Workshop One
THIS IS CANVA
Lecture notes

VIEW WORKSHOP

INTRODUCTION

This workshop is designed for those looking to explore a whole new way to design. Students will be guided through an in depth tour of the user interface and all of Canva's features and functionality, while also given helpful tips that will get new users ready to hit the ground running with their Canva design skills.

PREPARATION AND DELIVERY NOTES

Throughout these lecture notes, you will find prompts detailing when you can demonstrate a specific action or feature within the Canva interface. These are only recommendations so feel free to decide which features you'd like to demo and what works best for your particular classroom setting.

You will also find throughout the presentation, a call to action button where you can launch an interactive design tutorial which relates to the content that was just covered. If you have a particularly large class (20+ students) in which computers are not readily available, we recommend that you skip the tutorials or assign it at the end as a homework exercise. In a smaller-sized classroom where students have access to their own computers, this workshop can be run in a teach/do/teach/do format.

PRESENTATION

Slide 1: Cover

Slide 2: What's the vision behind Canva?
- Canva is a simple new way to design beautiful and professional graphics.
- Launched in 2013 and within 14 months of launch, had more than 1 million users creating more than 7 million designs.

- Released its iPad app in October 2014, bringing together its simple drag-and-drop design interface with a library of more than 1 million photos, graphics, and fonts.

Slide 3: What can I do with Canva?
- Canva provides a simple new way to design.
- Allows you to take your vision or message and translating it into a design.
- Users have access to more than 1 million images and graphics, beautifully designed layouts, easy photo editing and filtering capabilities, and the ability to share.
- There's also a social platform where you can make your designs public for anyone to see.

Slide 4: Who designs with Canva?
- Anyone, including non-designers, can design with Canva.
- Canva's vision is to provide an intuitive tool that allows people to create beautiful and professional designs, eliminating the friction posed by expensive and complicated platforms like Photoshop or InDesign.
- Canva takes the thinking out of learning the UI; you can spend more time creating.
- Canva has found a strong presence in social media, marketing, business, entrepreneurial, and educational communities.

Slide 5: What can I create with Canva?
- Canva allows anyone to communicate effectively with many design types.
- Canva can be used for creating presentations for work, developing pitch proposals, and creating blog graphics and social media posts.
- Canva gives you the tools you need to create stunning graphics that convey your message.

Slide 6: Today's Agenda
1) Everyone will be able to create an account
2) Learn about how Search works
3) Learn about Layouts
4) Learn about Text options
5) Learn about Backgrounds options
6) Learn how to upload your own images into your Canva design

Slide 7: Create an account

[Have the class navigate to www.canva.com and create an account.]

Slide 8: Search

Slide 9: Search - The two ways to search
- The first way to search is to use the category folders found in the master search panel.
- The second way to search is to perform a keyword search in Canva's rich library of more than one million stock photographs.

Slide 10: Search - Grids and images
- If you're using photographs in your design, always place them in a grid.
- Grids allow you to easily resize (larger or smaller) or manipulate the placement of your images so that you're capturing the parts of the photo that work best for your overall design.

Slide 11: Search - Frames
- Frames can be used to hold or resize images.
- Frames are also decorative placeholder for your photos.

Slide 12: Search - Icons and Infographics
- Use icons or infographic from the Canva library if you want an alternative to photographic images.
- A simple icon can bring emphasis to a particular element to your design or message.
- In the examples, the sun and grass icons highlight the sunny and nature themes of each design.

Slide 13: Search - Shapes
- Shapes are an integral part of any design and can be used in interesting and creative ways.
- In the examples, we've used a shape to create a border around the "Style Sessions" design, used a very narrow rectangle to separate "verdant" and "green", and a shape to highlight "#15" in the third image.

Slide 14: Search - Search by contributor
- If you find a photo you particularly like (perhaps it's the style or content of the image), search for additional photos from that contributor by clicking on the 'i' that appears when you hover your mouse over the image.
- This will display the contributor's name and associated keyword tags.
- Click on the contributor's name to see the other photos they have added to the Canva library.

Slide 15: Layouts

Slide 16: Layouts - Choose a striking template

- If you're not quite sure where to start with your design, choose one of the dozens of beautiful layouts the Canva design team has created for each design template.
- Options include design types for presentations, social media posts, Facebook headers, etc.

Slide 17: Layouts - Customize a template
- The beauty of the Canva layouts is that they are fully customizable.
- You can modify the text and change the colors and backgrounds to suit your design needs.

[Demo how you can select a layout and then customize the text, color, background image.]

Slide 18: Text

Slide 19: Text - Use a text box
- The text page is where all of Canva's text options live.
- Choose a large header, a mid-sized subtitle, or smaller text for your body copy.
- If you seem to default to the same fonts and sizes for these three text types, change the default options for added convenience.
- Use the keyboard shortcut Ctrl + t to quickly drop text into your design.

[Demo clicking on the Canva text boxes.]

Slide 20: Text - Use a text holder
- If you don't feel confident with placing text in your design, or you're not quite sure how to best pair fonts, try using a designed text holder.
- They are all color, font, and size changeable so you can make adjustments as needed so that they fit within your design.

[Demo selecting a text holder and customizing the text and color.]

Slide 21: Background

Slide 22: Backgrounds - Choose a solid color
- If you're creating a simple text-only design, choose a solid colored background to provide a bold and clean backdrop for your design.
- In the examples, we've opted for a bright blue and a bold red against the "I am feeling sassy" text.

Slide 23: Backgrounds - Choose a Canva background
- If you want a background that offers more depth or visual interest, choose one of the many Canva backgrounds.
- These range from more minimalist photographic-style images to textured or patterned backgrounds.

Slide 24: Uploads

Slide 25: Uploads - Upload your own images
- Opt for an image in your personal photo library by uploading it into your Canva design.
- When you click on Upload your own images, your Finder (Mac) or Explorer (Windows) window will open, allowing you to browse your directories to locate the image you'd like to upload.
- The images can be jpgs, png, or svg files.

Slide 26: Uploads - Upload images from Facebook
- Canva has a Facebook integration, allowing you to link your account to your Canva design so you can choose images which you've uploaded to your Facebook account.

Slide 27: Helpful Tips

Slide 28: Helpful Tips - Download options
- When you're done with your design, you can export it as a PDF or PNG.
- Click on Options in the upper right to export specific pages or publish your design with crop marks and bleed.

Slide 29: Helpful Tips - Share and collaborate
- Canva provides great ways for you to share your designs.
- Post it on your Facebook or Twitter accounts or email the design to a friend.
- You can also copy/paste a URL which links directly to the design and provide read-only or editable access for collaboration purposes.

Slide 30: Helpful Tips - Page arrangement
- You can rearrange the pages in your design by clicking on the up or down arrows on the right of each page of your design.
- Clicking on the trash can icon will delete the page and the double page icon will allow you to duplicate the existing page that you're working on.