The
Marketing
Crowd

Canva

LEVEL 2

EXTRA TIPS ON HOW TO USE CANVA TO DESIGN EYE CATCHING MARKETING IMAGES

What We Will Cover

How to design graphics using Canva.com website.

1. **How to add a QR code to your design**

2. **Editing images – extra tips and tricks**
- **How to use the colour picker to match text or shape colours to your image**
- **How to blur the background on your image**

3. **Text – extra tips and tricks**
- **How to turn your text into a circle**
- **How to make your text appear sideways**

What We Will Cover

4. Frames – extra tips and tricks

- **How to find extra frames**

5. How to remove the background from a video

6. How to place text behind a person or object in your image

7. How to replace or add things in your image using their AI tool

8. How to erase something out of your image

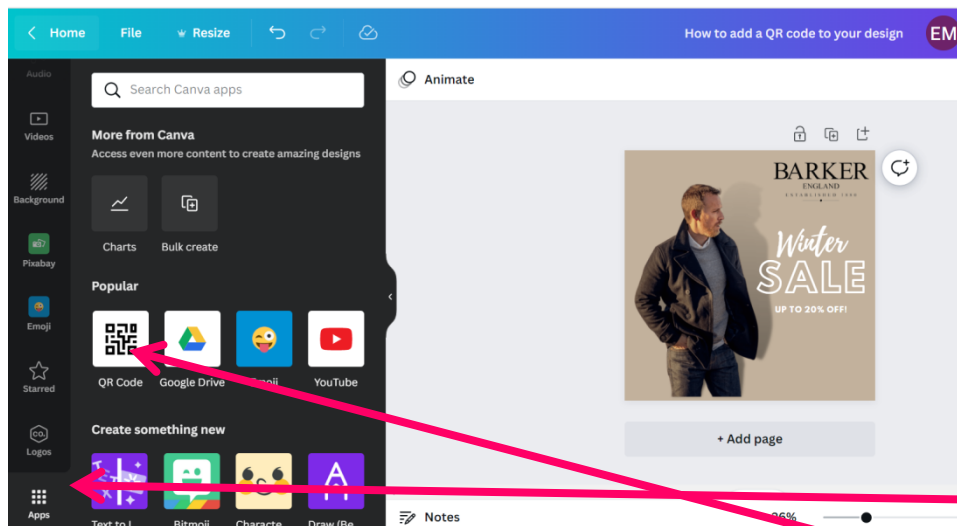# You can easily add a QR code to your design

Want to drive people to a web page, a video or a file? You can easily add a QR code

When they take a photo of it with their phone they will be take to the page

Some QR codes have a logo in them

You can easily add a QR code to your design

Want to drive people to a web page, a video or a file? You can easily add a QR code

When they take a photo of it with their phone they will be taken to the page
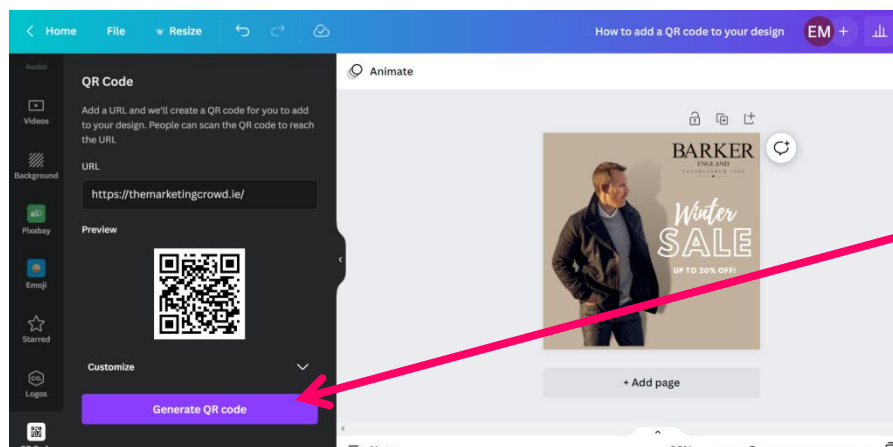
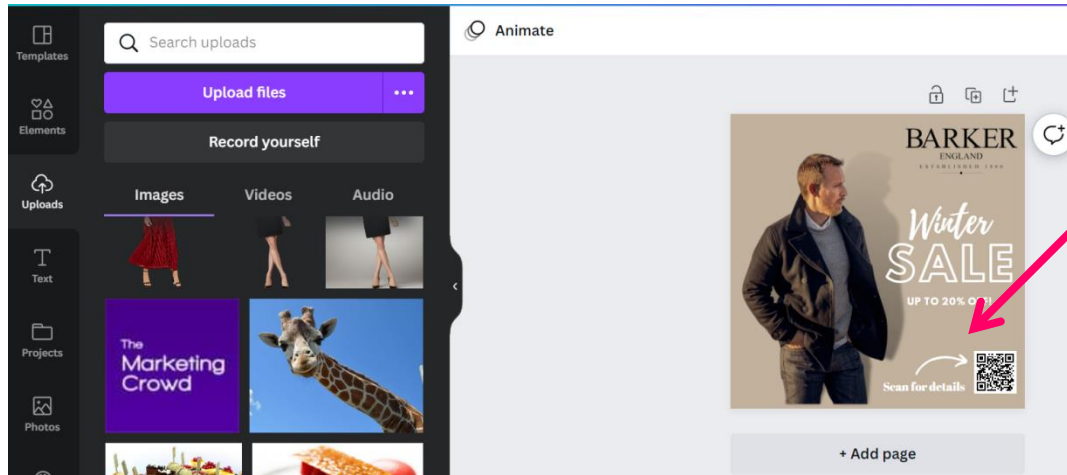Create your design

Scroll down on the left and click on Apps

Click on QR code

Then enter the url of the page that you want to send people to when they scan

Click generate QR code

You can easily add a QR code to your design

Position your QR code on your design
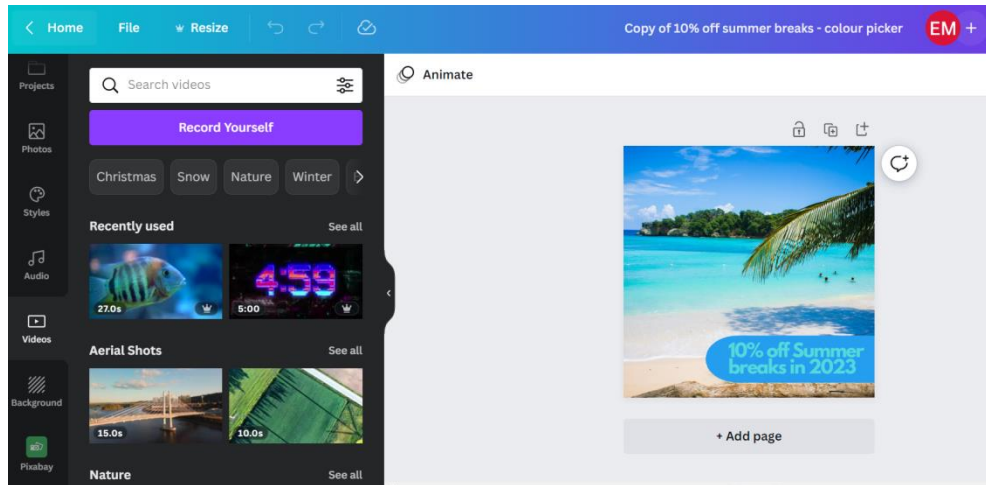
Add some text eg. Scan for details

Be aware that you could add your logo or an image into the middle of the code and it will still work once your image doesn't take up more than 20% of the code

I placed a circle frame and then my logo into the frame

Simply open the camera on your phone and point it at this QR code and it will take you to themarketingcrowd.ie website

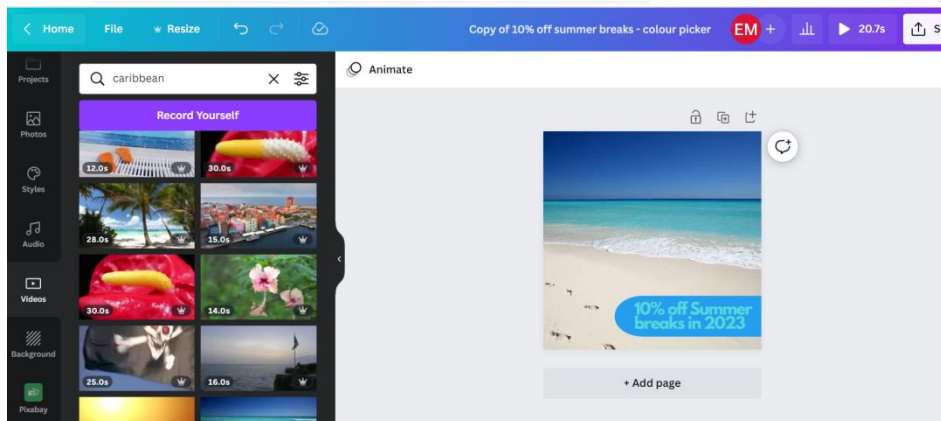# How to use Canva videos as your background

Do you know that instead of using an image in your social media post you can use a video from Canva's huge library of stock videos?

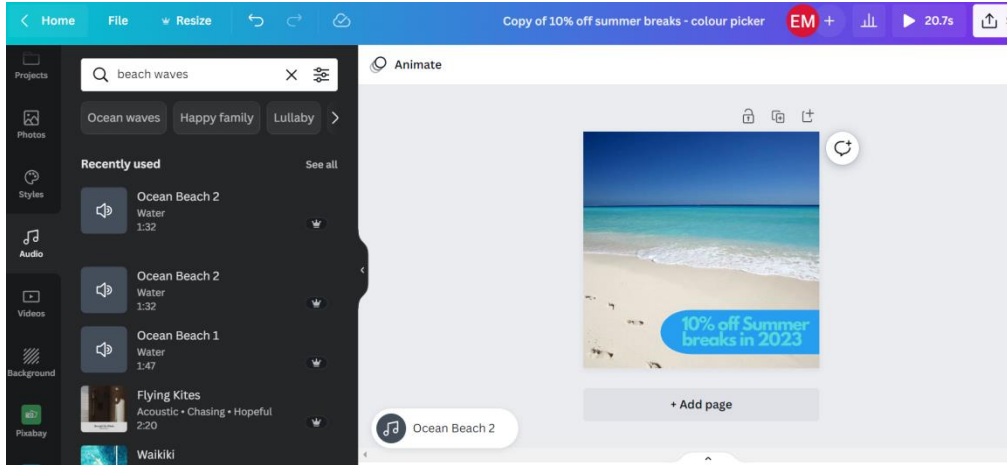So, instead of this image of the beach you can go to the left hand menu and click on video

And search for Caribbean or beach

When the video is on the canvas, right click and select set as background

You can now save it as an mp4 video that will automatically play on social media feeds and will be more eye catching

How to add audio sound effects

They also have a library of 70,000 sound effects

On the left hand menu click on Audio

Then search for a sound effect

Simply drag it onto the canvas and it will add the sound

Click Play button at the top to preview the video

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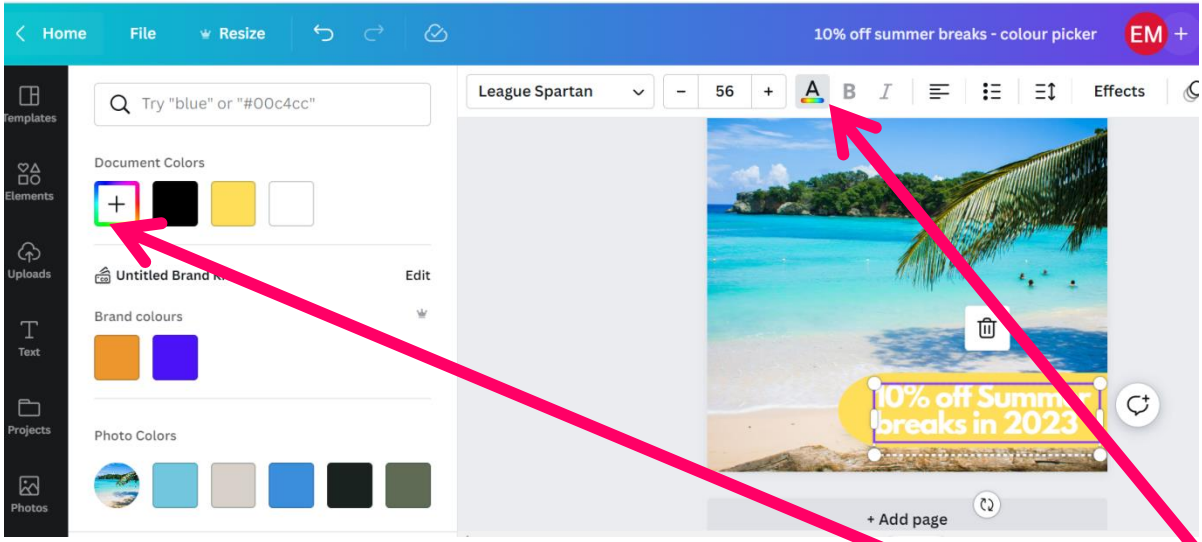
1.   How to add a QR code to your design

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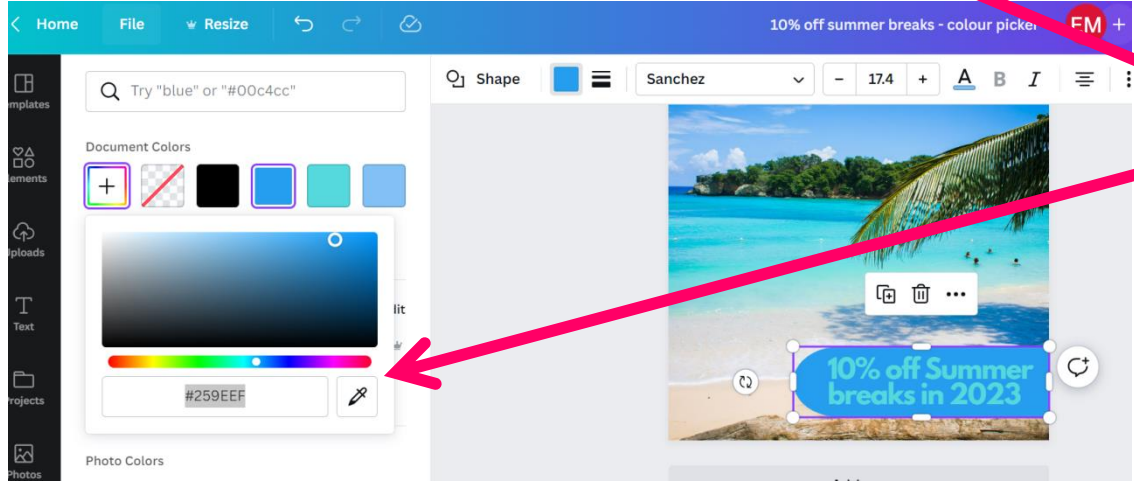# How to use the colour picker to match text or shape colours to your image

Design your graphic

If you then want to change the background colour of a shape or the colour of the text to match a colour in your image you can use the colour picker.
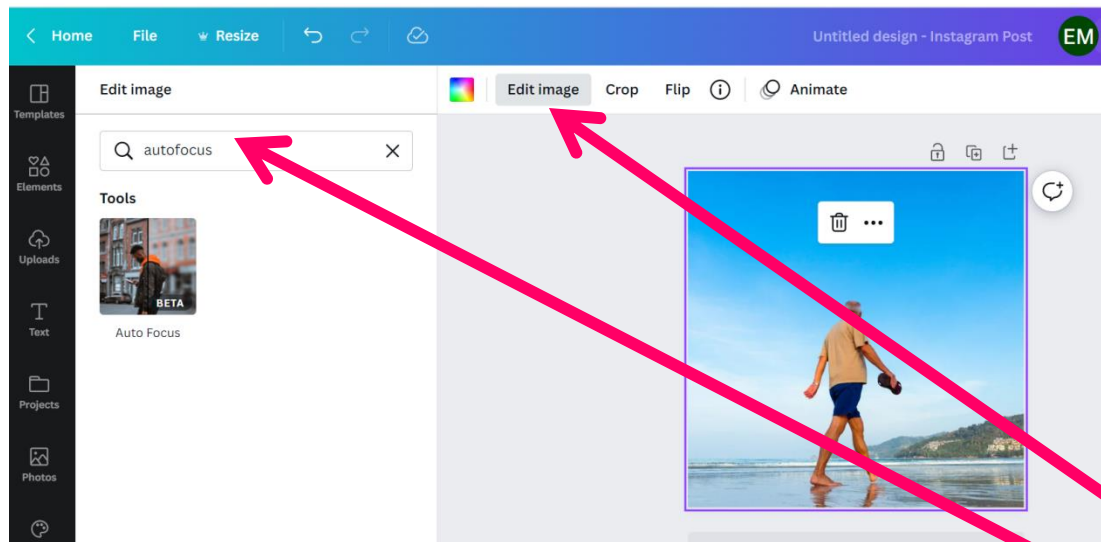
But it is hidden

Click on the text of shape
Click on colour change
Click on +
Then click on colour picker

Then click on a colour anywhere on your screen and it will change the colour of your text or shape

How to blur the background on your image

Place your image on the canvas

If you then want to blue the background of the image in order to make a person or product stand out more ..
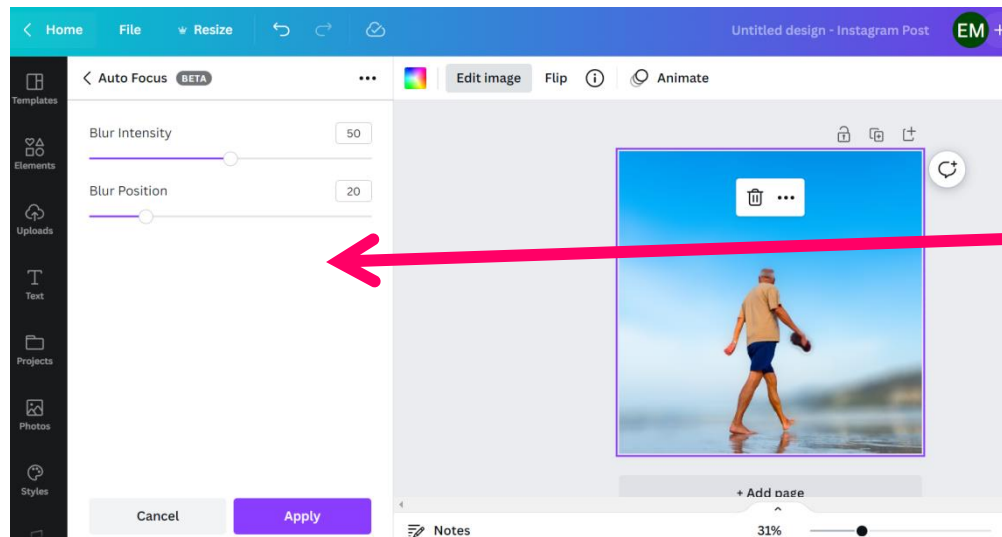
Click on the image
Click edit image
Search for autofocus
Click on the autofocus option

It then applies the blue effect
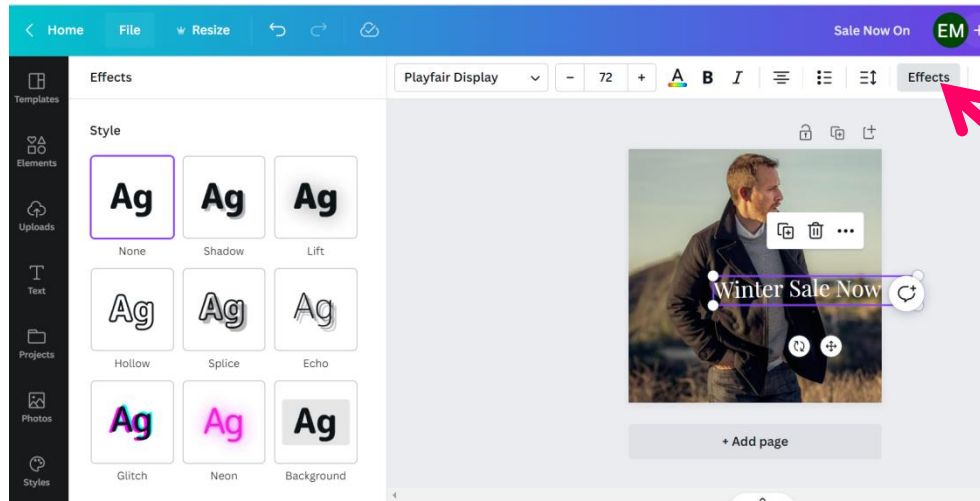
You can adjust the intensity

Then click apply

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3. Shapes – extra tips and tricks
- You can add text directly to a shape
- How to easily swap out shapes to see which one is best
- How to round the corners of a shape
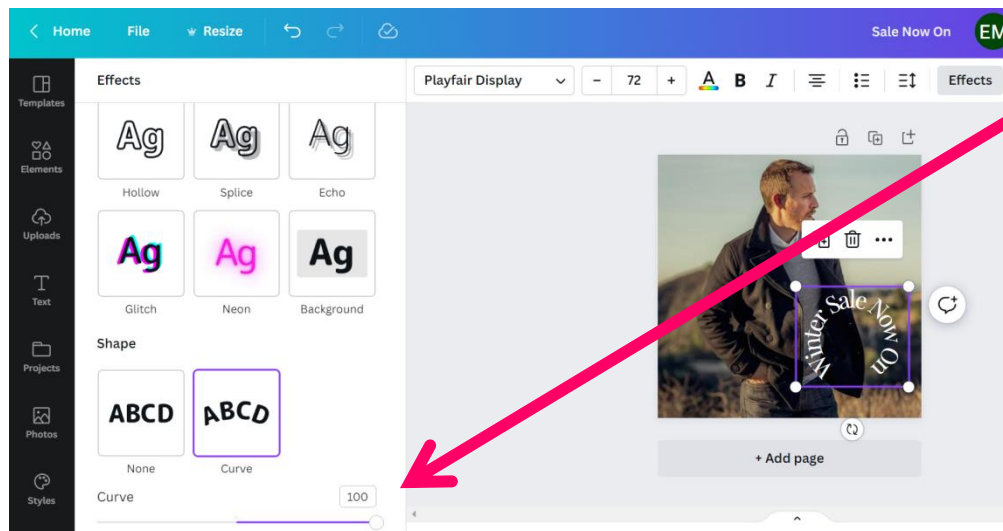
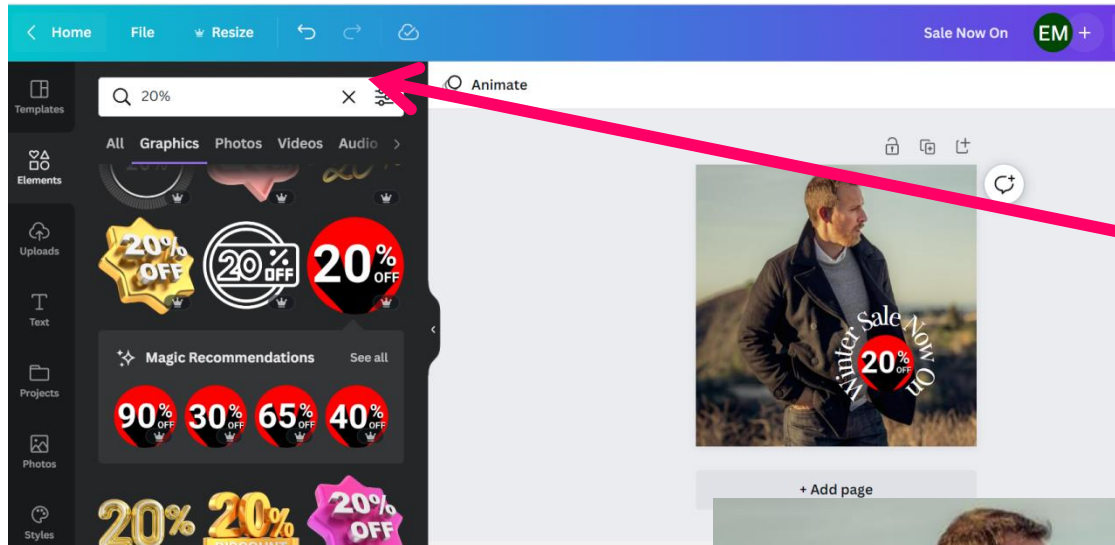# How to turn your text into a circle

Write your text

Click on the text
Then click on effects

Scroll down and click on Curve

Then adjust it to 100%

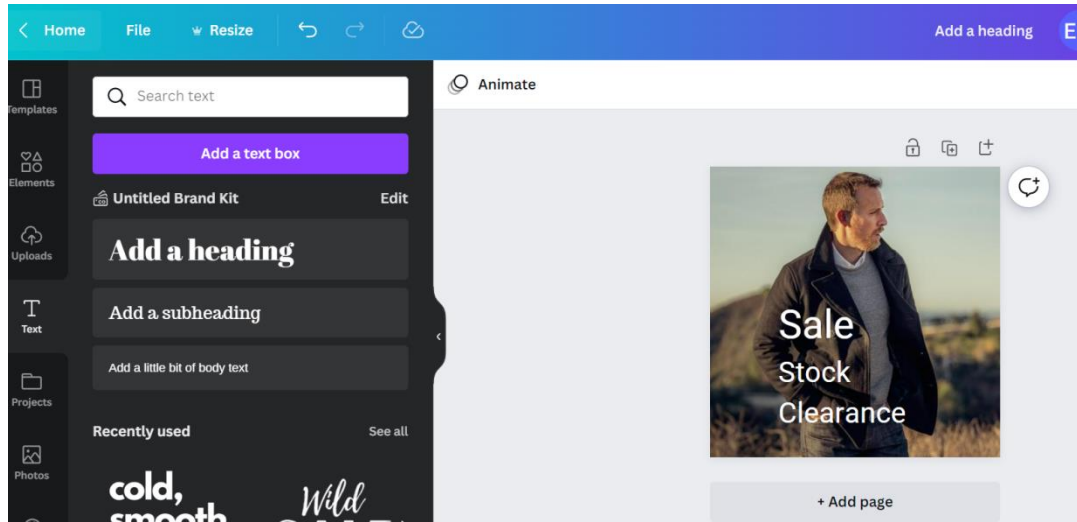# How to turn your text into a circle

You could then search for a graphic under elements

Eg, 20%

And add the graphic into the centre of the circle

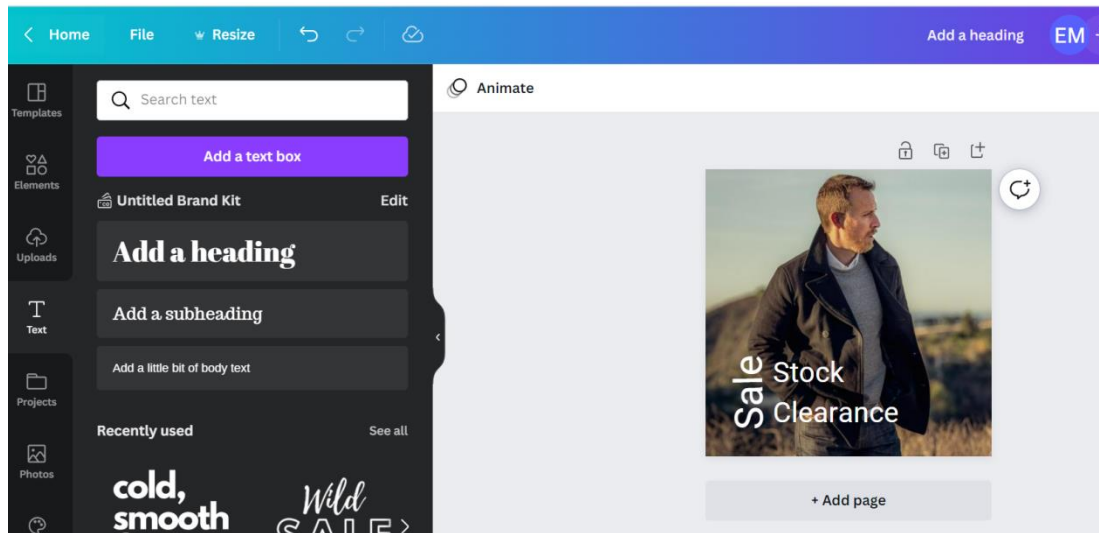# How to make your text appear sideways

Write the word that you want to place sideways in it's own box

Click on the text and you will see a little circle

Swivel the circle and the text will move sideways

Position it where you want

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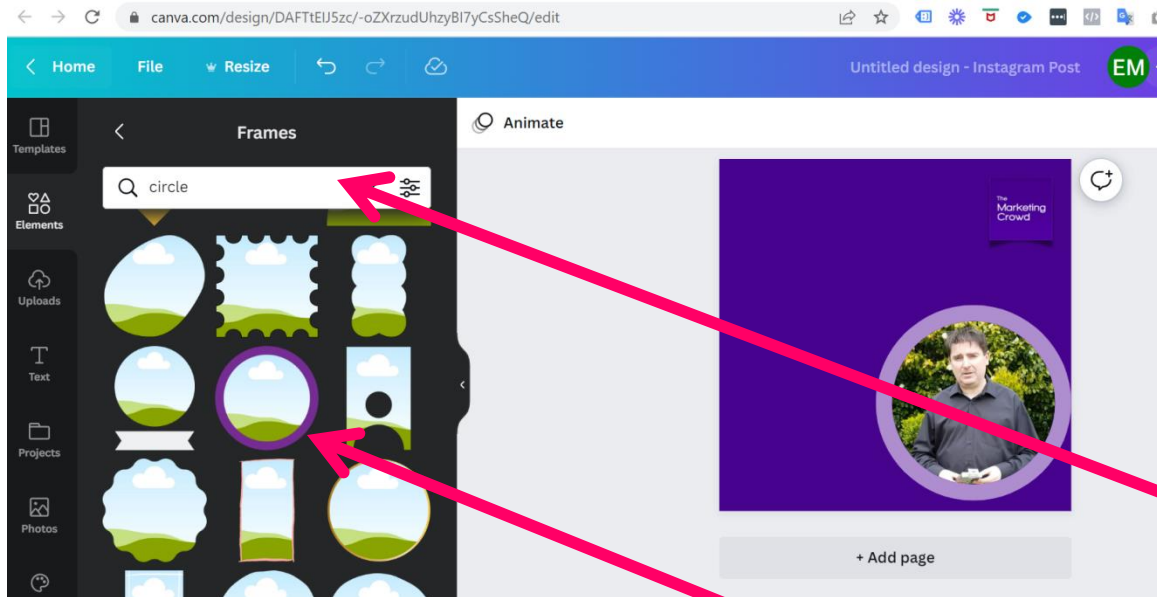**4. Frames – extra tips and tricks**

- **How to find extra frames**

5. How to remove the background from a video

6. How to place text behind a person or object in your image

7. How to replace or add things in your image using their AI tool "Magic edit"

8. How to erase something out of your image

How to find extra frames

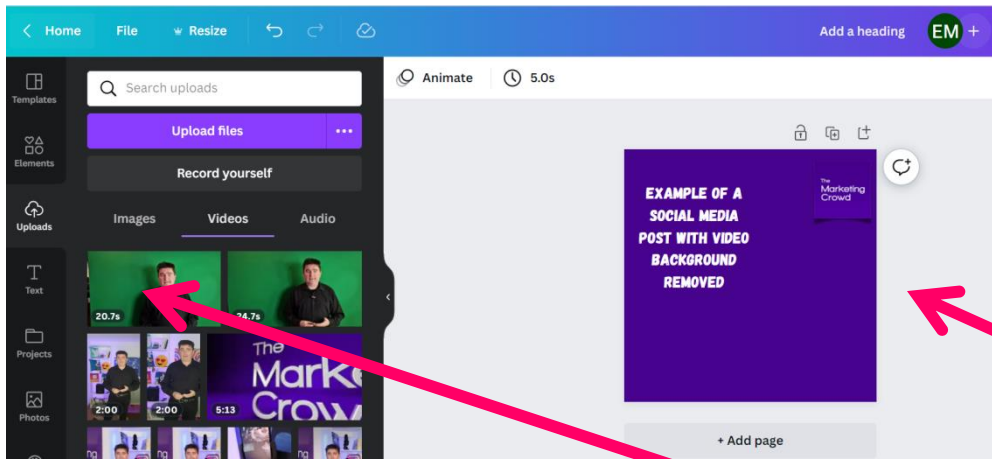There are hundreds of frames but it can be hard to find the one you want.

Recently they added a search box for frames

Go to elements and then frames

Type into the search box eg.
Circle
Window
Phone
Blob
Number

You will then see the search results.
 And choose a frame

How to remove the background from a video

Note – you need a PRO account to use this feature

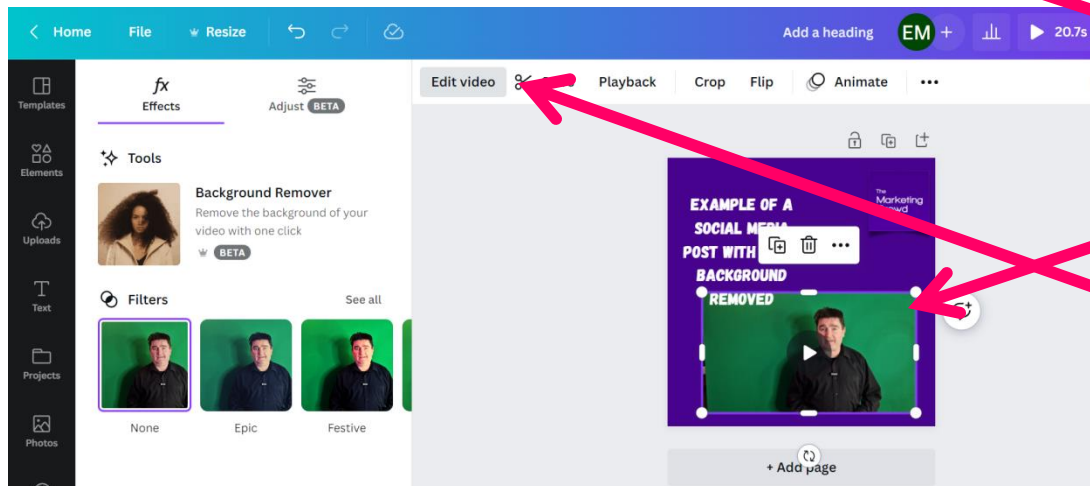You can remove the background on a video and then place the video on any design you want

Create your design
Record your video and try to have a clean uncluttered background eg. White wall etc**.**
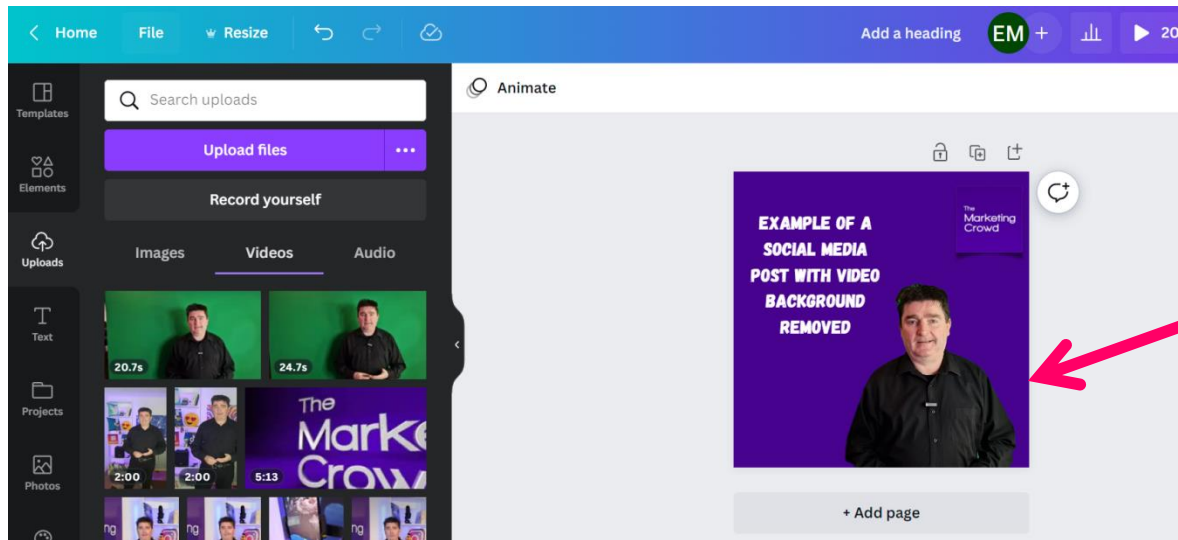
Click on Uploads and upload you video

Click on the video to add it to your design

Click on edit video

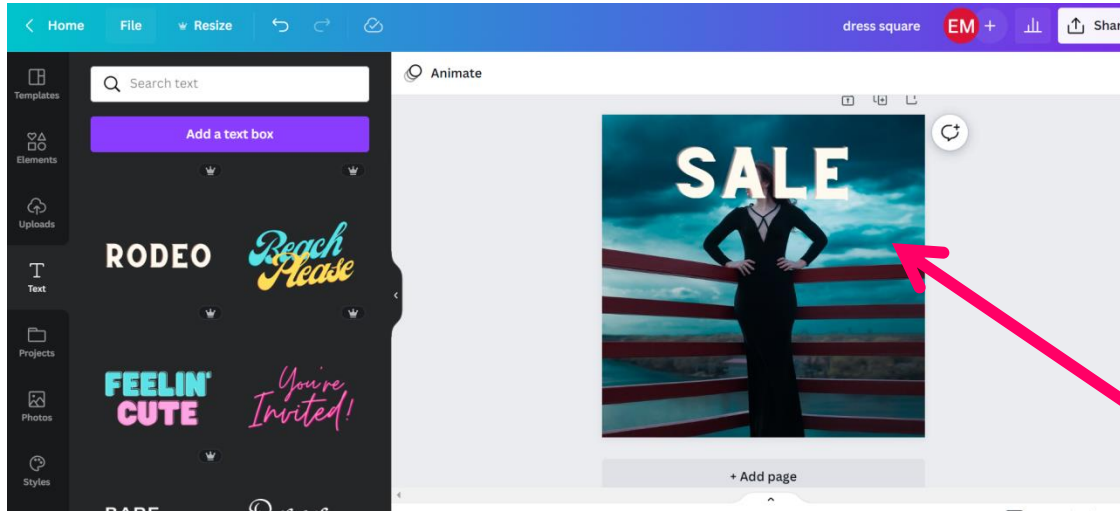**Then click on Background remover**

How to remove the background from a video

When the background is removed you can then drag a corner to make the video bigger

Position the video anywhere on your design
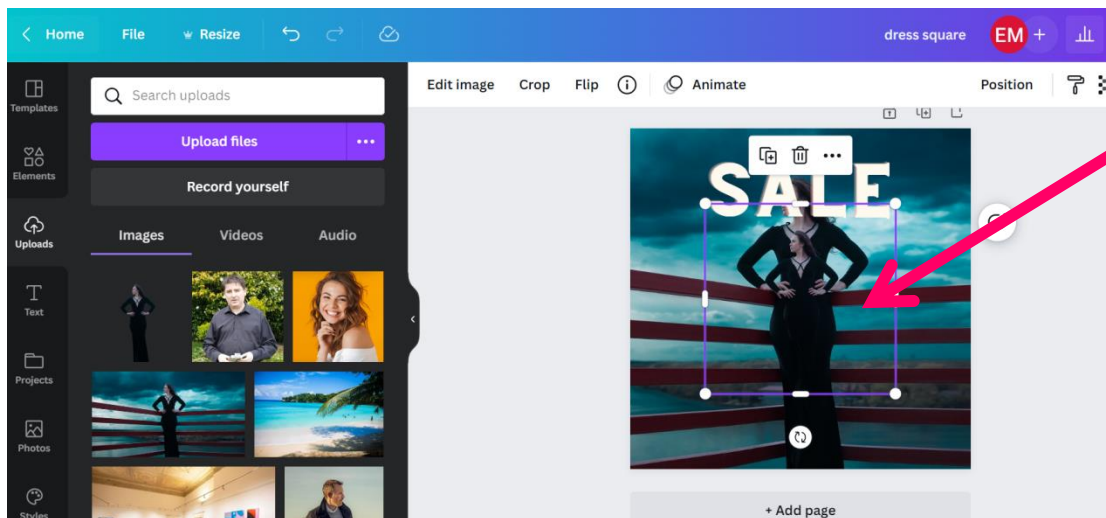
How to place text behind someone in an image

Choose your canvas shape eg Square
Add you image to the canvas
Save your image
Bring your image into remove.bg and remove the background
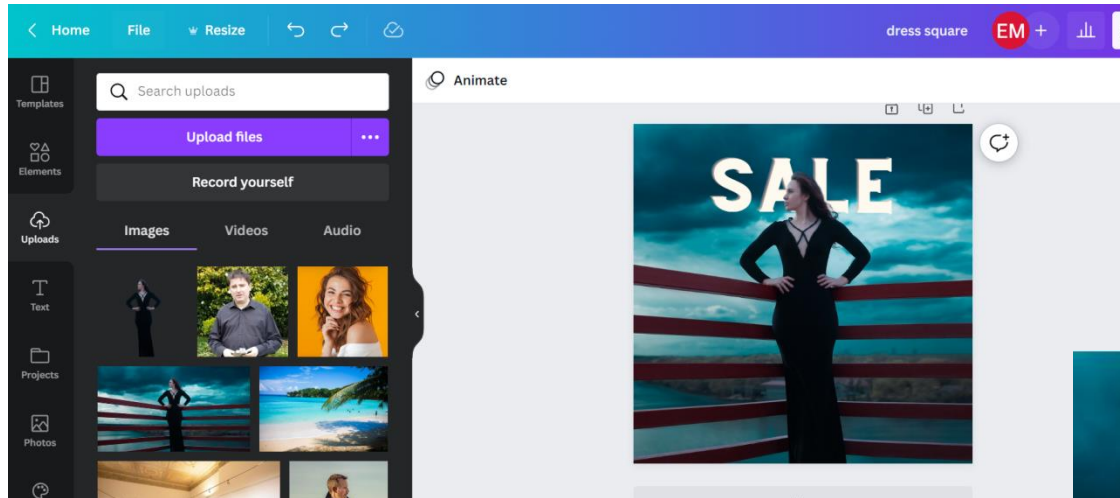Upload the image transparent version up to Canva

Add text to your image and place it on top of the persons head

Add the transparent version of the image on top of the full image

Then drag the corners of the transparent image until it perfectly fits on top of the main image

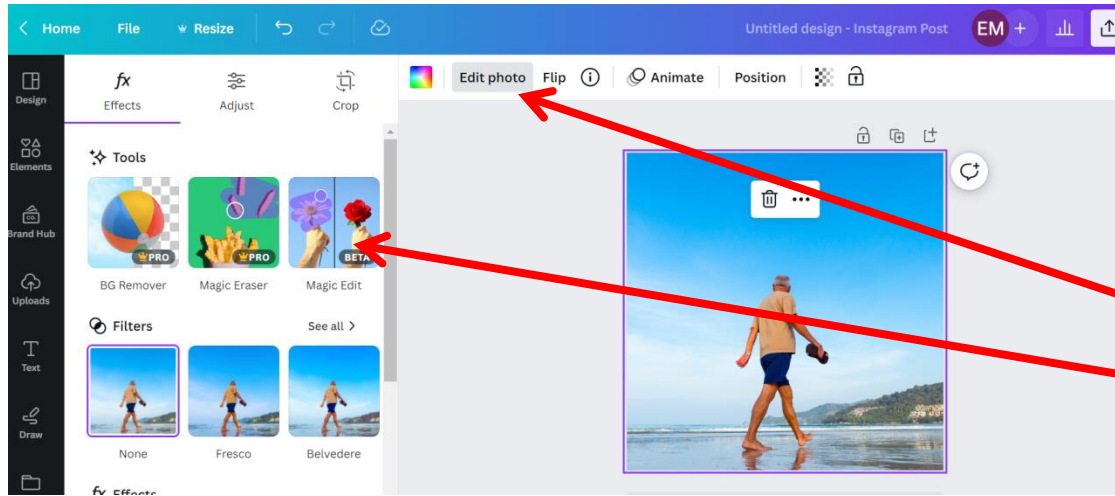# How to place text behind someone in an image

Then right click on the image and select bring forward

The person is now in front of the text

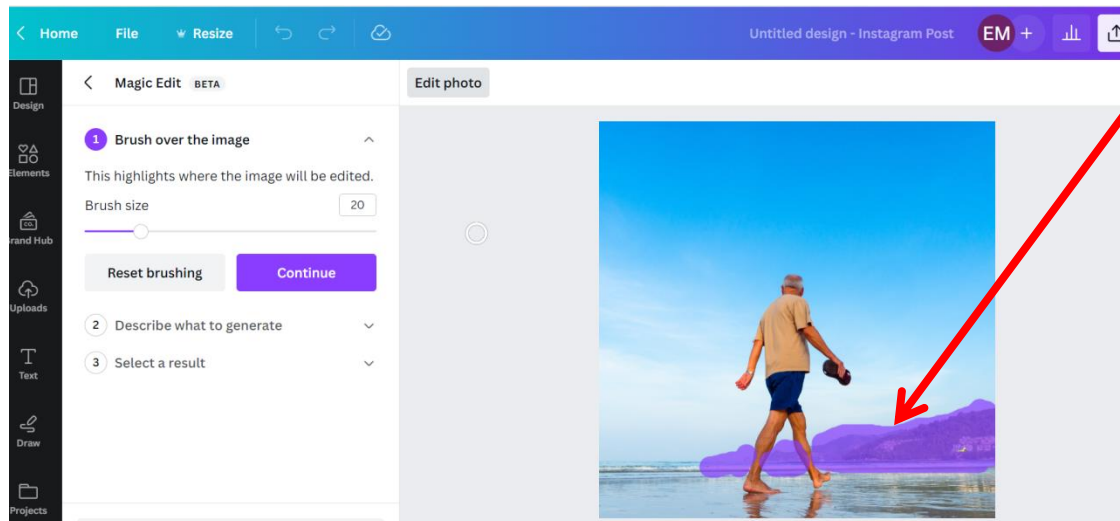# How to add or change things in your image using Magic edit

Canva now utilises AI to let you change or add things to your image by selecting and area and typing what you want.
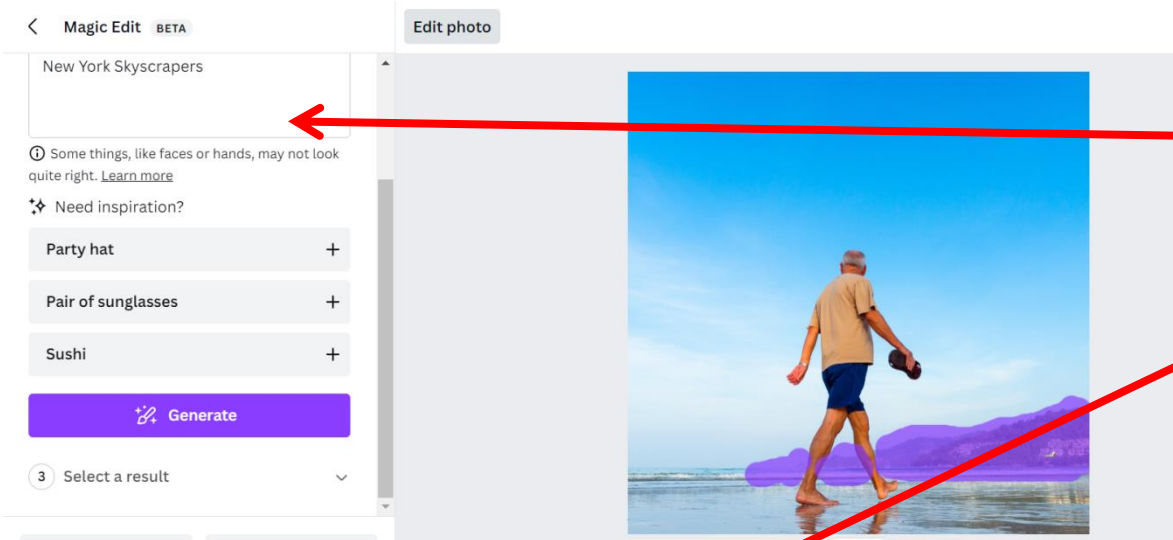
Add you image to a canvas
Click edit photo

Click Magic edit

Use the brush to highlight the area that you want to replace

Then click continue

How to add or change things in your image using Magic edit

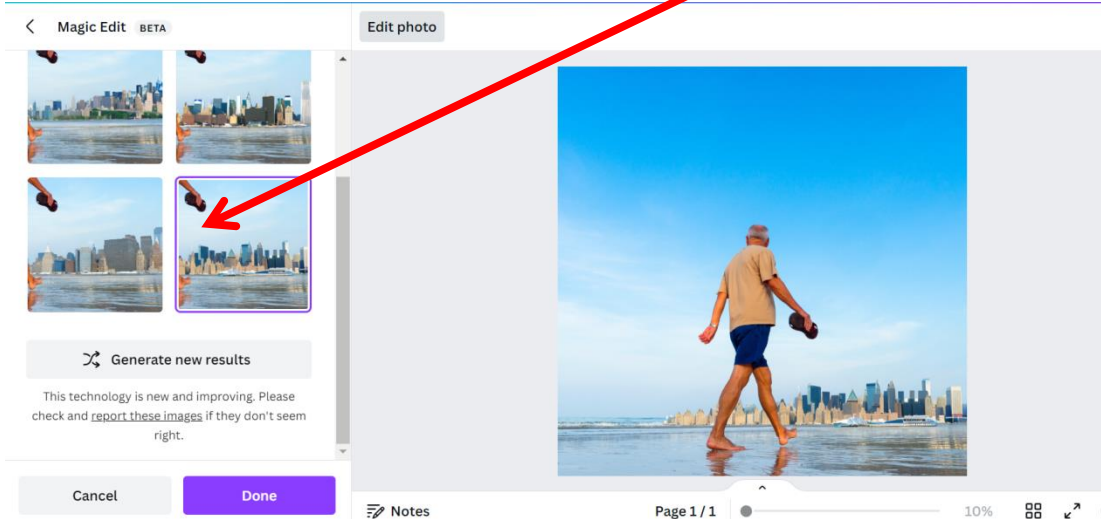Type what you would like to replace it with eg. Skyscrapers

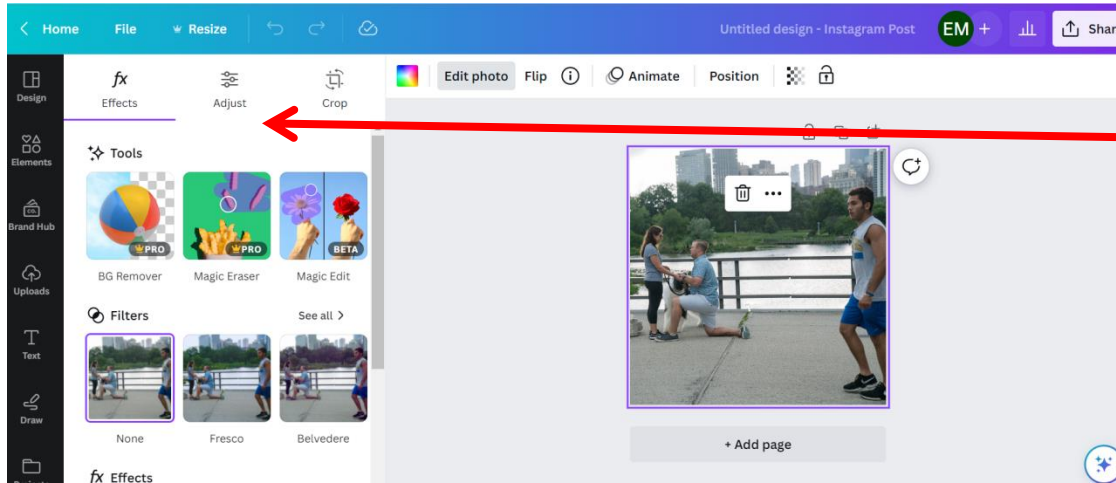You can then choose from different options

Click save

You could use this tool to
- Add things to your image that are not in it
- Replace things that are in it with something different
- Change the colour of someone's hair

Plus lots more.

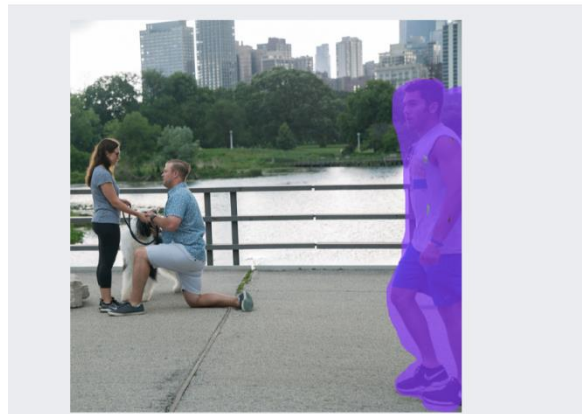# How to easily remove something from an image

Note – you need the Pro version to use this tool
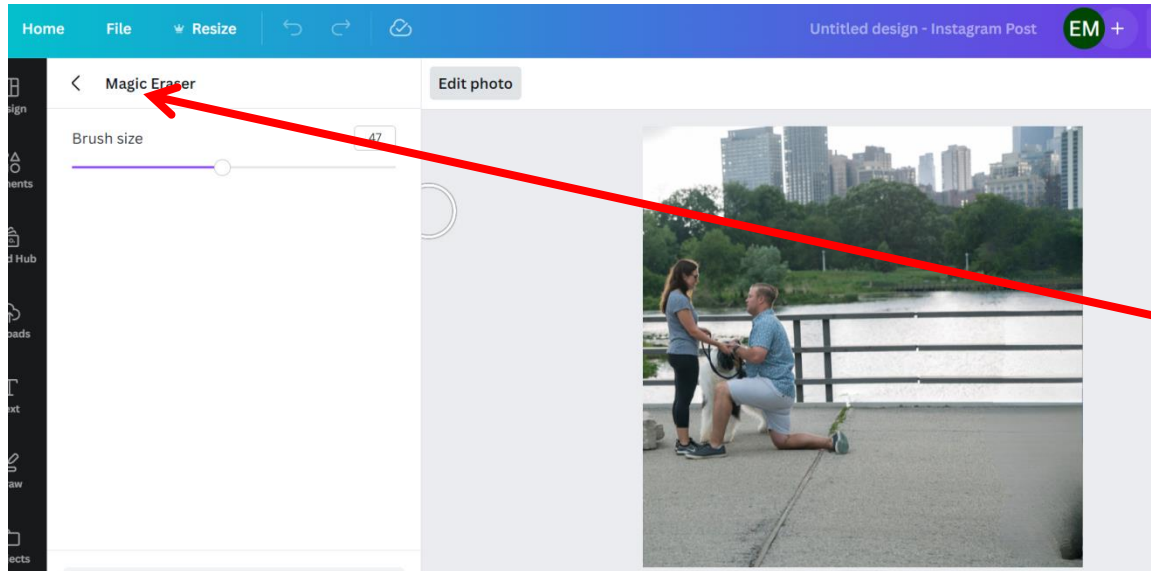
Add your image to the canvas

Click on edit image

Click on magic eraser

Highlight with the brush what you want to erase

How to easily remove something from an image

It will now be erased

If you are not happy with the results click reset erasings

Try a larger or smaller brush – depending on how big or small the object is

Then click on the arrow to progress