



Beginner's Guide TO CANVA

For Digital Marketing



With Michelle
from Born In The Barn

Table of Contents

WELCOME	3
GETTING STARTED	4
EDITING BASICS	8
THE TOOLBARS	16
TIPS & TRICKS	34
FREE VS PRO	42



Welcome!

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

Canva is a user-friendly design website that allows you to easily design almost anything, from social media posts, to party invites, journal pages and graphics, to full ebooks and workbooks.

Mastering the basics of Canva means that not only can you modify, edit mockups of your own products, documents and graphics in Canva yourself - whether it's social media posts, a digital product or a logo for your business.

Even many workplaces are using Canva now, making it a crucial tool to add to your toolbox.

Canva is PACKED with tools but don't get overwhelmed if you're new to the website. Take it step by step, explore and play, and don't be afraid to ask for help!

I hope this overview of the essentials in Canva will empower you to harness this incredibly useful tool!

A hand holding a blue pen writing on a yellow sign that says "STAY DETERMINED" against a dark wood background.
Michelle

Getting Started

You got
this!

BEGINNER'S GUIDE TO CANVA

GETTING STARTED

MAKE A FREE CANVA ACCOUNT

It is easy and FREE to make a Canva account!

Just head to www.canva.com and choose the "sign up" button in the top right corner.

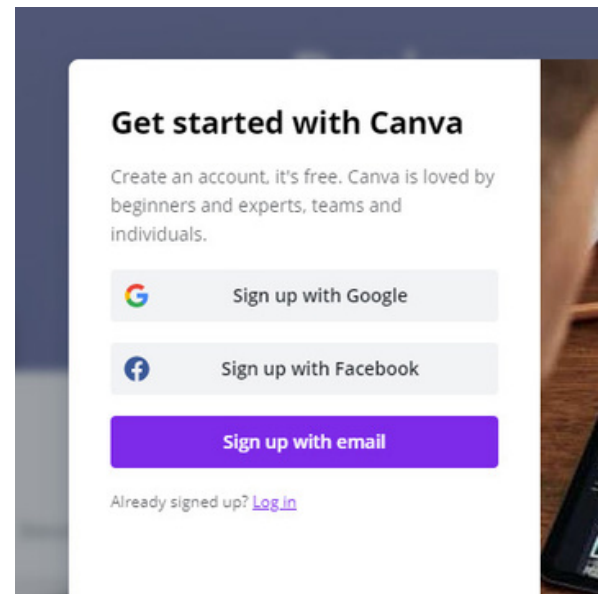
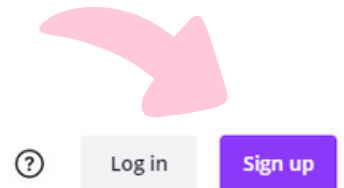
Choose your sign up method and complete the simple process.

Now you have access to this incredibly powerful yet user friendly design tool.

You can do a lot with a free account! To learn more about the difference between Free and Pro accounts, head to page 42 of this guide.

Now let's get familiar with everything!

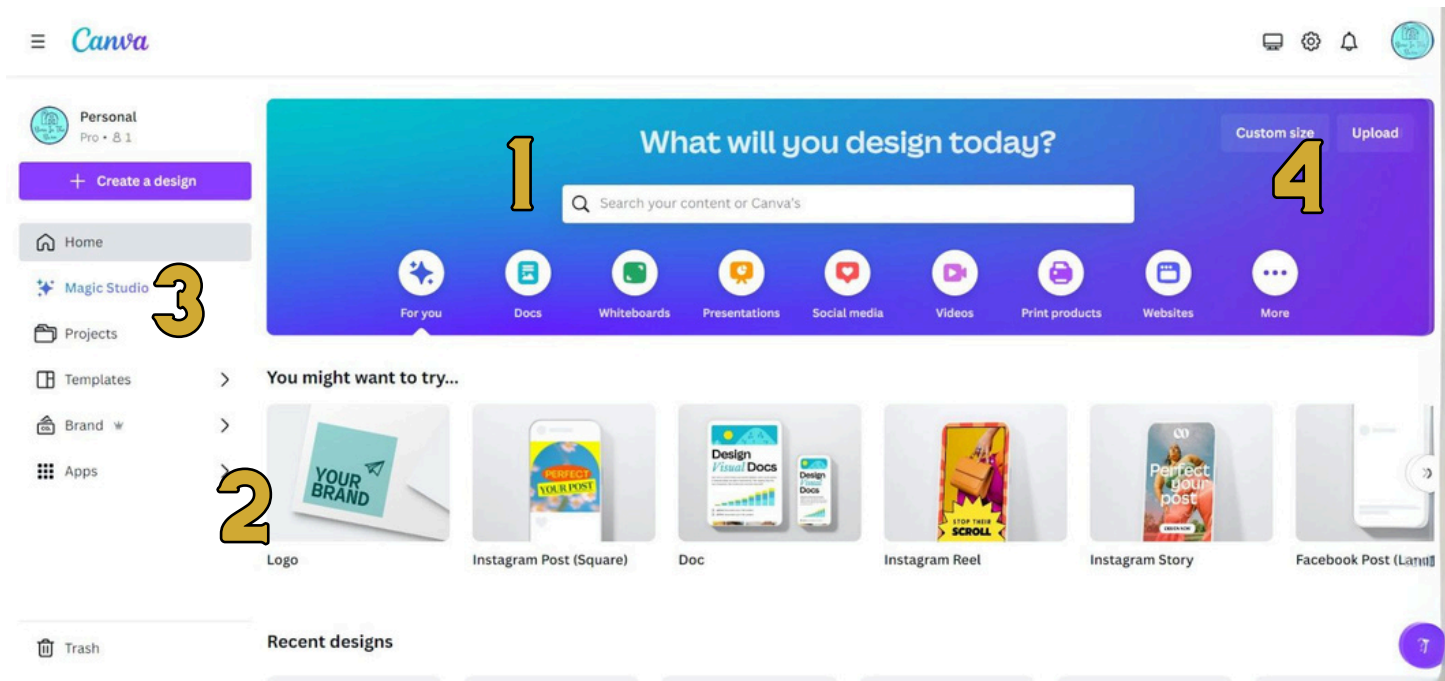
And always, if you have a question don't hesitate to ask! You can reach me on Facebook or Instagram or at michelle@borninthebarn.net



BEGINNER'S GUIDE TO CANVA

GETTING STARTED

THE LANDING PAGE



First, you'll be greeted by a user-friendly workspace consisting of a toolbar, canvas area, and a sidebar.

1. The **tool bar** is the easiest way to search for a template! This is also where you can easily search projects you have already created.
2. Below you will see the **canvas area**. This is where there are categories of templates laid out for easy access. Once you have begun creating your own projects, you will also see your most recent work below.
3. To the left you will see the **side bar**. You can access your designs, templates, pro-account if you join, and any "folders" you create. These folders are a great way to keep your designs organized by category. If the side bar feels overwhelming or distracting, simply hit the three lines in the top left corner to minimize it!
4. The **custom size button** makes it a breeze to create a design that is the exact specifications you are needing. Whether is a simple letter size or a big poster, just enter the dimensions and it will create a blank document ready for you! There are also pre-determined sizes available.

BEGINNER'S GUIDE TO CANVA

GETTING STARTED

LOADING A TEMPLATE YOU'VE RECEIVED

Make sure you are logged in to Canva.

Open the link provided with your template purchase.

A screen previewing the template will display (as per image on the right).

Click 'use template'.

The template will open in Canva, ready for you to edit.

You can make a copy of the template to preserve the original - once your template is opened, just head up to "File" at the top left and choose "Make a copy" from the menu. Always make a copy so your not changing the original.

Now the template is yours to do as you wish with! You can change color's, fonts, add or remove text, images, pages and more.

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



Note:



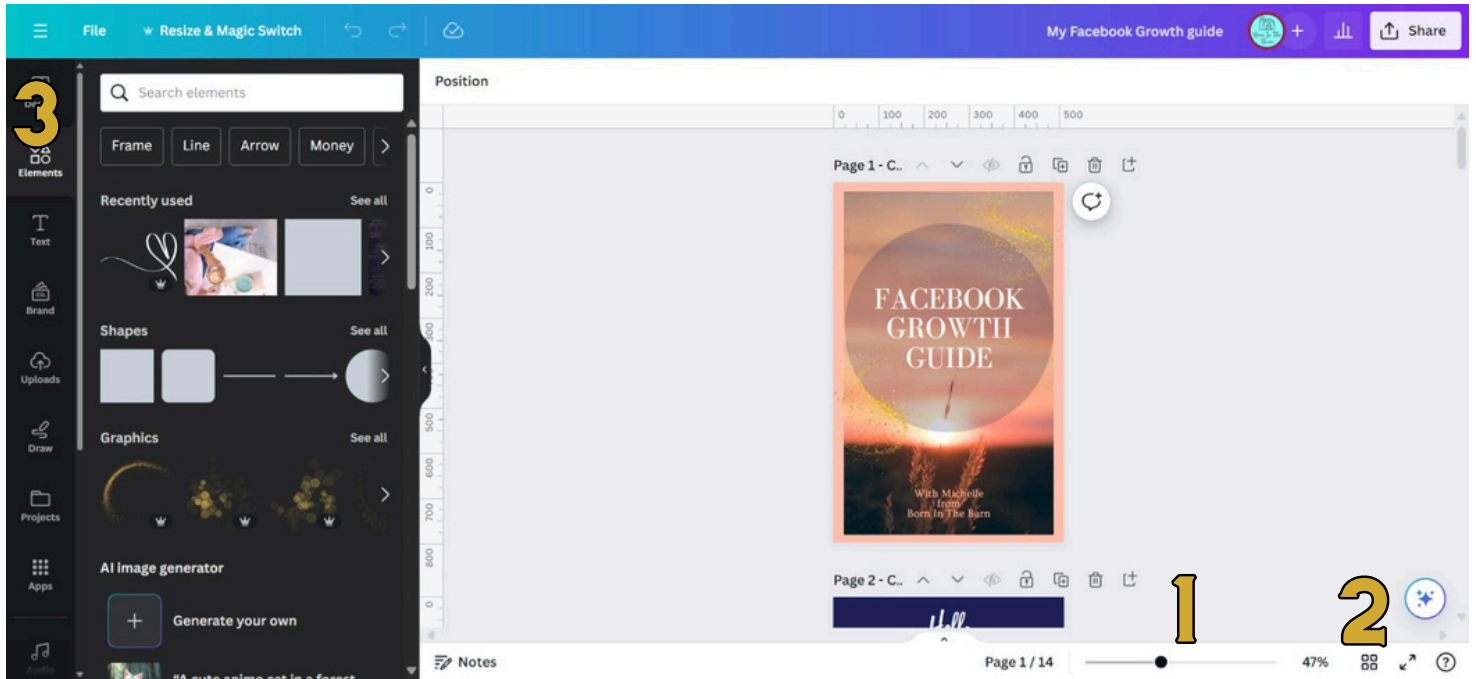
When ever you see the crown icon as above, for example on fonts, elements, graphics etc, it denotes something only available to Pro users. I think Pro is worth it! So many options available in all assets.

Editing Basics

BEGINNER'S GUIDE TO CANVA

EDITING BASICS

THE PROJECT WORKSPACE

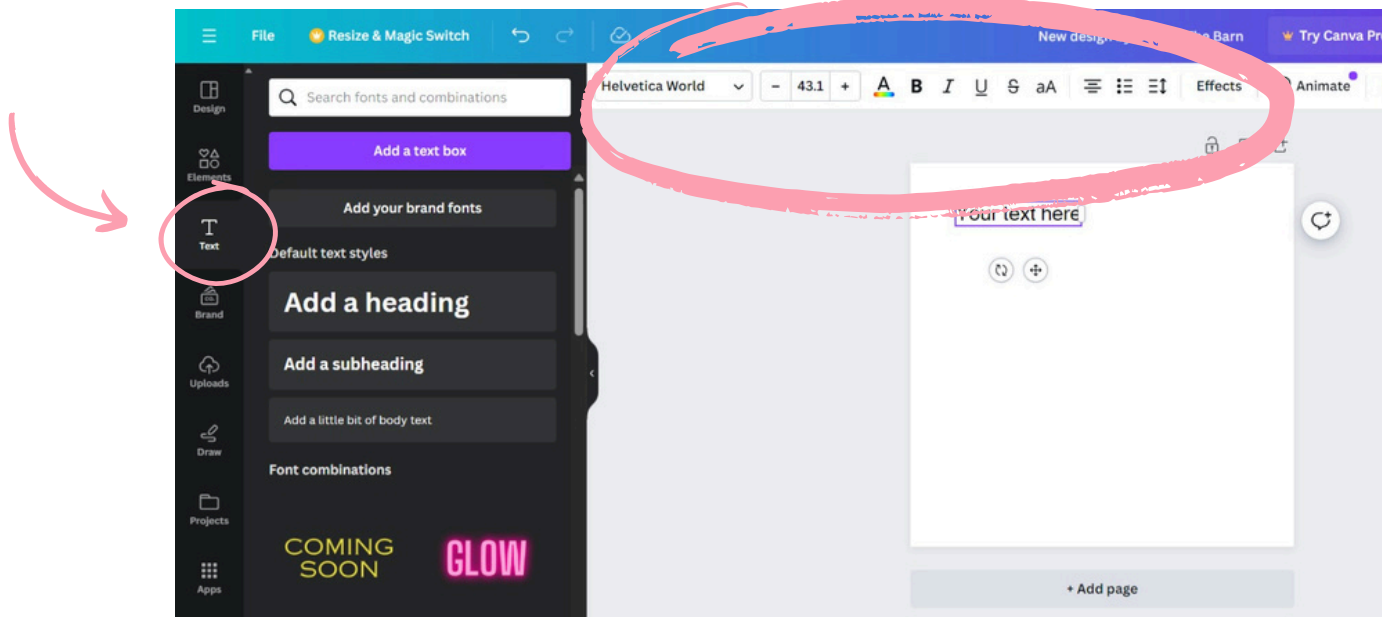


- 1. Zoom-** This slider at the bottom right of the screen will help you simply zoom in and out. This will ensure that you get a close up view of your design as well as a full page to see your overall design. There is also a slider right above that allows you to slide the page left to right.
- 2. Grid View-** The small arrow in the bottom center or four square icon in the bottom right allows you to navigate multipage designs quickly. Simply click the icon then select the page you want to work on and it will take you straight there! And if you are wanting to see your design full screen, the double arrow icon to the right will do so.
- 3. Side Bar-** This side bar is possibly the most essential tool in Canva. It is where you add elements, text, backgrounds, and even upload images of your own. By clicking the icon of the action you wish to perform, it will take you to that category. In each section you are able to easily search Canva's library! To minimize the side bar to better see your design, simply click the small arrow on the right. Then click the side bar to open it back up again.

BEGINNER'S GUIDE TO CANVA

EDITING BASICS

WORKING WITH TEXT



Adding text to a design is simple! The text button in the side bar makes it easy to add a text box, heading, subheading, and body text. Just select a text option (or text box) and type away! Once you have your text written out, use the tool bar 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 love. They also offer a variety of text designs that are pre-made!

TEXT ESSENTIALS

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

EDITING BASICS

WORKING WITH TEXT



ADDING TEXT

Starting with text in Canva is as straightforward as clicking the "Text" tab on the sidebar. Or simply hit the "T" key.

FONT SELECTION

Fonts carry personality; they can be formal, casual, playful, or severe. Canva offers a wide range of fonts under the "Font" dropdown when you've selected your text. If you've got particular brand fonts, you can also upload those. Experiment until you find the font that nails your message.

TEXT ALIGNMENT

You're not just stuck slapping your text in the center of your design. Use the text alignment options to shift your text to the left, center, or right of its text box. This seemingly minor adjustment can make a significant difference in how balanced your final design looks and feels.

TEXT EFFECTS (BOLD, ITALIC, UNDERLINE)

Text effects are like the spice rack of your design kitchen. A little goes a long way. The "Effects" button reveals several ways to emphasize your text, including bolding, italicizing, and underlining. Use these sparingly to highlight key points or create contrast.

LINE SPACING AND LETTER SPACING

Ever feel like your text is too squished or too stretched out? That's where line and letter spacing comes in handy. Adjust the space between lines or individual letters by selecting your text and using the "Spacing" option. Perfect for when you want your text to breathe or snug up for a cozy feel.

BEGINNER'S GUIDE TO CANVA

EDITING BASICS

COLOURS

colours are more than just decorative elements; they breathe life into designs, set the tone, and evoke emotions. Canva understands the power of colour, providing users with an extensive palette and tools to ensure that your design radiates exactly the vibe you envision. This guide will illuminate the process of colour selection and application in Canva, from basic choices to advanced combinations.

NAVIGATING CANVA'S COLOUR PALETTE:

- To start, click on any design element (text, shape, background, etc.). A colour circle icon will appear in the toolbar.
- Clicking on the icon will unveil Canva's default colour palette. Here, you'll find a myriad of shades perfect for any design.

CREATING CUSTOM COLOURS:

- Want a specific shade? No problem! Click on the '+' symbol in the colour menu.
- You can now either use the colour picker to select a shade or input a hex code if you have one. Once chosen, your custom colour is saved to the palette for future designs.

USING COLOUR HARMONIES:

- Canva often suggests complementary colours based on the ones you've already chosen. These harmonious suggestions can aid in creating a visually appealing design.

APPLYING GRADIENT EFFECTS:

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

THE COLOUR WHEEL AND COMBINATIONS:

- For those seeking advanced colour coordination, navigate to the 'colours' tab on the left panel. Here, you'll find the colour wheel tool, which helps in selecting analogous, complementary, or triadic colour schemes for a harmonious design.

APPLYING COLOURS TO MULTIPLE ELEMENTS:

- If you wish to apply a colour to multiple elements simultaneously, simply select all desired elements (by holding down the Shift key) and then choose a colour from the palette.

USING BRAND COLOURS:

- For those with Canva Pro accounts, you can set specific brand colours that remain consistent across all your designs. This is immensely helpful for businesses or individual brands wanting to maintain a consistent visual identity.

EDITING BASICS

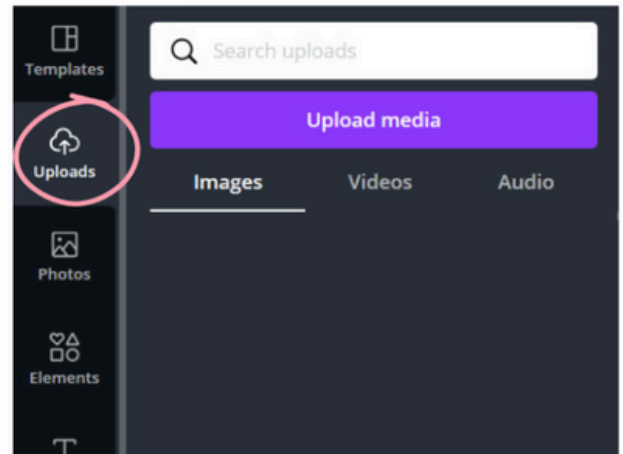
WORKING WITH PHOTOS

Uploading your own

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

Simply select "Uploads" in the left toolbar, click on "upload media" and you'll be able to browse your computer (or phone! Canva also has a very functional app) and find your images to upload.

The images you upload will stay in this uploads area to access any time, in any design.



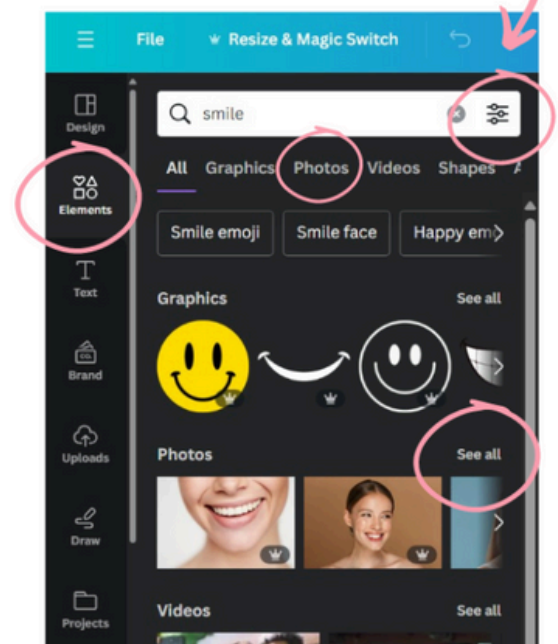
Using stock images

If you don't have your own images, you can select from Canva's extensive stock library. Simply select the "Elements" tab and start a search for the type of photo you'd like. Then you can click into the photos area to see more.

Once you have a photo you like, simply click on it to add it to your design, or drag it over.

Remember, anything you see with the crown icon is only available to Pro members. You can filter to only see Free results using the little hamburger menu to the right of the search bar. I will say the amount of stock images in the Pro version is unbelievable! It has helped me quickly create so much content!

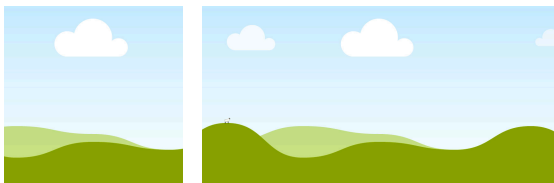
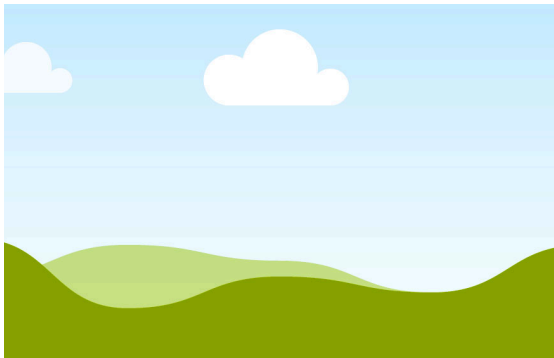
Click here to filter results, for example to only show Free elements.



EDITING BASICS

WORKING WITH PHOTOS

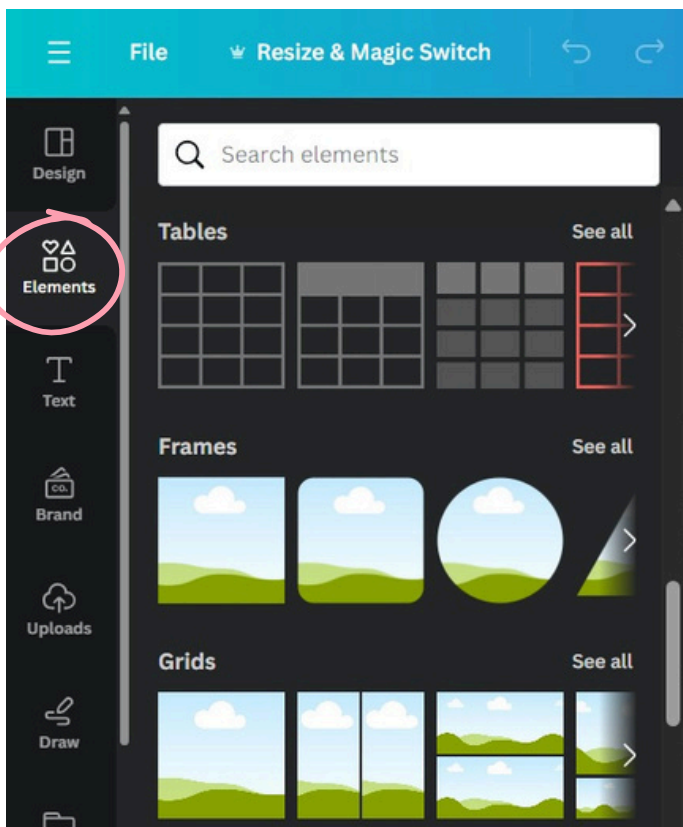
Frames and Grids



FROM THIS



TO THIS



Frames and grids enable to you put stylish image placeholders in your document and easily drag and drop images into it.

The image will snap into the frame.

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

Just hit the Elements tab and scroll down until you find the Frames or Grids sections.

EDITING BASICS

WORKING WITH PHOTOS

Transparency

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

ADJUSTING TRANSPARENCY

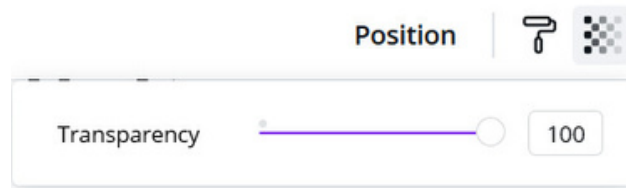
Click the item you would like to unlock.

A menu will appear in the top right of the screen.

Click the small, chess pattern icon.



A slider will appear, slide up and down for the desired effect.



TRANSPARENCY AT 100%



TRANSPARENCY AT 30%

The Toolbars

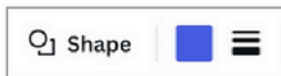
TOOLBAR TYPES

The top toolbar in Canva has a ton of features that change based on what item you are clicked on in your design. See the graphics below for samples. On the next few pages, you will see what each item in these toolbars can do.

TEXT TOOLBAR:



SHAPE TOOLBAR:



ELEMENT/GRAPHIC TOOLBAR:

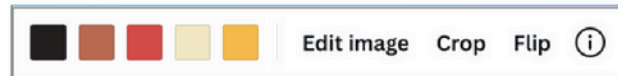
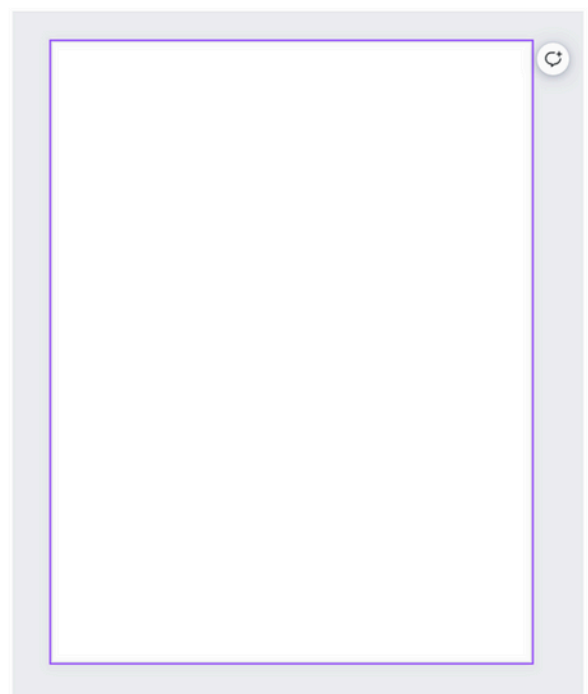


PHOTO TOOLBAR:

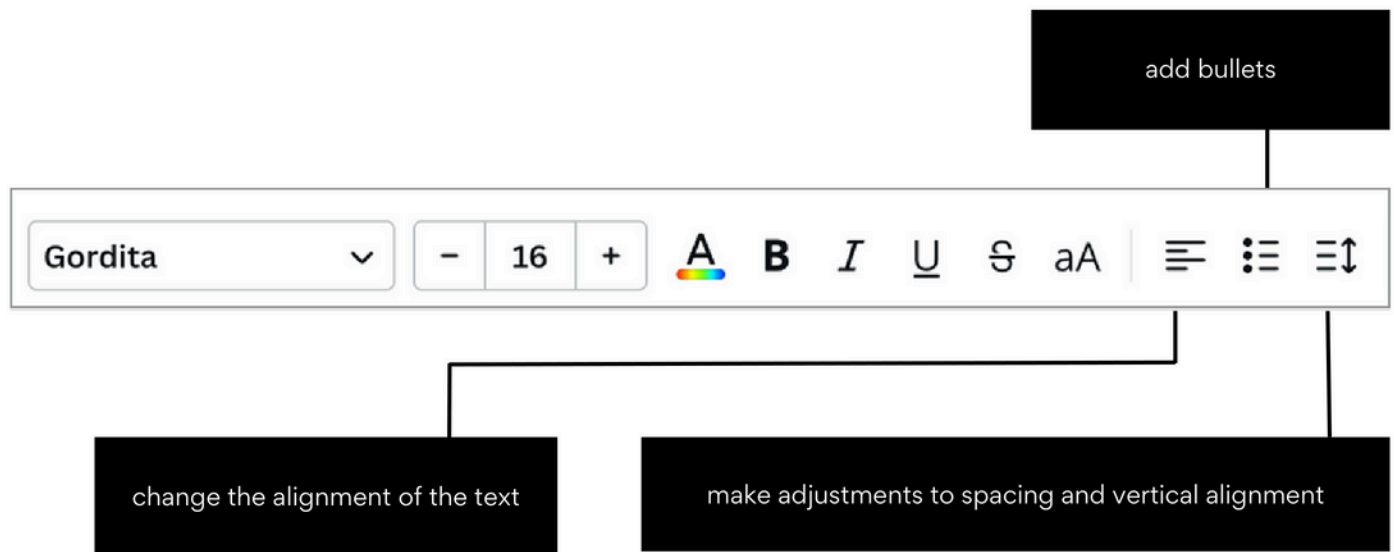
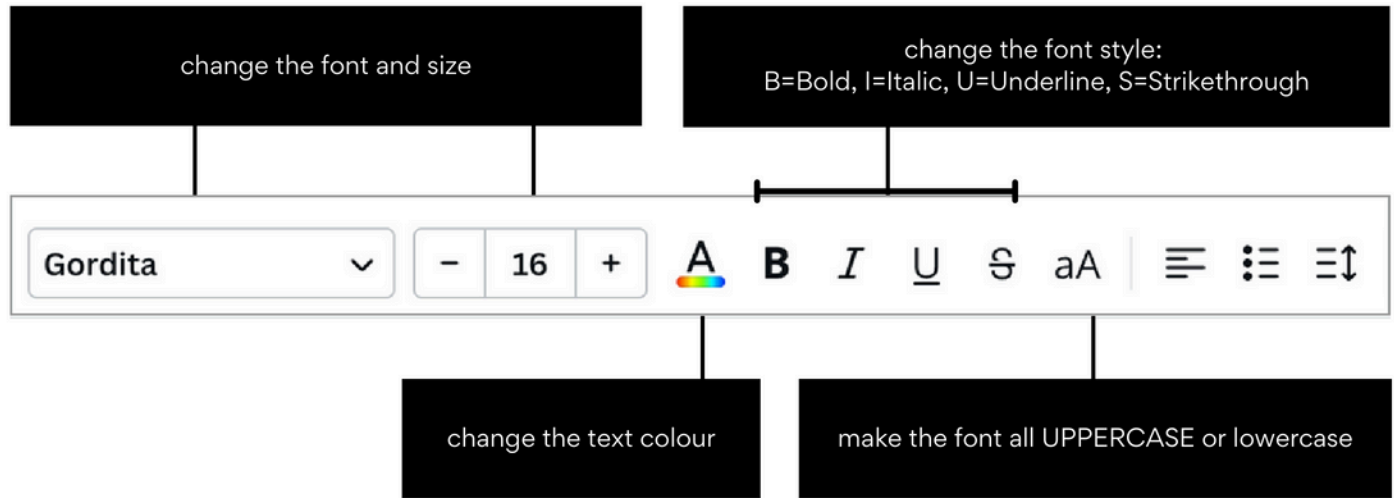


PAGE TOOLBAR:



TEXT TOOLBAR

If you are clicked on a text box, the callouts below explain what each item does in the toolbar.



- left
- centered
- right
- justified all the way

Letter spacing

Line spacing

Padding

Vertical alignment

TEXT TOOLBAR

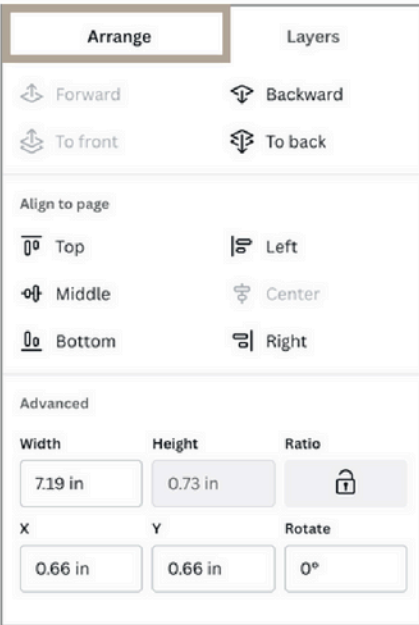
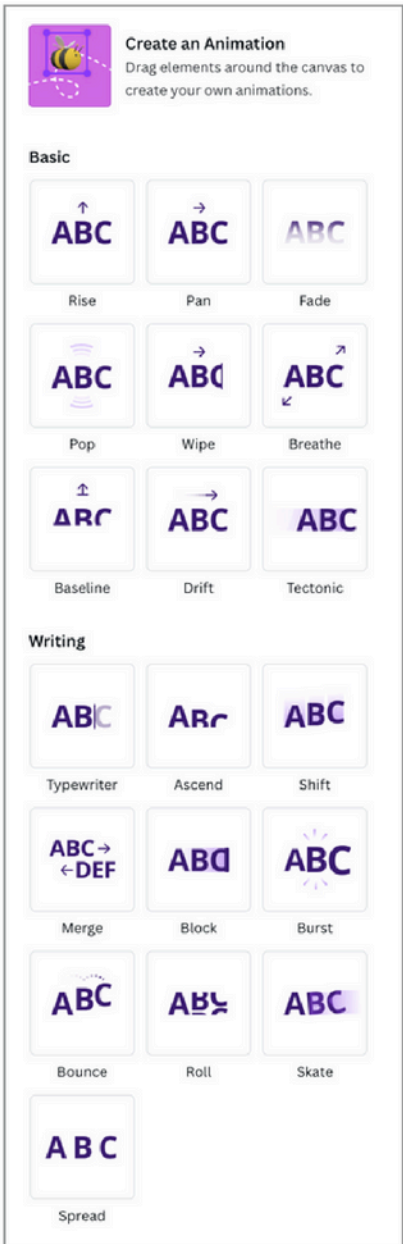
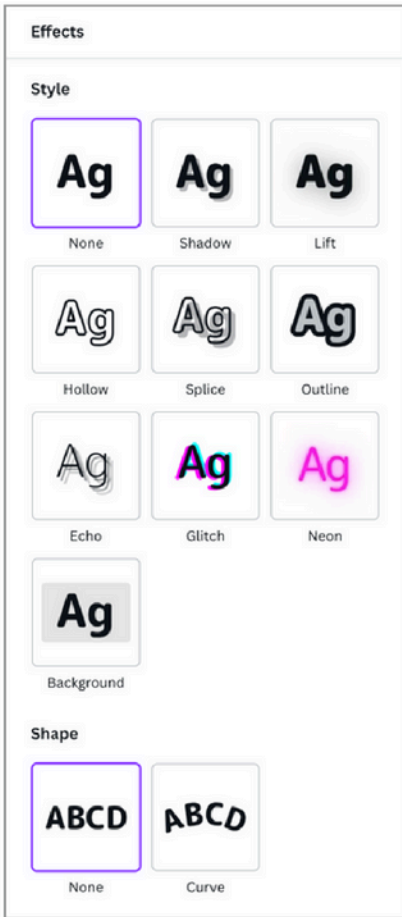
If you are clicked on a text box, the callouts below explain what each item does in the toolbar.



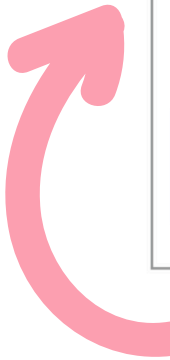
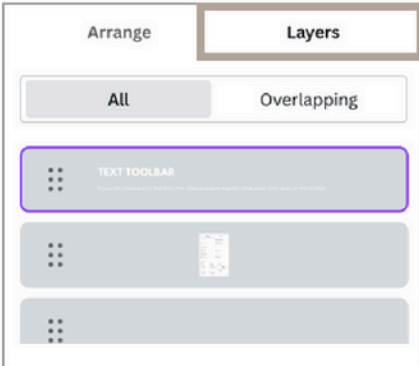
change effects in the text
have fun with this one!

pre-set animations for text
(partial list shown)

arrange text
or align to page



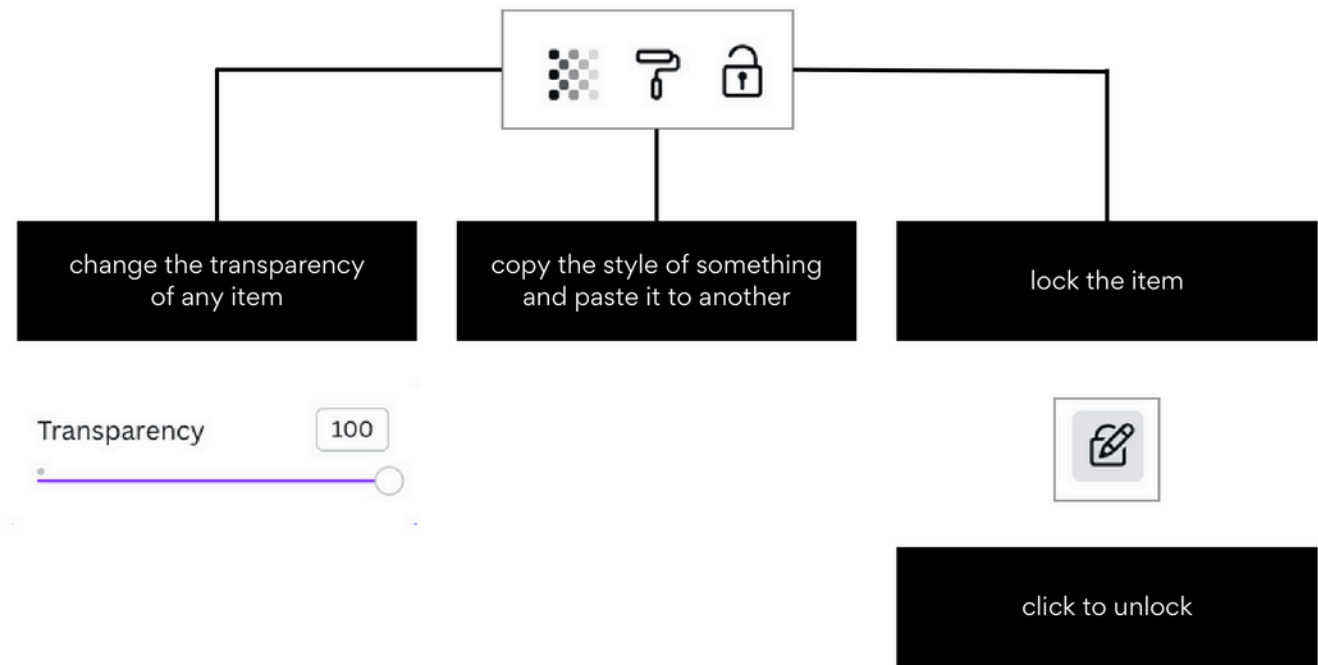
click on layers and
move them up and down
by clicking and dragging
each bar



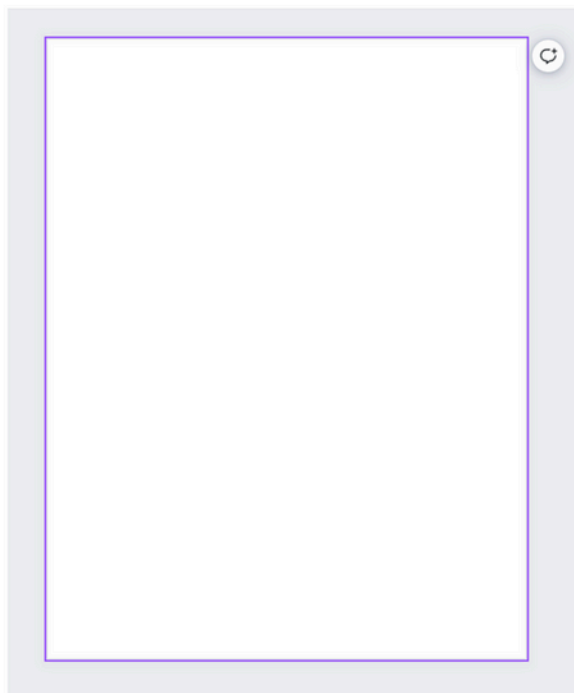
**There are so many
really neat Effects
you can use to
make text pop!**

EXTRAS ON THE TOOLBAR

These items appear on most of the toolbars and function the same on each item.



PAGE TOOLBAR:



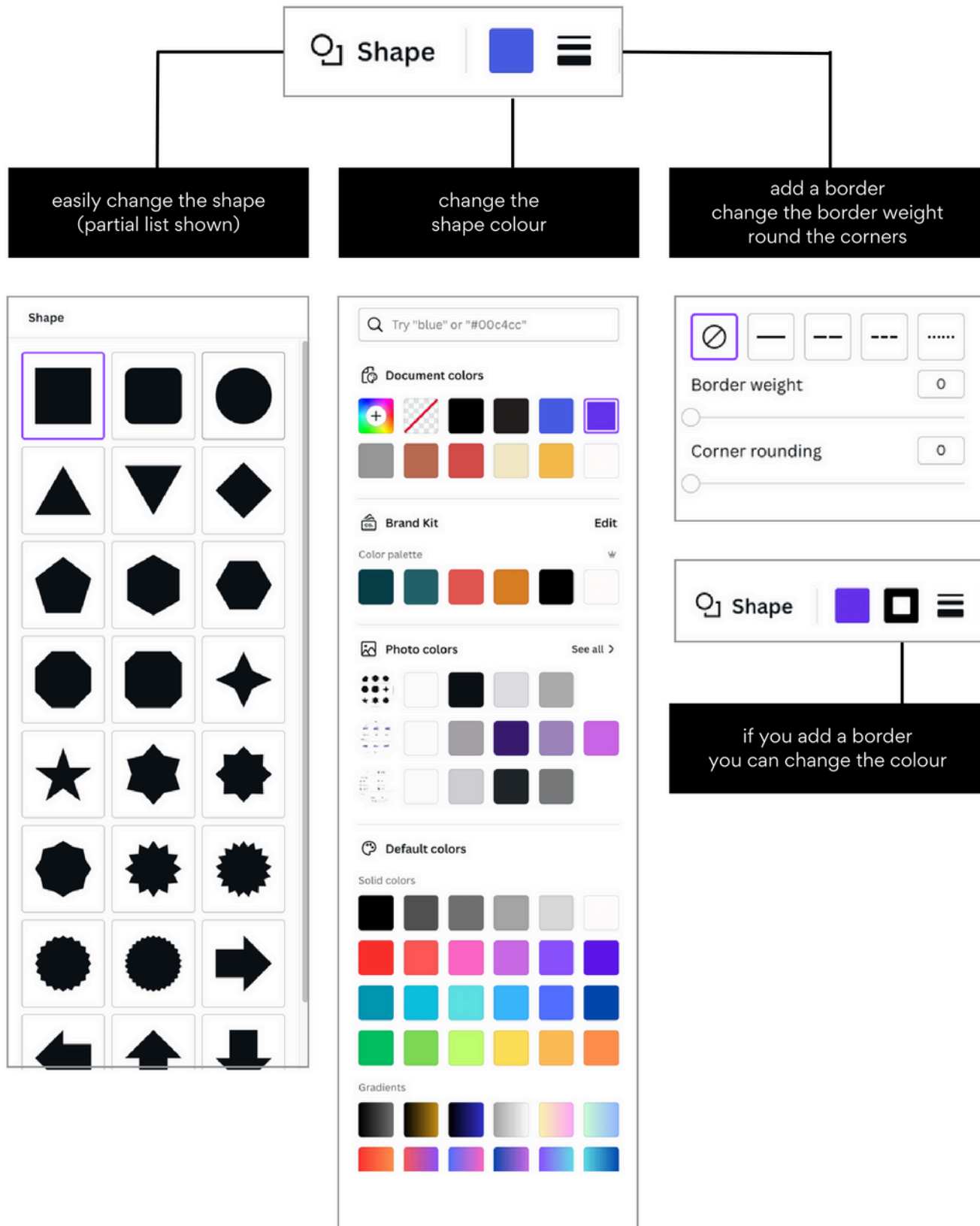
change the colour of the entire page background



adjust the timing of a page animation

SHAPE TOOLBAR

If you are clicked on a shape, the callouts below explain what each item does in the toolbar.



ELEMENT/GRAPHIC TOOLBAR

If you select a graphic element, the callouts below explain what each item does in the toolbar.

The diagram illustrates the Element/Graphic Toolbar and its various functions. The toolbar includes a color palette, 'Edit image', 'Crop', 'Flip', and an information icon. Callouts provide detailed explanations for each feature:

- Color palette:** edit the colours in a graphic (note: does not always appear)
- Edit image:** this menu will change but has a ton of options!
- Flip:** flip!
 - Flip horizontal
 - Flip vertical
- Crop:** crop image with different settings
- Information icon:** provides info on the graphic and allows you to find more!

The 'Edit image' menu is shown with the following options:

- Search effects
- Editing your image removes the ability to change individual colors. You can always undo or restore the original image.
- Recently used: Duotone
- Smartmockups: Phone 2, Laptop 5, Greeting card 1
- Duotone: Cherry, Fuchsia, Pop
- You may also like

The 'Crop' menu is shown with the following options:

- Aspect ratio: Freeform, 1:1, 16:9
- Rotate: 0

The 'Flip' menu is shown with the following options:

- Flip horizontal
- Flip vertical

The 'Information' menu is shown with the following options:

- Vector Pet Owners Half Bod...
- View more by Sketchify from sketchify
- Free
- pet owner keeper hobby bonding
- Show all keywords
- Star
- Add to folder
- See more like this
- View collection

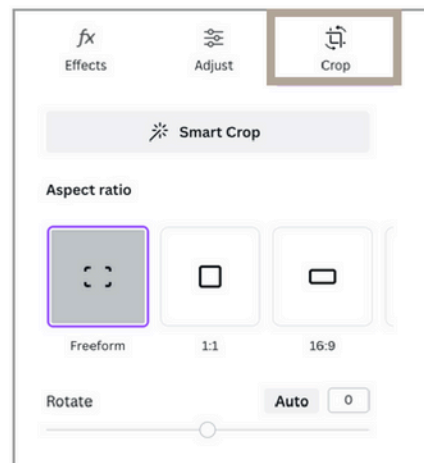
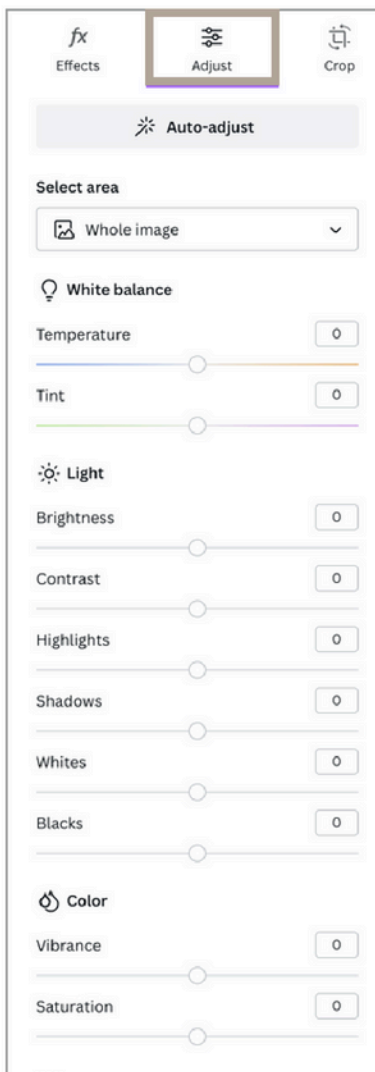
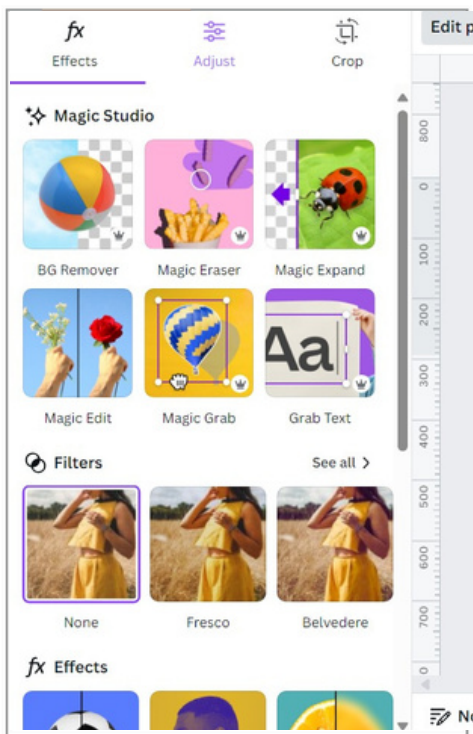
★ [Click here for a great course on using text & images together!](#)

PHOTO TOOLBAR

If you select a photo, the callouts below explain what each item does in the toolbar.



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

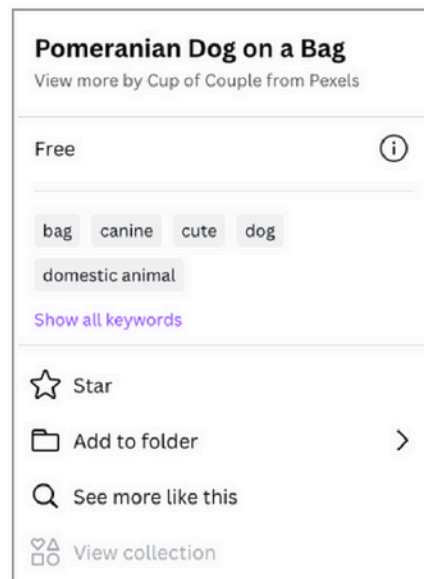


provides info on the photo and allows you to find more!

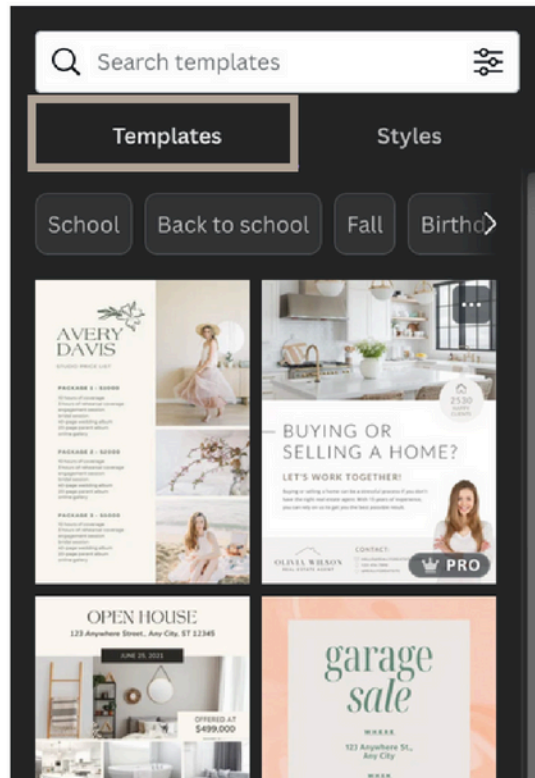
flip!

↔ Flip horizontal

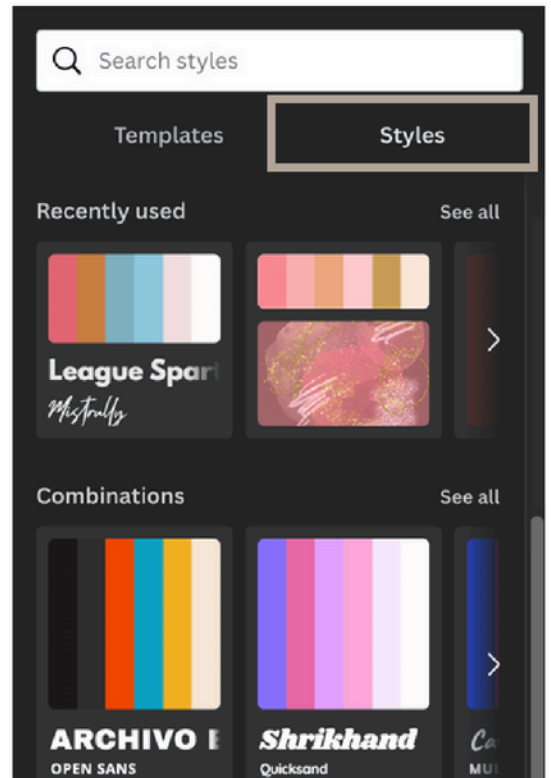
↻ Flip vertical



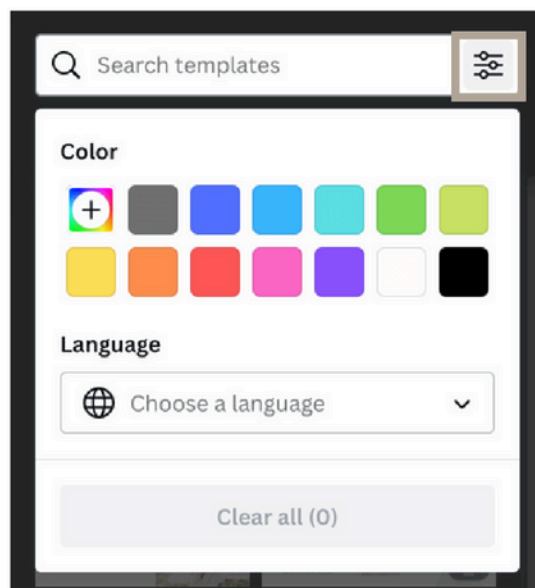
EDITOR BAR (ON THE LEFT SIDE)



Search pre-made Canva templates based on your file type

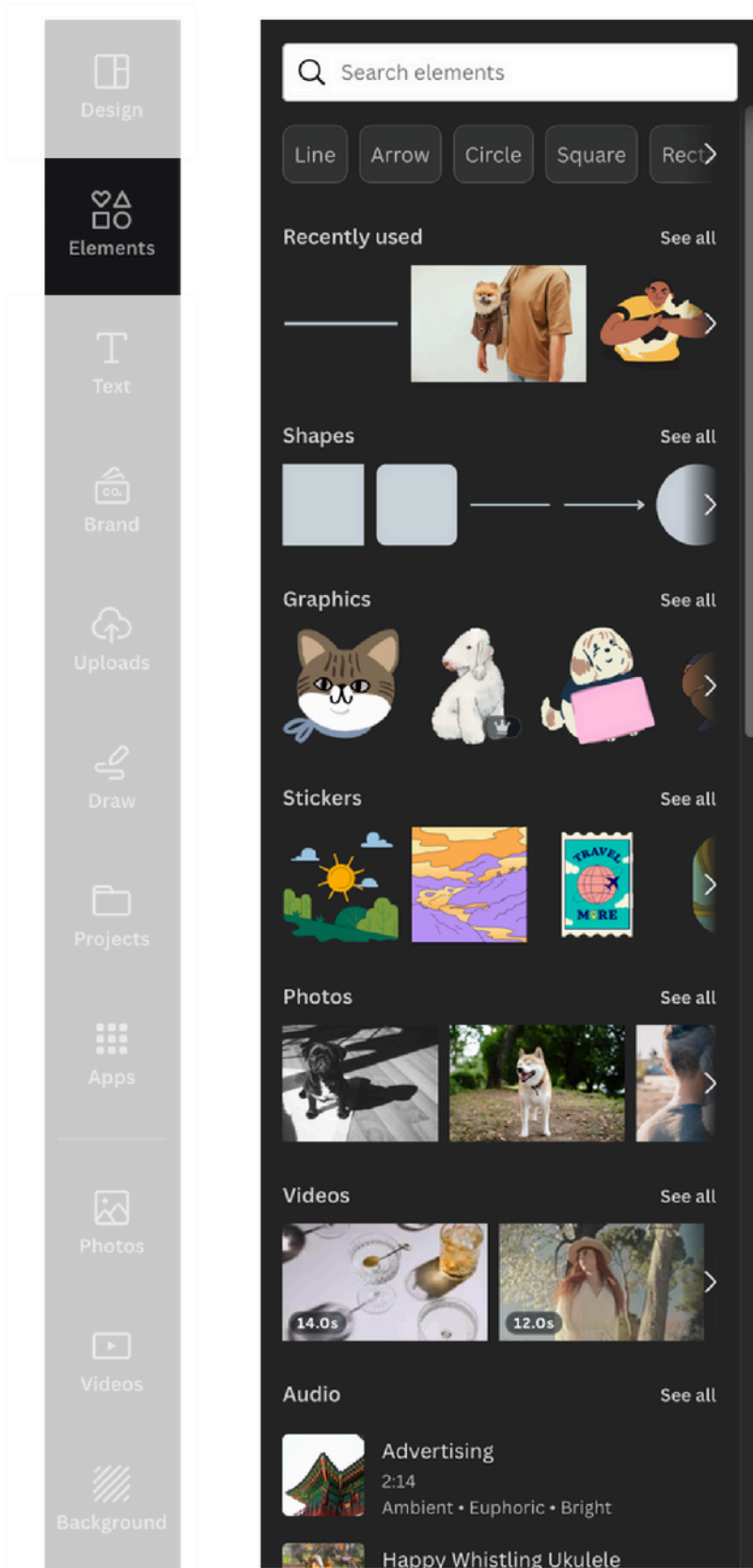


Click on Styles to pick by colour palette, font sets, images, etc.



Click on slider bars to search templates by colour (or add your own colour)

EDITOR BAR (ON THE LEFT SIDE)

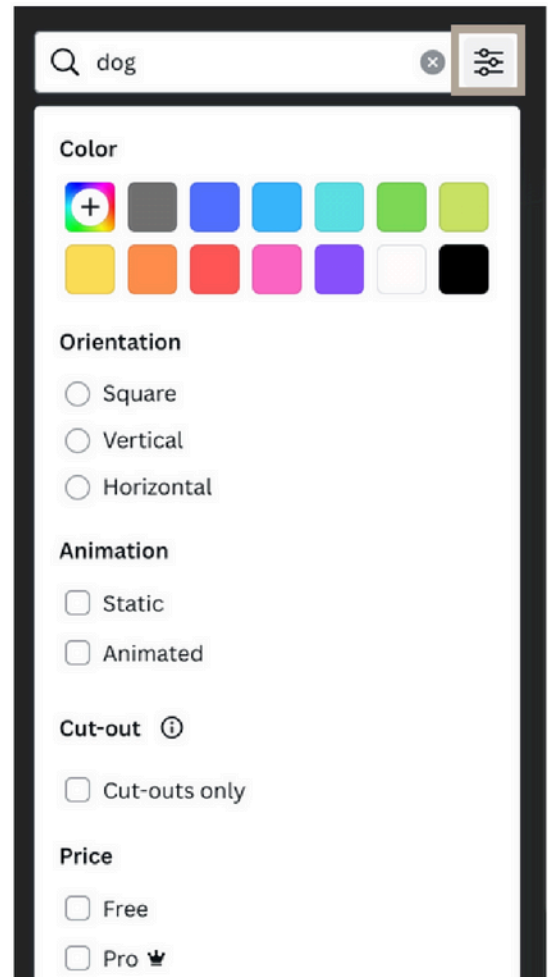


So many to choose from!

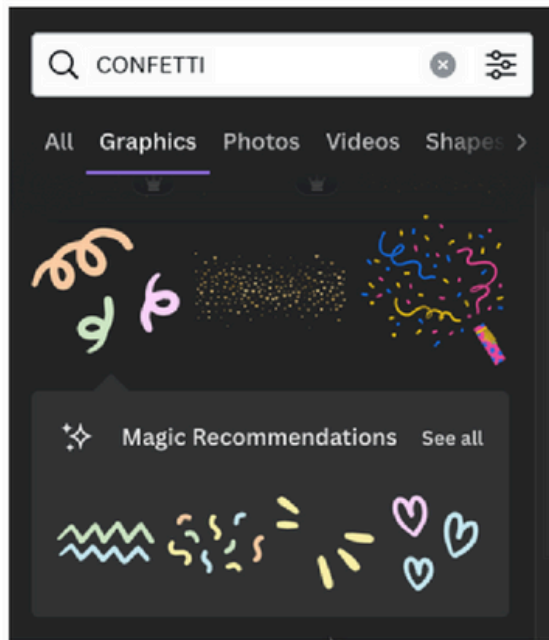
Search for an element and choose from:

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

click to filter!

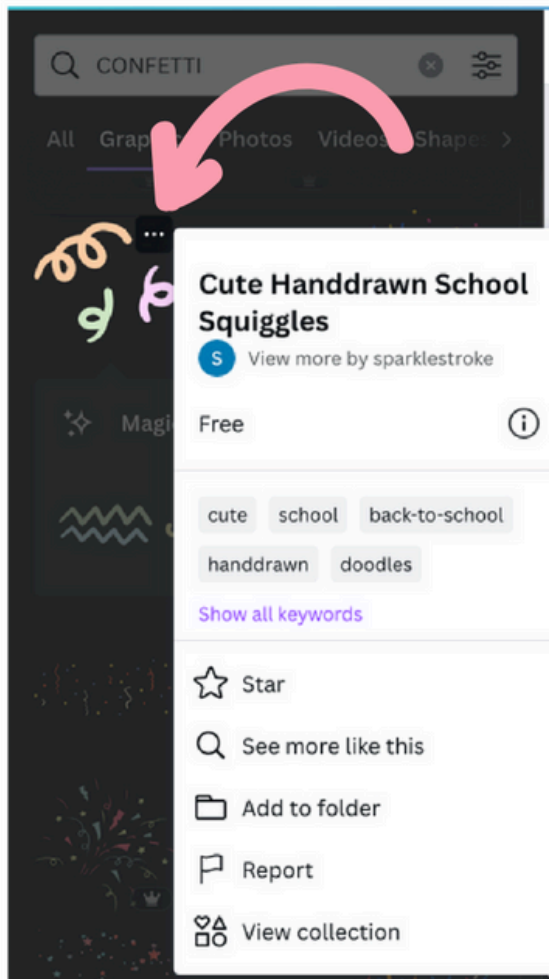


EDITOR BAR (ON THE LEFT SIDE)



TIP:

If you find an element that you like, see the “Magic Recommendations” to find more in a similar style.

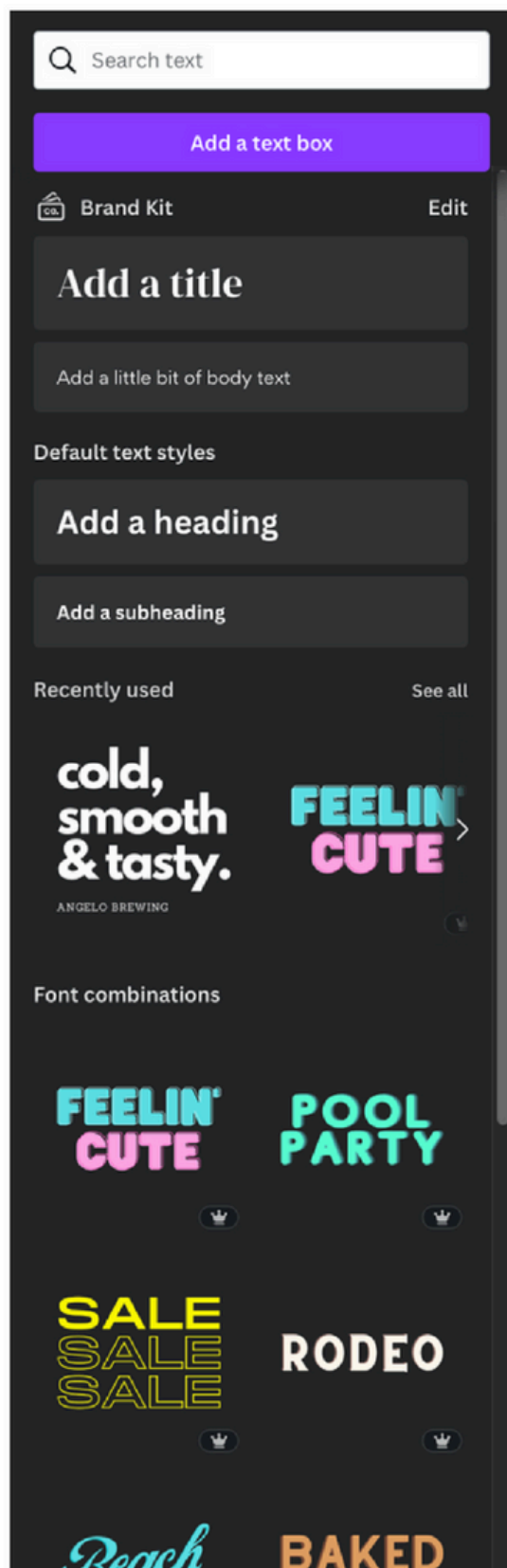
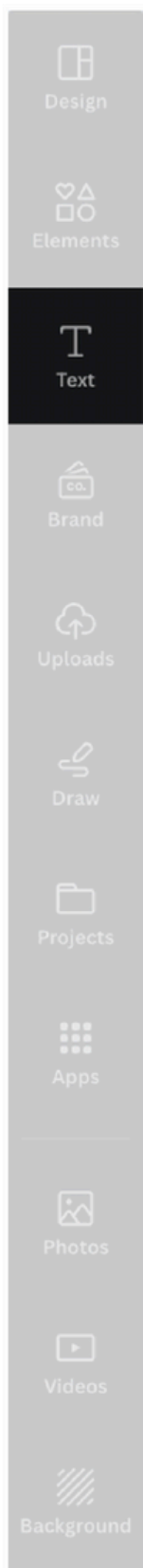


TIP:

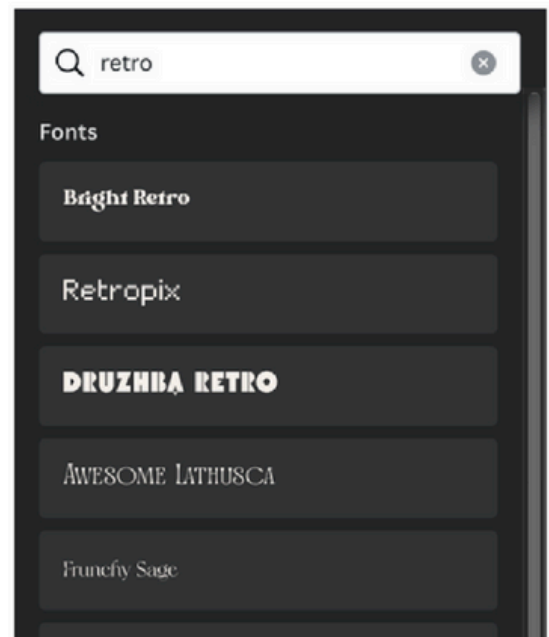
Click the 3 dots next to a graphic and when the pop-out menu appears, hit “View collection” at the bottom and all of graphics created by that artist will appear on the left.

A great way to use similar elements in one design!

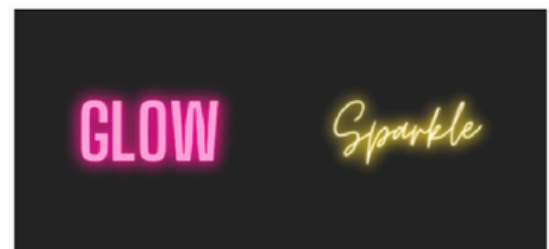
EDITOR BAR (ON THE LEFT SIDE)



Search for a font style:

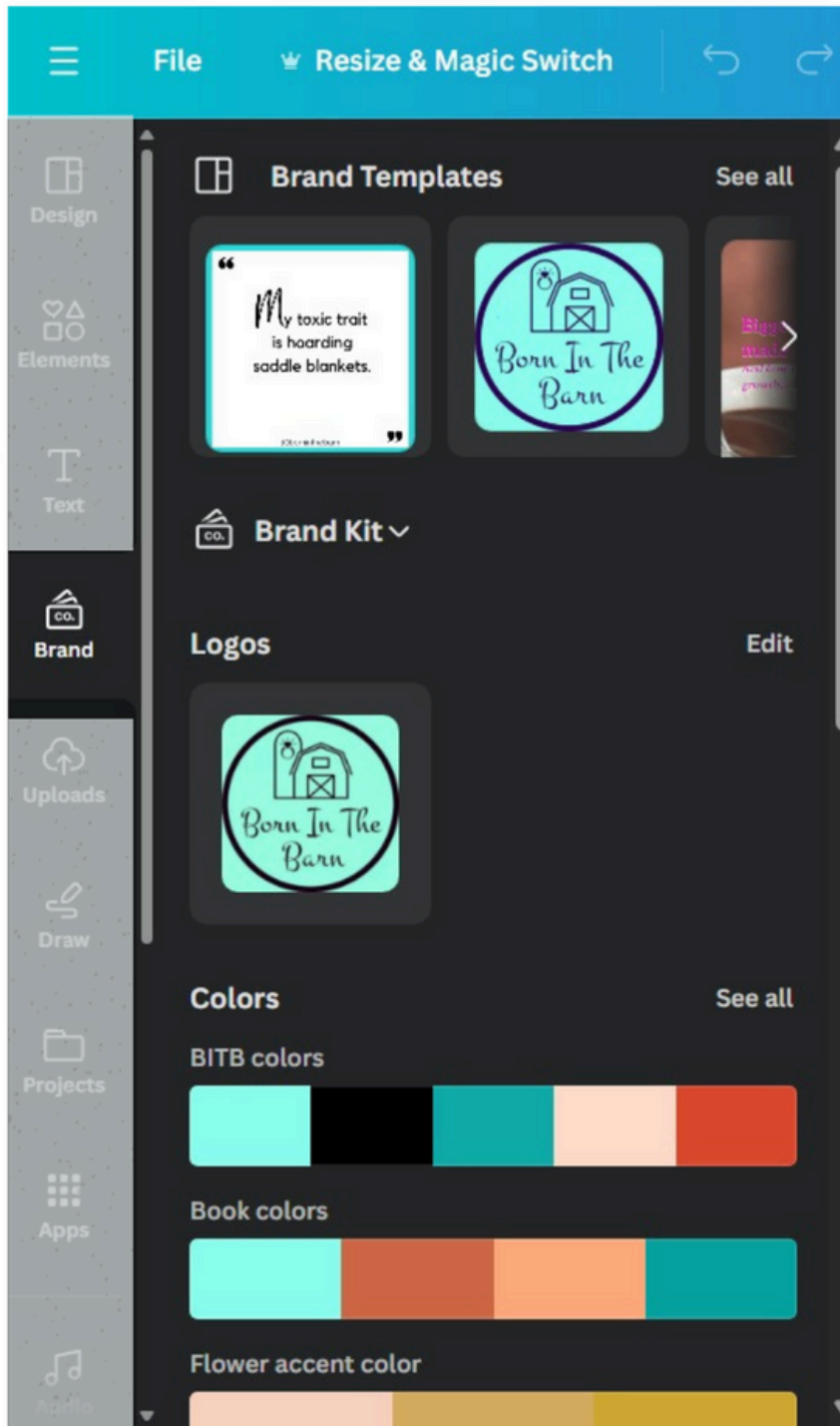


Use a pre-made font combination (you can fully edit!)



This icon means it's a Canva Pro feature.

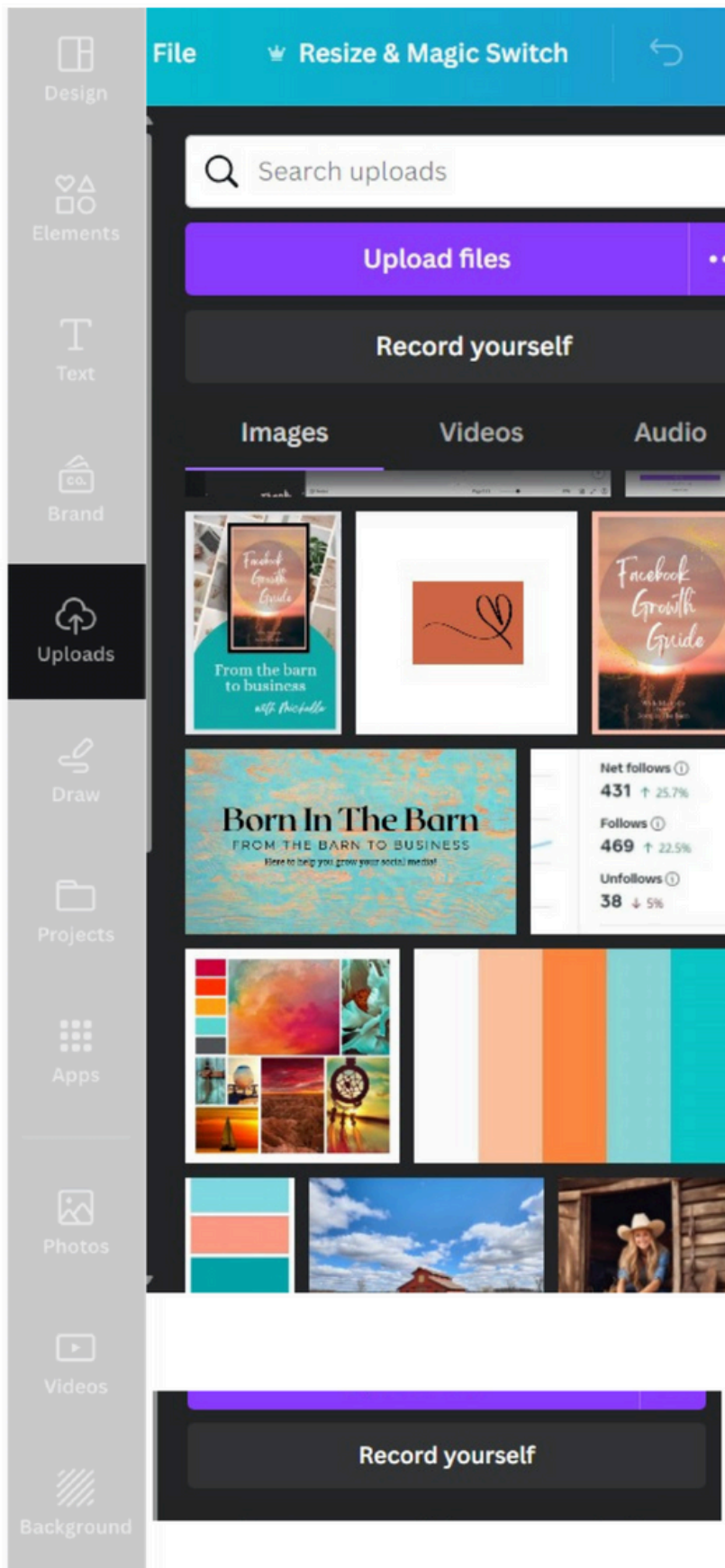
EDITOR BAR (ON THE LEFT SIDE)



Add your own brand items:

- Templates
- Logos
- colours
- Fonts
- Photos
- Graphics
- Icons

EDITOR BAR (ON THE LEFT SIDE)

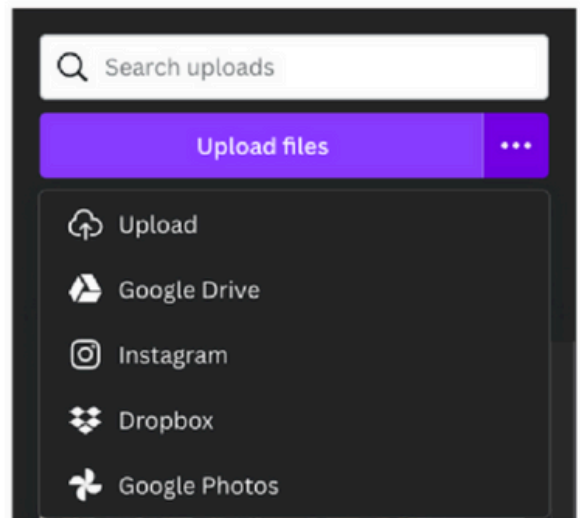


Anything you upload or place on the page will appear here.

- Images
- Videos
- Audio

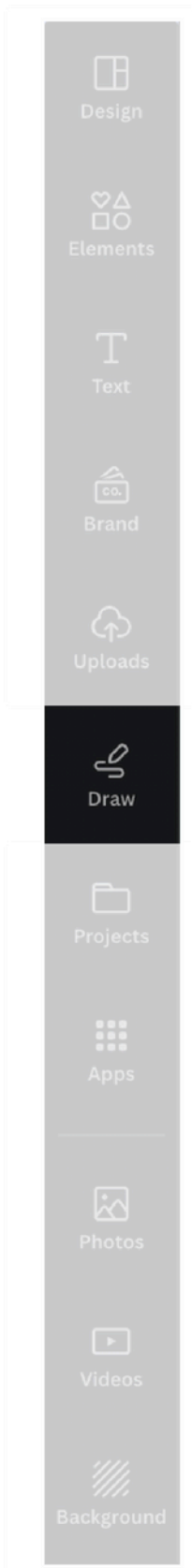
Click "Upload files" to upload from:

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

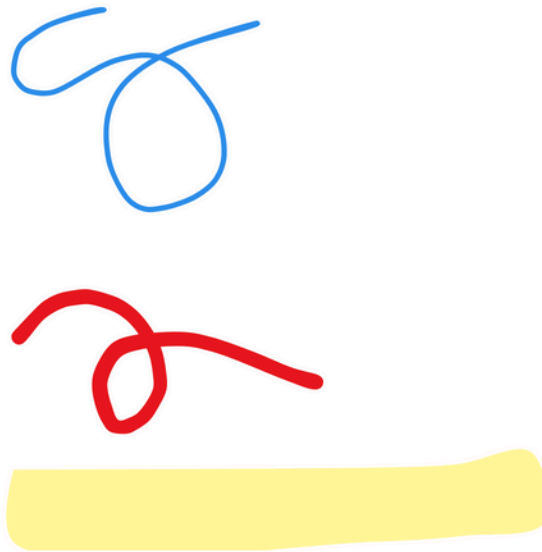
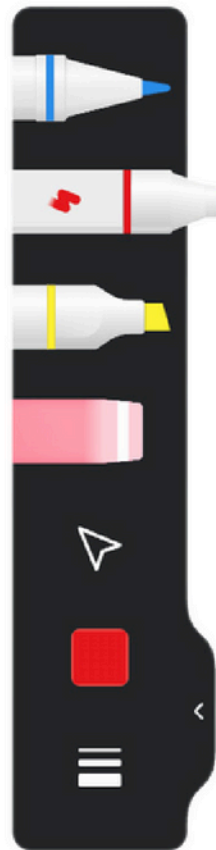


Click to record yourself in Canva!

EDITOR BAR (ON THE LEFT SIDE)



This toolbar will pop out.



select an item

change colour

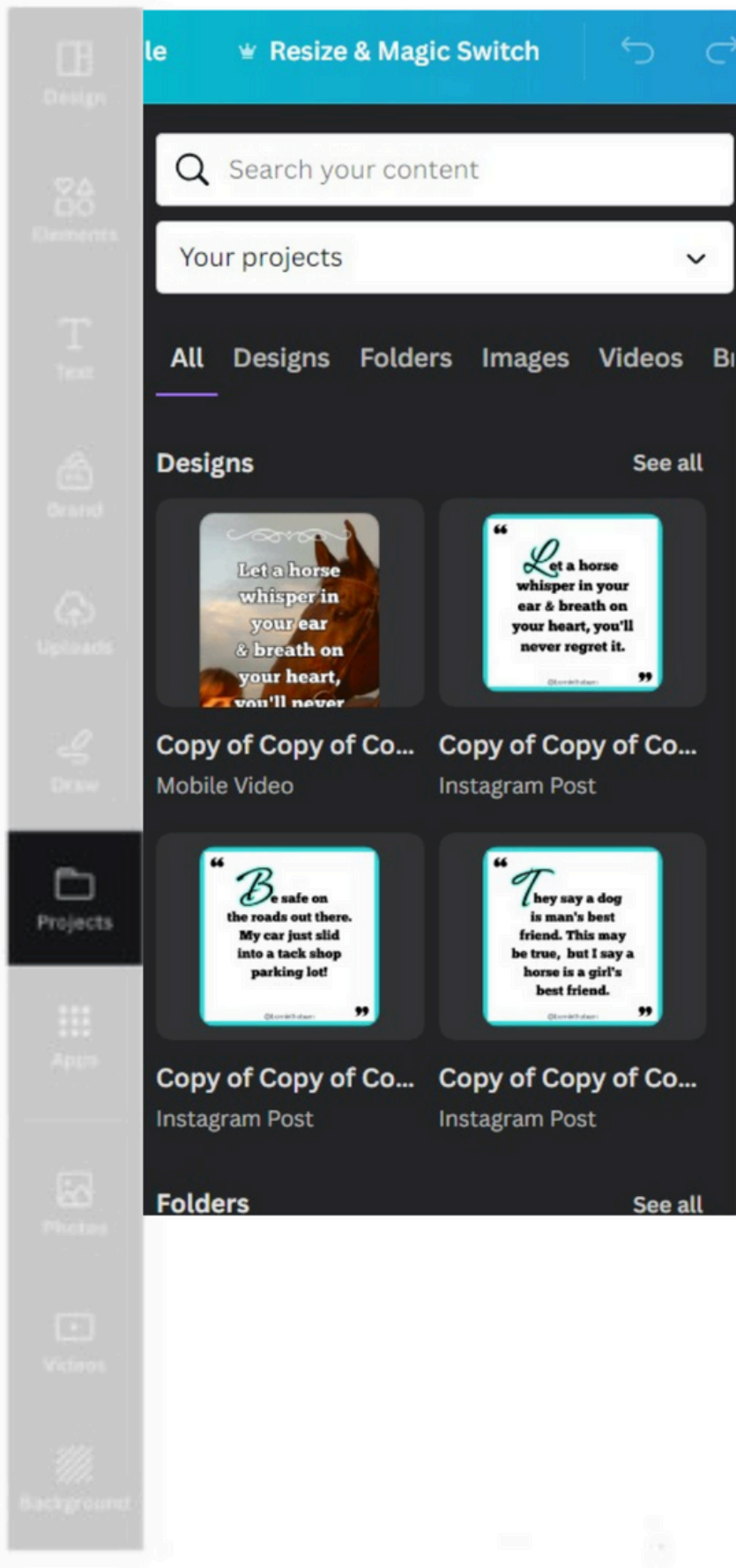
Weight



Transparency



EDITOR BAR (ON THE LEFT SIDE)

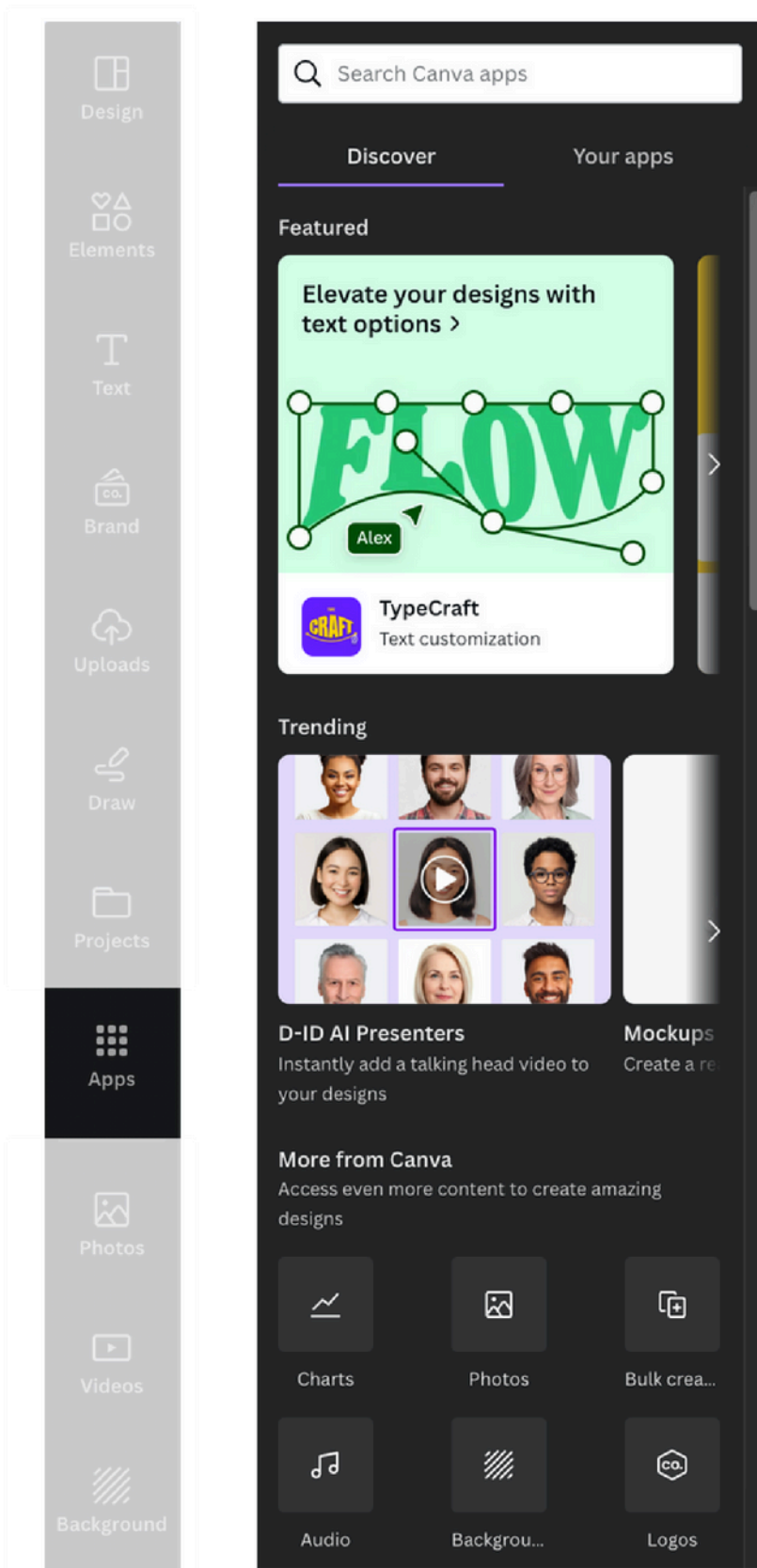


Everything you have created will appear here!

- Designs
- Folders
- Images
- Videos

You can search your content as well.

EDITOR BAR (ON THE LEFT SIDE)



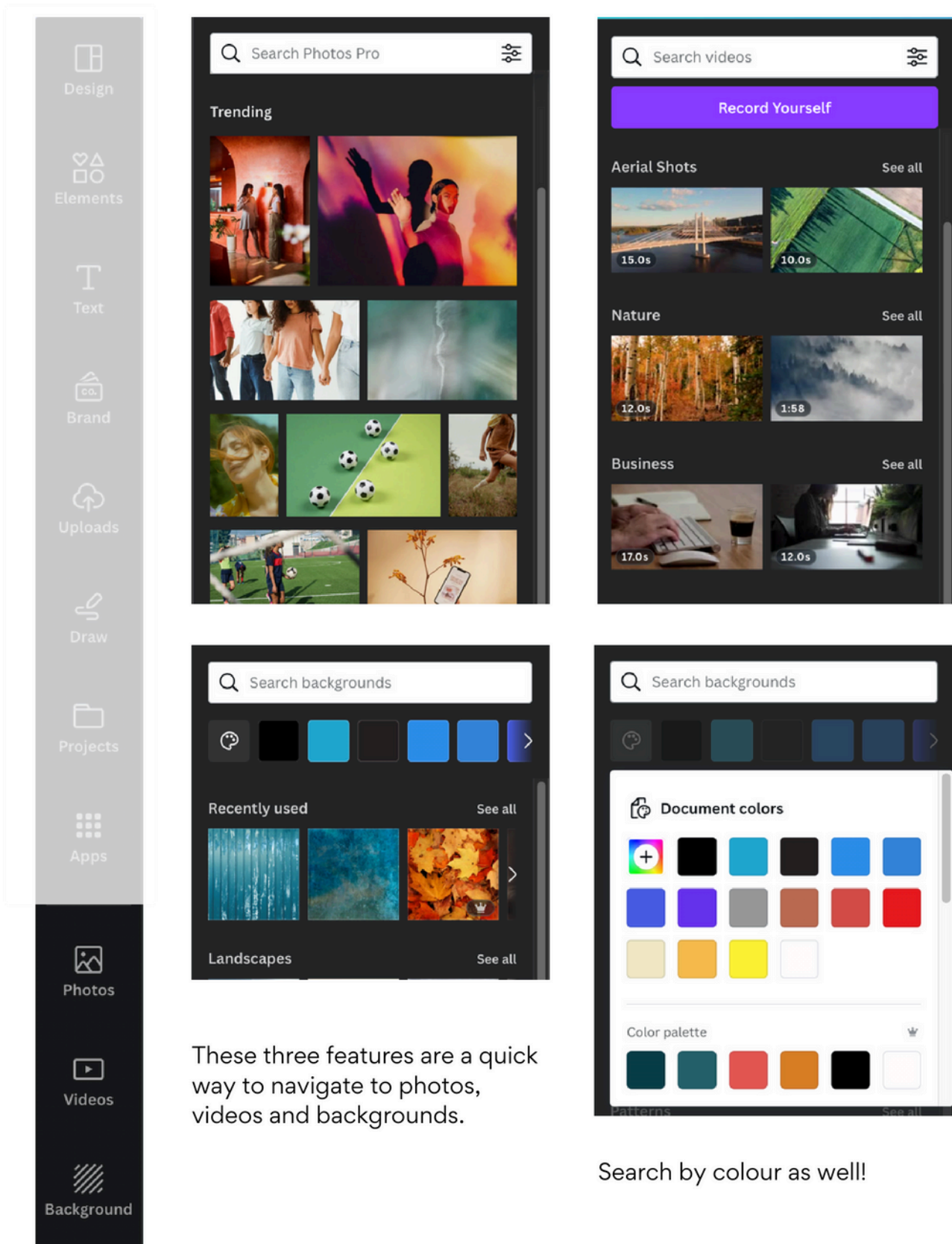
This would take another book to explain all of these!

Navigate through all of the extra apps that you can use in Canva.

Click on the app type to see even more (i.e. Charts).

Once you add an app, it will appear under "Your apps" at the top (and also on the bottom of the editor bar).

EDITOR BAR (ON THE LEFT SIDE)



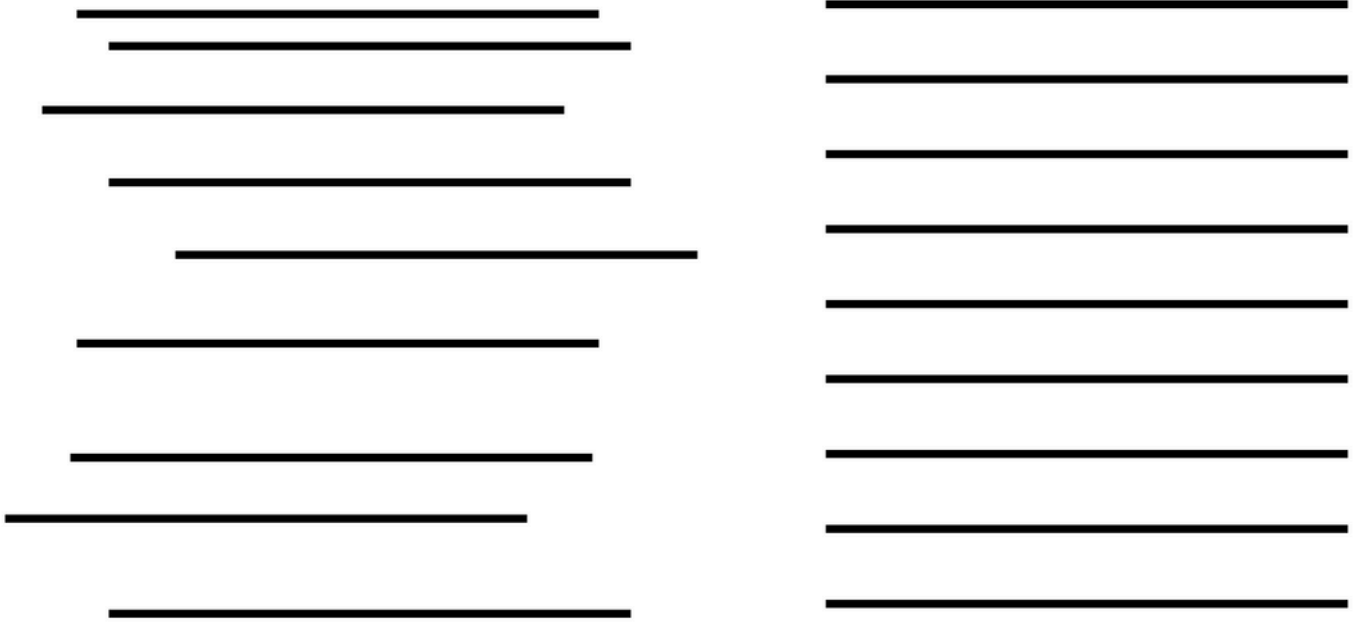
These three features are a quick way to navigate to photos, videos and backgrounds.

Search by colour as well!

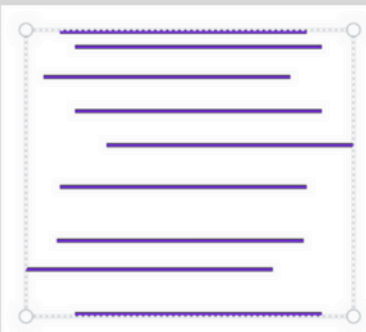
Tips & Tricks

USE THE "TIDY UP" FEATURE TO ALIGN

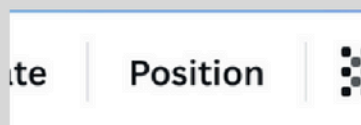
from this  **to this!**



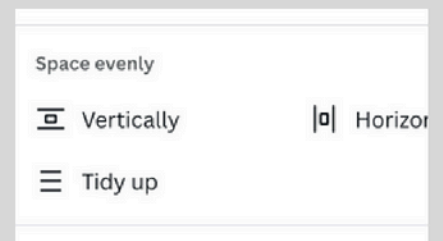
This works with any shapes, lines, images, etc. and aligns the objects both vertically and horizontally. Great for notes lines! Here's how:



Select all of the objects at once



From the top toolbar, click on "Position"



Click the "Tidy up" feature and you are done!

CREATE DIMENSION BY PUTTING TEXT BEHIND IMAGES

from this



to this!



Text on top of the house



Text behind the house



Place an image on your page



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

Edit photo F

Select the top image only and hit "Edit photo" in the top toolbar



BG Remover M

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



Now type your text (it will still be on top of both images).

Quick tip: Hit "T" for a text box

te Position

With your text selected, hit Position and move it Backward until it is between the two images. Make sure both images are placed in exactly the same place!

MAKE TEXT POP WITH A TRANSPARENT GRADIENT

from this **to this!**

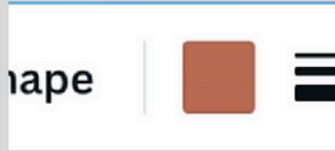


If your text is hard to read over an image, use a gradient shape over it and convert one end colour to 0% transparency (clear).
Step-by-step instructions on the next page.

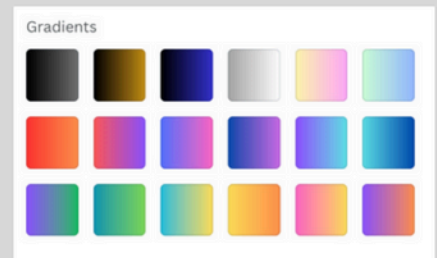
MAKE TEXT POP WITH A TRANSPARENT GRADIENT



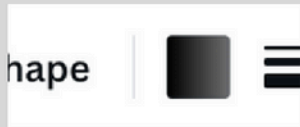
Create a rectangle
(type the letter "r")



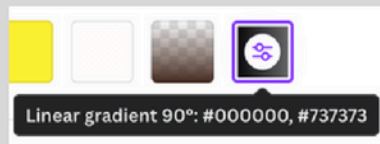
In the top toolbar, click
on the colour square



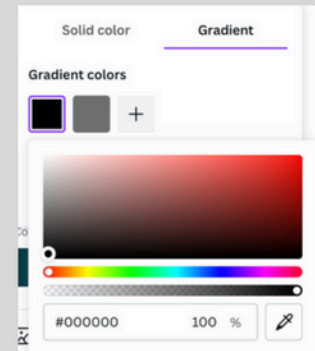
Select a gradient from the
bottom of the menu
(pick any one)



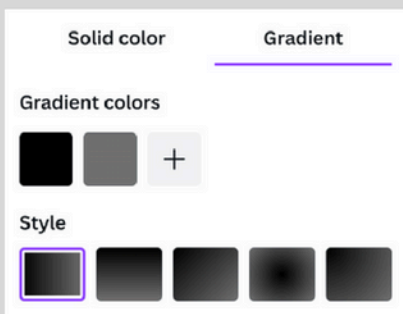
While clicked on the
gradient shape, click the
colour square again



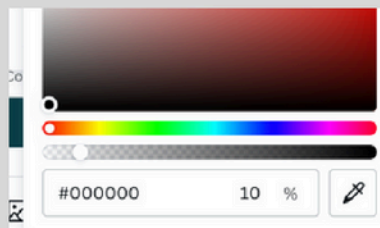
Hover over the colour to
see the purple slider bars,
then click on the sliders



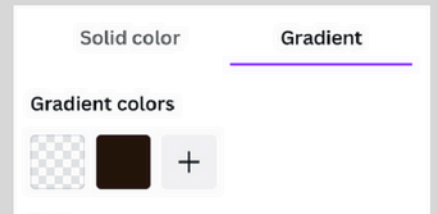
This menu will pop out.



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.

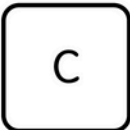


EYEDROPPER TIP! In Canva Pro, you can use the eyedropper tool to select a colour from something else (your image, a graphic, a colour of a shape, etc.)

BONUS! MAC KEYBOARD SHORTCUTS



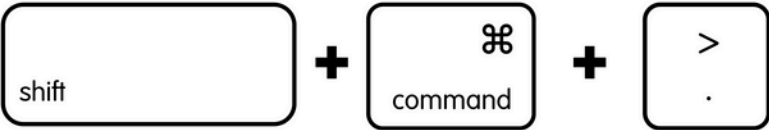
Add a textbox



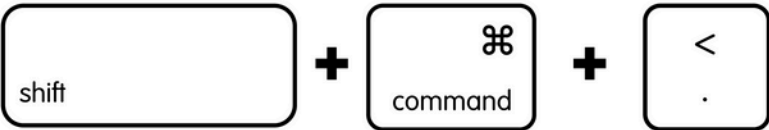
Add a circle



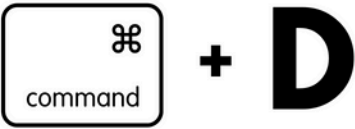
Add a rectangle / square



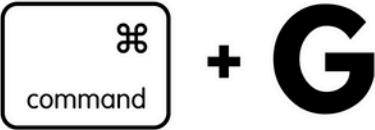
Make a font larger



Make a font smaller



Duplicate an item



Group items

FROM



Canva Keyboard Shortcuts

01. Moving Elements



Move element 1 pixel
arrow keys



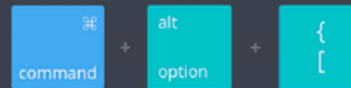
Move element 10 pixel
shift + arrow keys



Deselect element
esc key

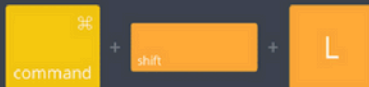


Move element up or down
command / ctrl + brackets / up
and down arrow keys

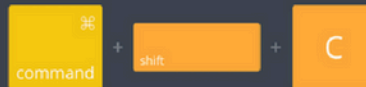


Select next or previous element
command / ctrl + alt / option
+ brackets

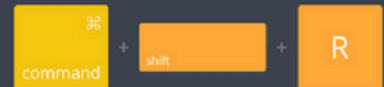
02. Text



Left align text
command / ctrl + shift + L



Center align text
command / ctrl + shift + C



Right align text
command / ctrl + shift + R



Copy style to another text box
command / ctrl + option / alt + C



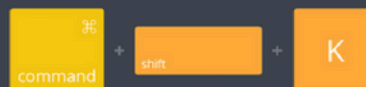
Paste style to another text box
command / ctrl + option / alt + V



Match textbox width in a group*
command / ctrl + option / alt + J



Add text element
T key



Transform text to uppercase
command / ctrl + shift + K

*works with, grouped textboxes (command / ctrl + G)

FROM



Canva Keyboard Shortcuts

03. Other useful shortcuts



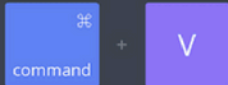
Start searching
Back slash key



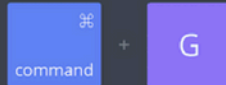
Delete selected element
delete key



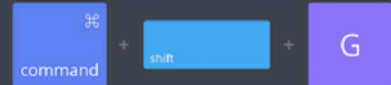
Copy elements
command / ctrl + C



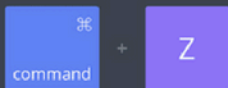
Paste elements
command / ctrl + V



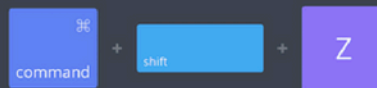
Group elements
command / ctrl + G



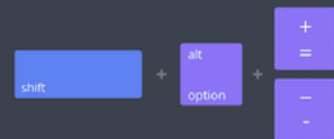
Ungroup elements
command / ctrl + G



Undo action
command / ctrl + Z



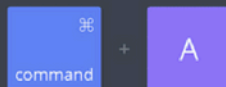
Redo action
command / ctrl + shift + Z



Increase grid padding
shift + alt / option + plus / hyphen keys



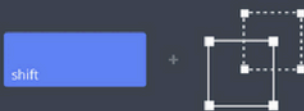
Zoom In/Out
command / ctrl + plus or hyphen keys



Select all elements
command / ctrl + A



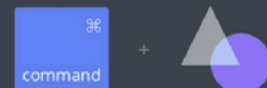
Show grid lines
command / ctrl + colon (twice)



Resize proportionally
shift + drag



add or remove selected elements
shift + click surrounding elements



Select element behind
command / ctrl + click overlapping elements



Presentation mode
command / ctrl + shift + return / enter



Duplicate 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 will soon get a feel for whether a Pro account will be beneficial for you once you start to play with the software. Here is an overview of the features and benefits of each option.

FREE

- ✓ Drag-and-drop editor for easy customizations
- ✓ 250,000+ free templates
- ✓ 100+ design types (social media posts, presentations, letters, and more)
- ✓ 1+ million free photos and graphics
- ✓ AI-powered design tools^ (Magic Write™, Magic Design™, Magic Edit, and more)
- ✓ Invite family, friends, and others to design together
- ✓ Wide range of printable products to design and get delivered to your door
- ✓ 5GB of cloud storage

PRO

Everything in Free, plus features you'll love:

- ✓ Unlimited access to premium templates and 100+ million premium stock photos, videos, audio, graphics and more
- ✓ Establish your brand's visual identity with logos, colors and fonts with up to 100 Brand Kits
- ✓ Resize designs infinitely with Magic Switch™
- ✓ Remove image and video backgrounds in one click
- ✓ Full access to Magic Studio, with over 20 AI-powered tools to supercharge your productivity and creativity
- ✓ Convert Presentations or Whiteboards to summaries, blog posts, emails, and more, plus reformat or translate any design, with Magic Switch
- ✓ Schedule social media content to 8 platforms
- ✓ Cloud storage (1TB)
- ✓ 24/7 customer support

^Usage limits and available AI-powered design tools vary between plans

Learn more about Canva Pro

[*here*](#)