The
Marketing
Crowd

HOW TO DESIGN EYE CATCHING GRAPHICS FOR YOUR DIGITAL MARKETING USING

Canva

What We Will Cover

How to design graphics using Canva.com website.

1. **How to crop an image, add text and your logo**
2. **How to make a copy of a design, use preformatted text options and animate the text**
3. **How remove the background from a person or product and add them to a different coloured background plus how to add shadow to an image**
4. **How to create a background that matches your brand colour and how to add predesigned text graphics**
5. **How to design a portrait shaped graphic for Stories, including how to flip and image and add animated graphics**
6. **How to use the Canva image library and how to add transparency to shapes**
7. **How to use frames in your designs when working with images**
8. **How to use frames in your designs when adding a video**
9. **How to find and edit Canva templates**

Canva.com is a brilliant free image design tool

Use canva.com website

Canva is a brilliant free graphic design tool that works on PC and phone (using an app)

There is a premium version but what I will show in this course is part of the free service.

# Exercise 1: How to add an image to square canvas plus your logo and text

Use canva.com website

Import your image and easily crop or resize it to a specific size. Add your logo and text.

This is useful if ...

- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

Using your PC – How to add your image, text and your logo
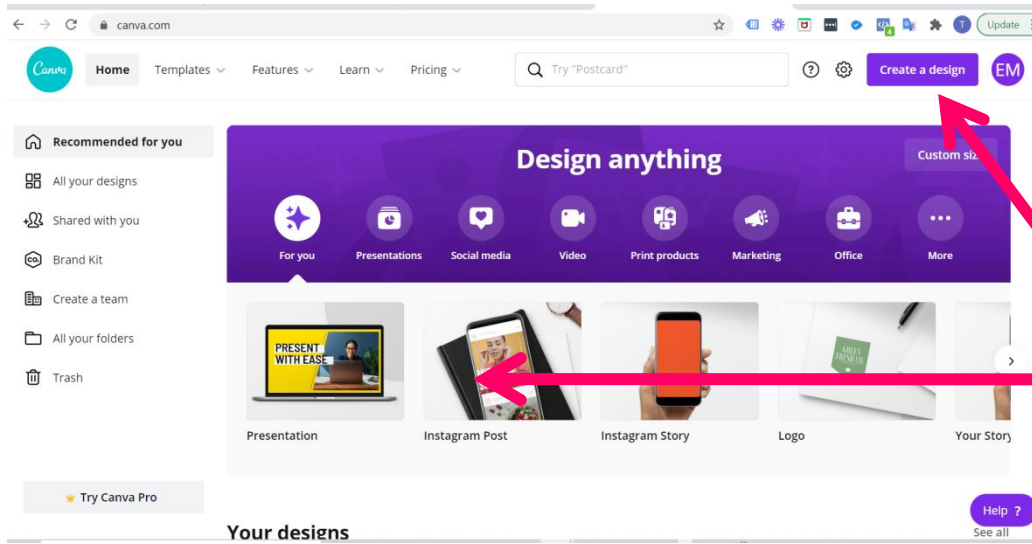
Use the canva.com website

To crop to square either click on Instagram Post or Choose custom size and set the size to 1080 x 1080
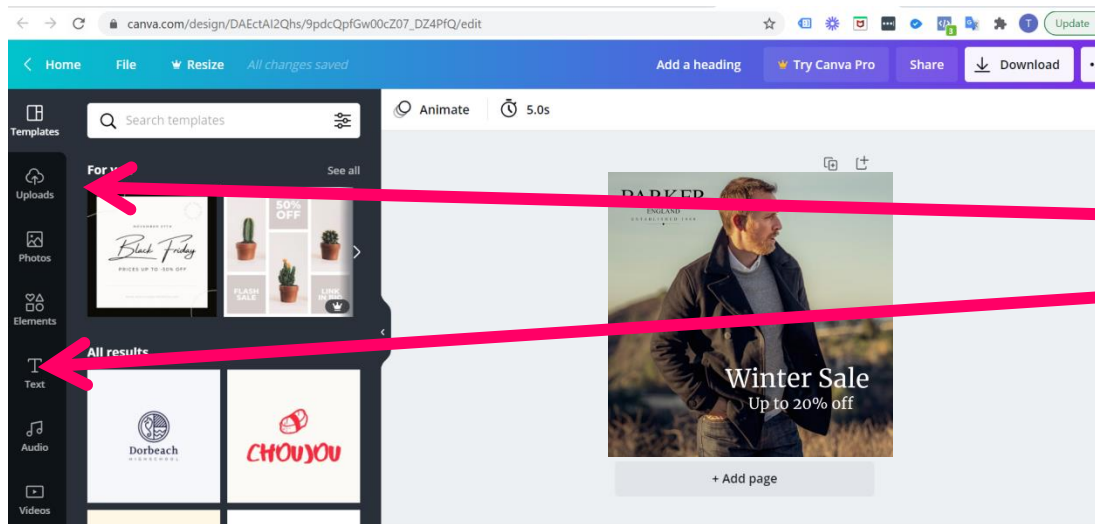
Use the left hand menu in Canva to

1) Select your image from your PC (uploads)
2) Then select your logo from your PC (uploads))
3) Add text by clicking on on text and then choosing a Headline / subhead

To save, click on Share on the top right and scroll down to select download.

There are extra text options available under text

You can

1. Use some preformatted text options
2. You can search for some of these by topic e.g. Christmas or sale

# Exercise 2: How to use other text options plus how to animate text
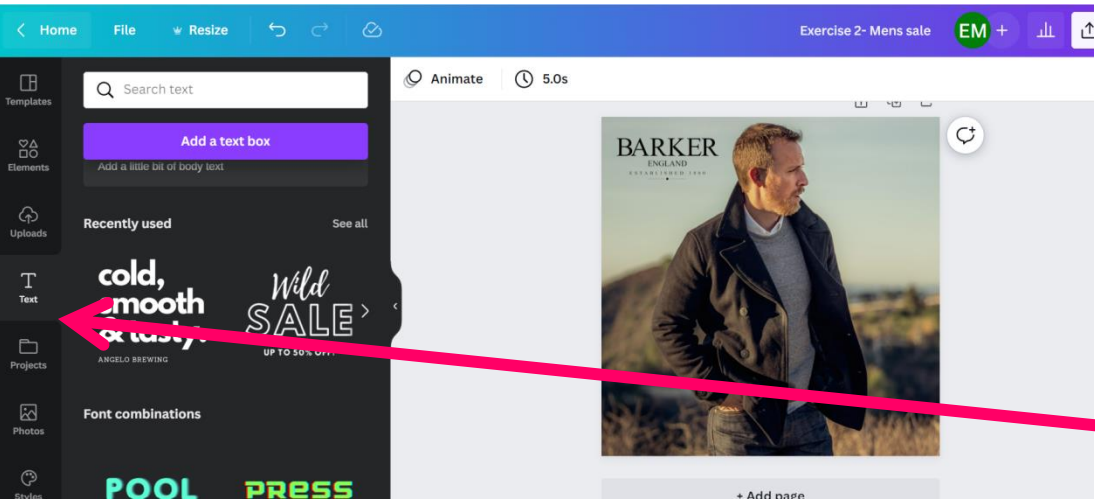
Add you image to the canvas plus add your logo

Use the left hand menu in Canva to
1) Click on text
2) Notice there are lot of preformatted text options. You can choose any of these
3) Or you can type a topic such as Sale into the search box. Scroll down and you will see options
4) Click to add any of these to your image and change the text to what you want. You can also change the colour and size
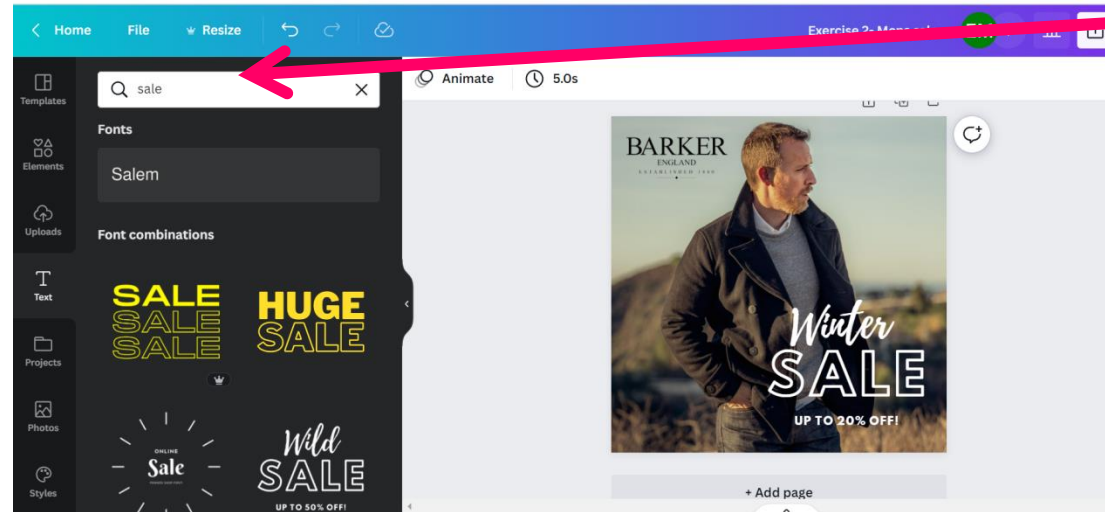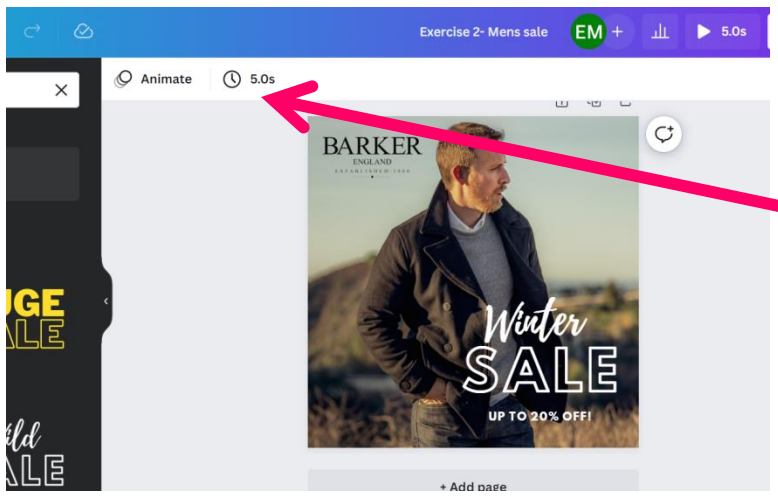
Exercise 2: How to use other text options plus how to animate text
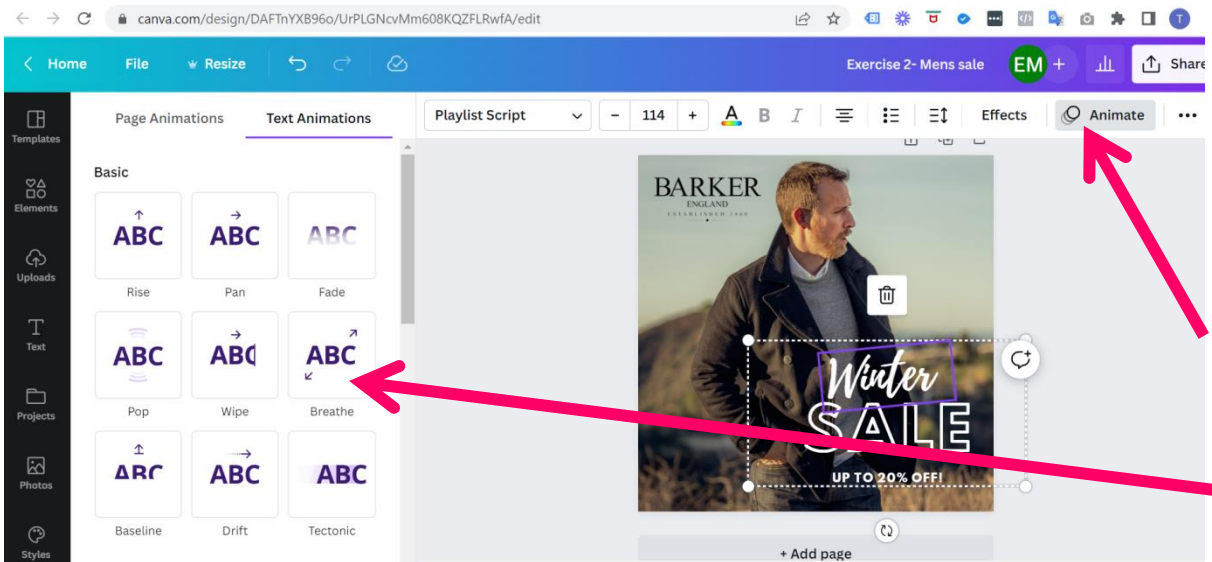
You can add animation to your text by

- Click on the text you want to animate
- Then click animate
- Then choose from one of the animation options in the left hand side of the screen

You can repeat this with other words

If you want to change the length of the animation, click on the number 5 next to the timer icon and change the length e.g. To 3 seconds
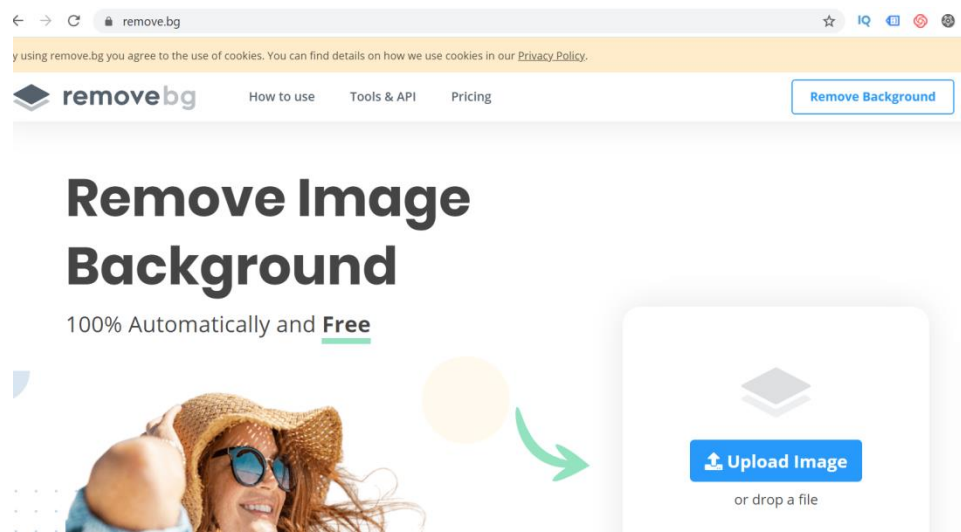
Lots of brands design ads using transparent images on a colour background

Free tool that removes the background of an image

Note – there is the facility to remove the background in canv.com but it is part of the premium package

Use remove.bg website

- Go to remove.bg
- Select your image and it will remove the background
- You can then download a transparent version
- Or you can add a coloured background and then download that

This is useful if ..

- You want to remove the background from a product or person
- You then want to add the product or person to a different background in order to design a graphic for your website or social media post

- **Note – check out another great tool called   Trace**
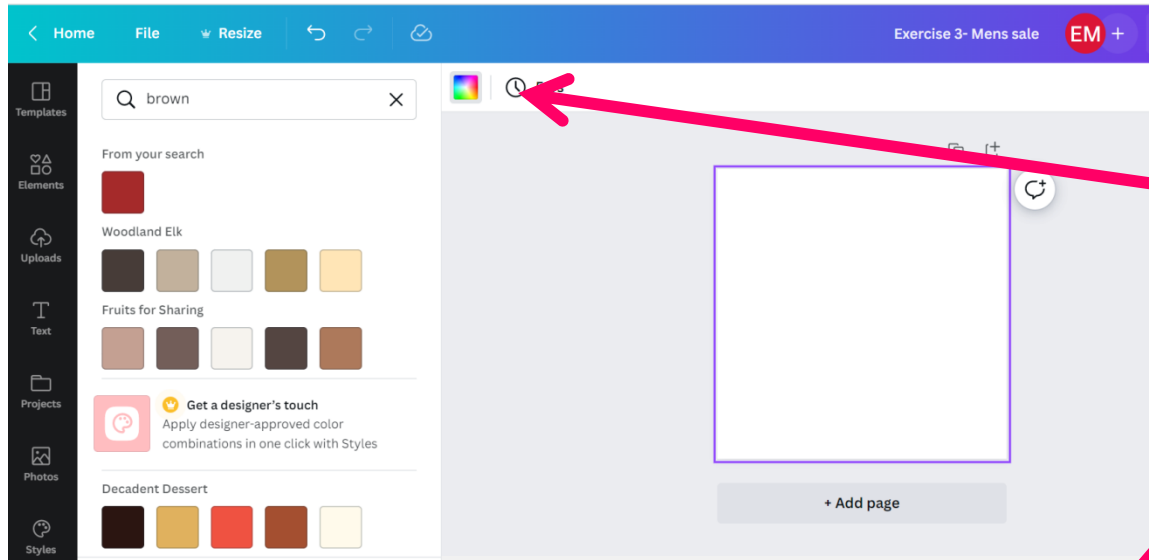 https://www.stickermule.com/eu/trace

How to then place your product or person on a new background with text and your logo
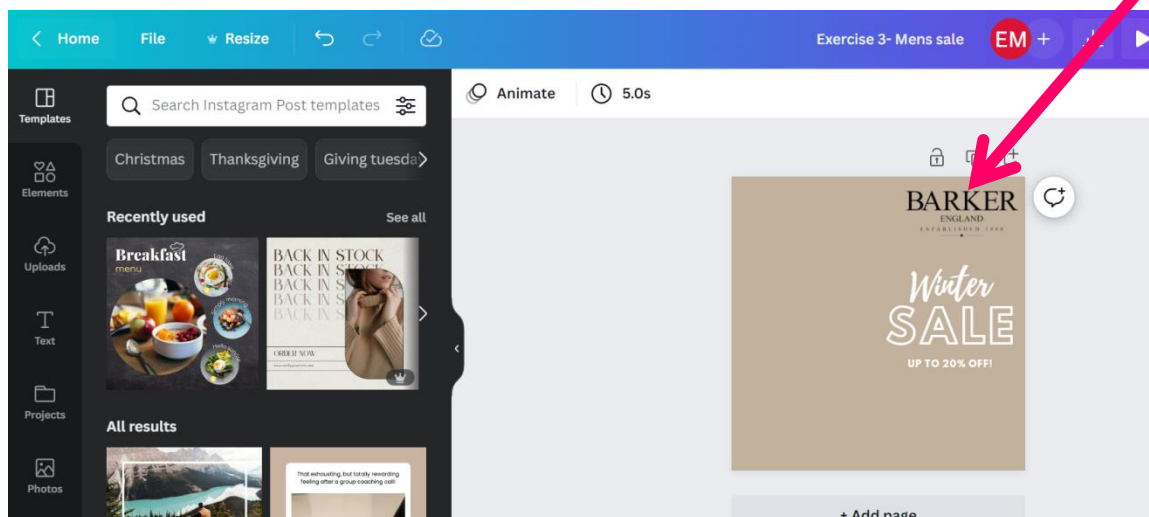

Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

# How to then place your product or person on a new background with text and your logo

- Click on the square canvas and above it click on the colour option. Choose a colour. Search for a colour if you want more options

- Then add you logo and text

- Use remove.bg to remove the background from your main image. Save it to your pc
- Then go to upload and upload your transparent image

How to then place your product or person on a new background with text and your logo
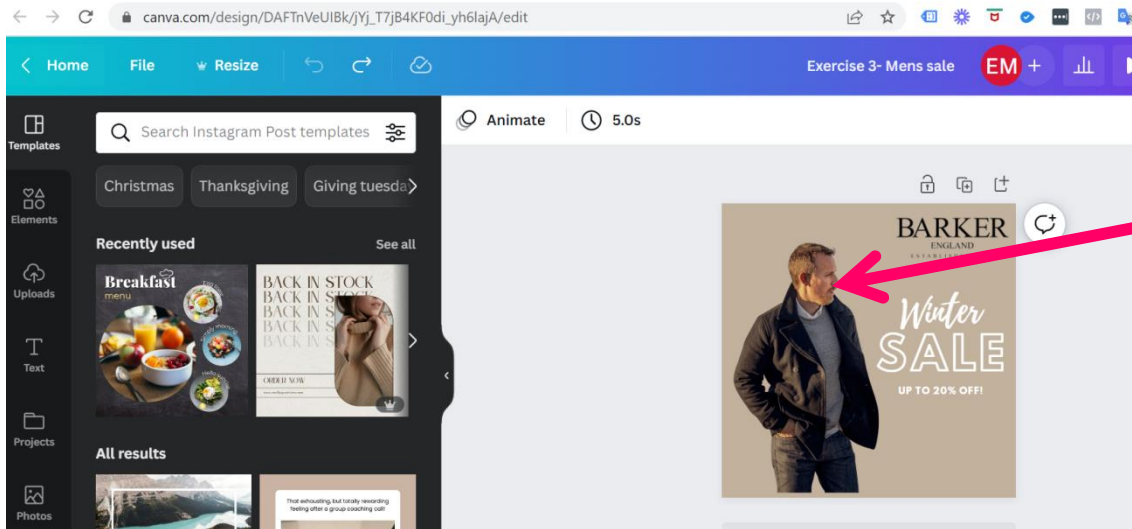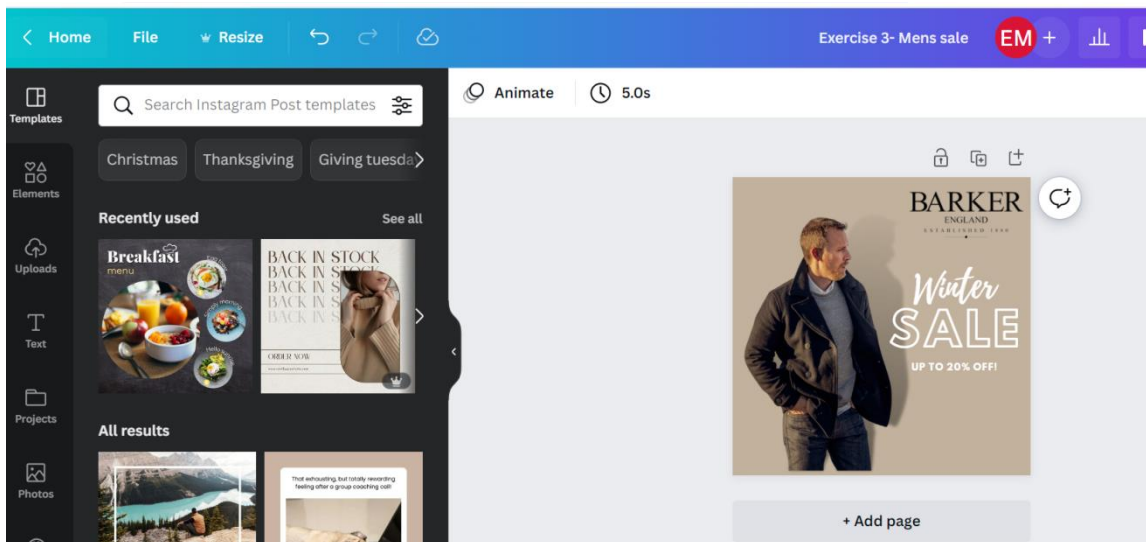

- Add the image to the Canva

To add a shadow to the image

Click on the image
Then click edit image
On the left hand side click on shadow
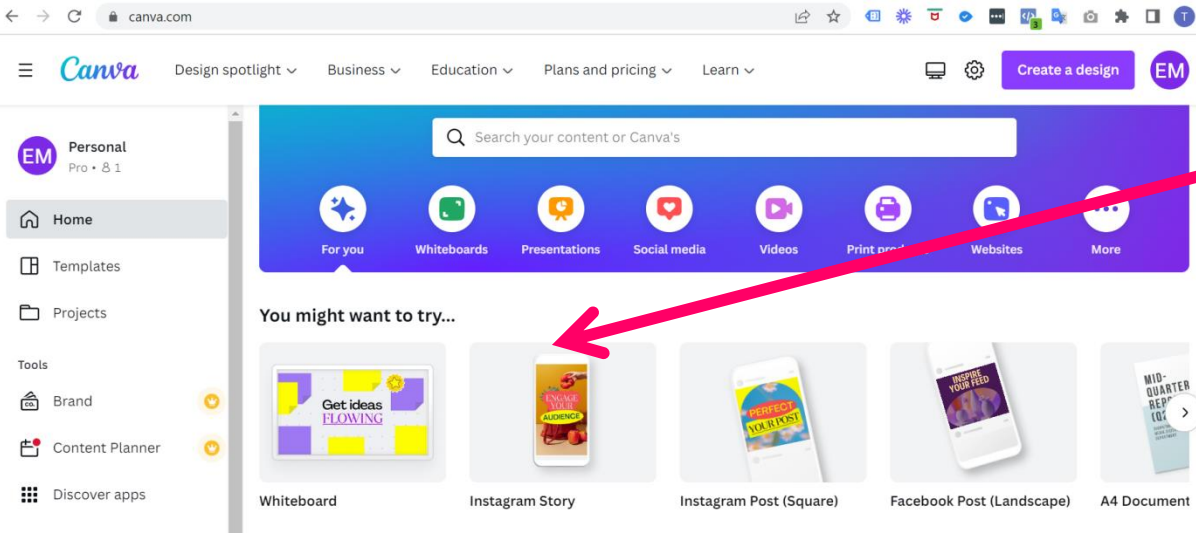
Click on the shadow you wan to apply

Exercise 4: How to design a portrait image for Stories

If you are creating images for Instagram and Facebook stories you should design them portrait shaped.

In this exercise we will also look at how to flip an image and how to add text graphics within elements.
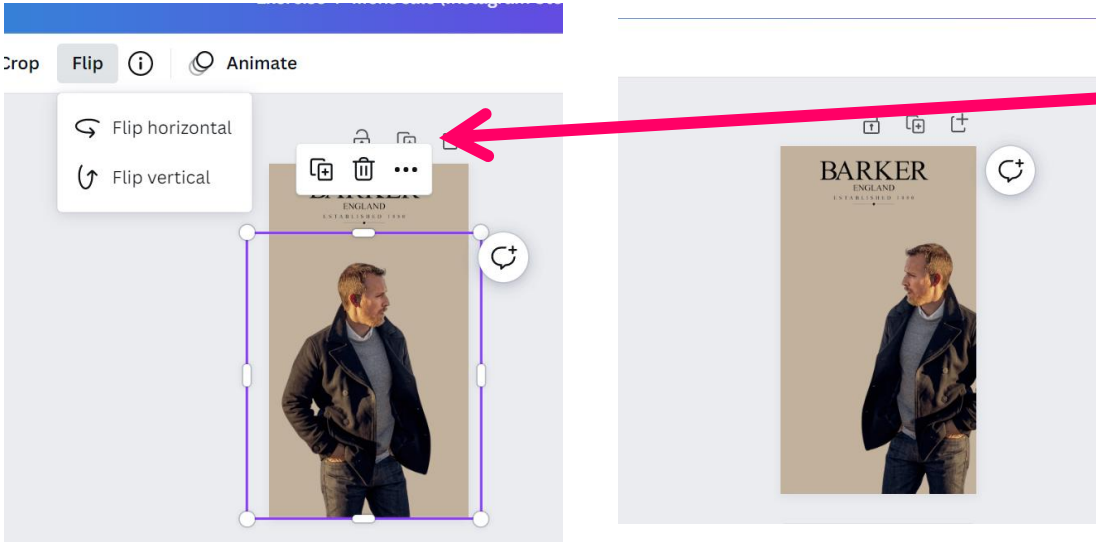
Exercise 4: How to design a portrait image for Stories

On the Canva homepage select Instagram story. This will give you a portrait canvas.
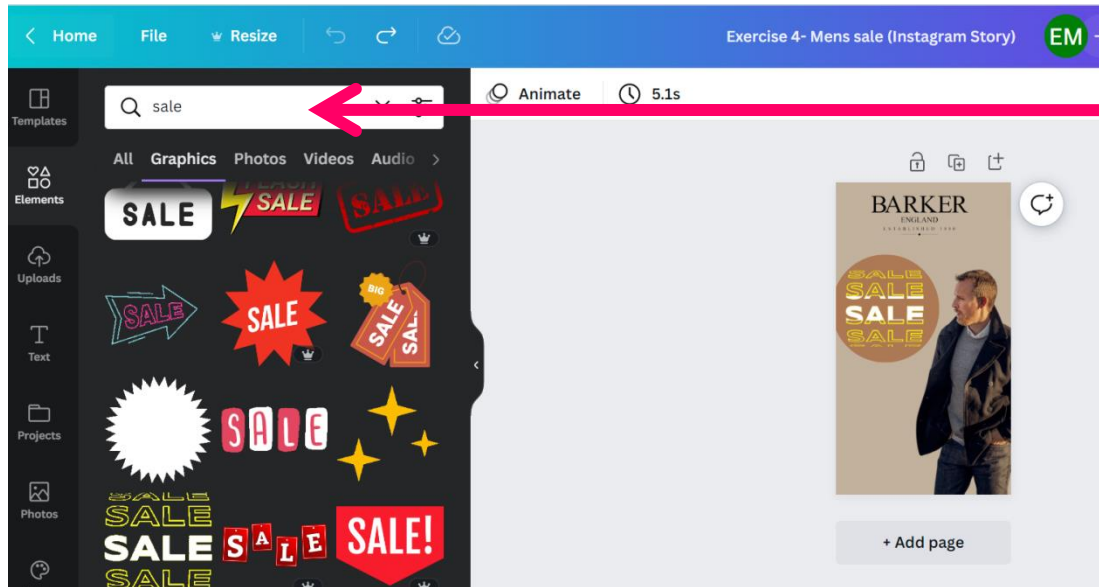
As per the previous exercise you can now .
- Choose a canvas
- Choose a background colour
- Add a transparent image and logo

To flip and image

Click on the image
Click on flip
Click on horizontal

Exercise 4: How to design a portrait image for Stories

You can search for lots of predesigned "graphics" under elements

Click elements
Search for a topic e.g. sale
Click on graphics

Browse though and choose the one you want

There are animated graphics and in this example, I also added a circle shape which I got under elements

Exercise 5: How to design a "Competition" graphic using your brand colours
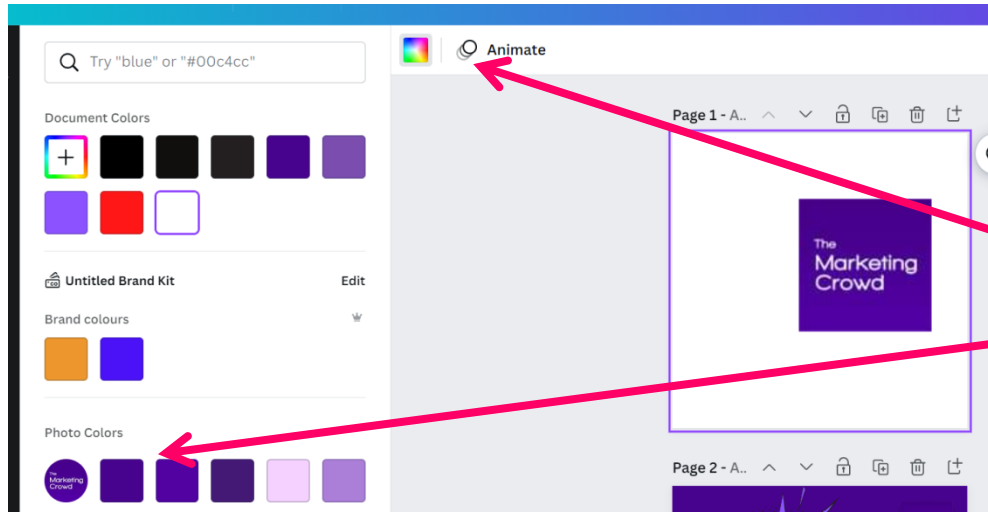

You can design graphics where the background colour is your logo colour

If you are running a competition you could then use some text graphics

You could also add text to a shape so it stands out.

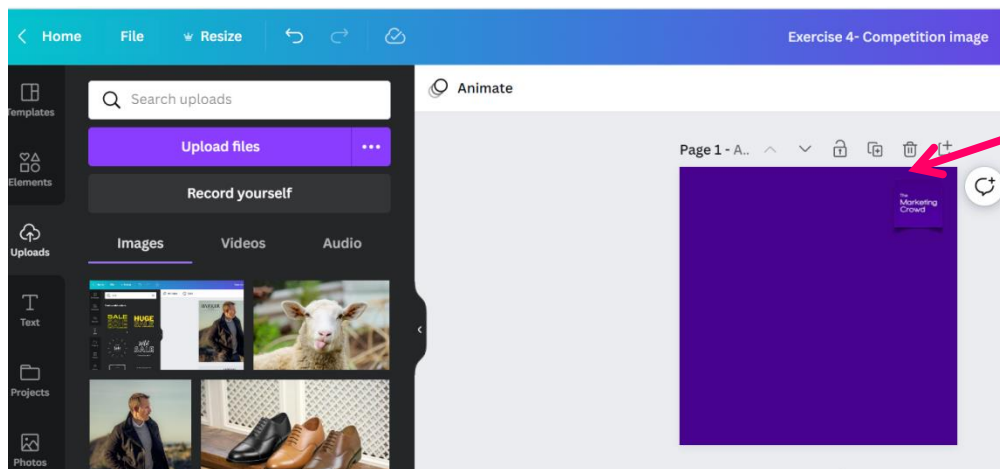# Exercise 5: How to design a "Competition" graphic using your brand colours

Start by choosing a canvas shape e.g. Square
Upload your logo and add it to the Canvas

Click on background colour
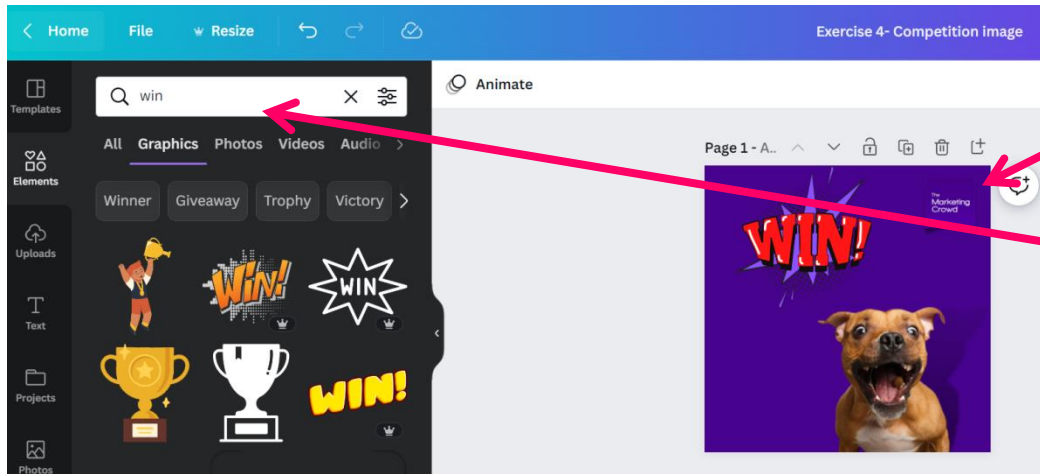Your logo colour is available as an Option. Click on it

Your background now matches you logo

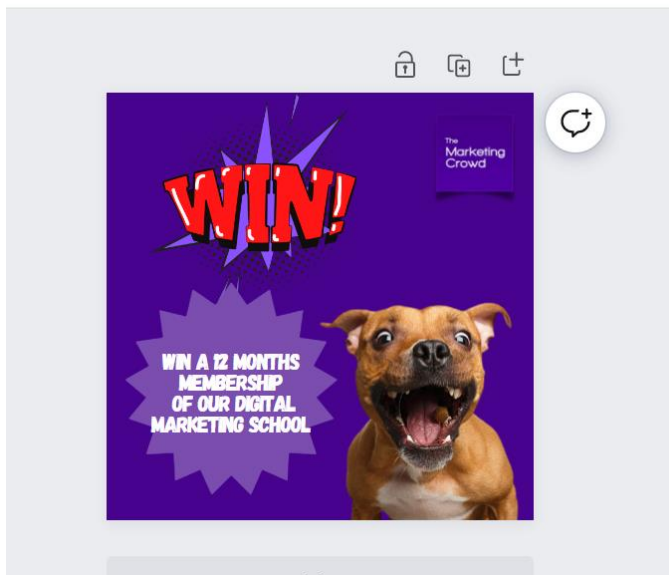Move you logo to where you want it

In order for your logo to stand out more add a shadow e.g. Curved shadow

Exercise 5: How to design a "Competition" graphic using your brand colours

I then got an eye catching image of a dog and removed the background using remove.bg

To add a text graphic, click on elements, then search for win and click on graphics to browse through them

I then added text to explain what can be won.

To add the shape behind the text

Click on elements
Choose shapes
Choose a shape and add it
You can then change the size and colour

In this exercise we will look at

1. How to create an image that is the same size as another image on your website.

2. Canva has millions of stock images that you can use.

   There is a mixture of free images and images that are only available for premium users.

3. When you add text to your image you can add a shape. But if you add transparency tot he shape it can look more designed.

# How to get the dimensions of an image on your website
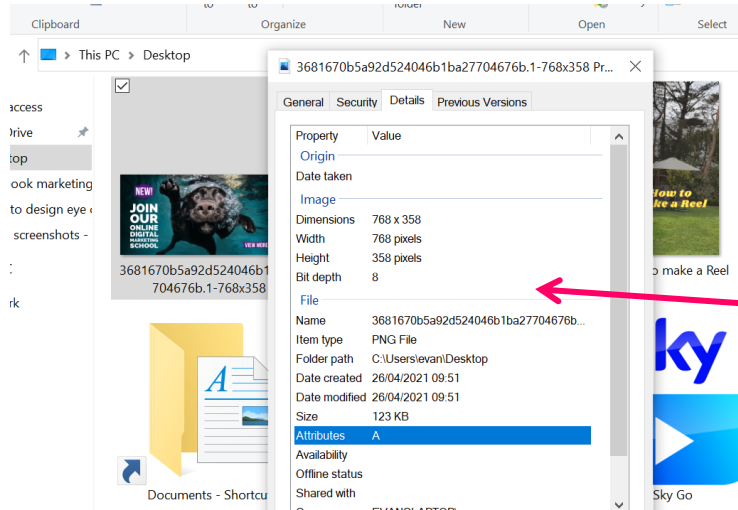
Image dimensions for your website:

Right click on an image and save it to your PC. Then on your PC, right click on it and check properties (details) . It will show you the exact image dimension for that image
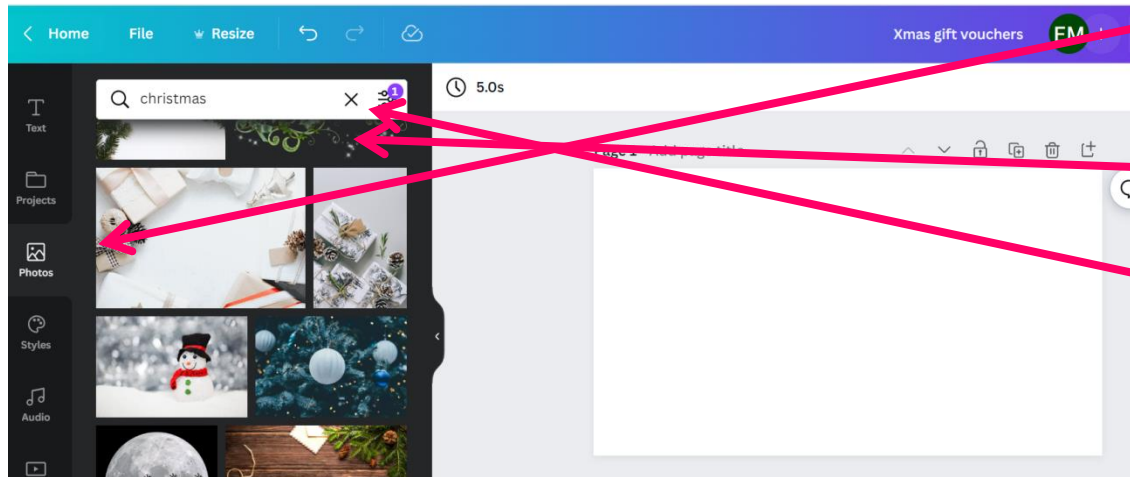
Then go to canva.com homepage

Click on Custom size
Type in the dimensions of your image

You will now be taken to a canvas that is the exact size
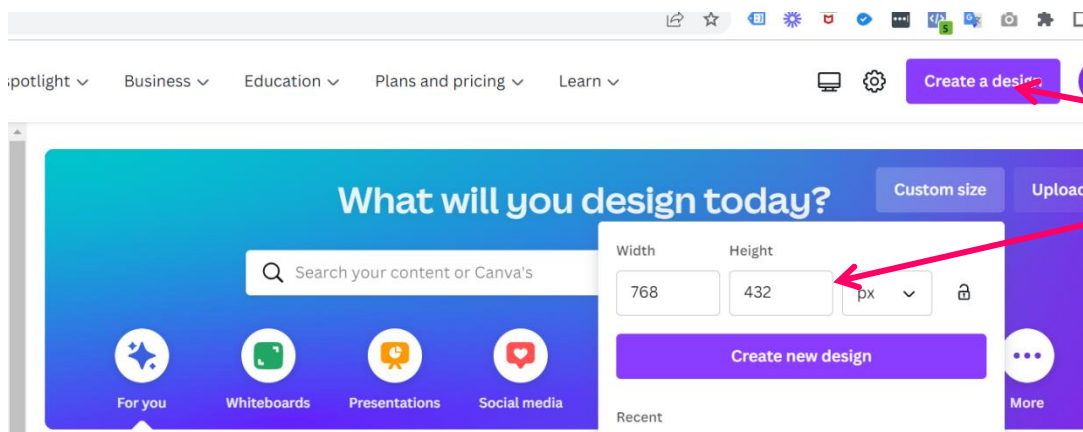
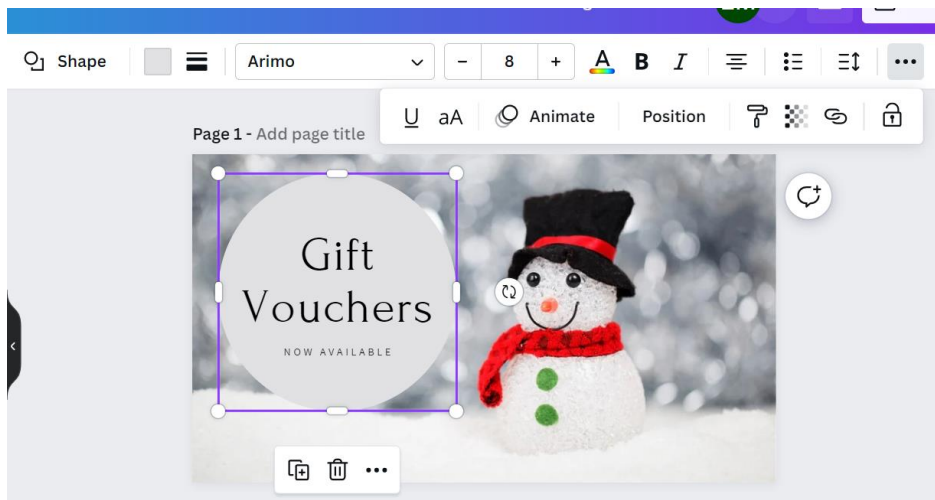# Exercise 6: How to use Canva's library of images and add transparency to your text background shapes

On the left hand menu click on Photos

Then search for your topic e.g. Christmas

Click on filter and select free images if you want free ones

Click on an image that you want to use. When it appears on your canvas right click to add to Background
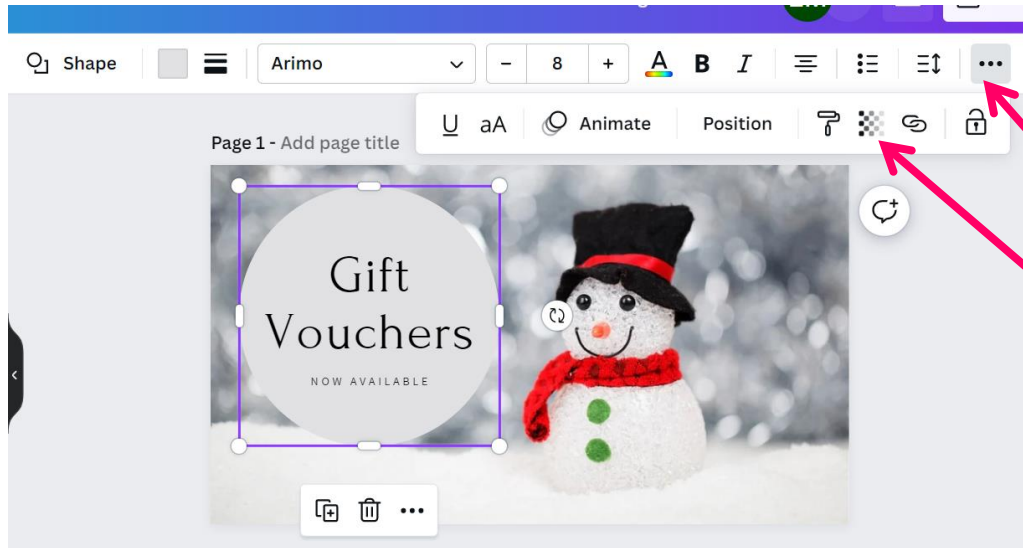
Then add your text

Add a shape e.g. circle

Add the colour to the circle

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes
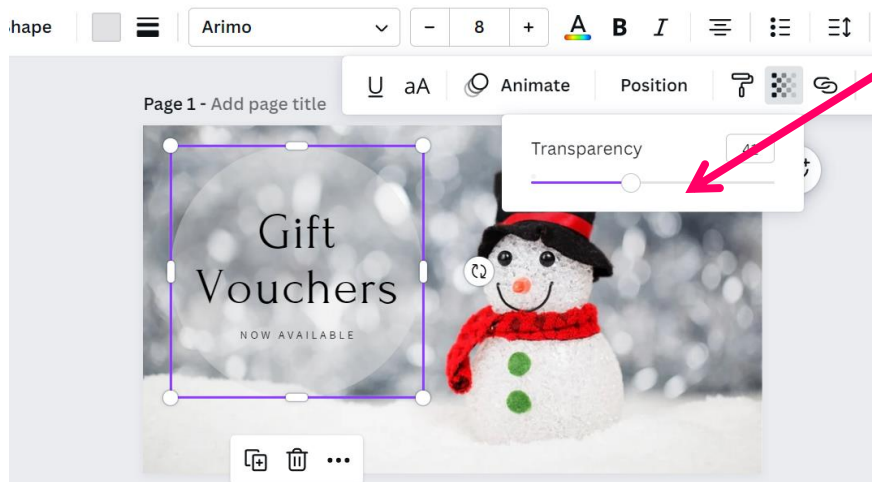

To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider

Exercise 7: How to add images to frames

You can add an image to your design and to make the image and design look more visually interesting you can place the image in a shape.

The shape could be a circle, square, TV, PC monitor or random shapes. These shapes are called Frames

You could then animate the frame and also add animated text which would give you an eye catching video for a social media post or story.

Exercise 7: How to add images to frames
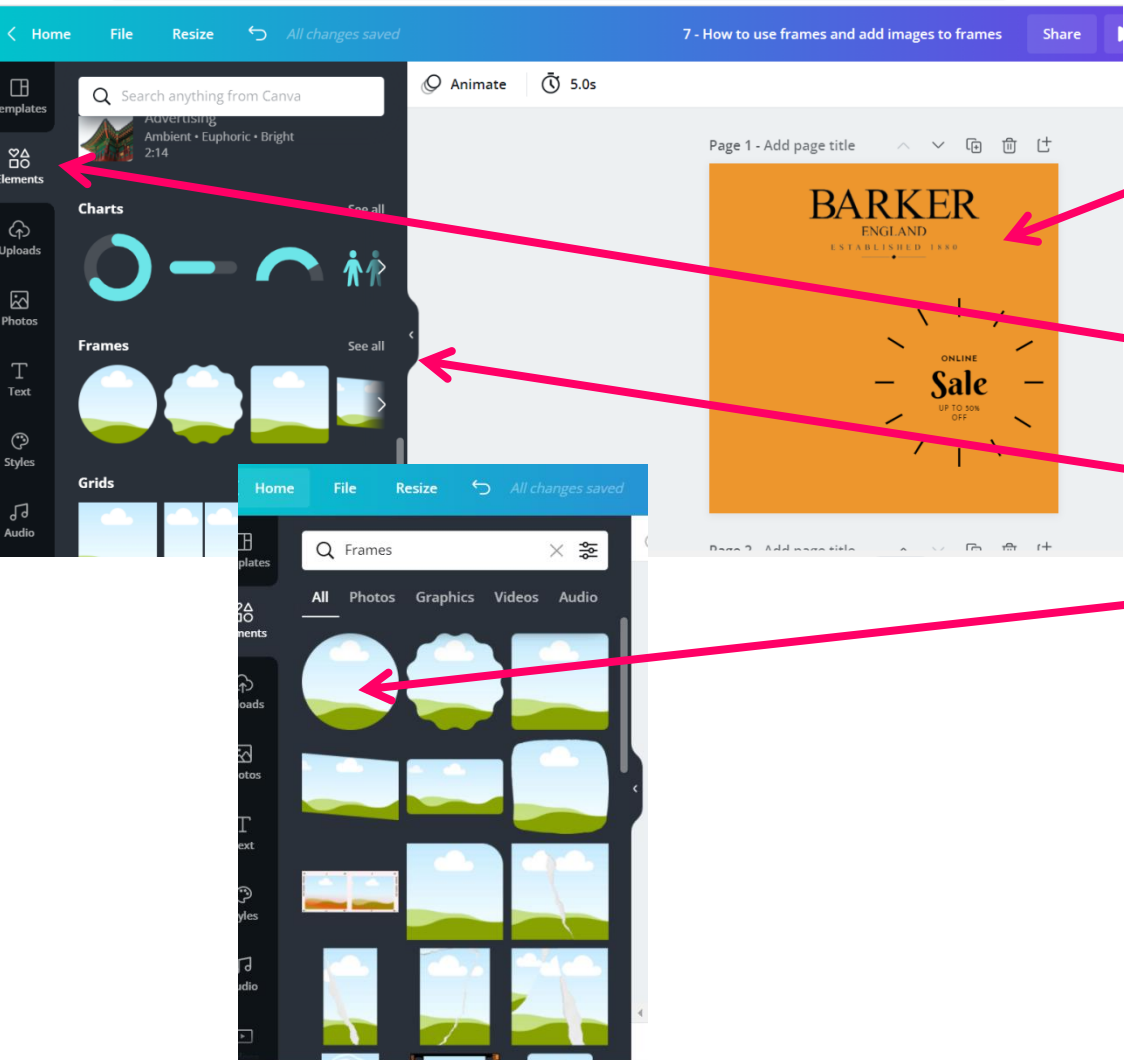
As per previous lessons, choose a canvas shape, add a background colour, add text and add a transparent logo.

To find a frame

1. Click on elements
2. Scroll down until you find frames
3. Click on see all and you can now browse through all the frames
4. If you want to add one, click on it and it will appear on your canvas. Click a second time if you want to add a second frame
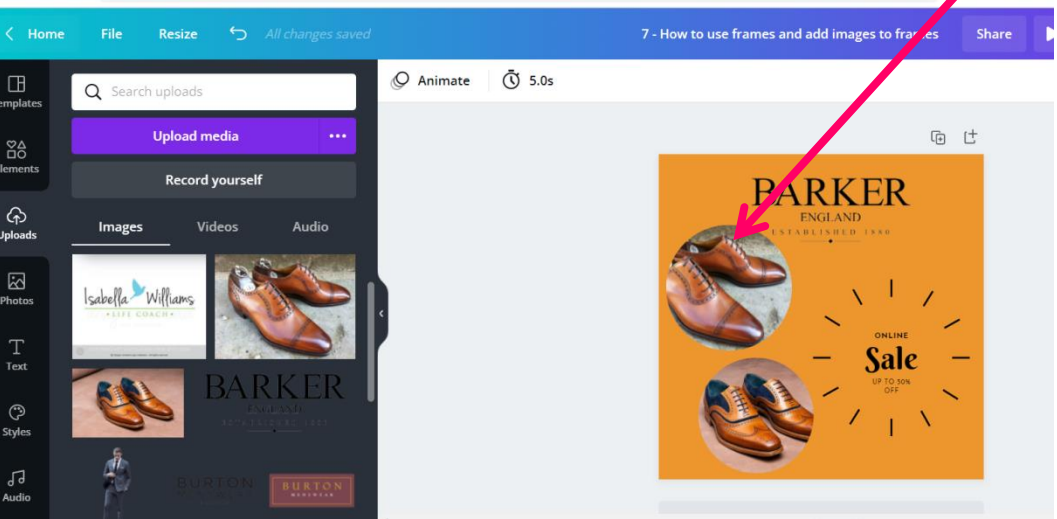
Exercise 7: How to add images to frames
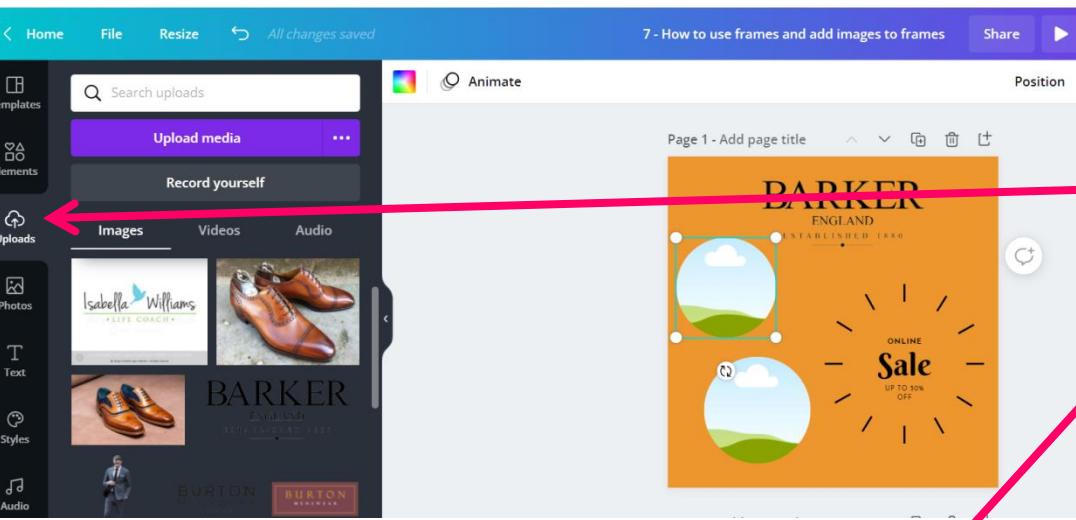
Now that you have added the frames you can e.g. add an image into each frame

- Go to uploads
- Upload your images
- Drag an image into a frame

As per previous exercises you can now animate the images and the text

Exercise 8: How to add a video to a frame

Want to learn how to make a video like this for your product?

Want to learn how to make a video like this for your product?

Now that you know what a frame is be aware that you can also add a video into a frame.
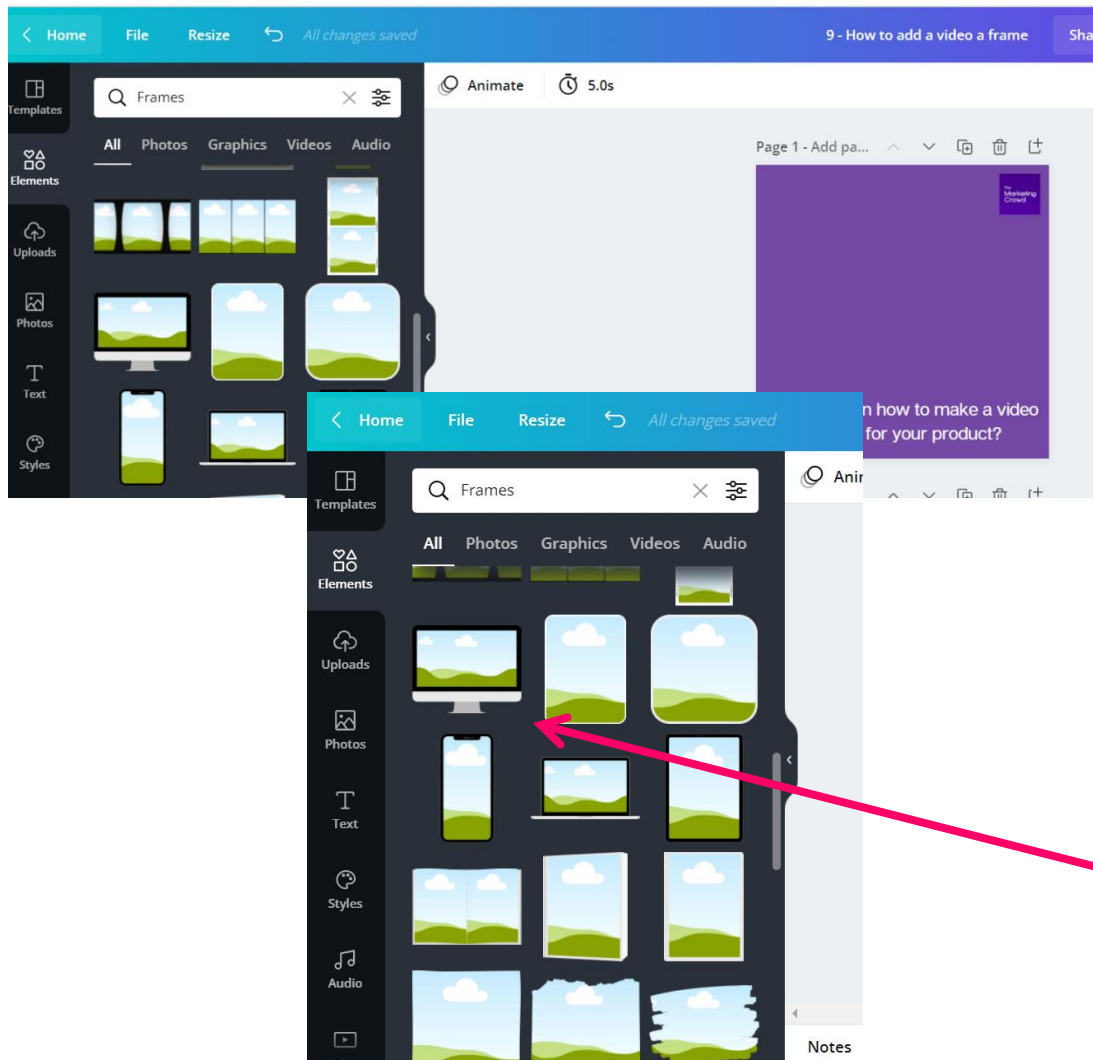
This could be a very impactful way to present a video. You could have a landscape video playing on a TV or PC screen or a vertical video playing in a mobile phone frame

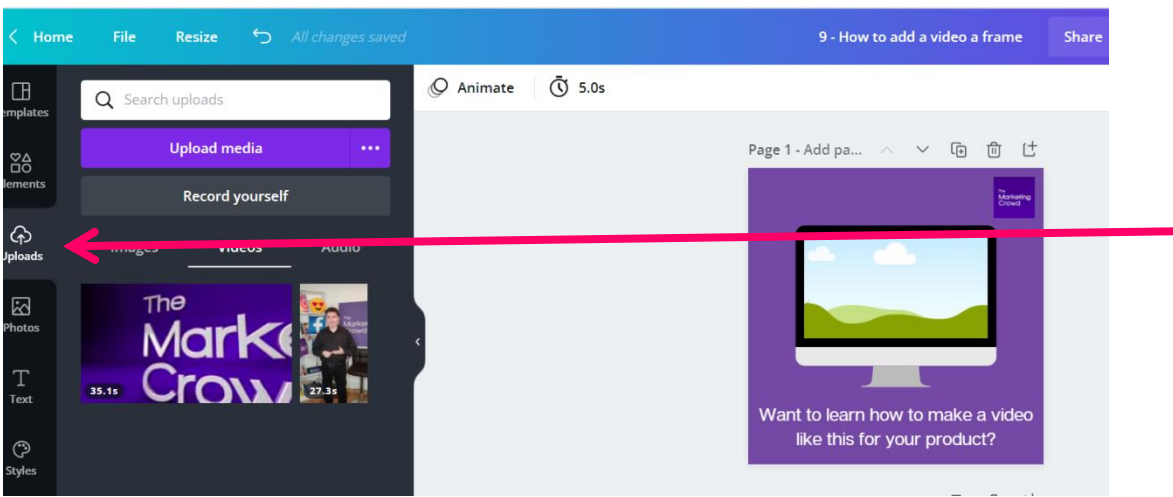# Exercise 8: How to add a video to a frame

As per previous lessons, choose a canvas shape, add a background colour, add text and add a transparent logo.
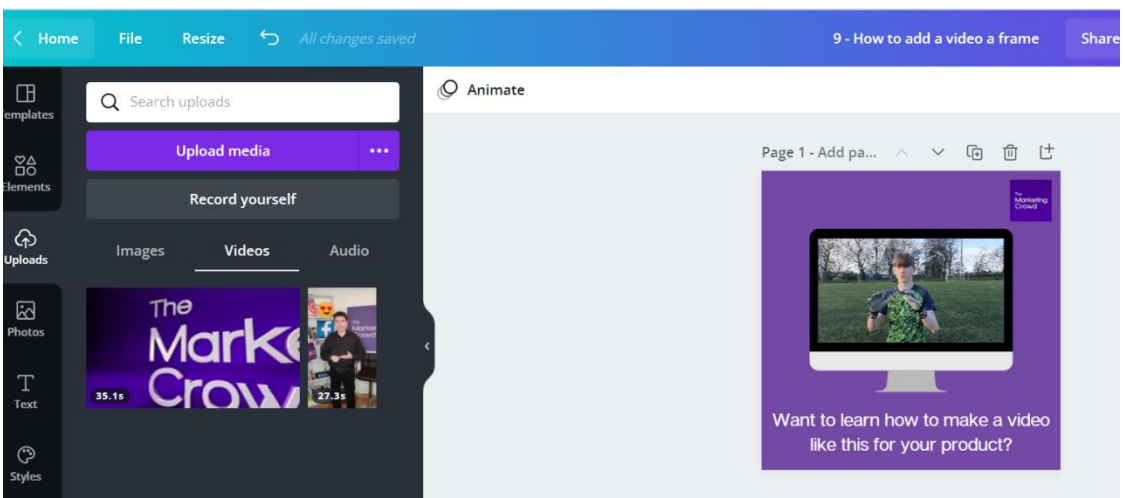
To find a frame

1. Click on elements
2. Scroll down until you find frames
3. Click on see all and you can now browse through all the frames
4. If you want to add one, click on it and it will appear on your canvas. Click a second time if you want to add a second frame

5. There are frames that suit videos such as a PC screen tv screen or mobile phone for vertical video

Exercise 8: How to add a video to a frame

Now that you have added the frame you can e.g. add a image into the frame

- Go to uploads
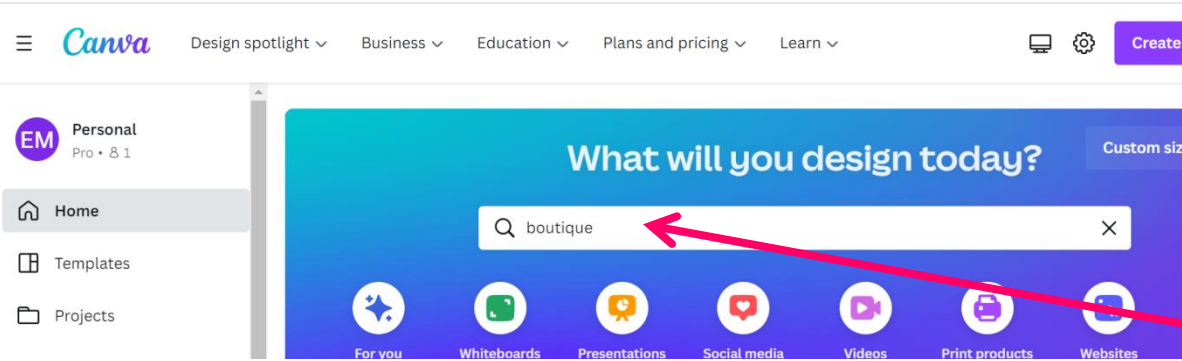- Upload your video
- Drag your video into a frame

There are thousands of professionally design templates on Canva and once you find one that you like, you can replace their image and text with yours
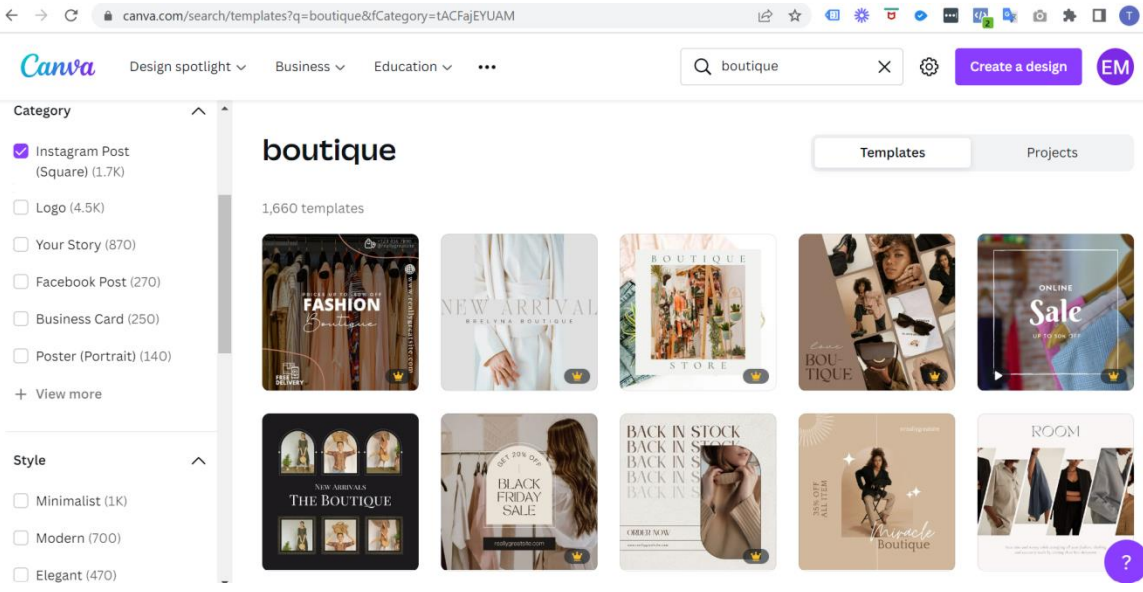
You can easily turn this into this

Exercise 8: How to use Canva's professionally designed templates

1. Go to Canva.com homepage
2. In the search box type in any topic that you would like to see templates for

e.g.
Christmas
Boutique
Competition
Instagram carousel
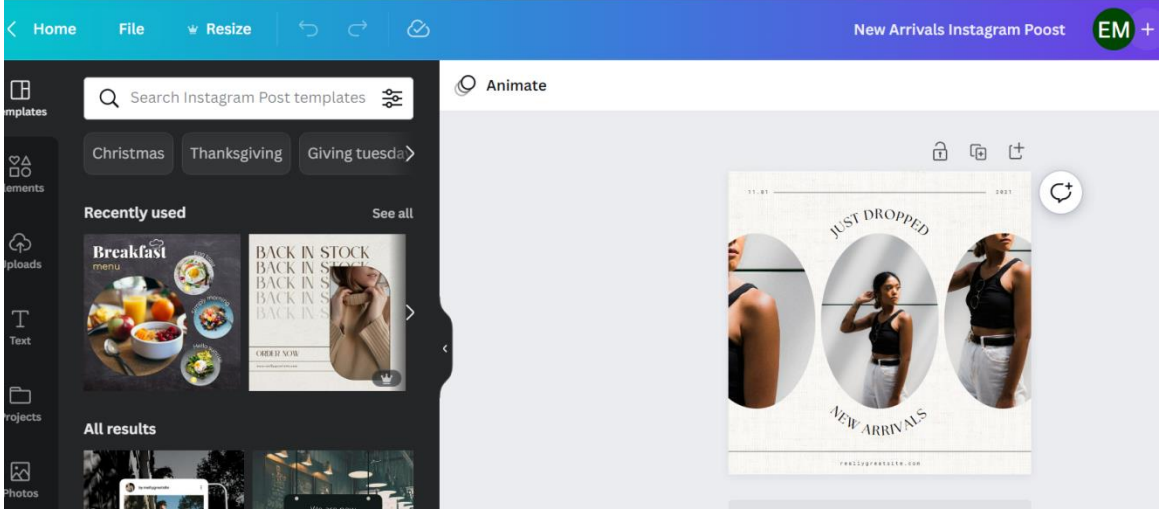Dessert menu
Art exhibition

You will then be shown hundreds of Templates

On the left hand side you can filter These by shape / purpose e.g. Square, story, poster, flyer

Find one you like and click on it

Exercise 8: How to use Canva's professionally designed templates

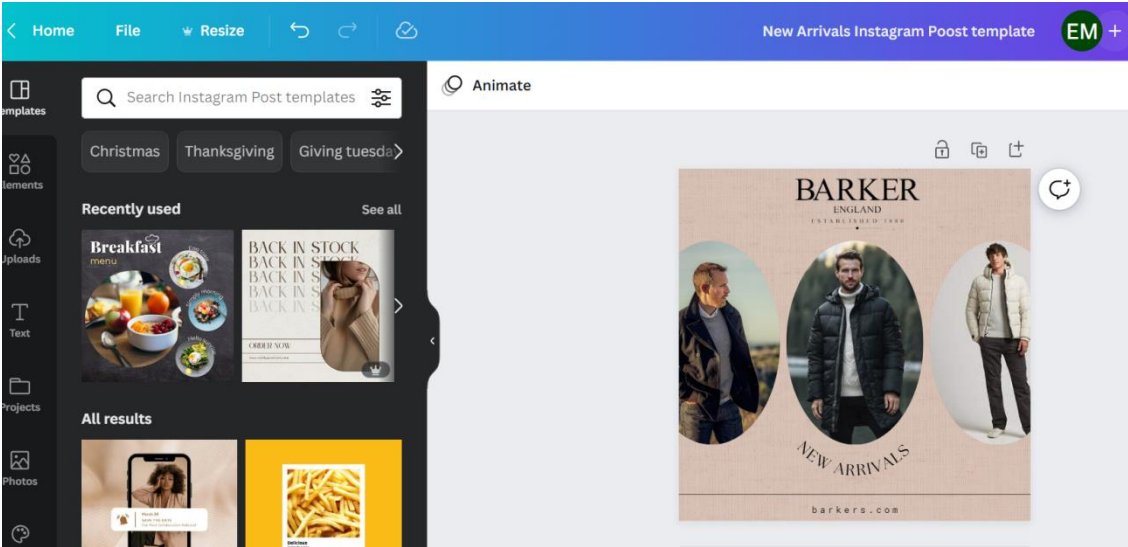The template is now editable

You can ...

Replace their images with yours

Delete any text

Replace any text. Change font or size
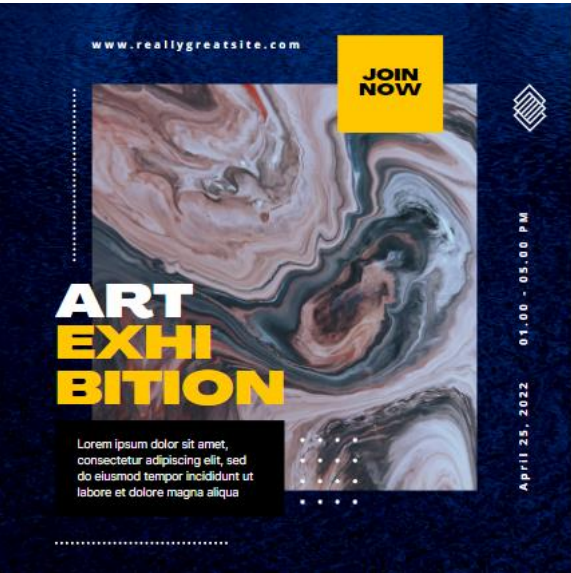
Change the background colour

Add your logo

The result is that you now have something that looks very professional but it only took a minute or so to create

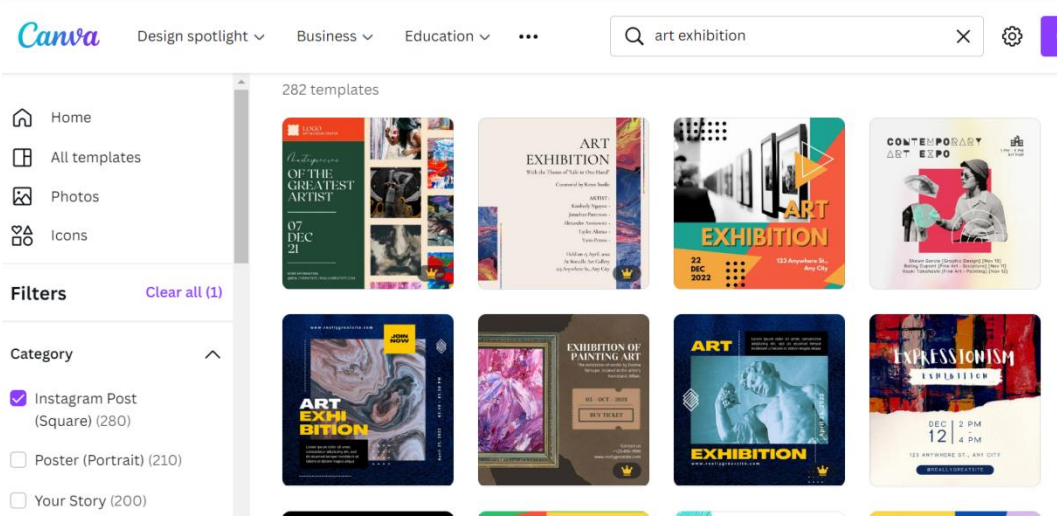# Exercise 8: How to use Canva's professionally designed templates

There are thousands of professionally design templates on Canva and once you find one that you like, you can replace their image and text with yours

You can easily turn this into this

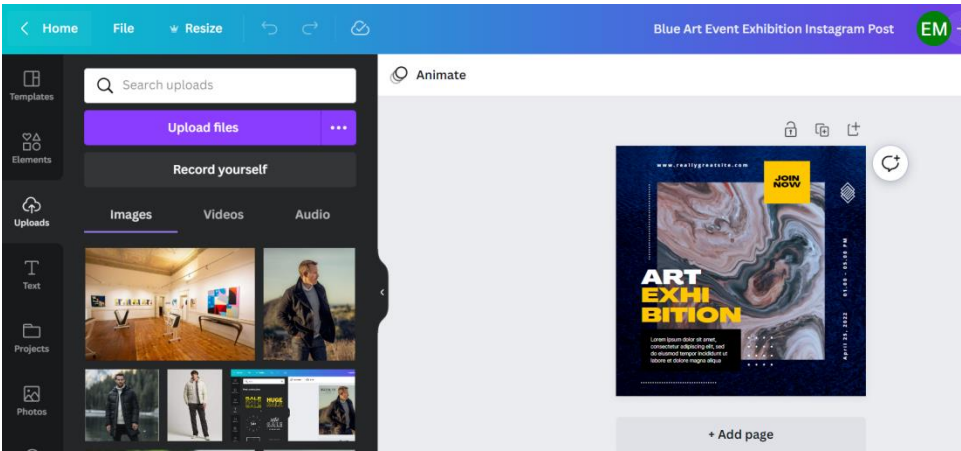# Exercise 8: How to use Canva's professionally designed templates

In the search box I search for Art exhibition

You will then be shown hundreds of Templates

On the left hand side you can filter These by shape / purpose e.g. Square, story, poster, flyer

Find one you like and click on it

Exercise 8: How to use Canva's professionally designed templates

The template is now editable

You can ...

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Delete any text

Replace any text. Change font or size

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The result is that you now have something that looks very professional but it only took a minute or so to create