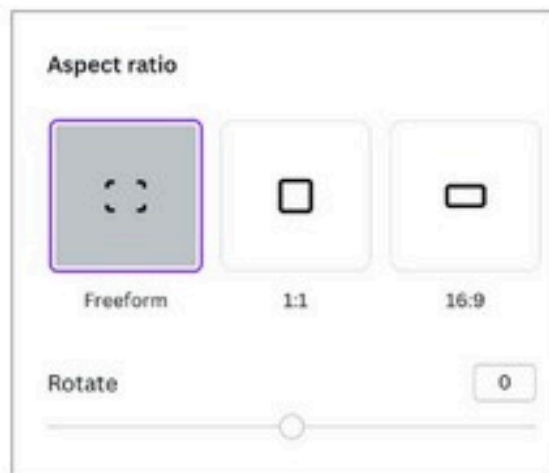
This menu is subject to change, but it has many options!

return !

- ↶ Flip horizontal
- ↷ Flip vertical

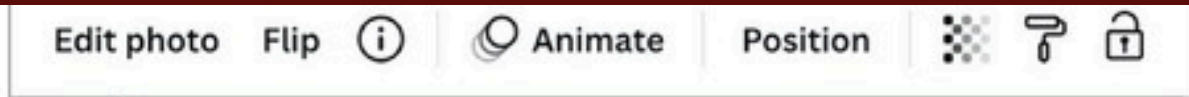


crop the image with different parameters

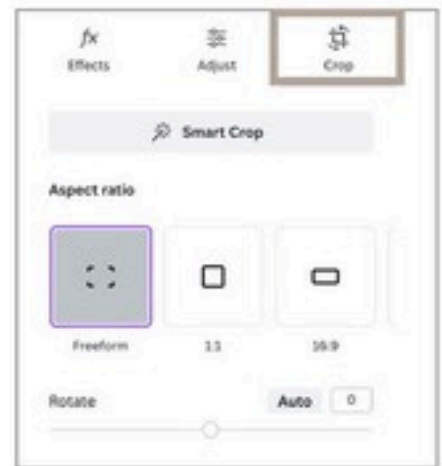
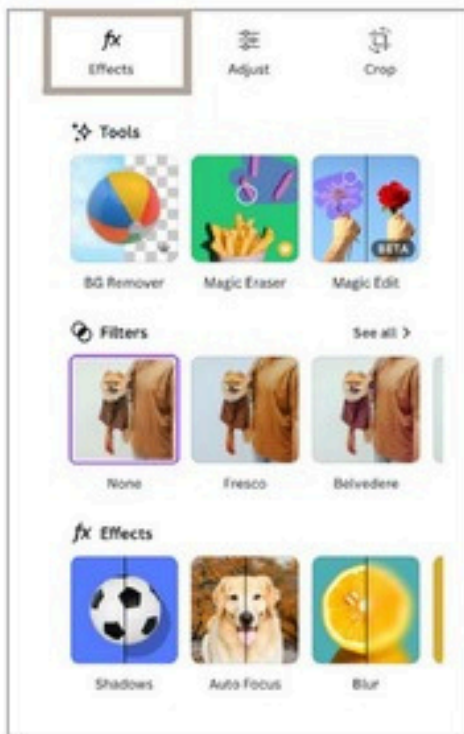


THE PHOTOS

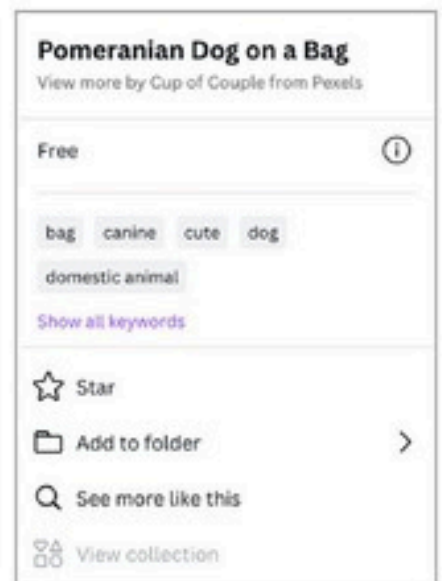
photo toolbar



a TON of options to edit the photo !
Effects: remove background, add a filter, add affects / Adjust : make adjustments / Crop: use crop tools



provides information about the photo and allows you to find more!

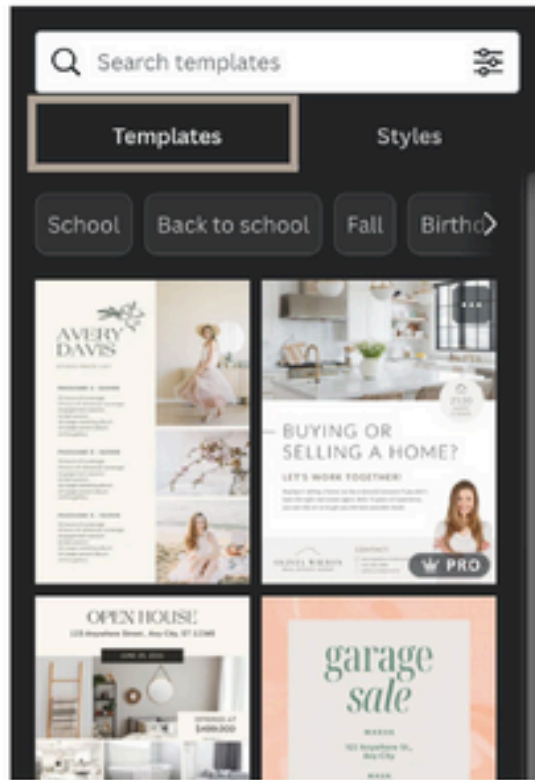


return !

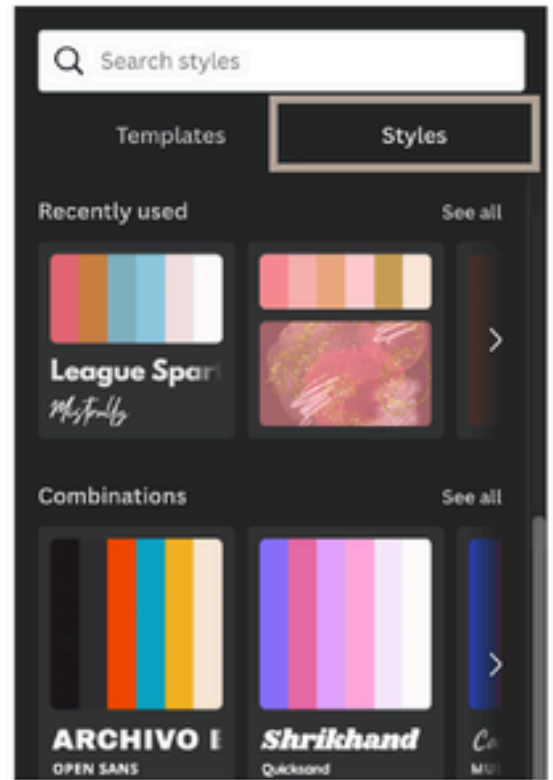
↶ Flip horizontal

↷ Flip vertical

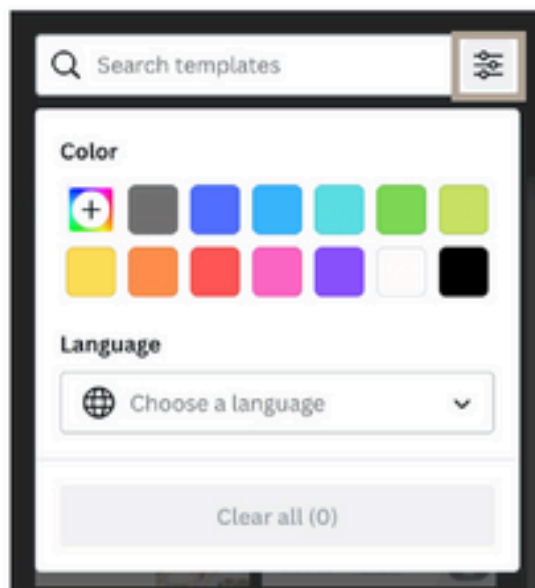
BAR ON THE LEFT SIDE



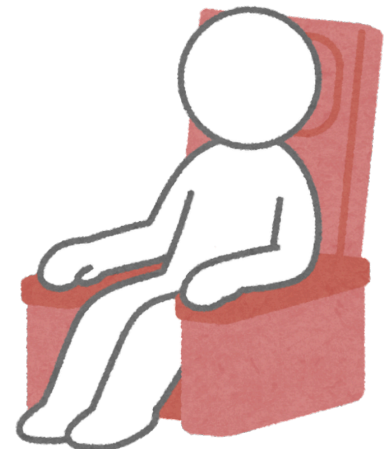
Search pre-made Canva templates based on your type!



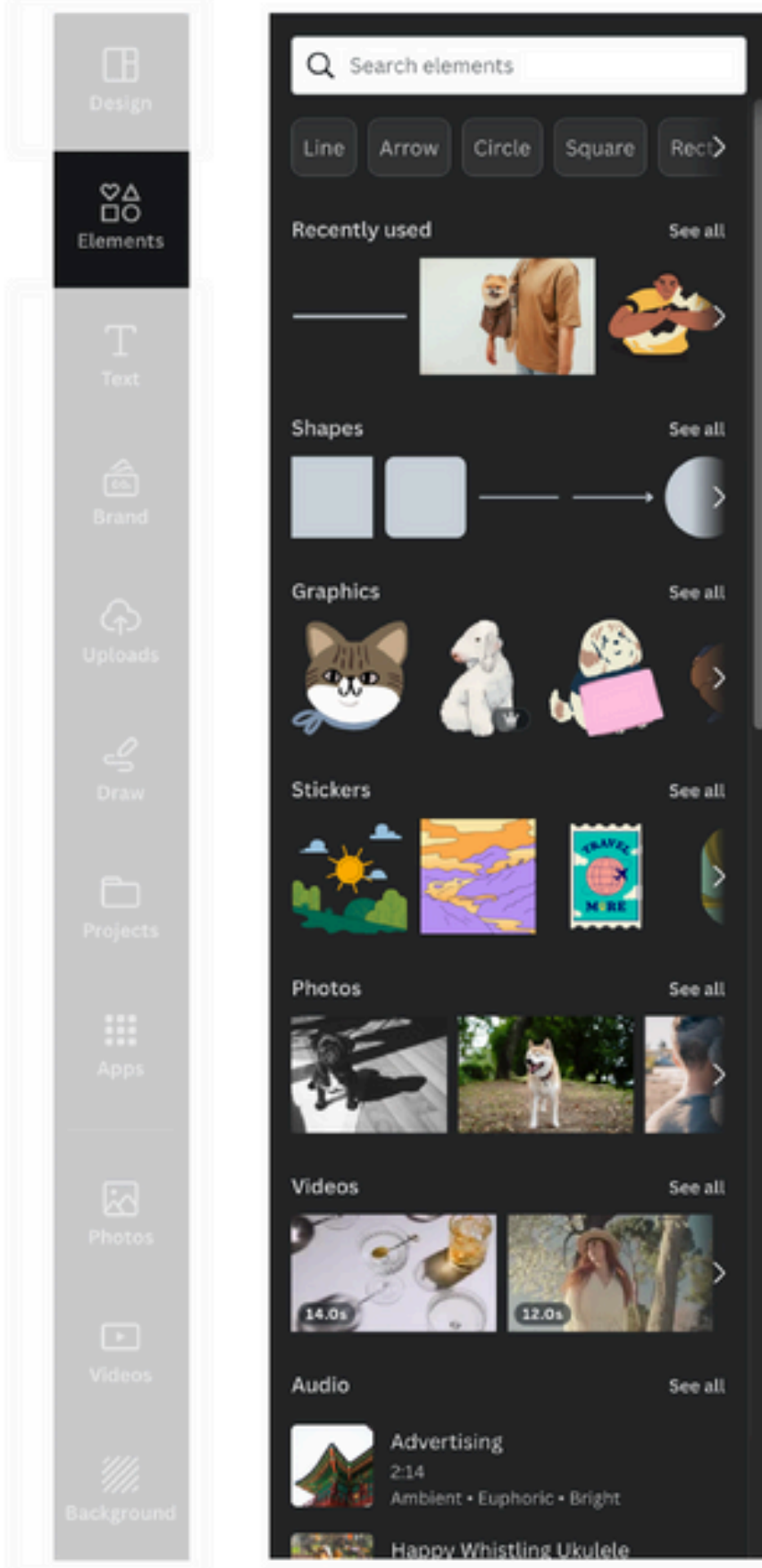
Click Styles to choose a color palette, font schemes, images, and more.



Click the scroll bars to search for models by color (or add your own color).



BAR ON THE LEFT SIDE

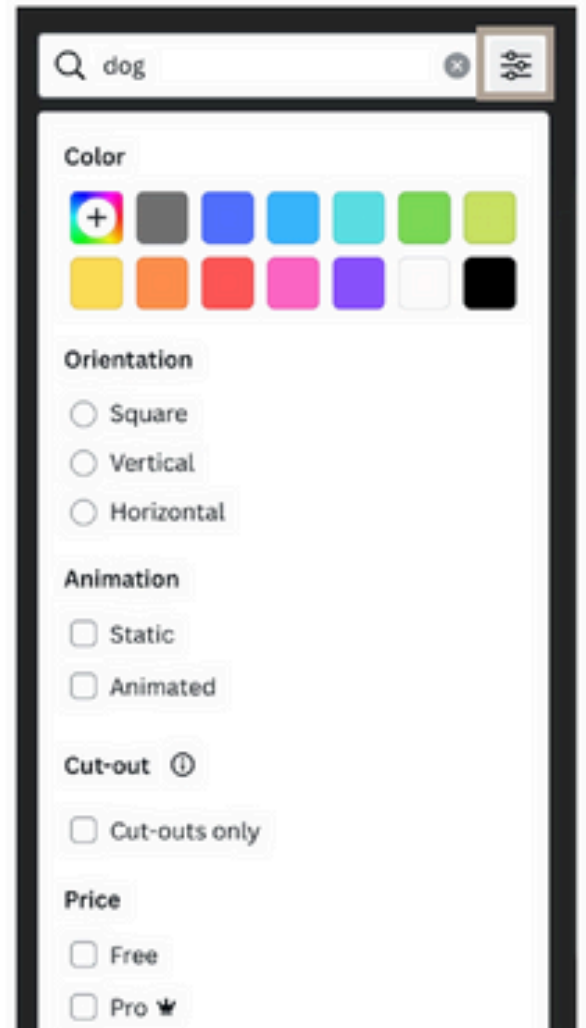


There are so many choices!

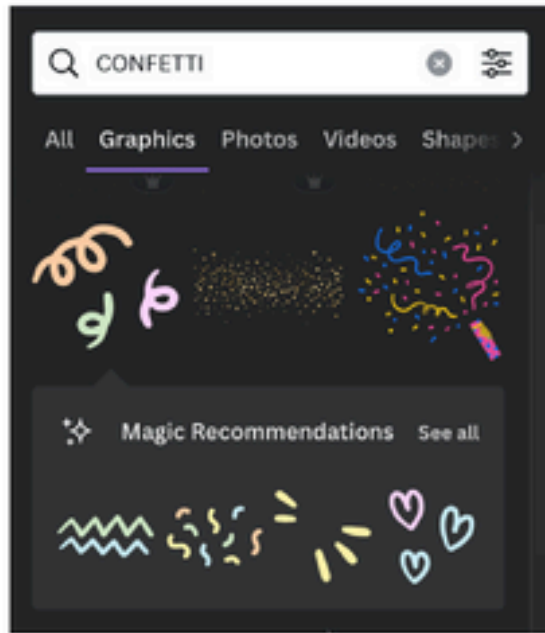
Search for an item and choose one:

- Graphics
- Photos
- Videos
- Audio
- Graphics
- Tables
- Frames
- Grids
- Collections

Click to filter

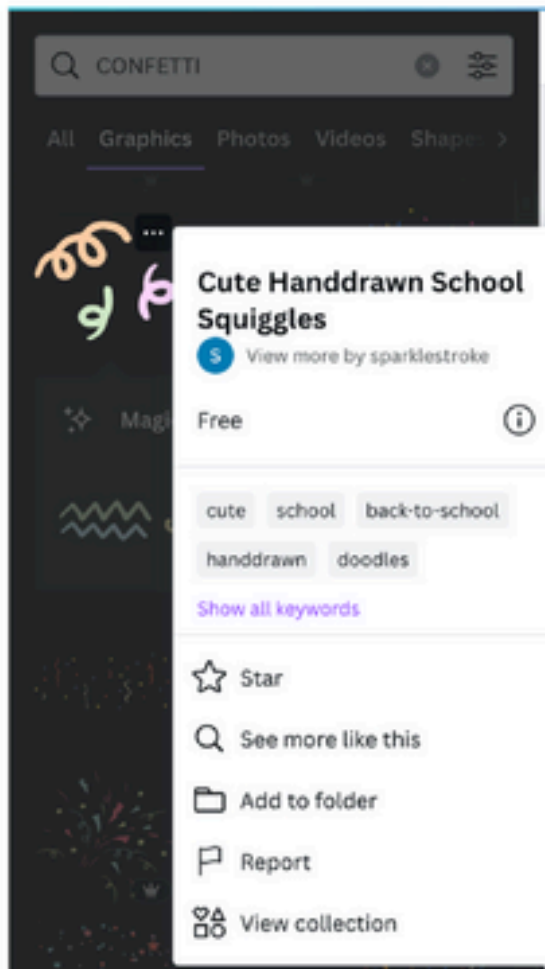


BAR ON THE LEFT SIDE



TIP :

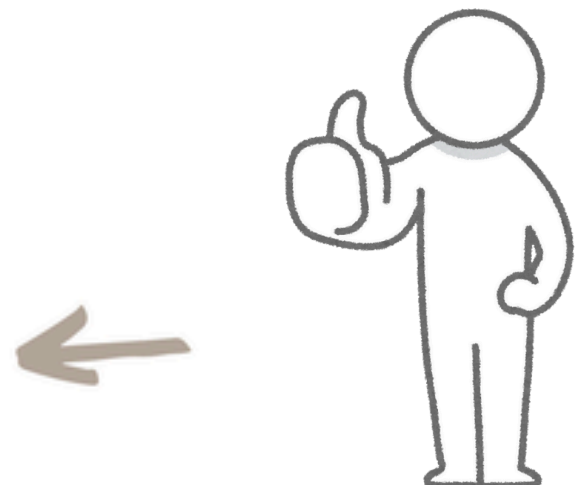
If you find an item you like, check out the "Magical Recommendations" to find more in a similar style.



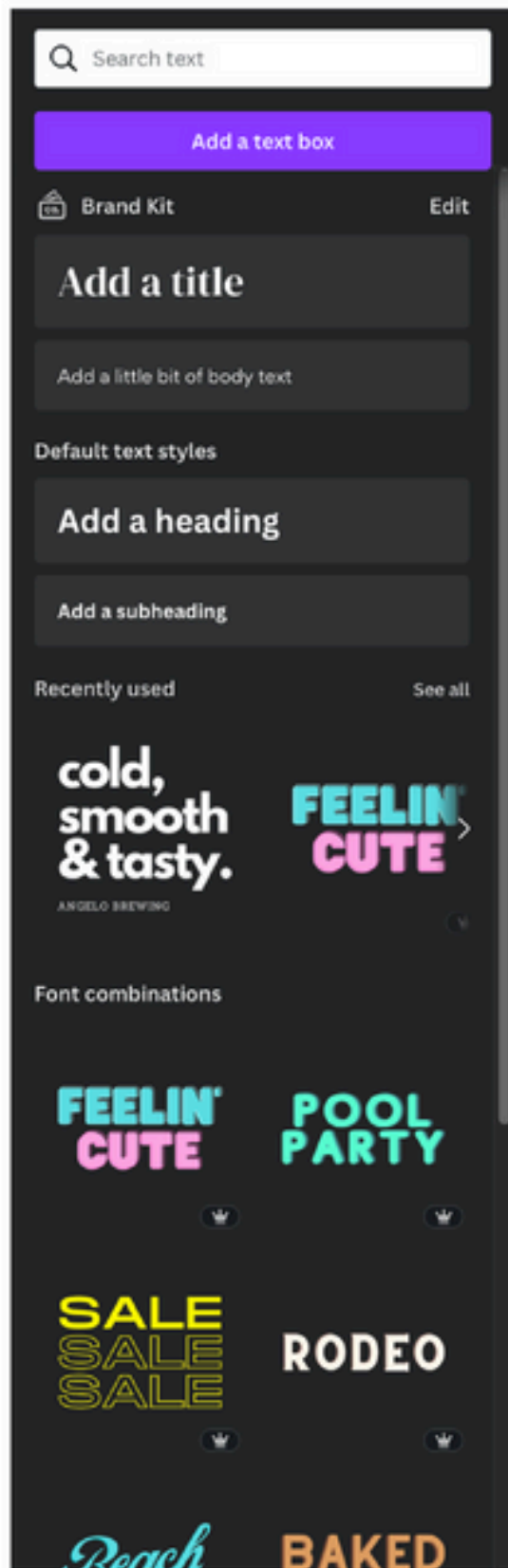
TIP :

Click the 3 dots next to a graphic and when the context menu appears, click "View Collection" at the bottom and all the graphics created by that artist will appear on the left.

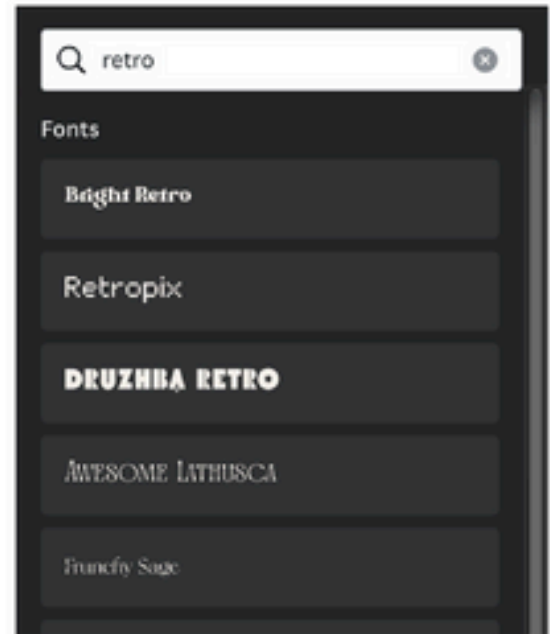
This is a great way to use similar elements in the same design!



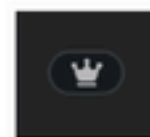
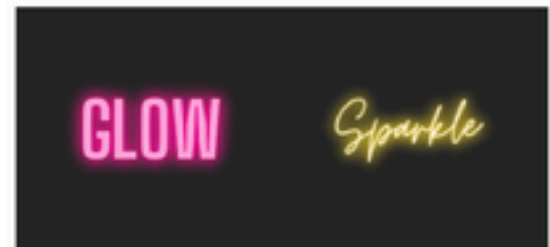
BAR ON THE LEFT SIDE



Search for a font style:

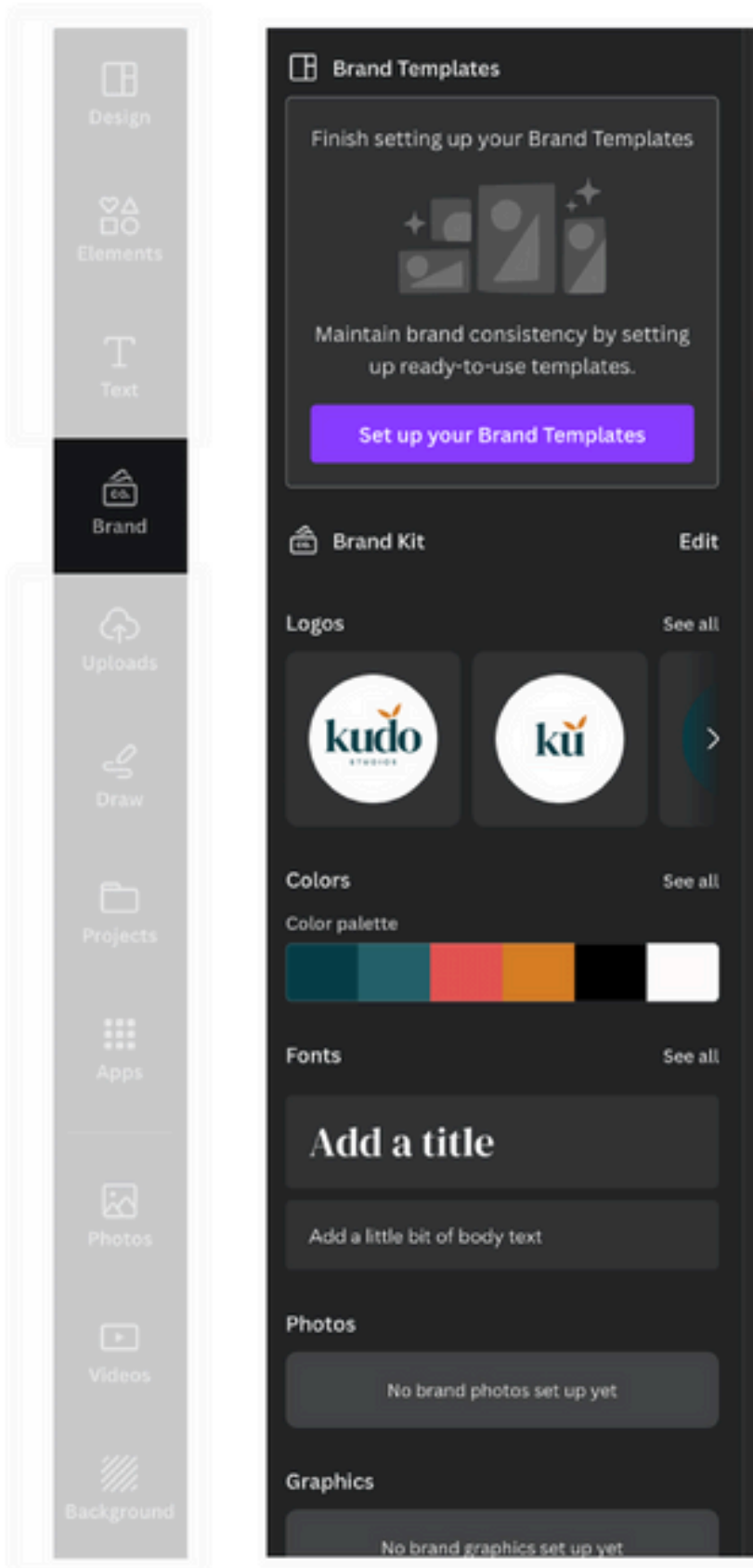


Use a pre-made font combination (you can fully edit!)



This icon means it's a Canva Pro feature.

BAR ON THE LEFT SIDE



Add your own branded items:

Templates

Logos

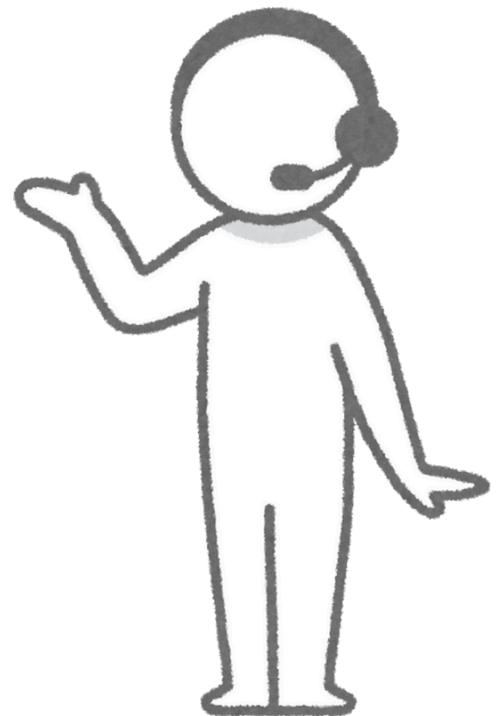
Colors

Fonts

Photos

Graphics

Icons



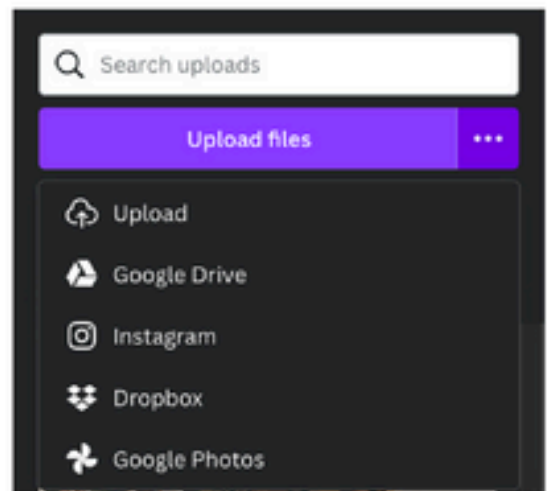
BAR ON THE LEFT SIDE



Anything you upload or place on the page will appear here.
Images
Videos
Audio

Click "Upload Files" to download from :

- Computer
- Google Drive
- Instagram
- Dropbox
- Google Photos

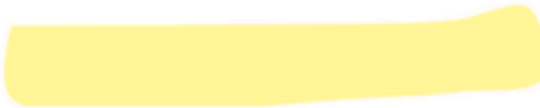


Click to register in Canva!

BAR ON THE LEFT SIDE



This toolbar appears



Select an item

Change the color

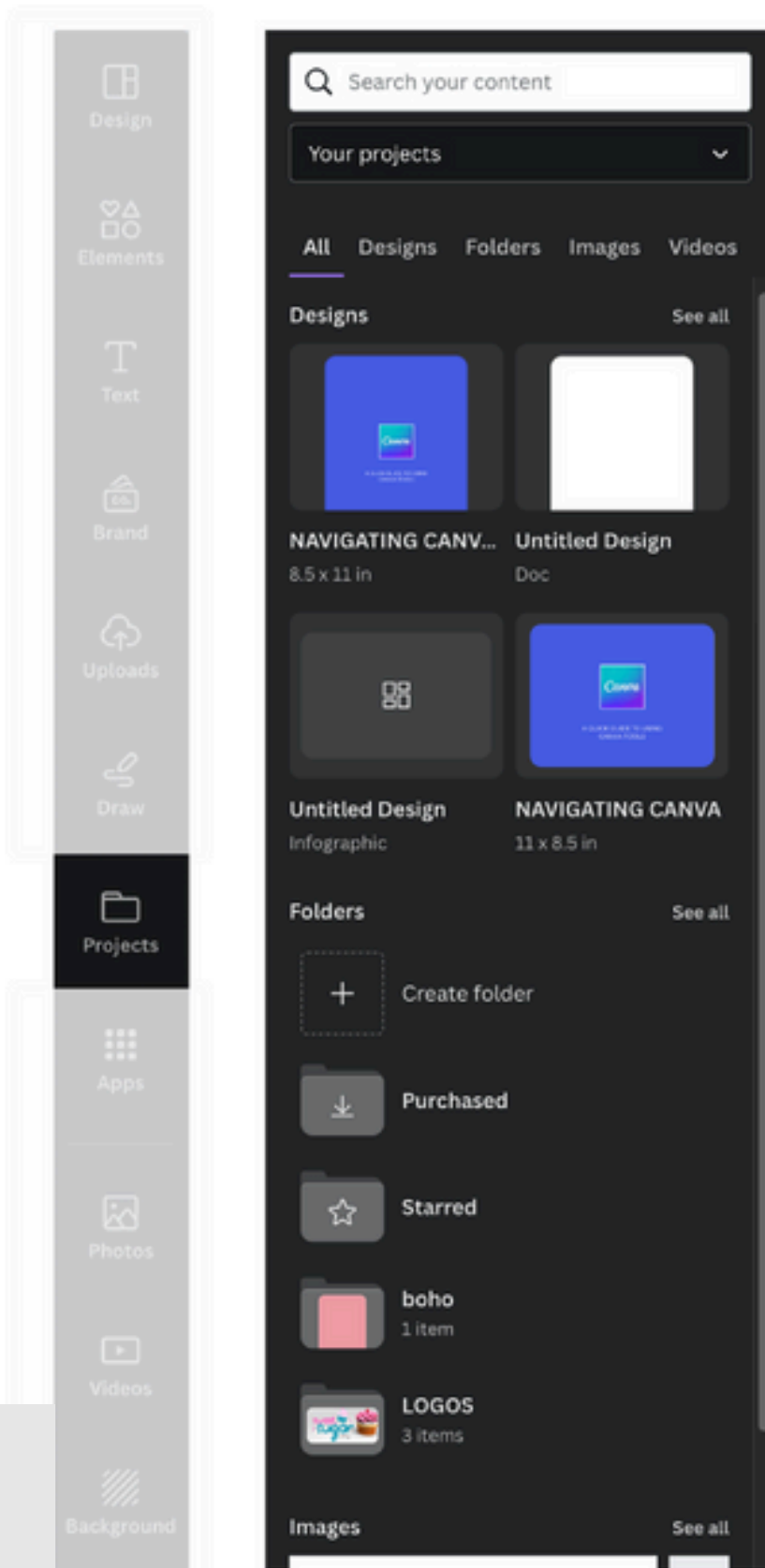
Weight



Transparency

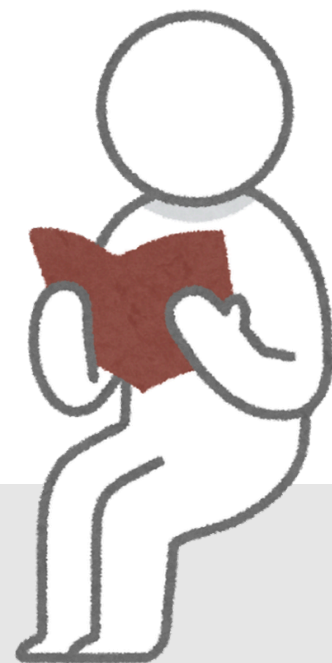


BAR ON THE LEFT SIDE

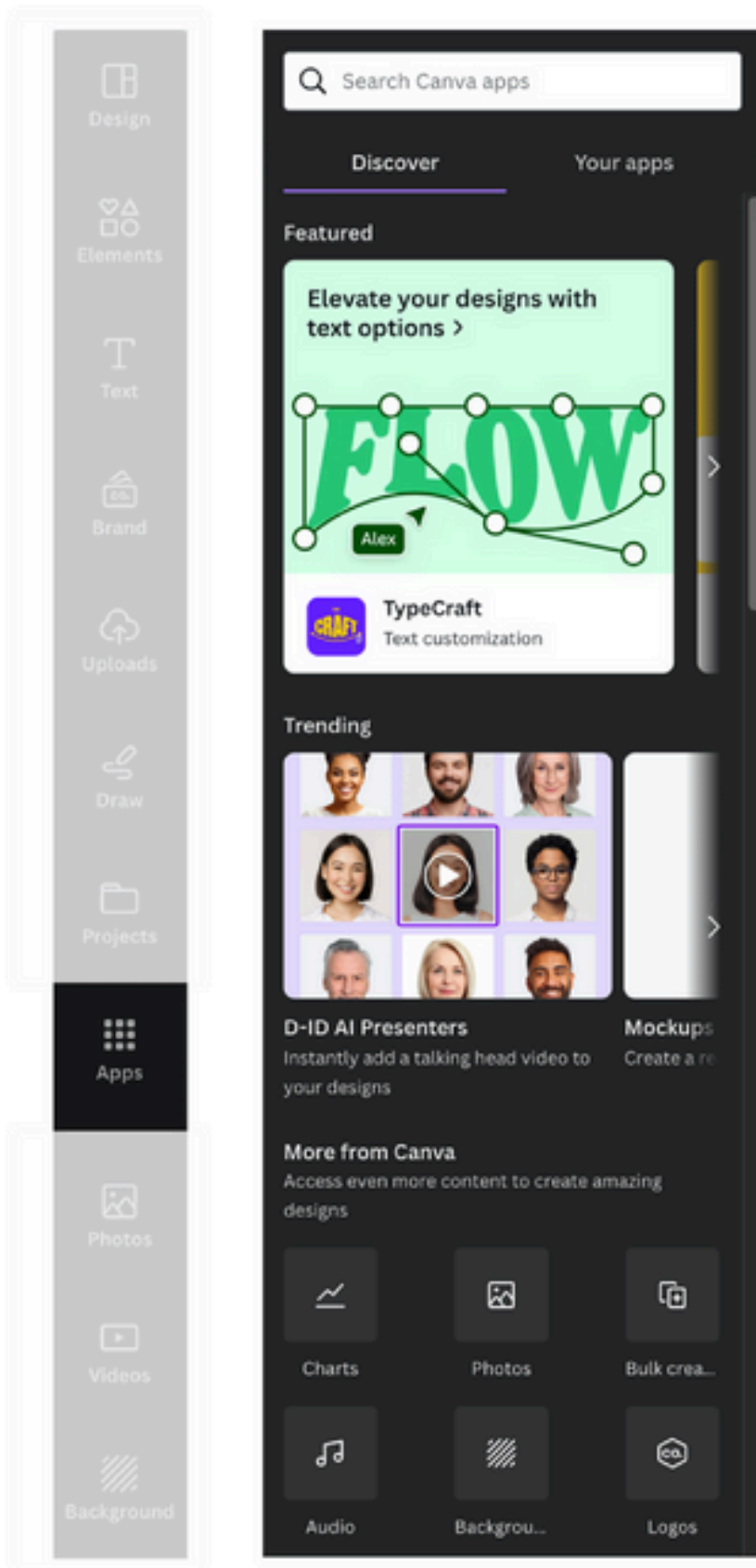


Everything you've created appears here !

- Designs
- Folders
- Images
- Videos



BAR ON THE LEFT SIDE



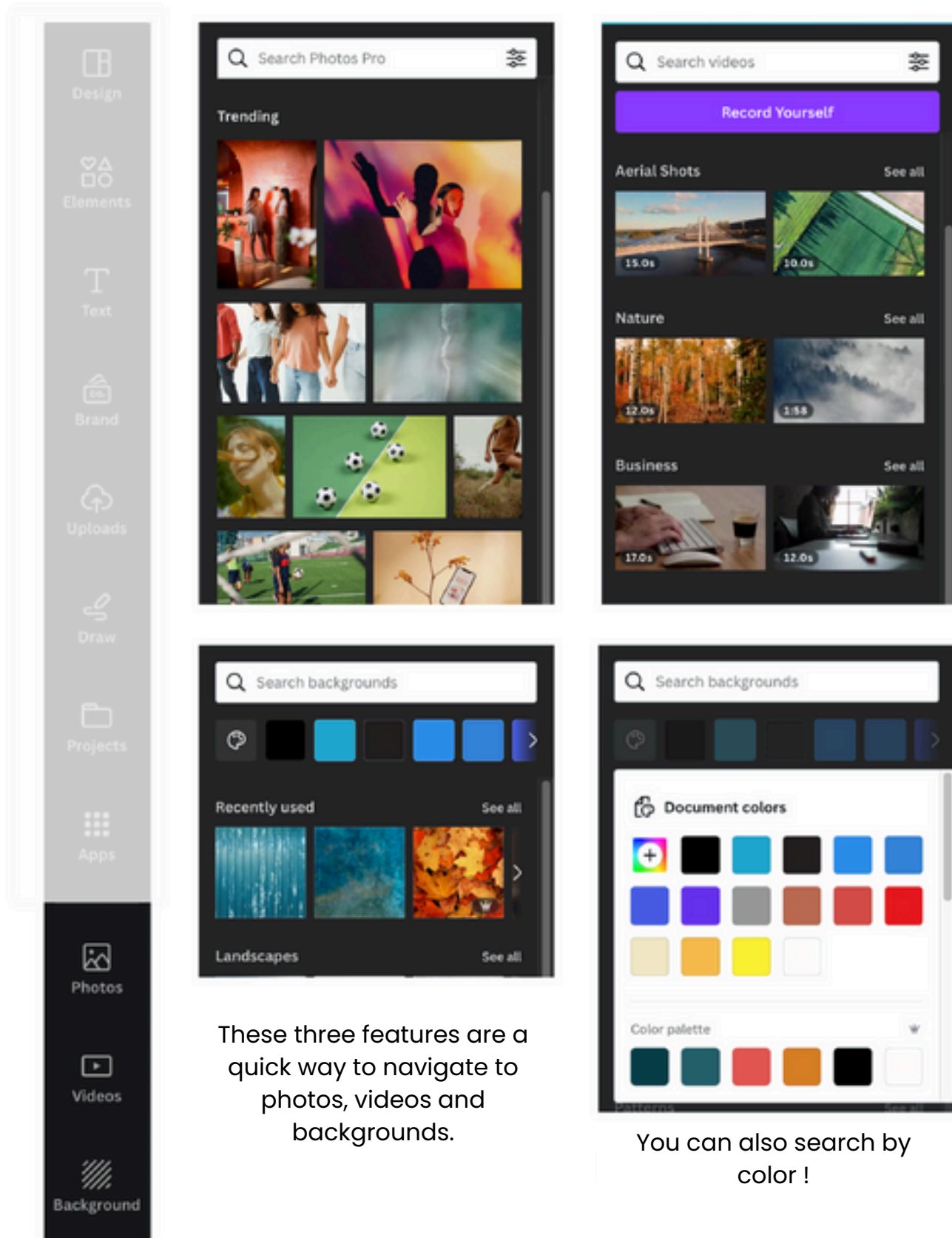
It would take another ebook to explain everything !

Browse all the additional apps you can use in Canva.

Click on the app type to see more (e.g., graphics).

Once you've added an app, it will appear under "Your Apps" at the top (and also at the bottom of the editor bar).

BAR ON THE LEFT SIDE



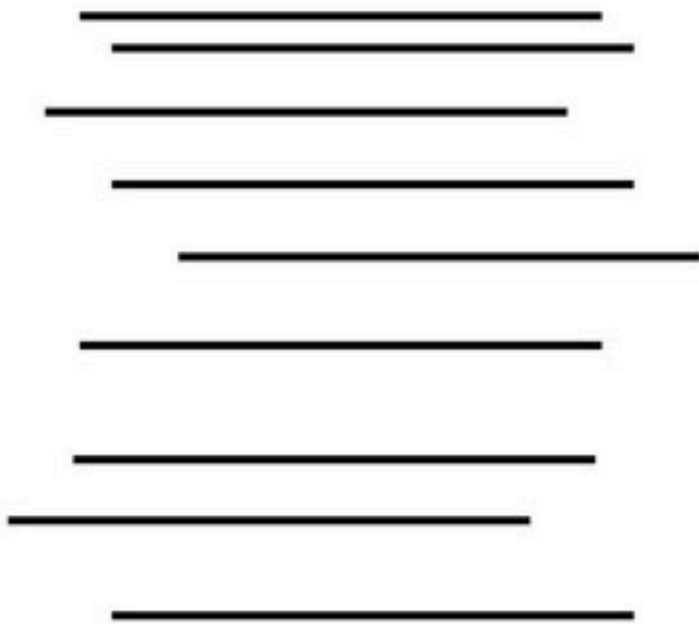
These three features are a quick way to navigate to photos, videos and backgrounds.

You can also search by color !

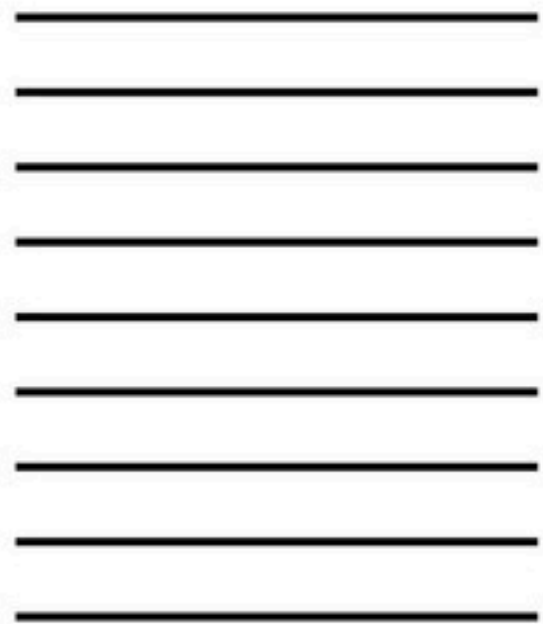
ADVICES
ADVICES
ADVICES

USE THE 'TIDY UP' FUNCTION TO ALIGN.

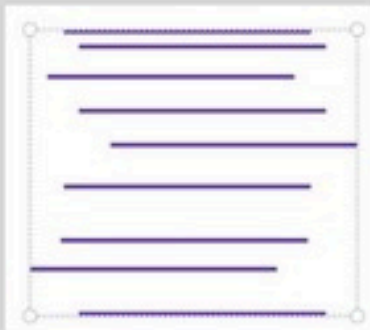
FROM THIS



TO THAT



It works with all shapes, lines, images, etc. and aligns objects vertically and horizontally. Great for note lines! Here's how:



Select all objects
at once



In the top toolbar,
click on "Position".



Click on the "Tidy up"
function and you're
done !

CREATE A VISUAL EFFECT

FROM THIS

TO THAT



Text on top of the house



Text behind the house



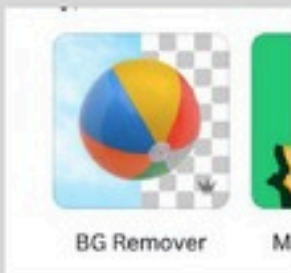
Place an image on your page



Select the image and duplicate it (press command + D)

Edit photo F

Select only the top image and click "Edit Photo" in the top toolbar.



Select BG remover to remove the background (the sky in this example).



Now type your text (it will always be at the top of both images).

Tip: Press "T" to open a text box.



Once you have your text selected, click Position and move it back until it is between the two images. Make sure both images are placed in the exact same location!

MAKE THE TEXT STAND OUT WITH A TRANSPARENT GRADIENT.

FROM THIS

TO THAT



If your text is difficult to read on an image, use a gradient over it and convert one of the end colors to 0% transparency (transparent). Step-by-step instructions on the next page

MAKE TEXT STAND OUT WITH A TRANSPARENT GRADIENT



Create a rectangle
(type the letter "R")



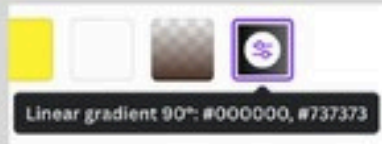
In the top toolbar, click on
the colour square



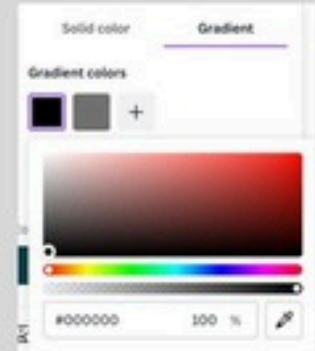
Select a gradient from
the bottom of the menu
(pick any one)



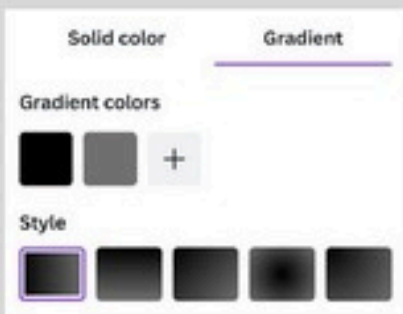
While clicked on the
gradient shape, click the
colour square again



Hover over the colour to see
the purple slider bars, then
click on the sliders



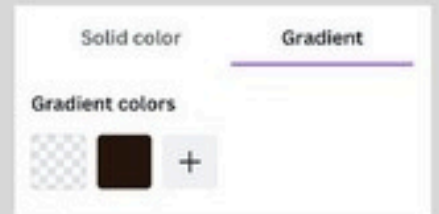
This menu will pop out.



Click on one of the
colours (black shown)



Slide the transparency bar
all the way left to 0%
(shown here at 10%)



The colours should appear
like this and you can place
your shape over your
photo.

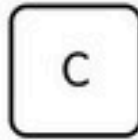


EYEDROPPER TIP! In Canva Pro, you can use the eyedropper tool to select a colour from something else (your image, a graphic, a colour of a shape, etc.)

BONUS MAC KEYBOARD SHORTCUTS



Add a text box



Add a circle



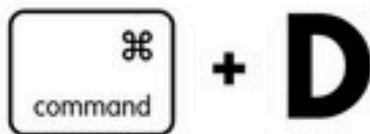
Add a rectangle/square



Enlarge a font



Reduce the size of a font



Duplicate an element



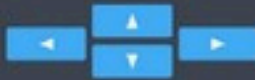
Grouping elements

FROM

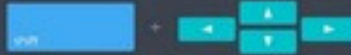


CANVA Keyboard Shortcuts

01. Move elements



Move the element 1 pixel
arrow keys



Move the element 10 pixels
shift + arrow keys



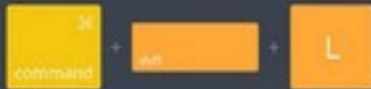
Deselect an item
Esc key



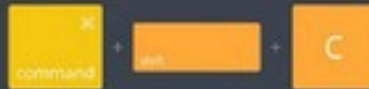
Move an item up or down
Command/Ctrl + parentheses/up and down
arrows
and down arrows

Select the next or previous item
command / ctrl + alt / option
+ parentheses

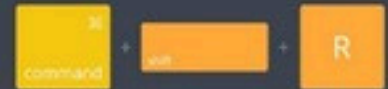
02. Text



Left-align text
command/ctrl + shift + L



Center text
command/ctrl + shift + C



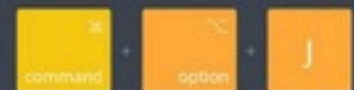
Right-align text
command/ctrl + shift + R



Copy the style to another text box
Command / Ctrl + Option / Alt + C



Paste the style into another text box
Command / Ctrl + Option / Alt + V



Match the width of text boxes in a
group*
command/ctrl + option / alt + J



Add a text element
T KEY



Convert text to uppercase
Command/Ctrl + Shift + K

*works with grouped text boxes (command/ctrl + G)

FROM



Keyboard shortcuts for CANVA



Start searching



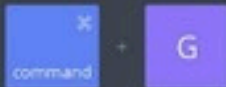
Delete the selected item



Copy items
command/ctrl + C



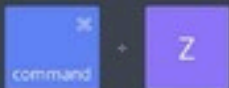
Coller les elements
command/ ctrl + V



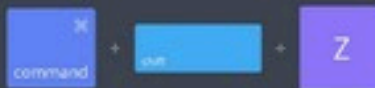
Group the elements
command/ ctrl + G



Detach the elements
command/ctrl + G



Go back
command/ ctrl + Z



Go to the next action
command/ ctrl + Shift + Z



Increase grid spacing
Shift + Alt / Option + Plus / Hyphen keys



Zoom In/Out
command/ ctrl + plus or hyphen keys



Select all the elements
command/ ctrl + A



Show grid lines
command/ctrl + colon (twice)



Resize propotionally
shift + glisser



Add or remove
selected items
Shift + click on
surrounding items



Select the element behind
Command/Ctrl + Click
Overlapping elements



Present
command/ ctrl + shift + return / enter



Duplicate an element
command/ ctrl + option / alt + C



FREE

VS

PRO

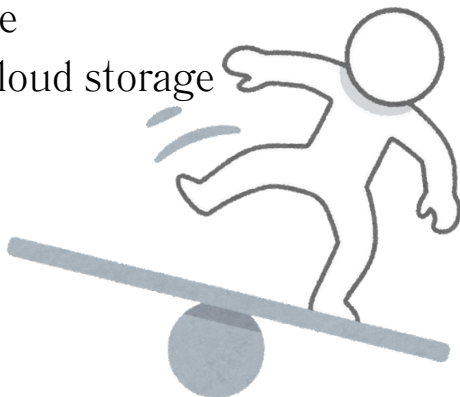
FREE VS PRO

DO YOU REALLY NEED A CANVA PRO ACCOUNT?

Canva is feature-rich, even with a free account. You'll quickly get a sense of the value of a Pro account once you start playing around with the software. Here's a look at the features and benefits of each option. If you want to make the same content as mine on Instagram, Canva Pro is recommended thought.

FREE

- Drag-and-drop editor for easy customization
- Over 250,000 free templates
- Over 100 design types (social media posts, presentations, letters, etc.)
- Over 1 million free photos and graphics
- Fully optimized design tools[^] (Magic Write[™], Magic Design[™], Magic Edit, etc.)
- Invite your family, friends, and others to design together
- Wide range of printable products to design and have delivered to your home
- 5 GB of cloud storage



PRO

Everything in the free account, plus features you'll love :

- Unlimited access to premium templates and over 100 million photos, videos, audio, graphics, and more.
- Establish your brand's visual identity with logos, colors, and fonts with up to 100 brand kits.
- Resize your designs infinitely with Magic Switch[™]
- Remove image and video backgrounds with a single click
- Full access to Magic Studio, with over 20 AI-powered tools to boost your productivity and creativity. Convert your presentations or whiteboards into summaries, blog posts, emails, and more, and reformat or translate any design with Magic Switch.
- Social media content scheduling across 8 platforms
- Cloud storage (1 TB)
- 24/7 customer support
- *Usage limits and available AI-powered design tools vary by plan.

CONGRATULATIONS !

If you made it this far, you're already ahead of 99% of people. But reading isn't enough, action is the only thing that changes your life.

If you want me to guide you step by step and help you build your first real income online, apply now on my website.

You're now a Canva pro ! Use these new skills to create visuals that convert and bring in money !

Give us a feedback here:

@instagram / marketingkeys.co@gmail.com