Local Enterprise Office

The Marketing Crowd

Canva

Part 2

Update on all the latest features for image design and video creation

What We Will Cover

Canva AI features:

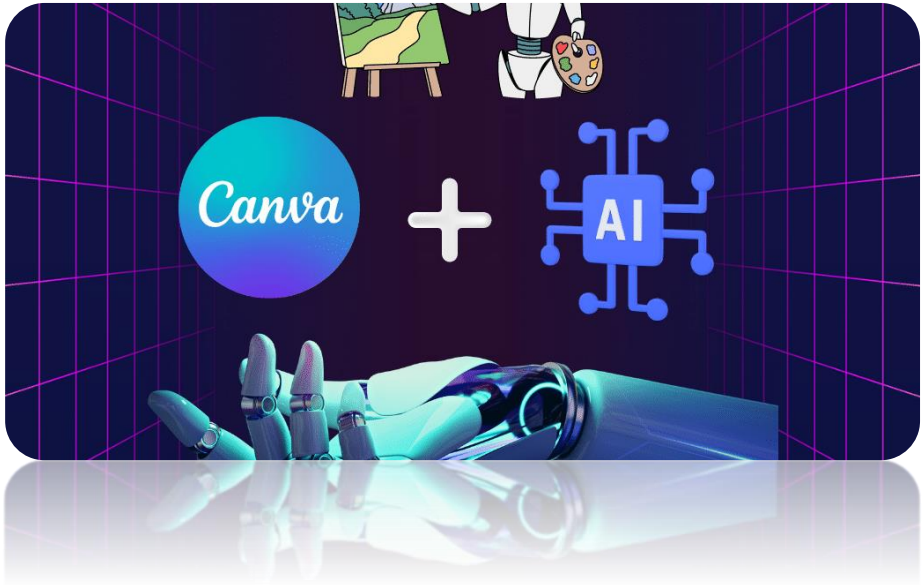
1. Overview of AI in Canva
2. Magic design for images – upload an image and it will auto populate templates
3. Magic design for videos – Upload 3+ videos / images and Canva will generate a video
4. Magic edit – Highlight part of an image and type what you want to replace it with
5. Magic eraser – Highlight people or objects in an image and it will erase it
6. Magic media – Text to image generator
7. Magic Media – Text to video generator
8. Magic write – generate initial drafts of text and alternative copy options
9. Magic grab – isolate and move anything within an image
10. Magic expand – ask Canva to recreate parts of an image to make it wider or taller
11. Grab text – isolate and manipulate any text that is in an image
12. Magic switch – an upgrade to the resize feature for Pro users

What We Will Cover

Other new features

1. How to easily upload images / videos from your phone
2. How to use the new Canva Assistant
3. How to use the new Modal image editor
4. How to use the new colour gradient tool
5. How to use the photo outline feature
6. How to use the new layers feature
7. Overview of the new Apps area and what you need to know about apps
    - Demo of the new Mockups app
    - Demo of the enhancer app
    - Demo of the translate app
    - Demo of Instagram app

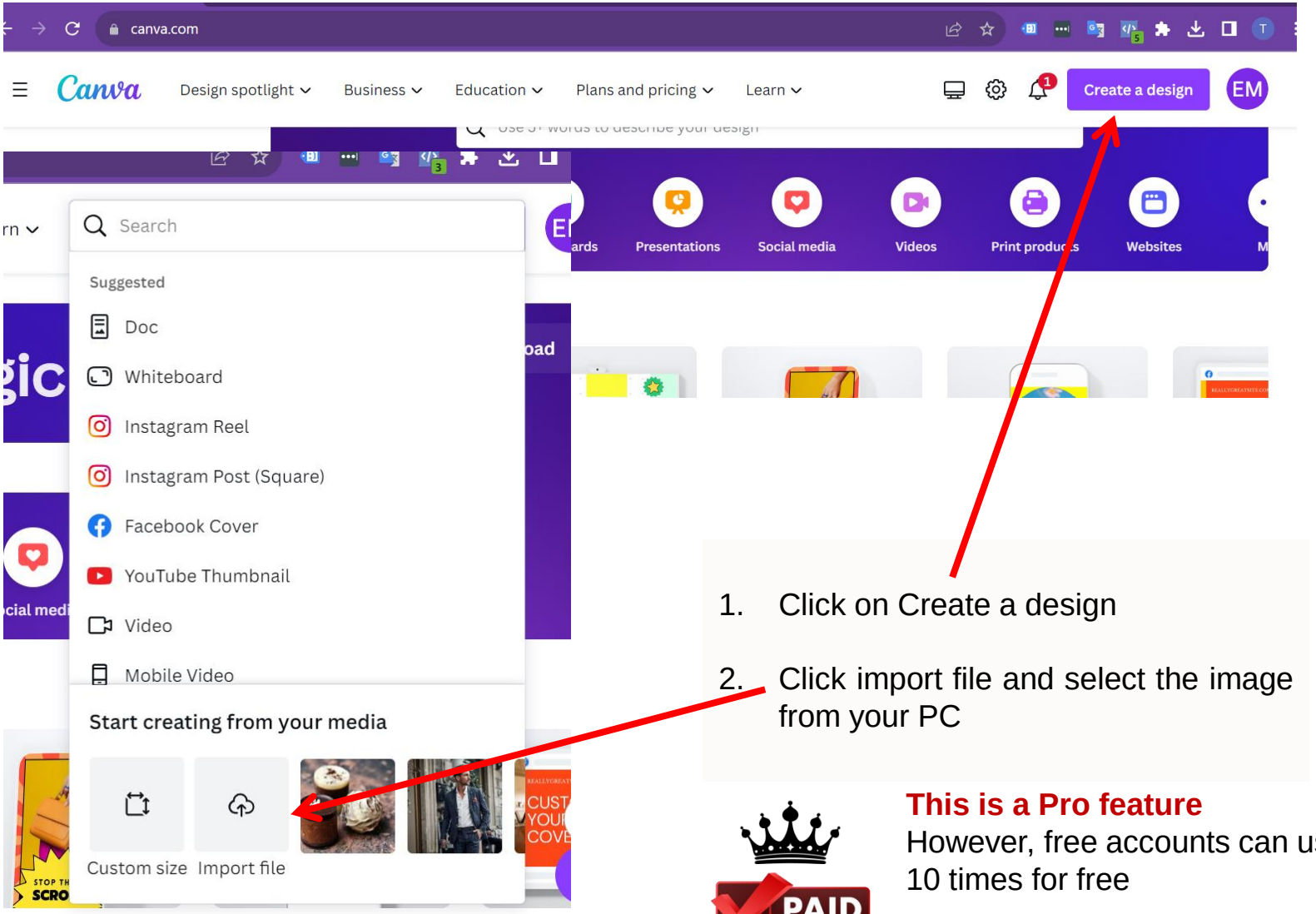
Overview of AI in Canva



Canva have introduced a huge number of Mockups AI features for image and video creation.

Some of these are free features but other are Pro features. However, most of them can be used by Free users a certain number of times you can try them out.

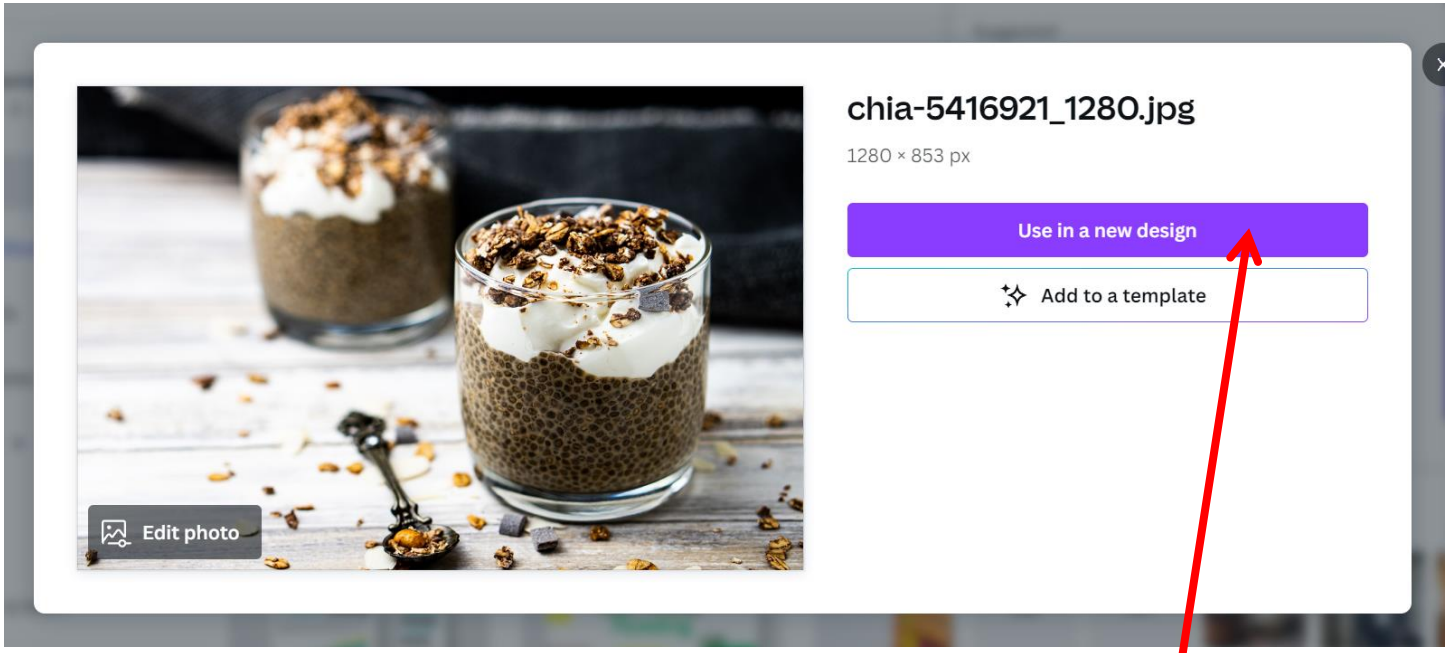
Magic design for images:
Upload an image and it will auto populate templates



1. Click on Create a design
2. Click import file and select the image from your PC

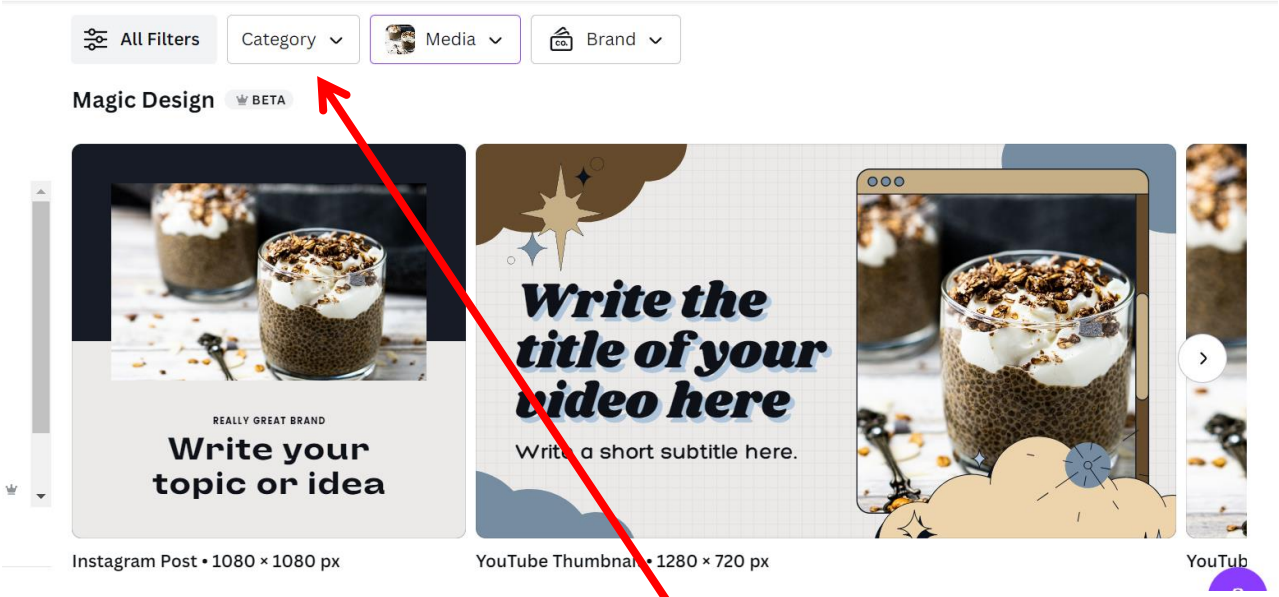
This is a Pro feature
However, free accounts can use it 10 times for free

Magic design for images:
Upload an image and it will auto populate templates



1. Click use in a template

Magic design for images:
Upload an image and it will auto populate templates

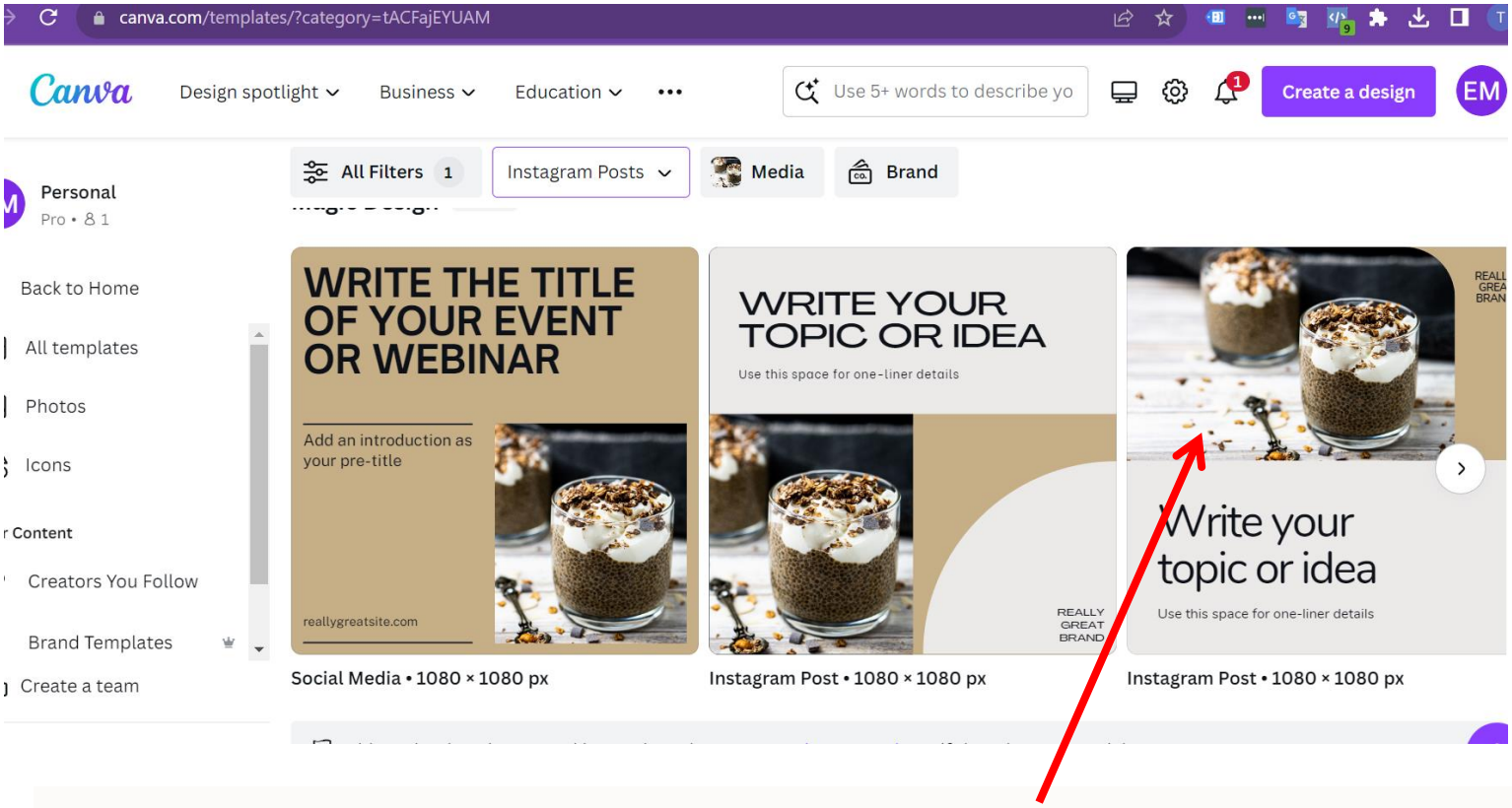


You are now shown lots of template designs that contain your image

To just see square or portrait designs click on category and choose the one you want under Social Media

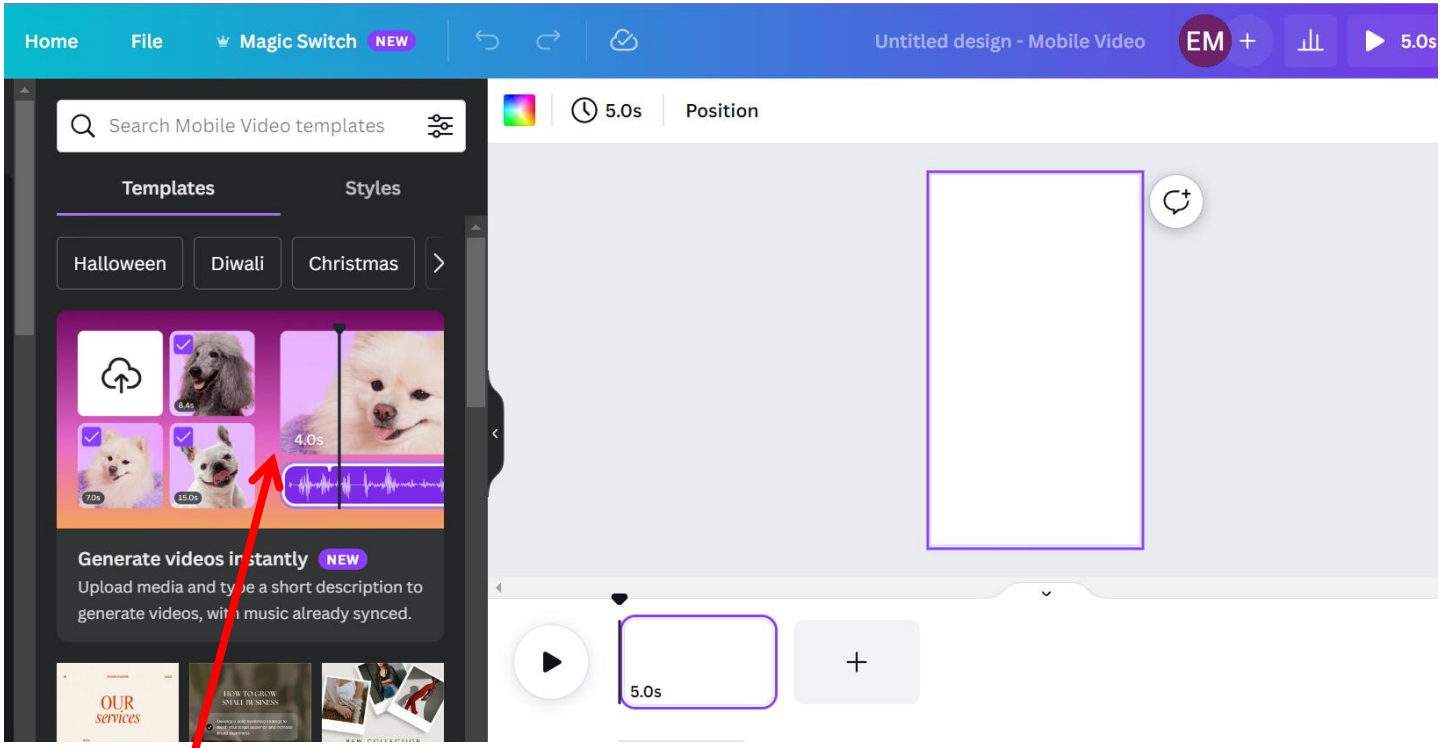
If you have the Pro version of Canva click Brand and you will see the design with your brand colours.

Magic design for images:
Upload an image and it will auto populate templates



To choose the one you like, click on it and then select customise template

Magic design for videos:
Upload 3+ videos / images and Canva will generate a video

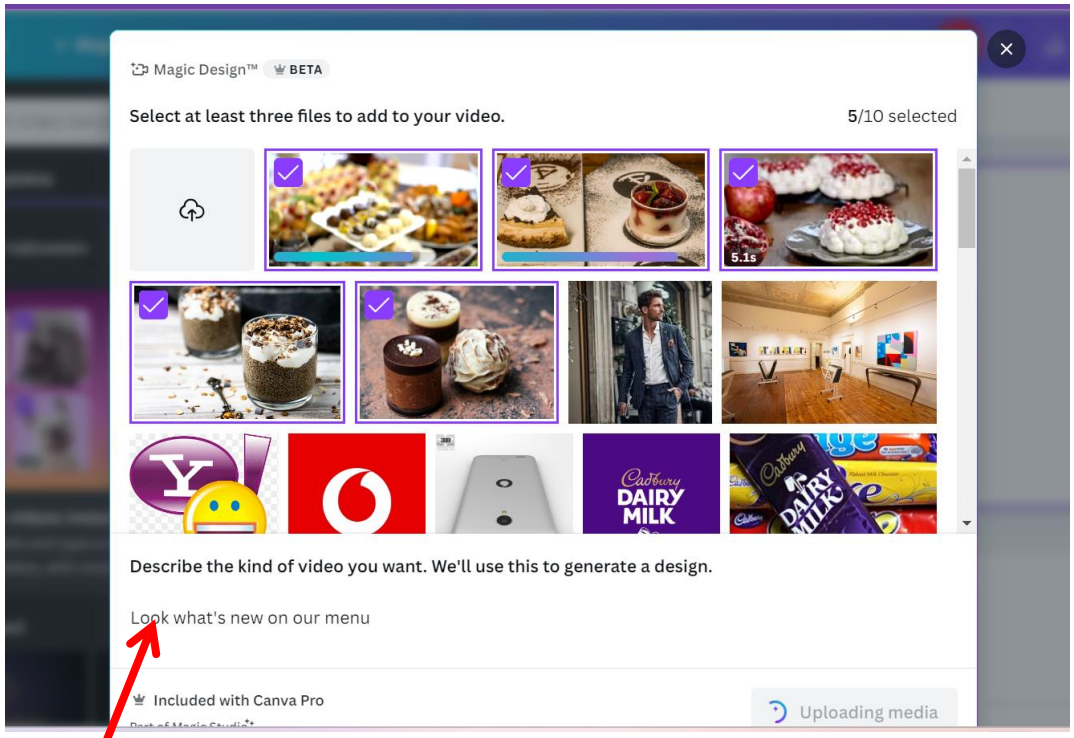


Choose a video project (16:9 , 1:1 or 9:16)
On the left-hand side look for the option “Create videos instantly”

PAID

This is a Pro feature
However, free accounts can use it 10 times for free

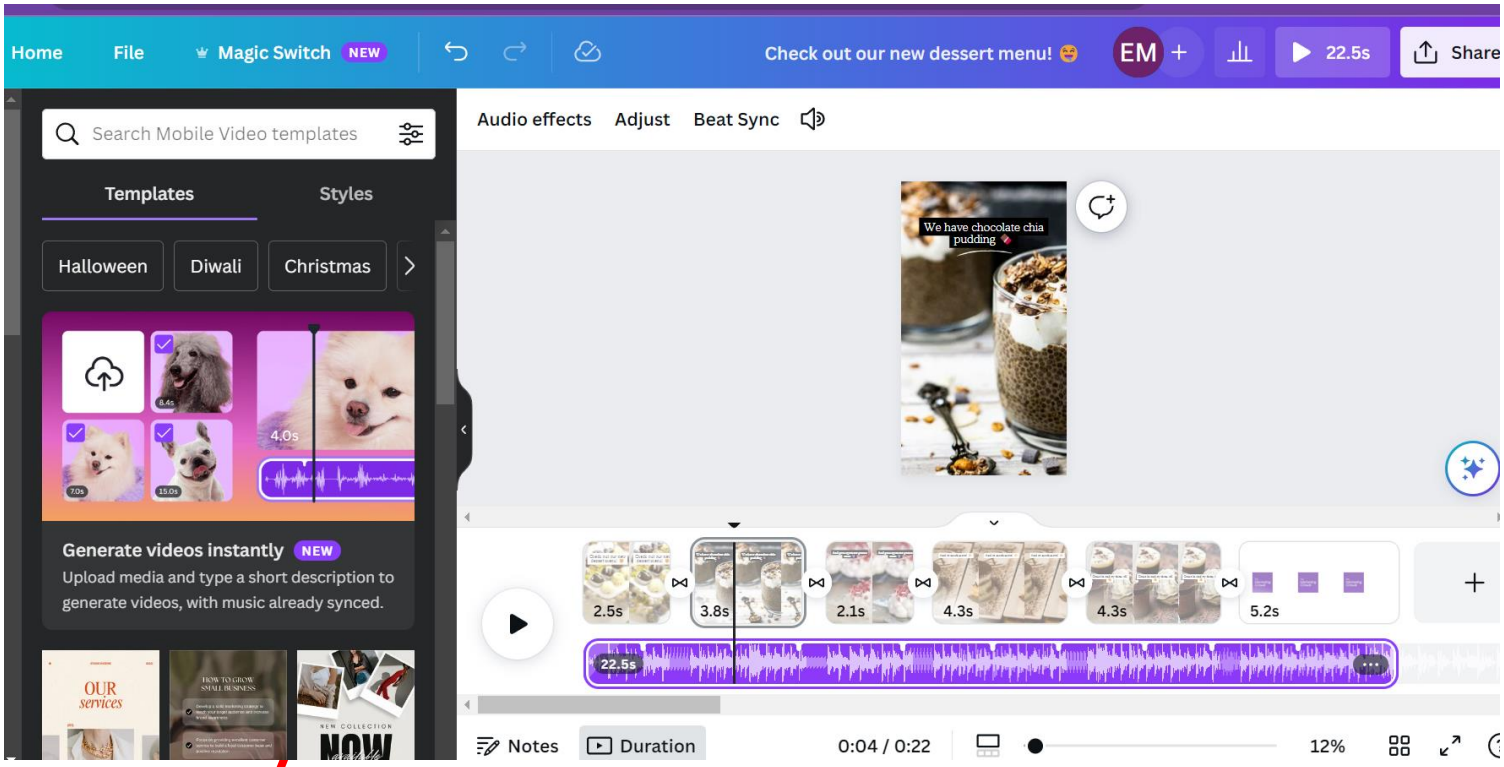
Magic design for videos:
Upload 3+ videos / images and Canva will generate a video



If your files are not already uploaded, upload them
Choose a minimum of 3 videos and or images from your PC. Max is 10

Then write a description. The AI will use this description to generate text headlines and captions on your video.
Then click the generate button

Magic design for videos:
Upload 3+ videos / images and Canva will generate a video

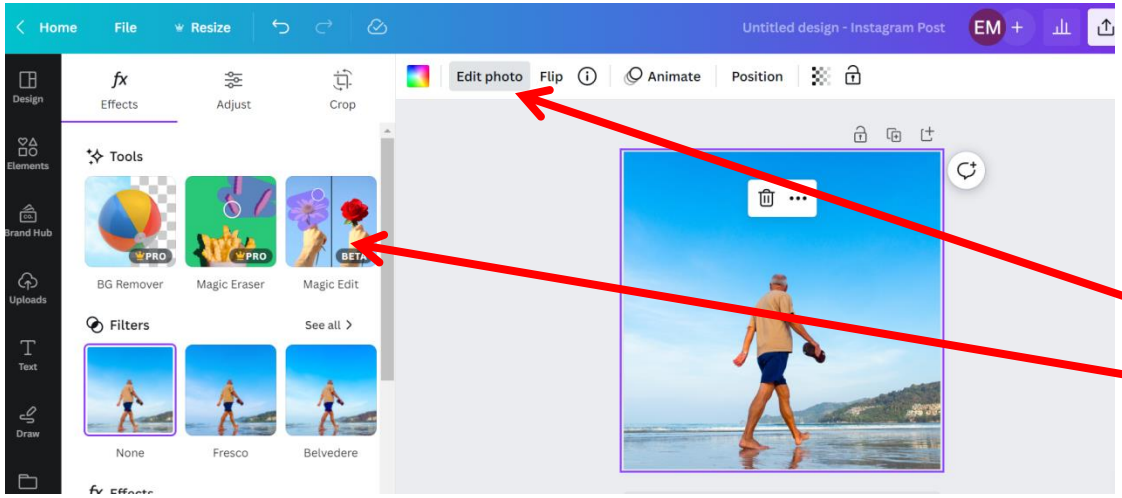


Within 10 seconds the AI will generate the video for you, including text headlines

You can then if you wish

- Change the text
- Adjust any colours (text, shapes, background)
- Change the music

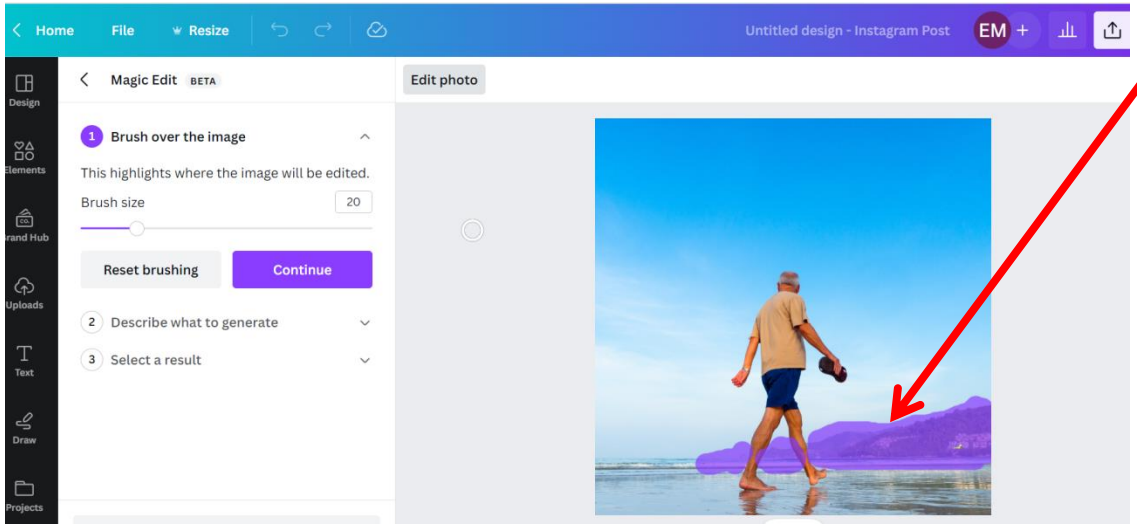
Magic edit:
Highlight part of an image and type what you want to replace it with



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

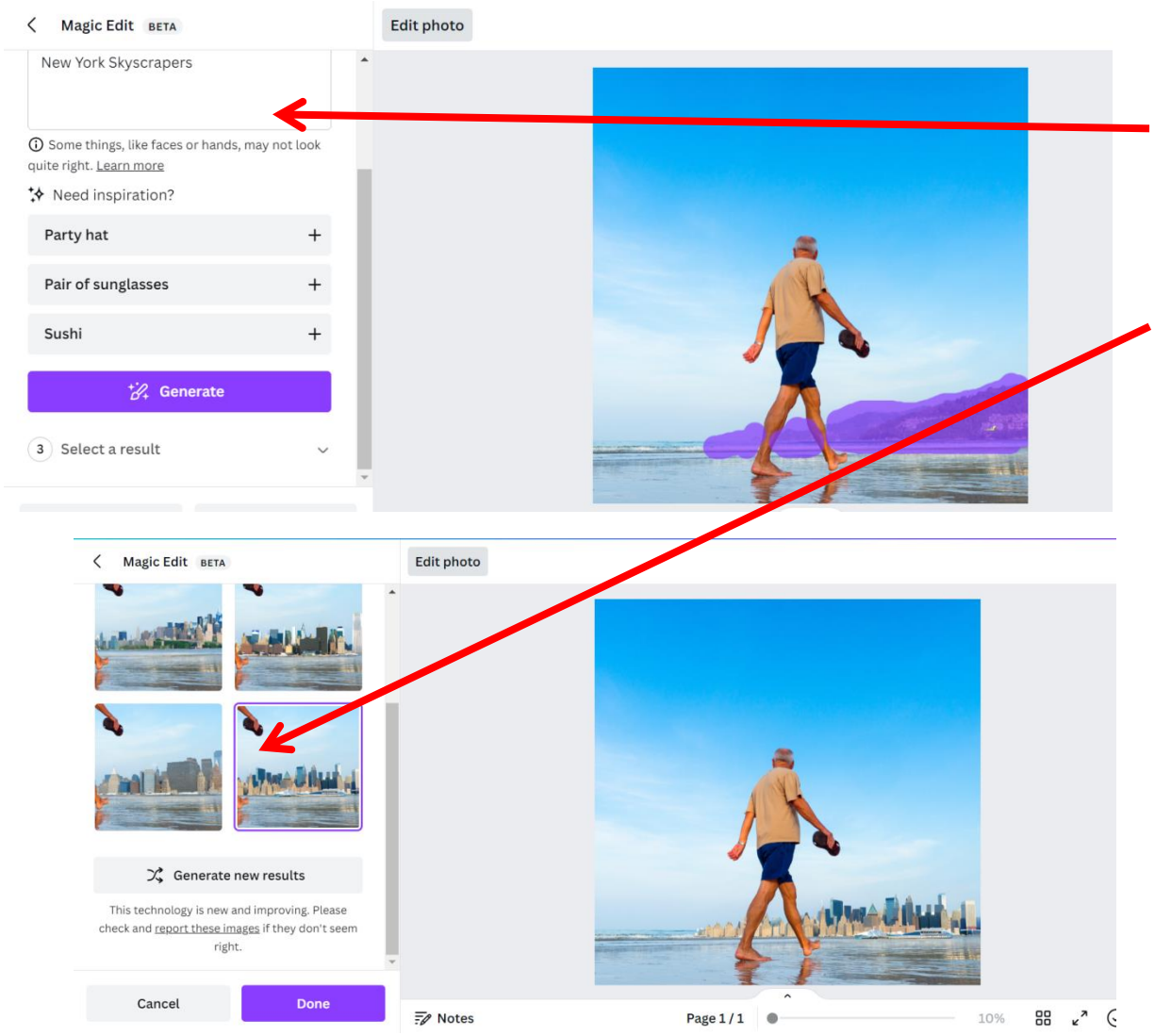
Then click continue

FREE

This is a Free feature

It can be used by Free and Pro accounts

Magic edit:
Highlight part of an image and type what you want to replace it with



Type what you would like to replace it with e.g. Skyscrapers

You can then choose from different options

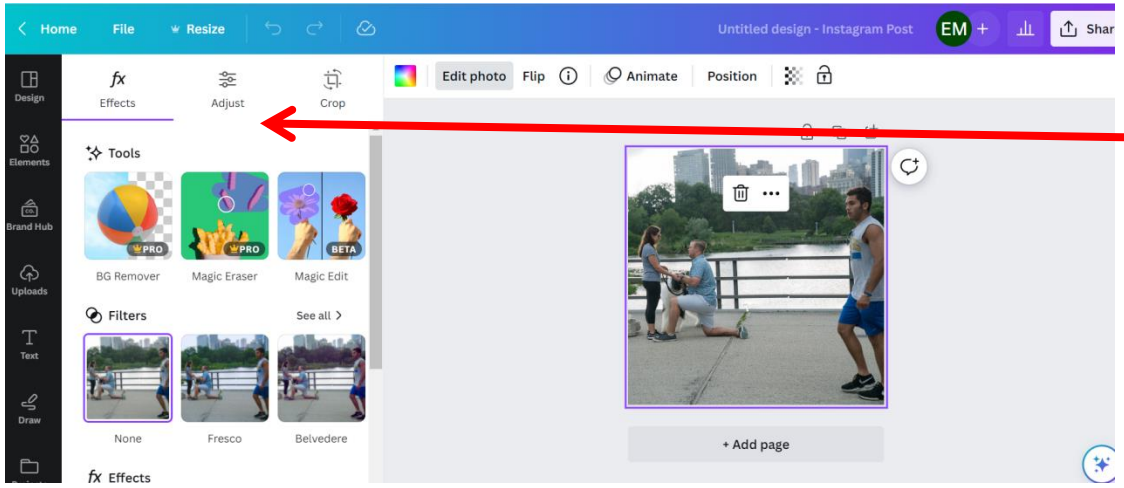
Click save

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.

Magic eraser:
Highlight people or objects in an image and it will erase it

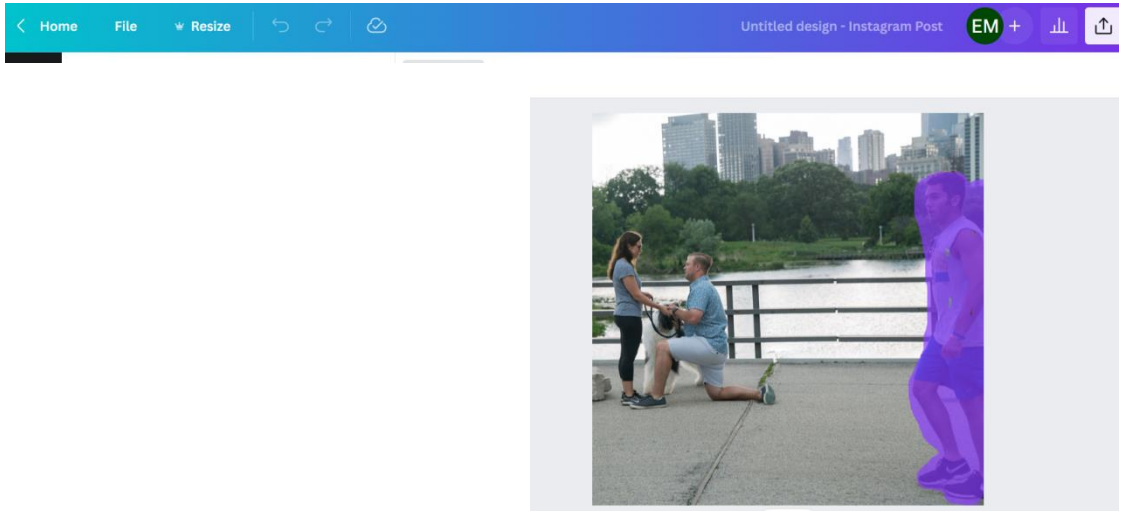


Note – you need the Pro version to use this tool

Add your image to the canvas

Click on edit image

Click on magic eraser

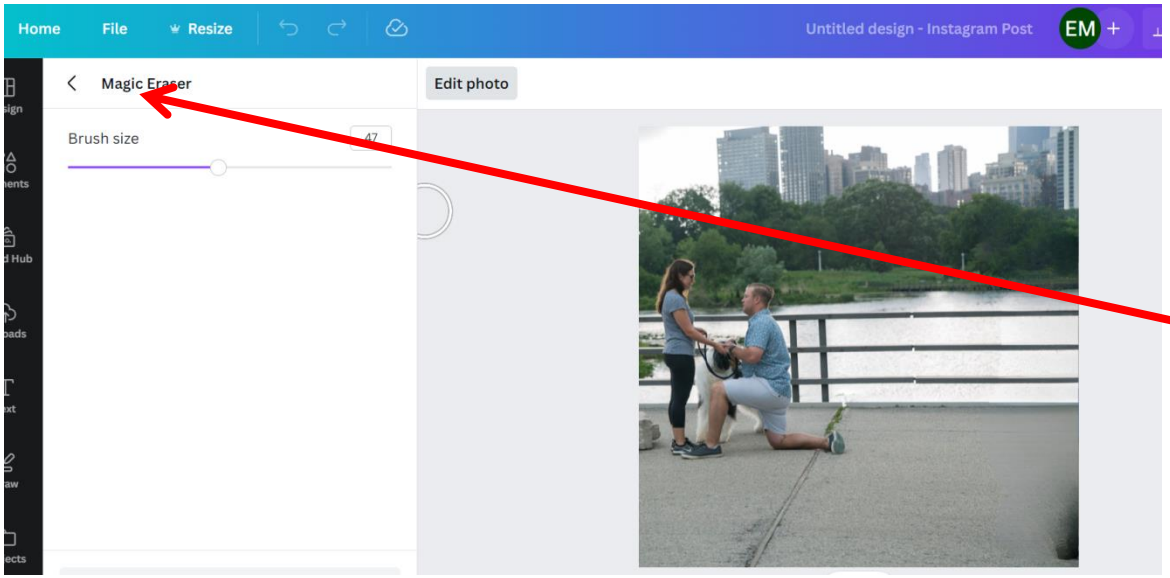


Highlight with the brush what you want to erase

This is a Pro feature

It cannot be used by Free accounts (But I have a free alternative)

Magic eraser:
Highlight people or objects in an image and it will erase it



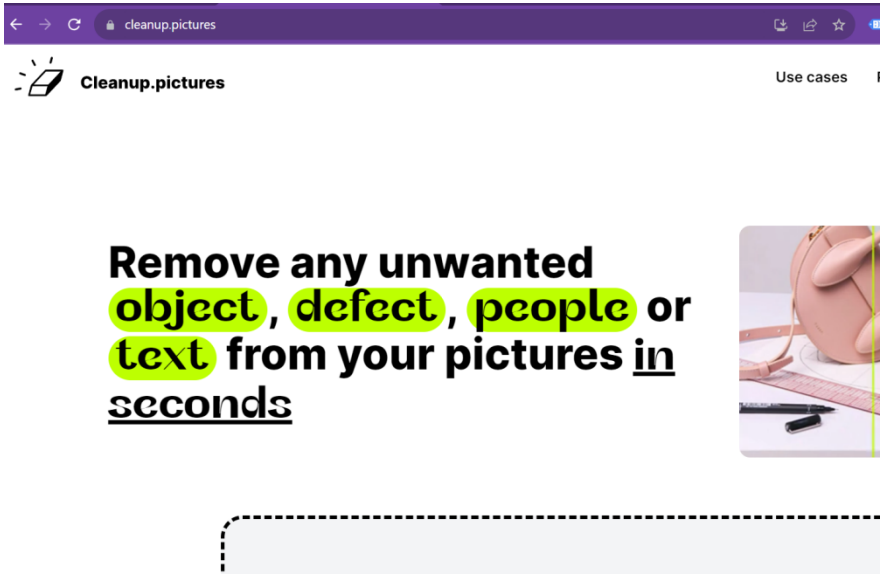
It will now be erased

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

Magic eraser:
Highlight people or objects in an image and it will erase it



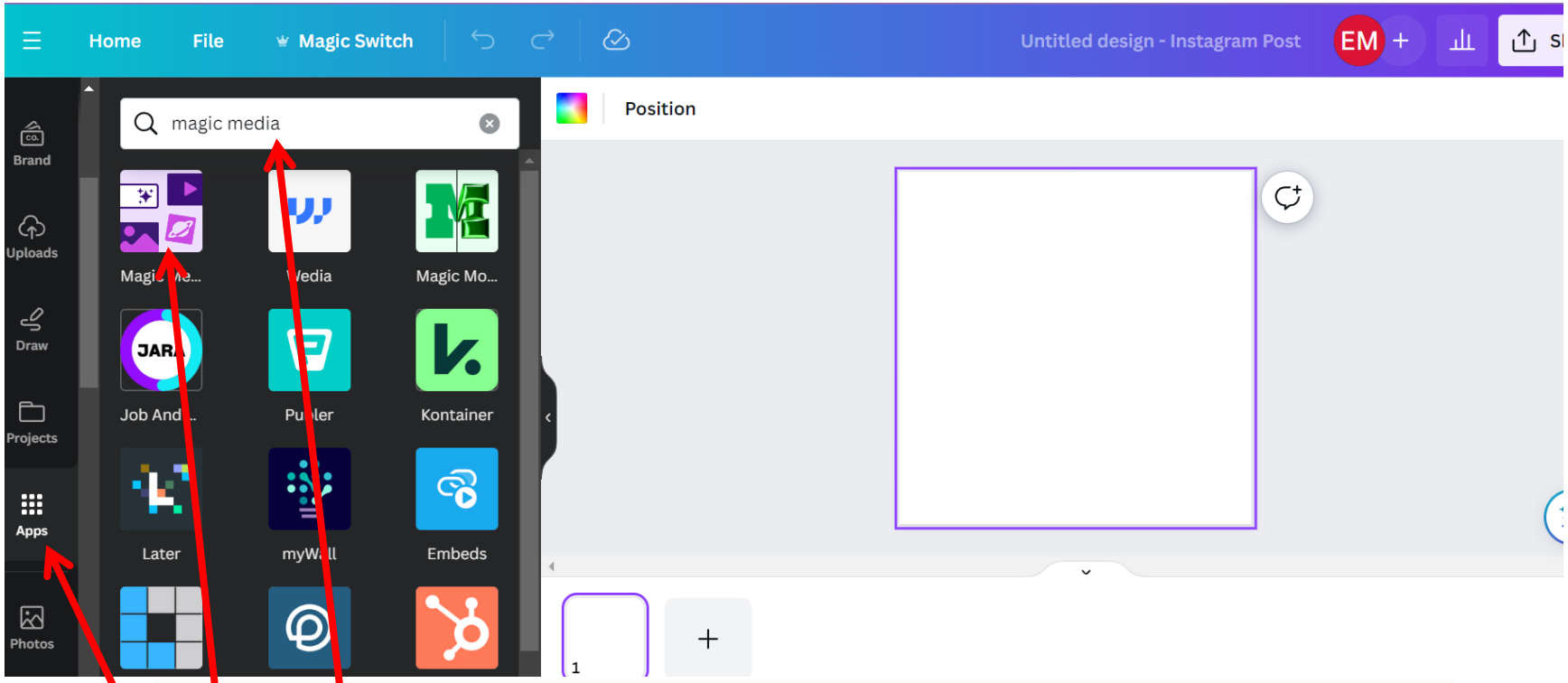
A free alternative to this eraser tool is the website

Cleanup.pictures

Click this link to view my demo

https://www.instagram.com/reel/Cwiifr_s1qU/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA

Magic media – Text to image generator



Create an image by describing it:

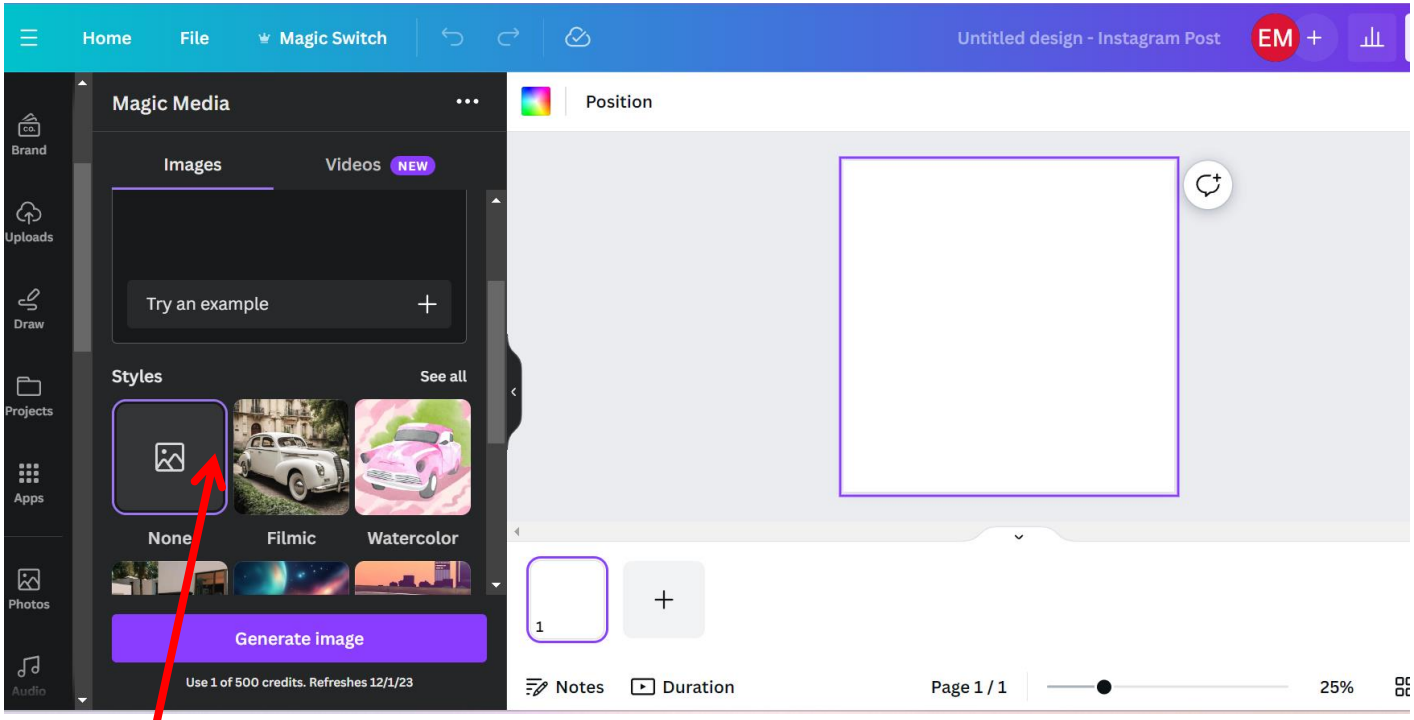
- Select your canvas shape
- On the left menu click on Apps
- Search for Magic Media
- Click on Magic media

PAID

This is a Pro feature

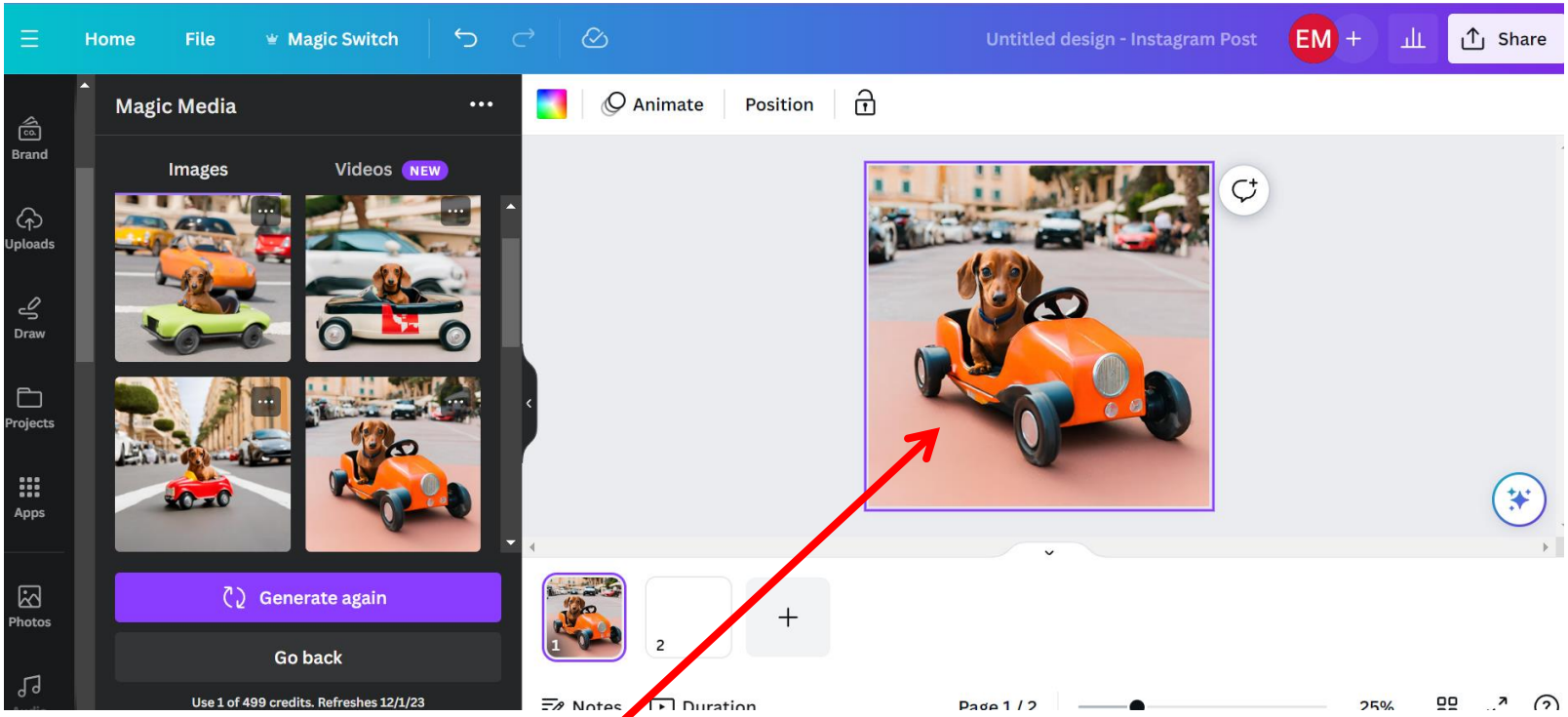
However, free accounts can use it 50 times for free

Magic media – Text to image generator



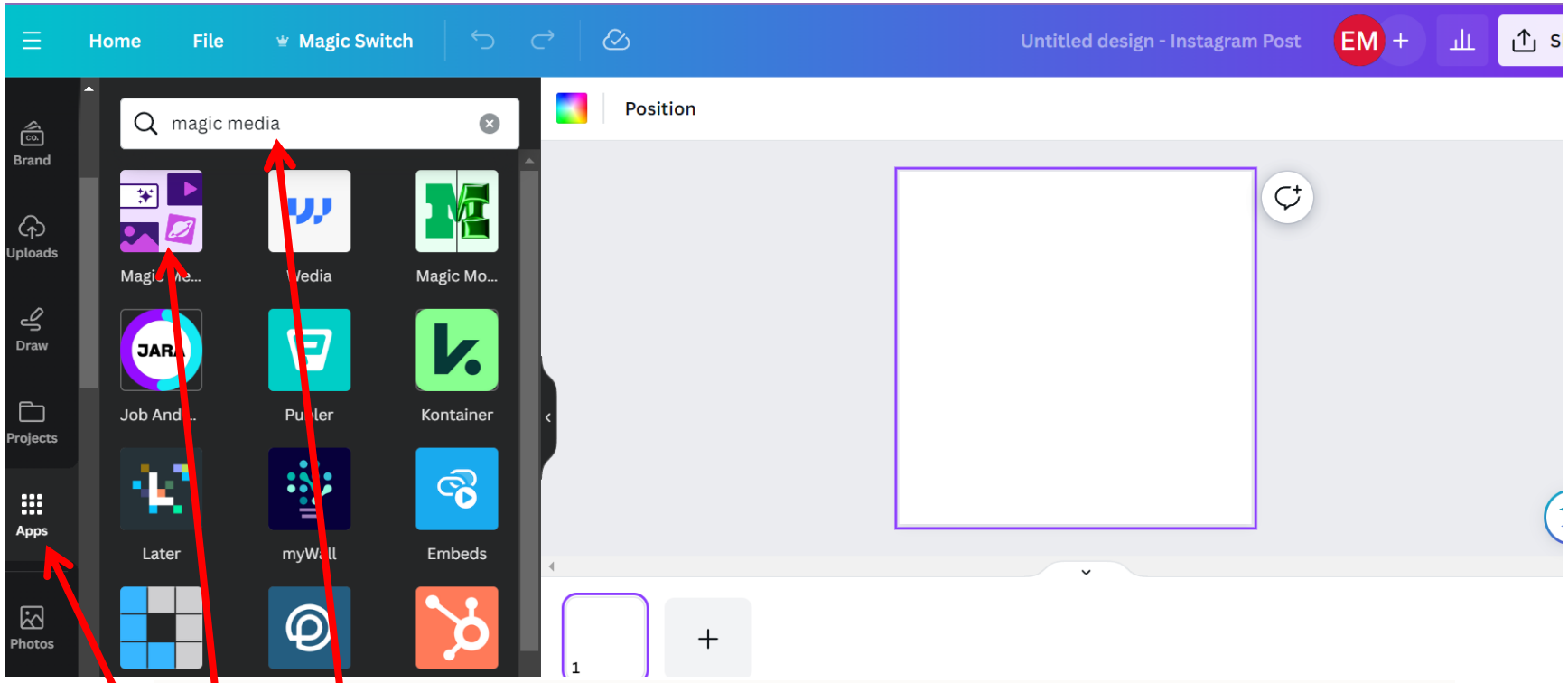
Type in your description. Be as descriptive as possible
Then choose the style of your image e.g. Photo, anime, dreamy
Also choose the shape of your image e.g. 1:1, 9:16, 16:9

Magic media – Text to image generator



If you want more options click Generate again
Click on one of the 4 images to add to your design

Magic media – Text to video generator



Create a short video by describing it

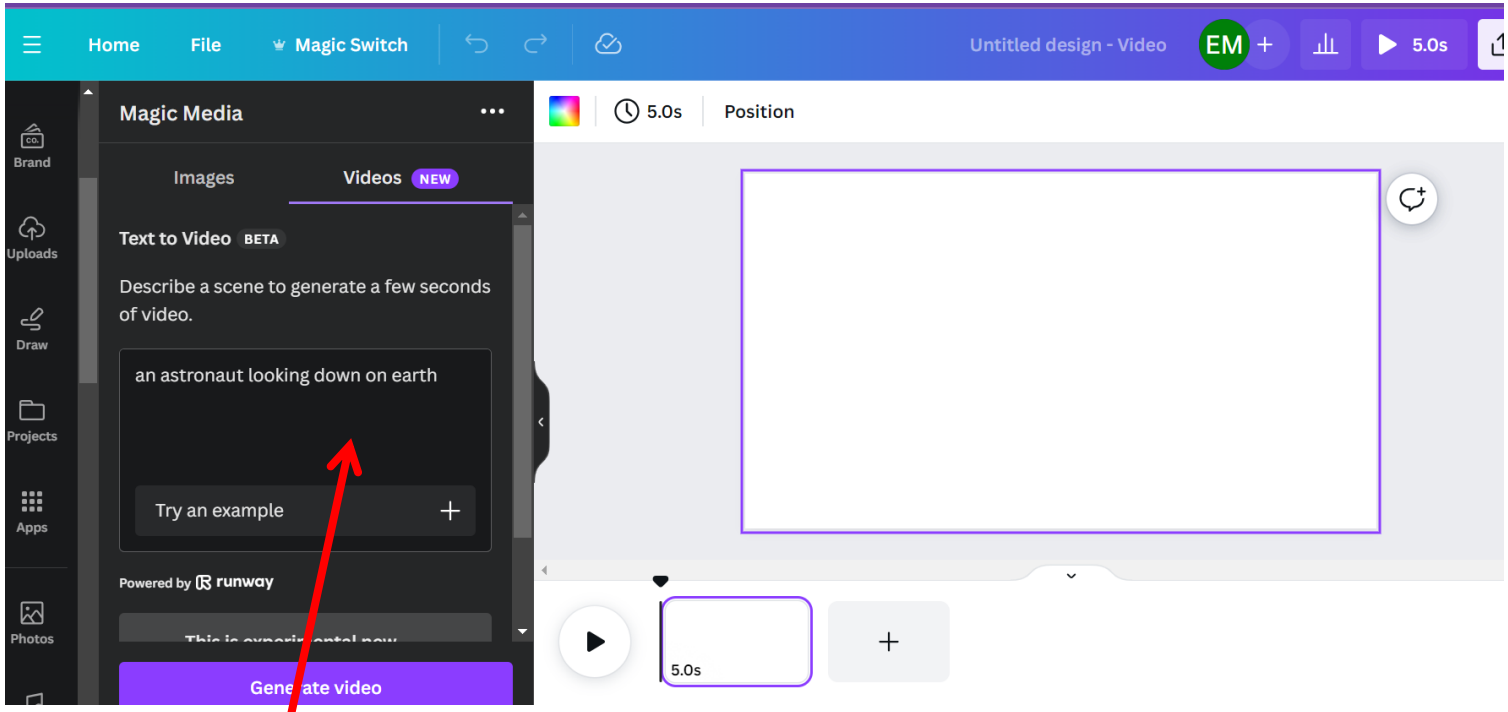
- Select your canvas shape
- On the left menu click on Apps
- Search for Magic Media
- Click on Magic media

PAID

This is a Pro feature

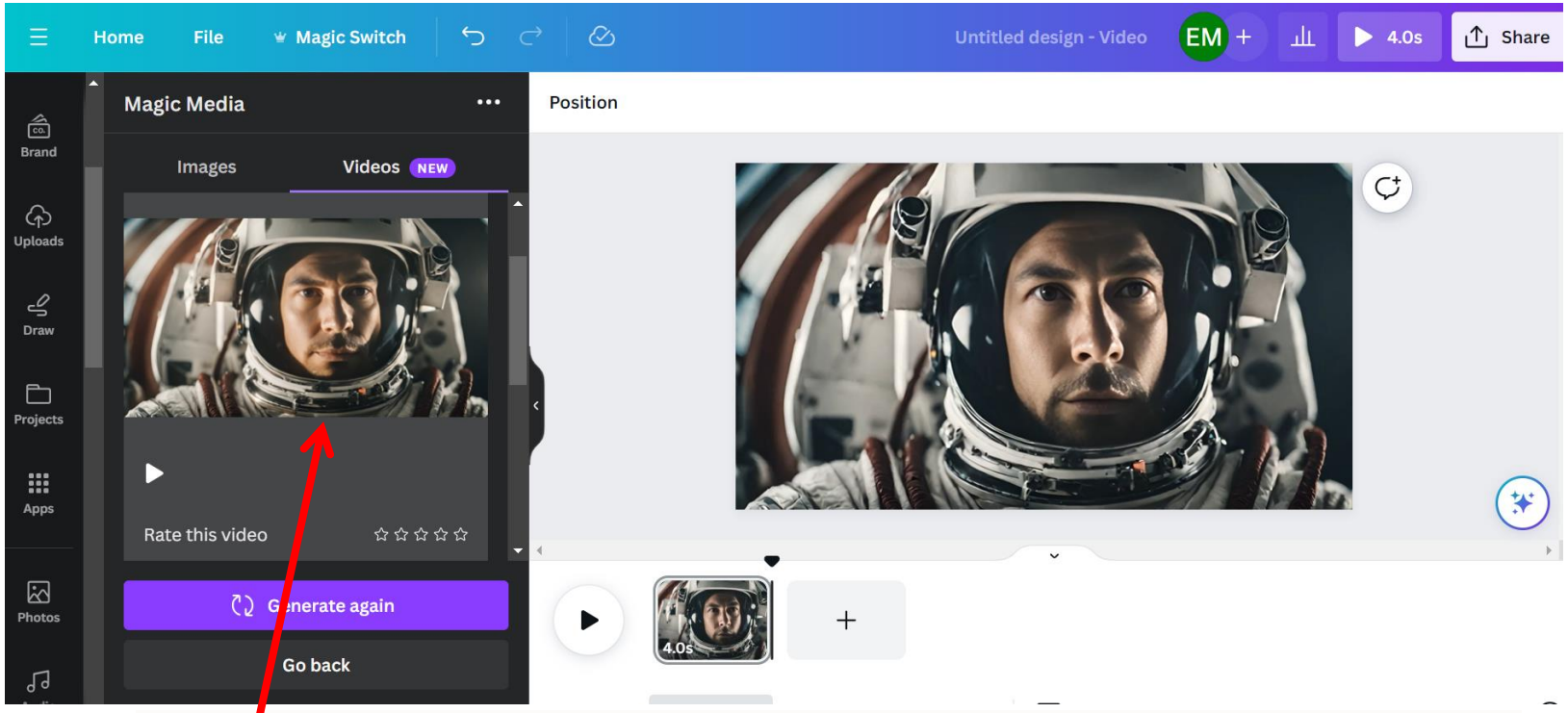
However, free accounts can use it 5 times for free

Magic media – Text to video generator



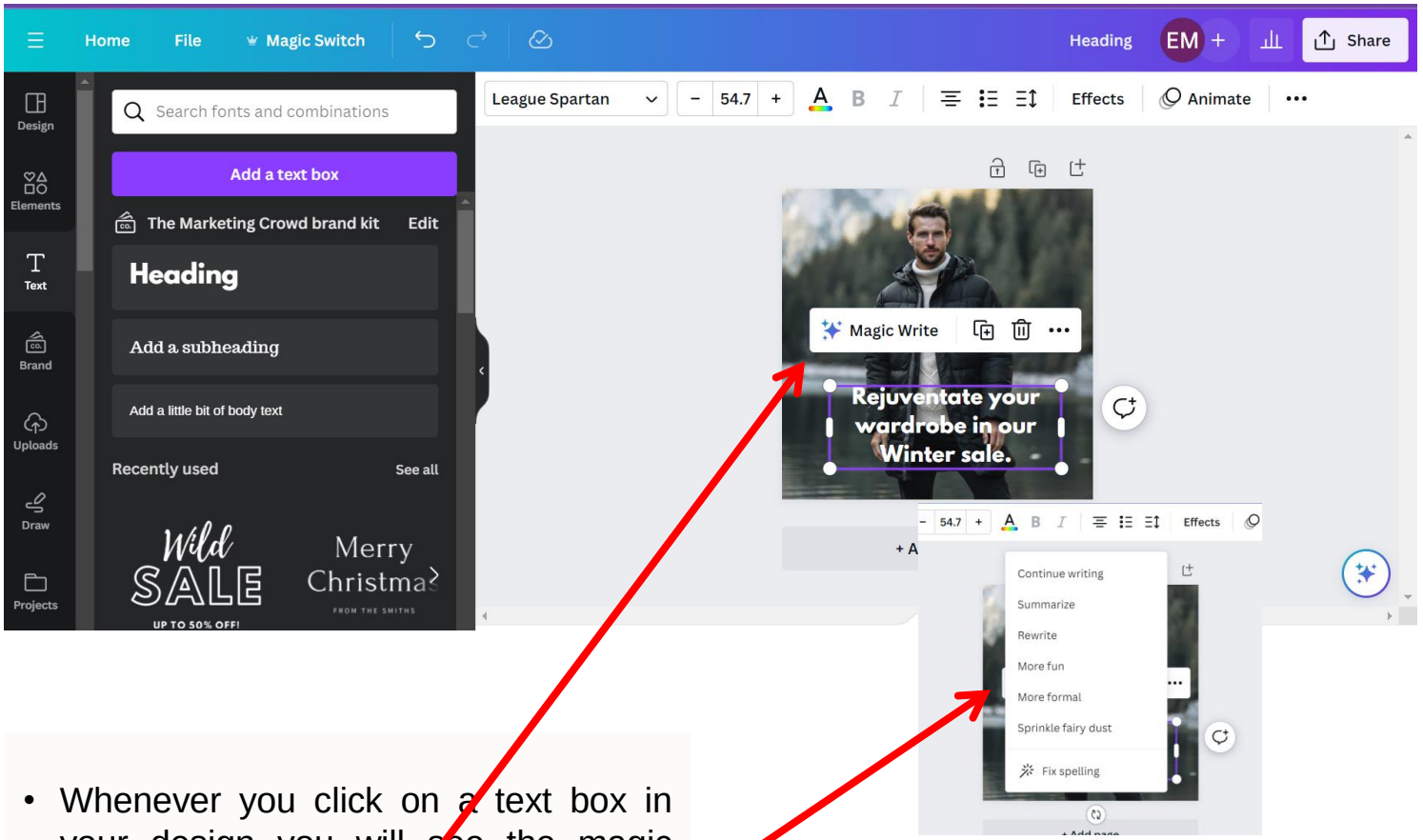
Click on Video to indicate you want to create a video
Type in your description. Be as descriptive as possible
Click generate

Magic media – Text to video generator



When your video is generated simply drag it down onto the timeline
Your video will be 5 seconds long
Click generate again if you want a different version. When you do it uses one of your credits

Magic write – generate initial drafts of text and other copy options



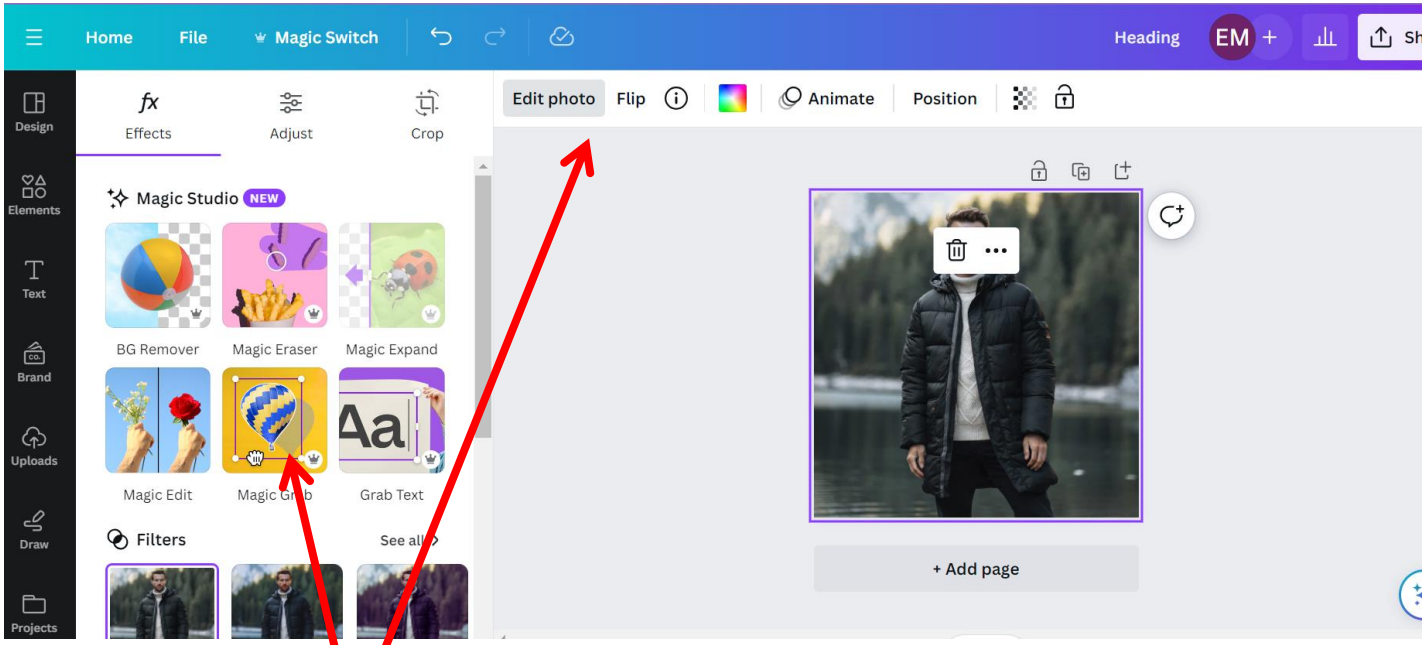
- Whenever you click on a text box in your design you will see the magic write option
- Write your text
- Then click on magic write
- You now have these options. Click each option to see their suggested text

PAID

This is a Pro feature

However, free accounts can use it 50 times for free

Magic grab – isolate and move anything within an image

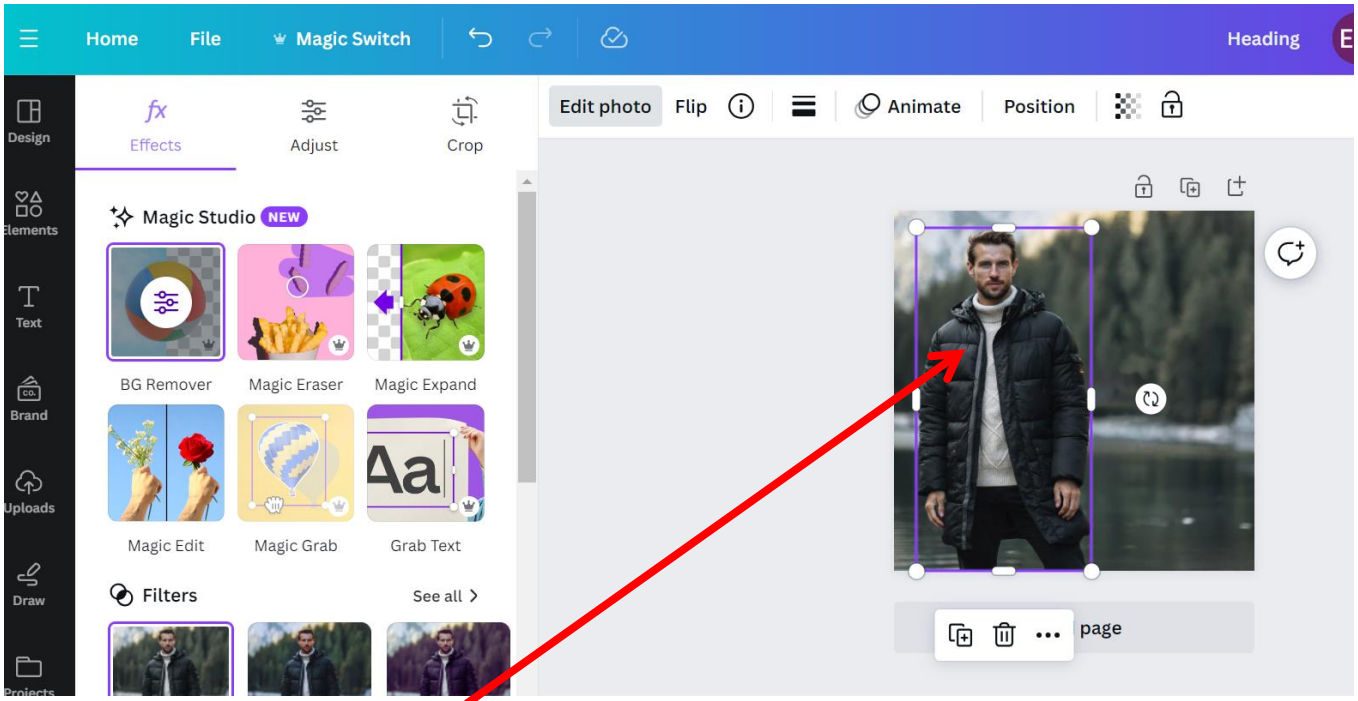


Add your image to your design
Click on your image
Click edit photo
Then click on Magic Grab

PAID

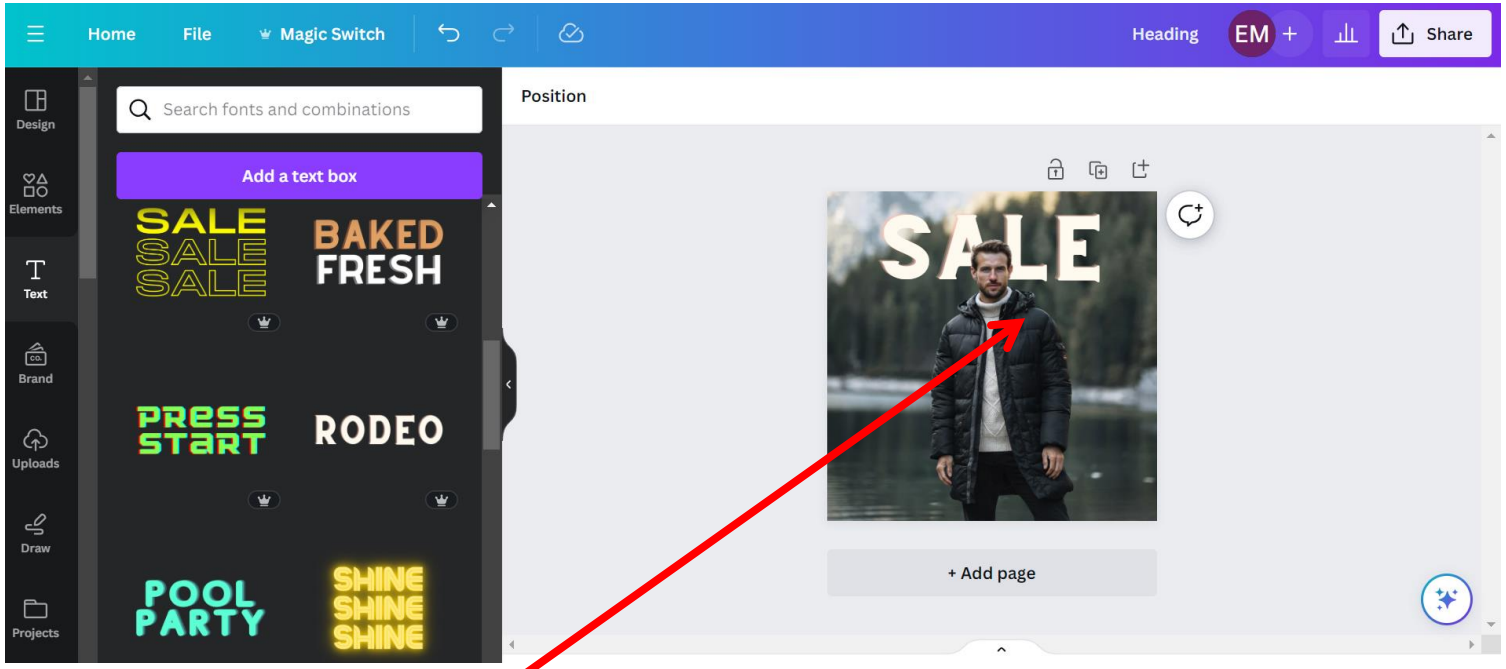
This is a Pro feature
It cannot be used by Free accounts

Magic grab – isolate and move anything within an image



It then identifies the main element in the image
You can then move that element left or right or make it bigger or smaller– ideal if you want to add text beside a person

Magic grab – isolate and move anything within an image



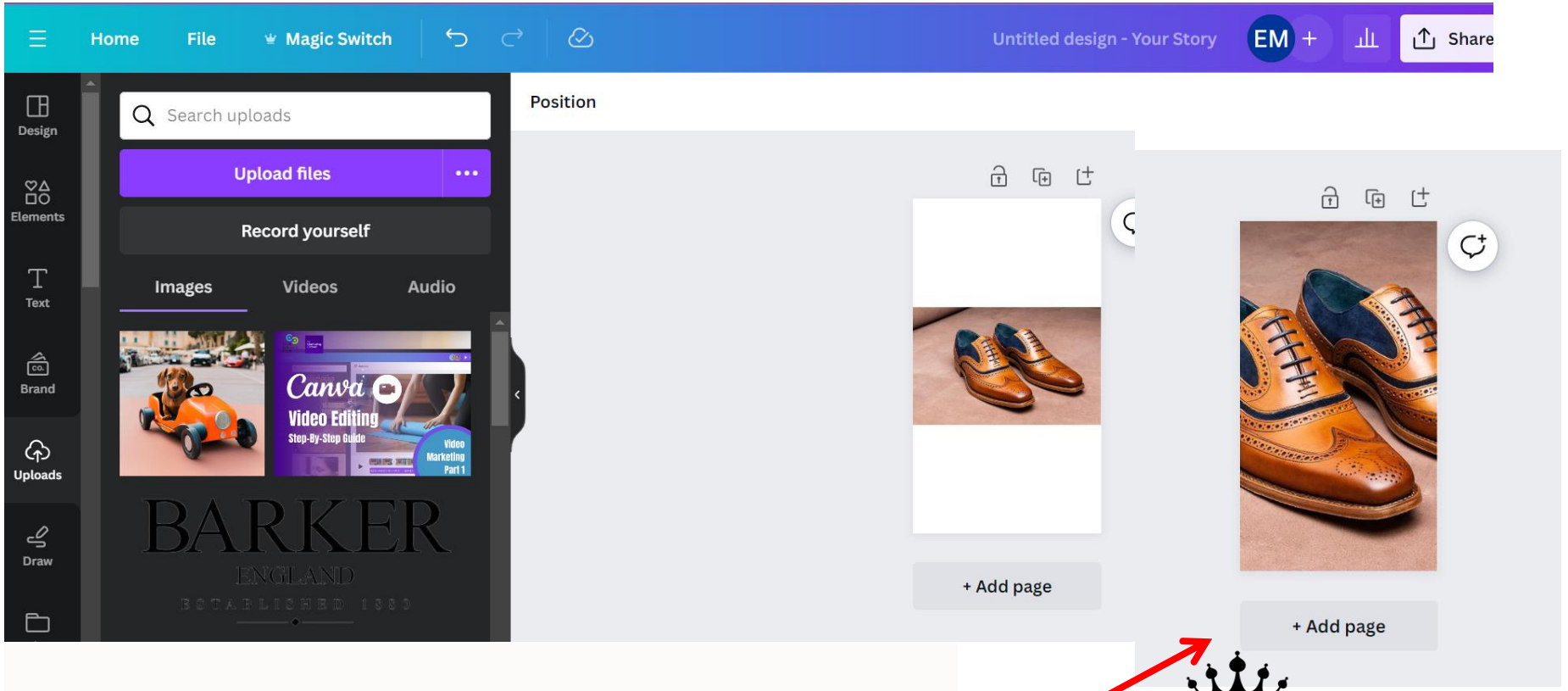
It also means that you can easily place text behind the person or object which is an eye catching effect

1. Add text
2. Right click on the text and select layer – send backward

Or click on the option for "Position" above the image and then drag the text under the person or object in the list of elements

Magic expand:

Ask Canva to recreate parts of an image to make it wider or taller



Choose your canvas shape e.g. Portrait
Choose your image – e.g. it is square

If you make the image fill the area it will simply zoom / crop in

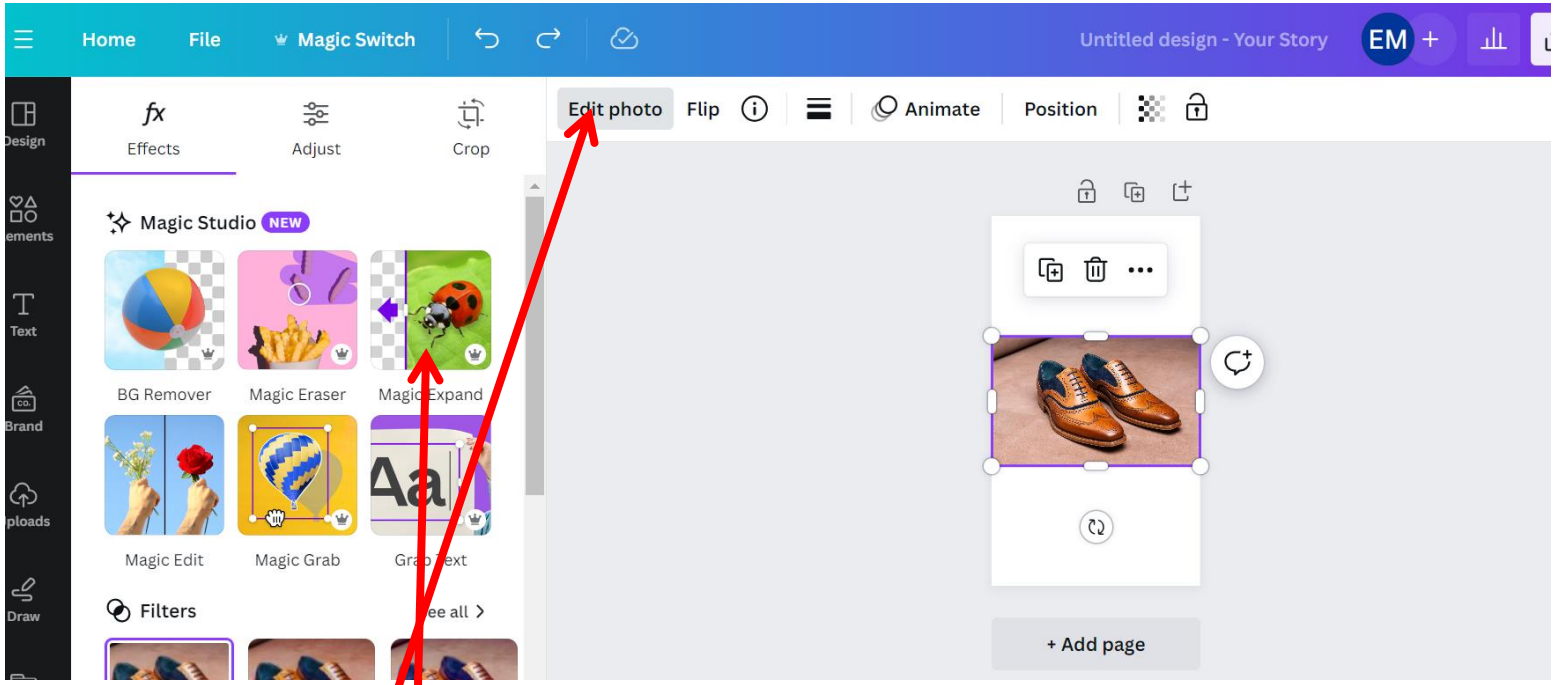
If you want to keep the main object the same size you can use magic expand
Click on image, click on edit photo and select magic expand

PAID

This is a Pro feature
It cannot be used by Free accounts

Magic expand:

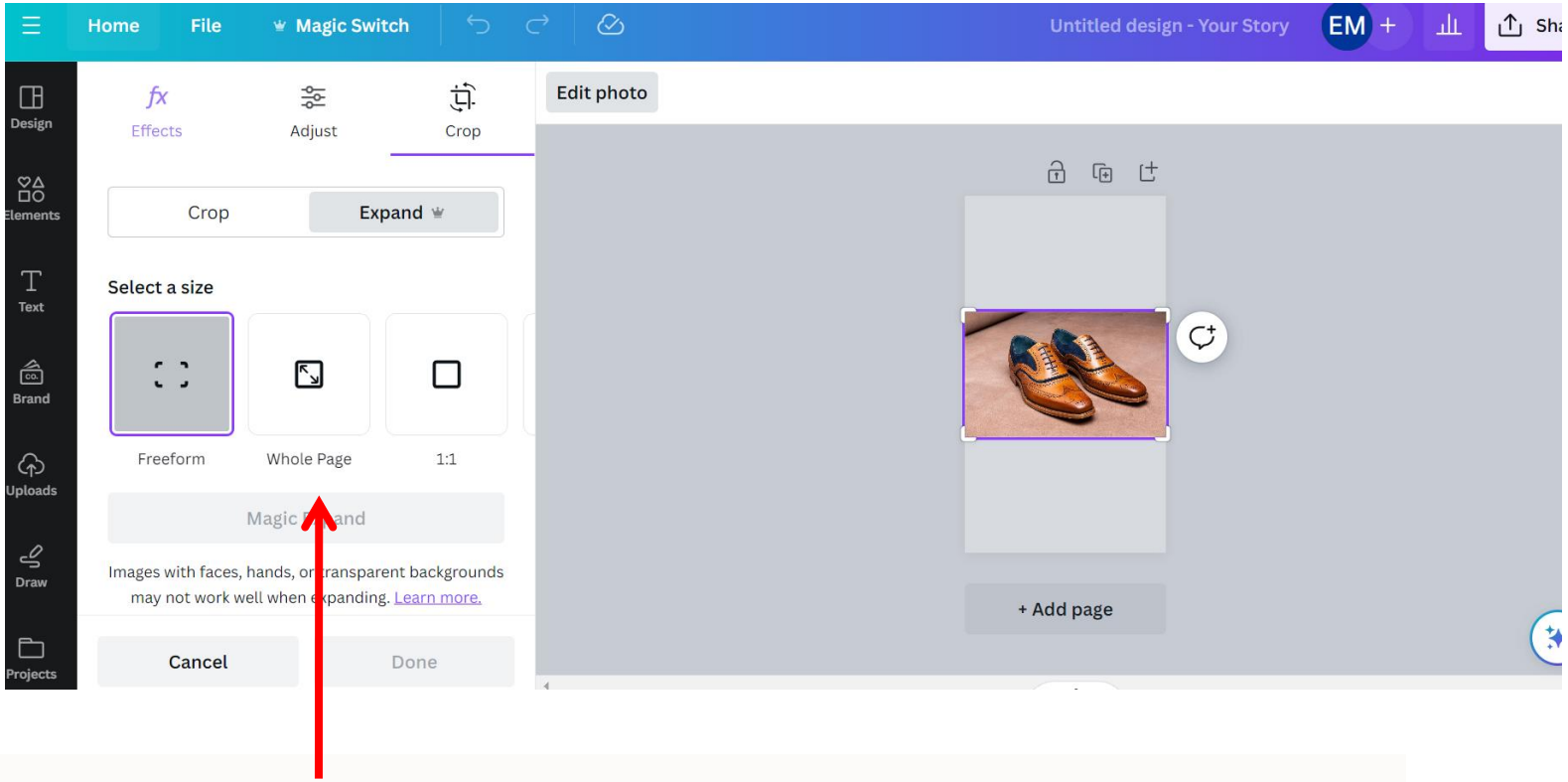
Ask Canva to recreate parts of an image to make it wider or taller



If you want to keep the main object the same size you can use magic expand
Click on image
Click on edit photo
and select magic expand

Magic expand:

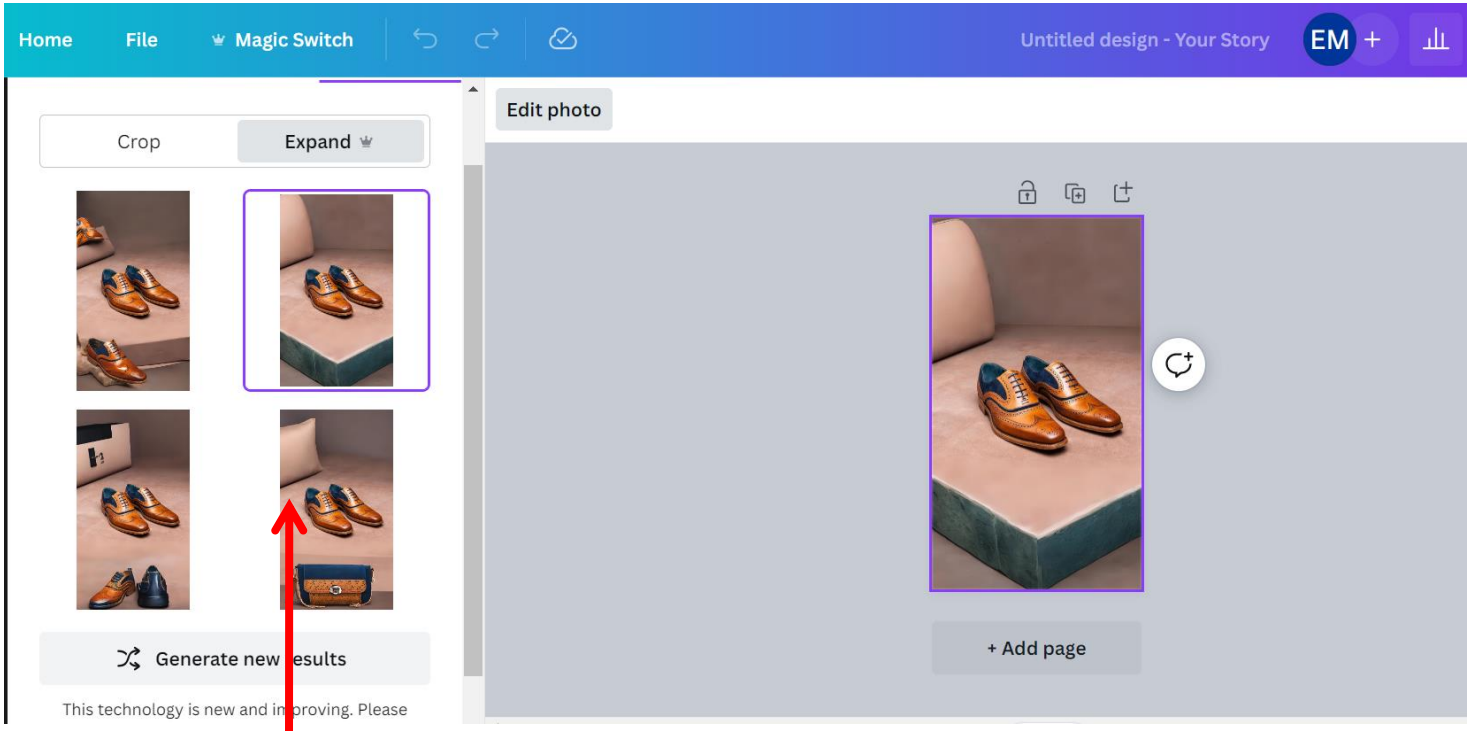
Ask Canva to recreate parts of an image to make it wider or taller



You can now choose whether you want the image to expand to fill the area in page or a different size.

Magic expand:

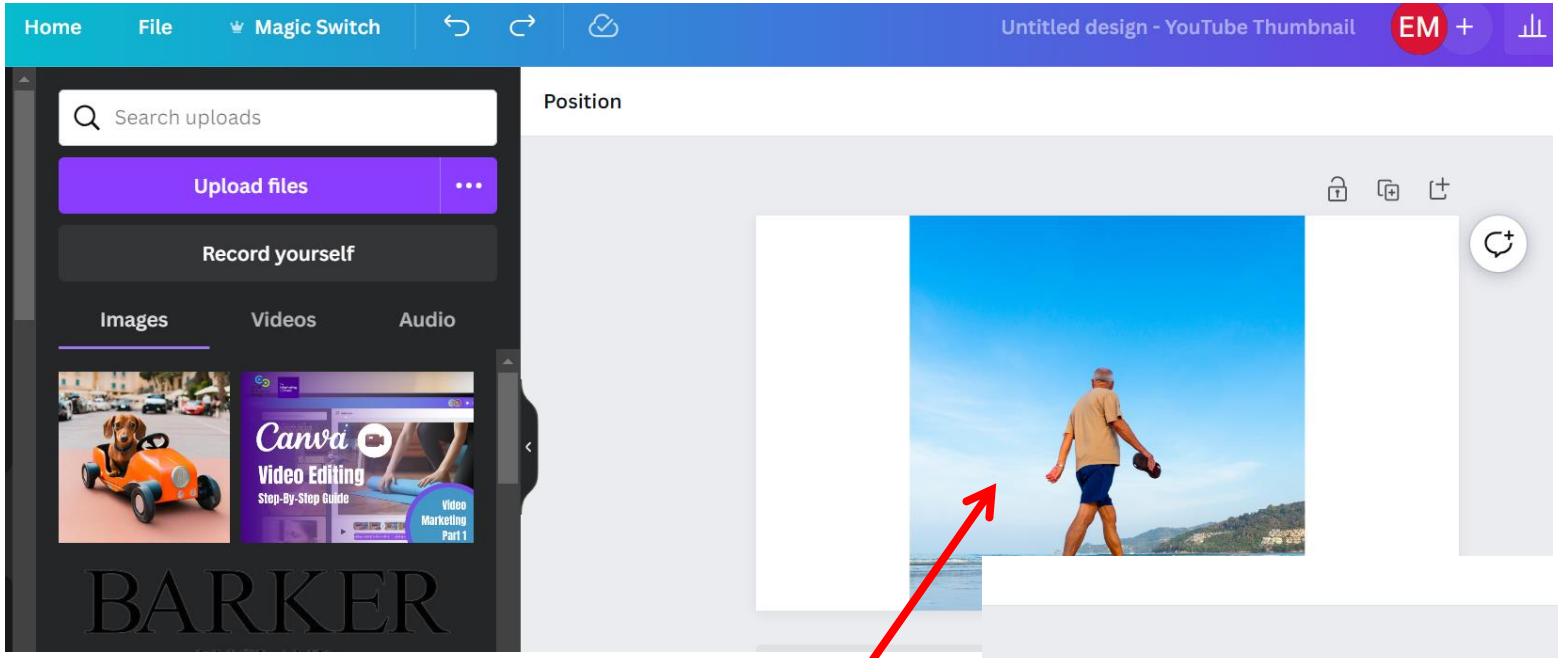
Ask Canva to recreate parts of an image to make it wider or taller



It now gives you 4 options to choose from

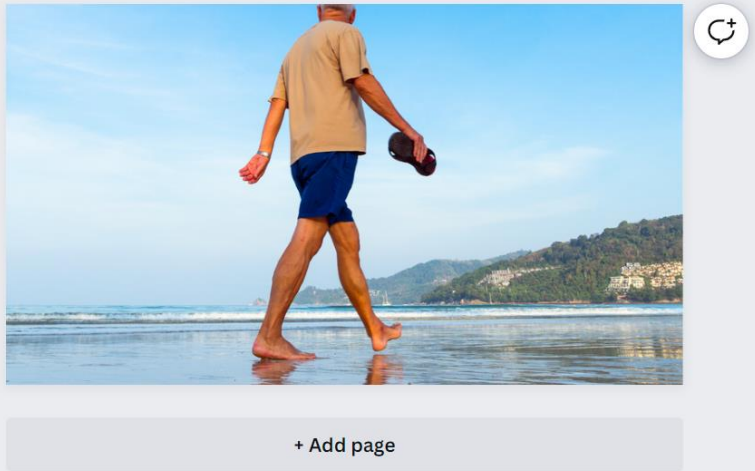
Magic expand:

Ask Canva to recreate parts of an image to make it wider or taller



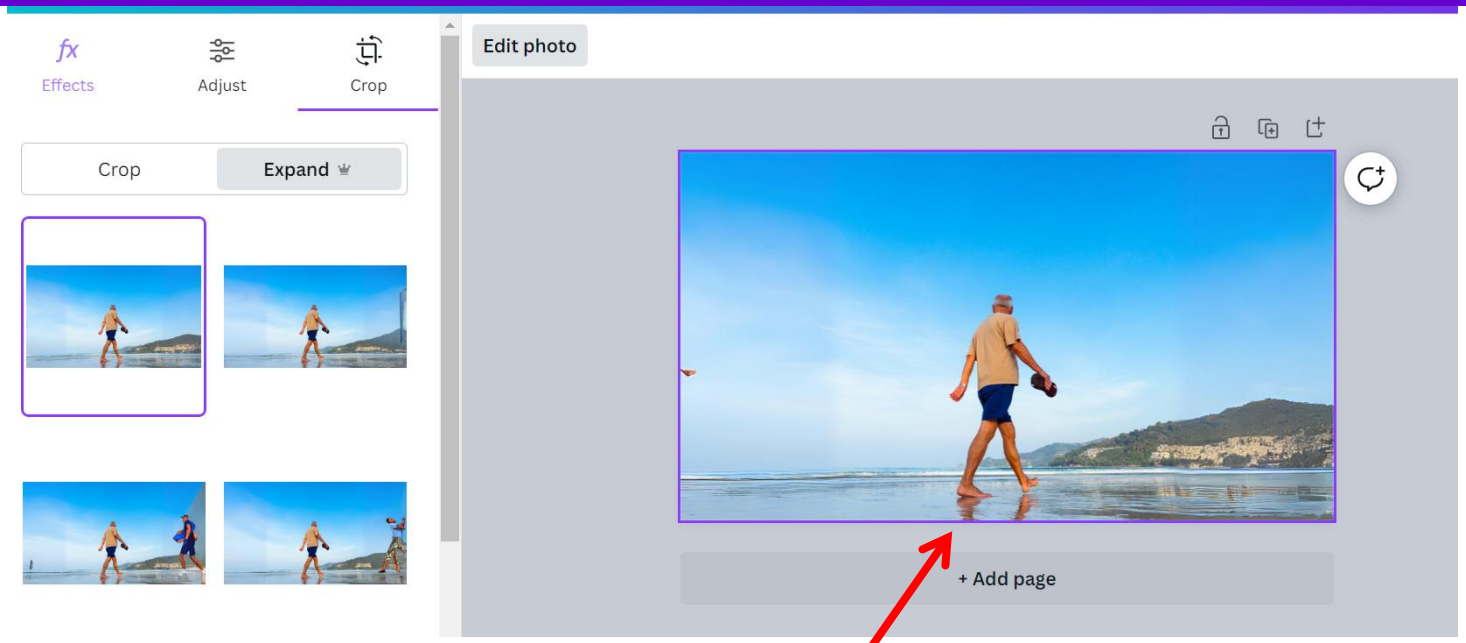
Similarly, you might have a square image that you want to expand to fit a wider area e.g. 16:9

If you simply set the image as background it becomes too cropped in



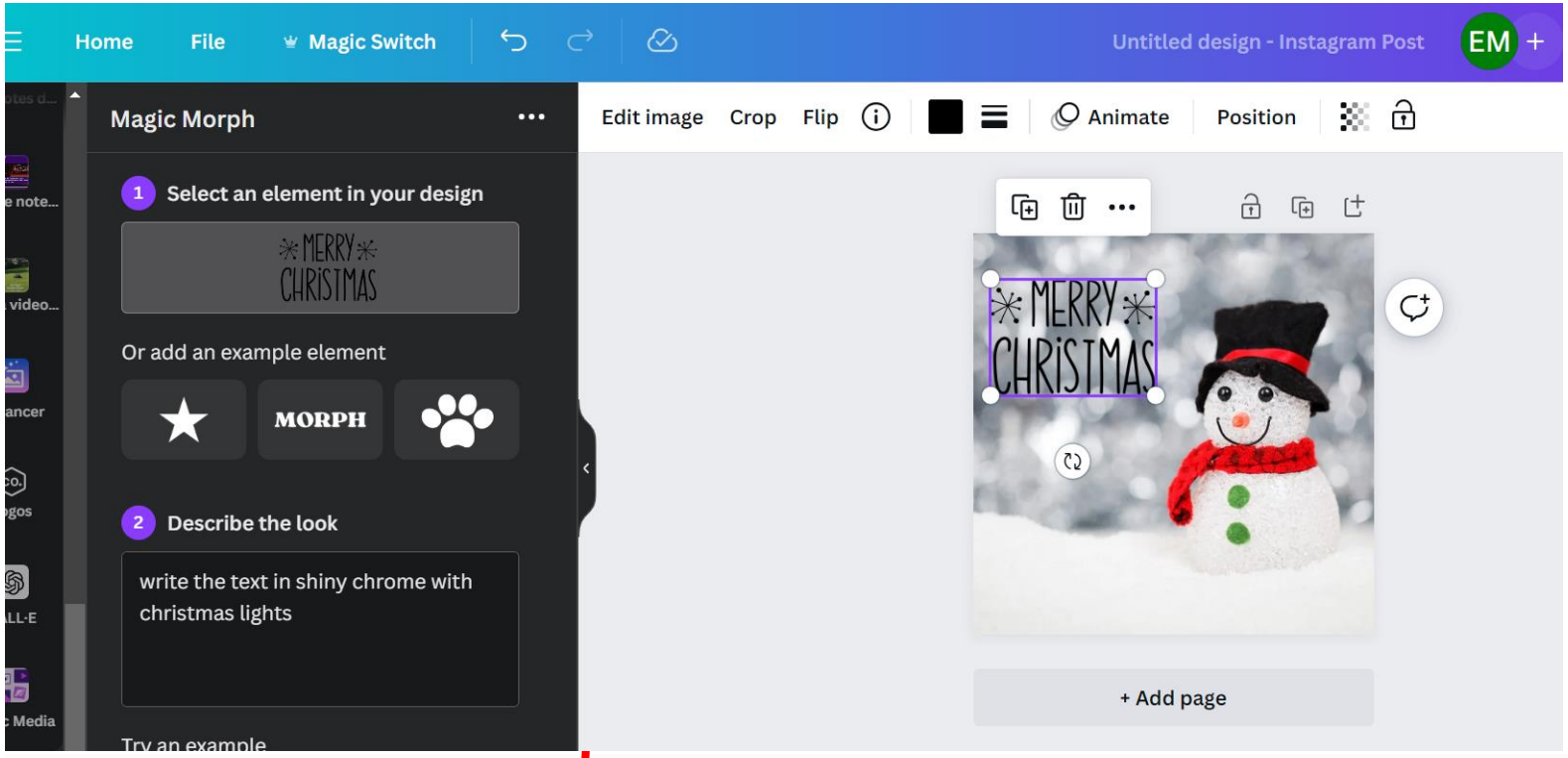
Magic expand:

Ask Canva to recreate parts of an image to make it wider or taller



Using magic expand it e.g. is now a landscape image with everything in proportion

Magic Morph – turn elements (graphics and text) into something better

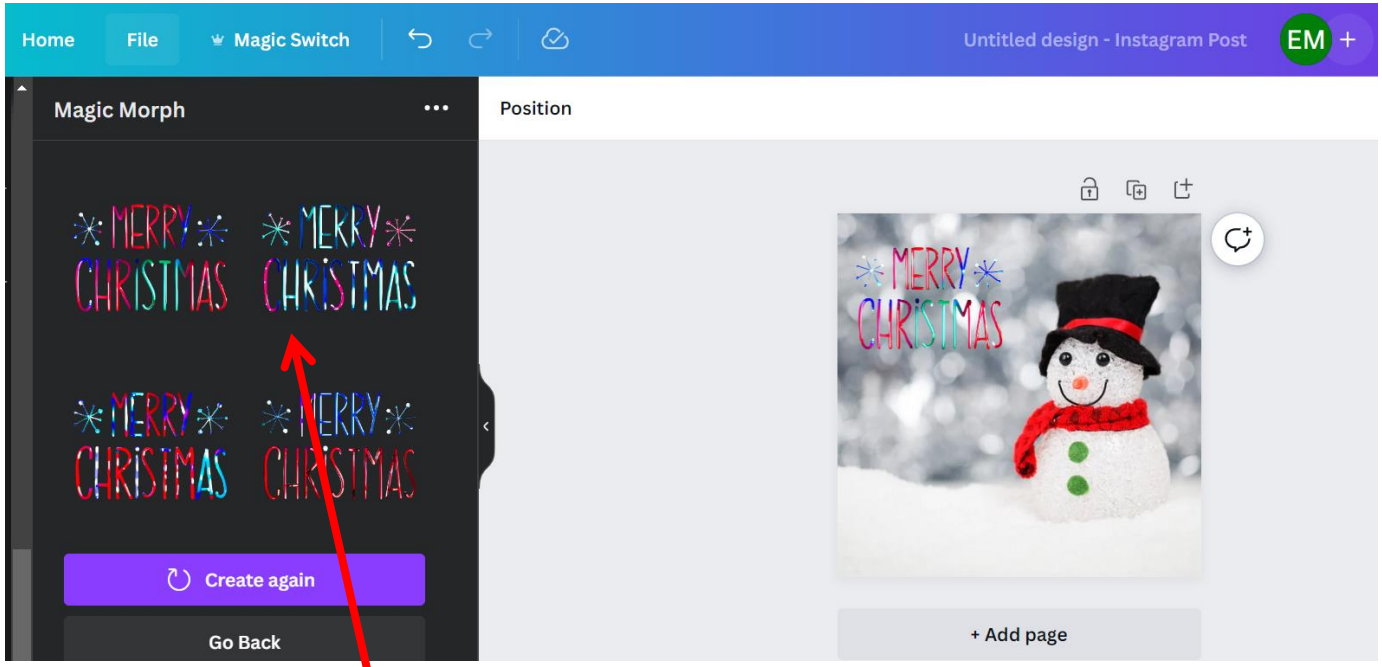


Add your image to the design
Then go to elements and search for an element e.g. Christmas
Add the element
Then go to Apps and search for Magic Morph
Select your element
Type in what you want to change it to

PAID

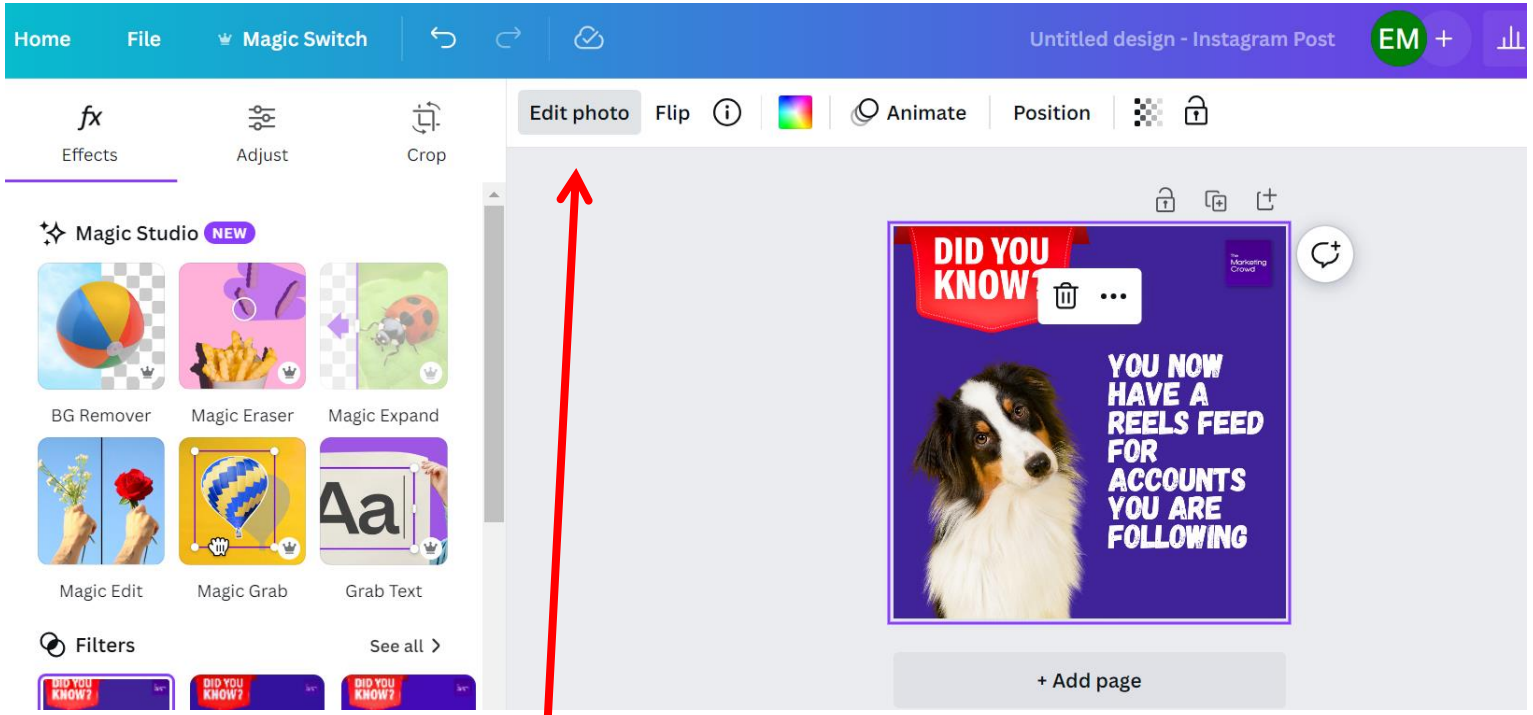
This is a Pro feature
It cannot be used by Free accounts

Magic Morph – turn elements (graphics and text) into something better



It will then give you 4 options to choose from

Grab text – isolate and manipulate any text that is in an image



Perhaps you have an image that was designed for you in the past and you now want to reuse it and change some of the text. Normally you cannot edit / change text in an image unless you have the original design file

Now with Canva Grab text you can.
Click on your image, then click edit photo and then Grab text

PAID

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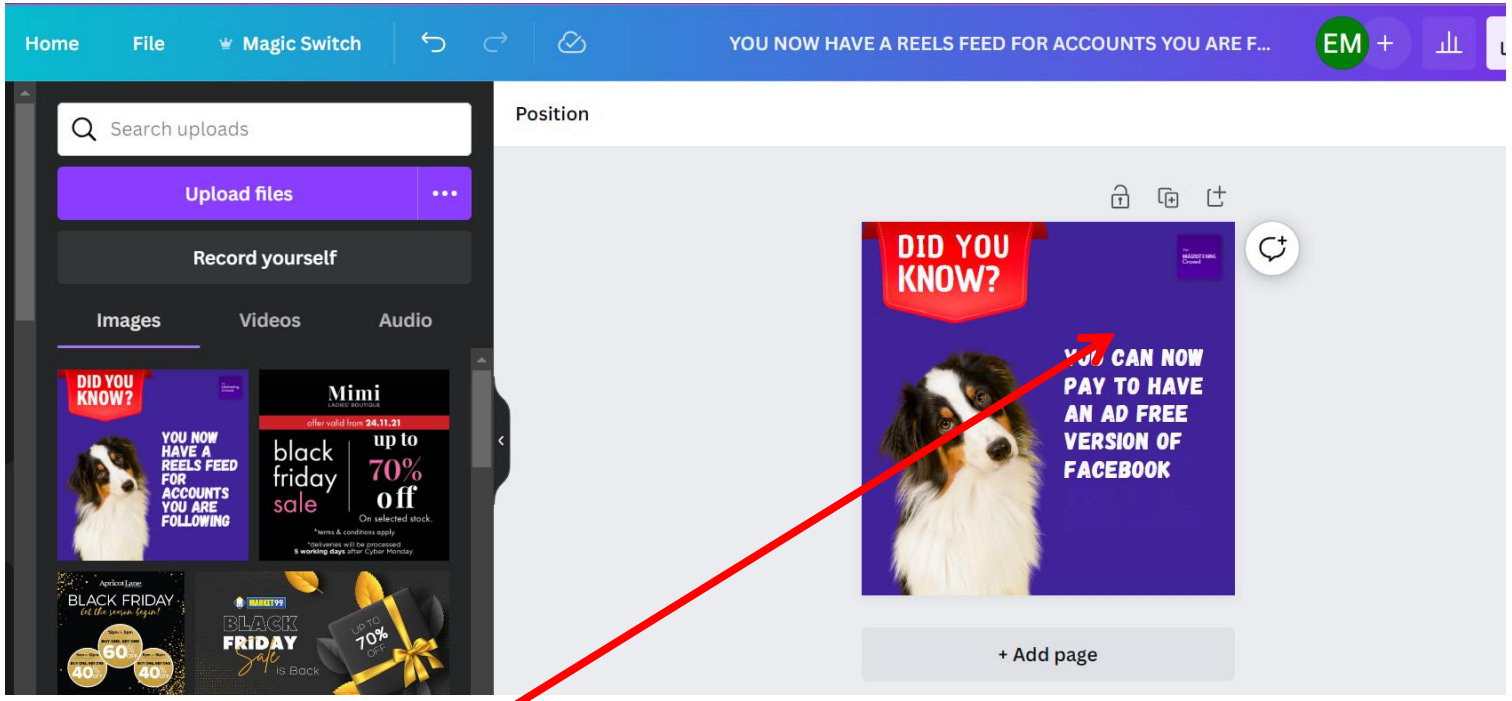
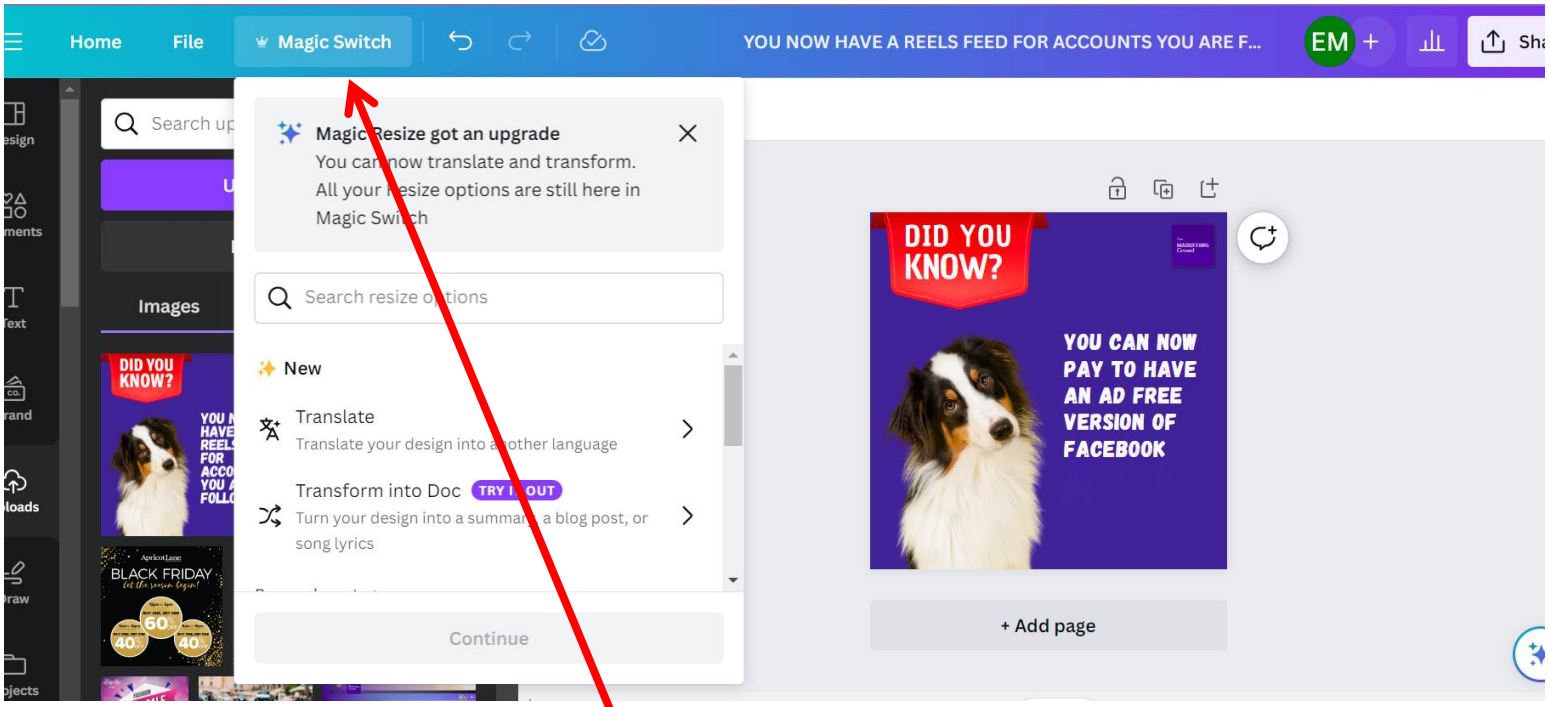
It cannot be used by Free accounts

Grab text – isolate and manipulate any text that is in an image



You can now edit the text boxes, change font, colour etc.

Magic switch – an upgrade to the resize feature for Pro users



- After you create a design you might want a version of it in a different size e.g. You want a portrait version for Stories.
- The resize tool has been rebranded as “magic switch” and it has new features such as translate.
- To convert to a story simply choose the option for social media and then story

PAID

This is a Pro feature

It cannot be used by Free accounts

What We Will Cover

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- Demo of the enhancer app
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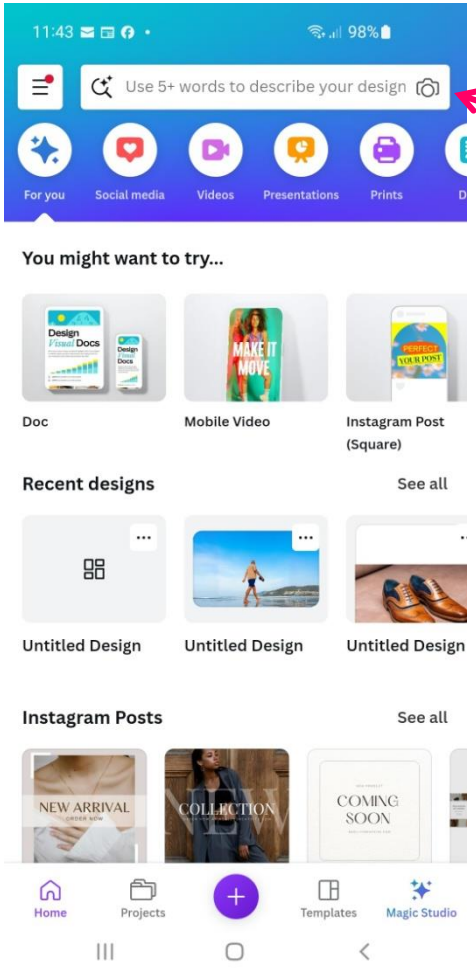
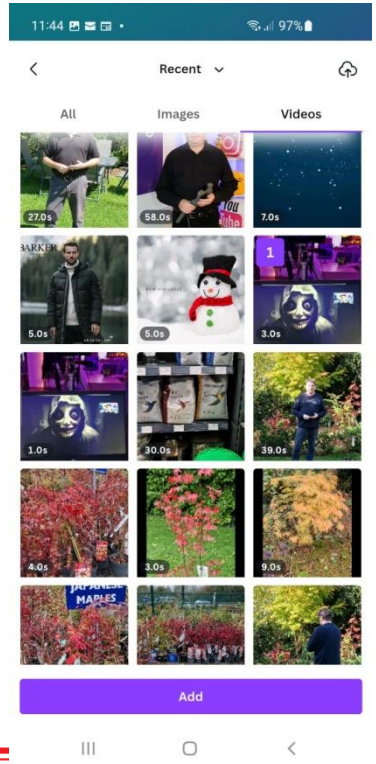
- Demo of Instagram app

How to easily upload images / videos from your phone



- Open the Canva App.
- Ensure you are logged in with the same account as you are on desktop
- Tap the camera icon top right
- Tap on upload icon
- Select the images or videos you want to upload
- Tap Add

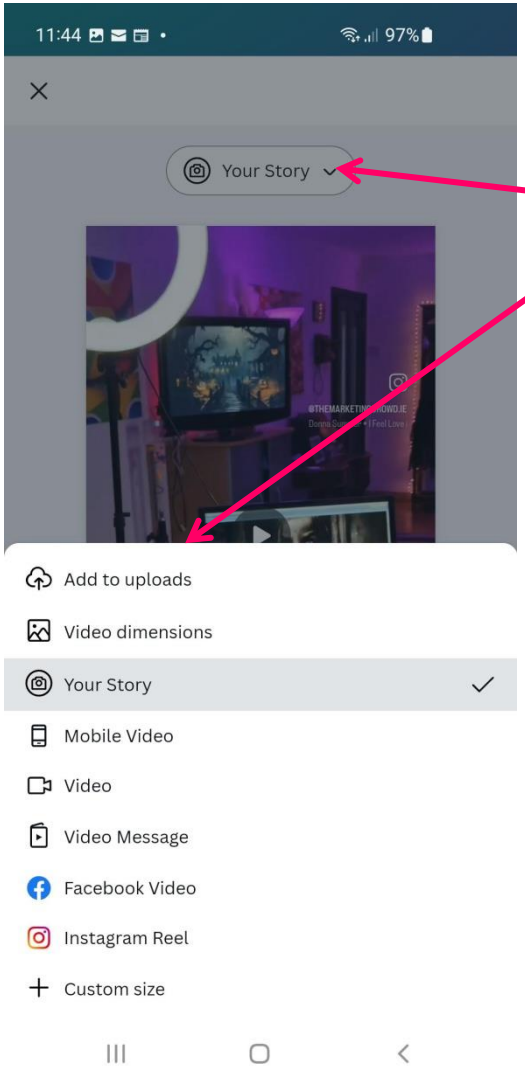


FREE

This is a Free feature

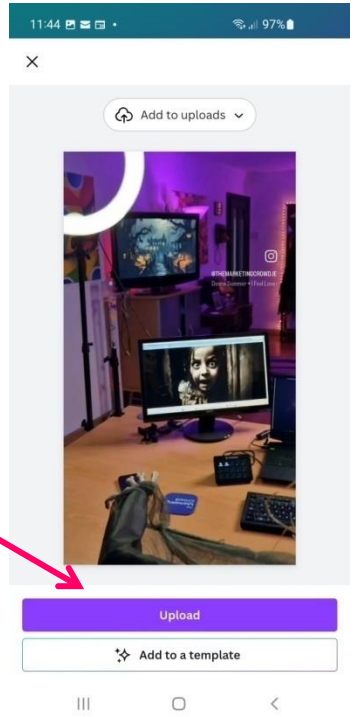
It can be used by Free and Pro accounts

How to easily upload images / videos from your phone



- Tap on this and change to Add to uploads

Then tap upload



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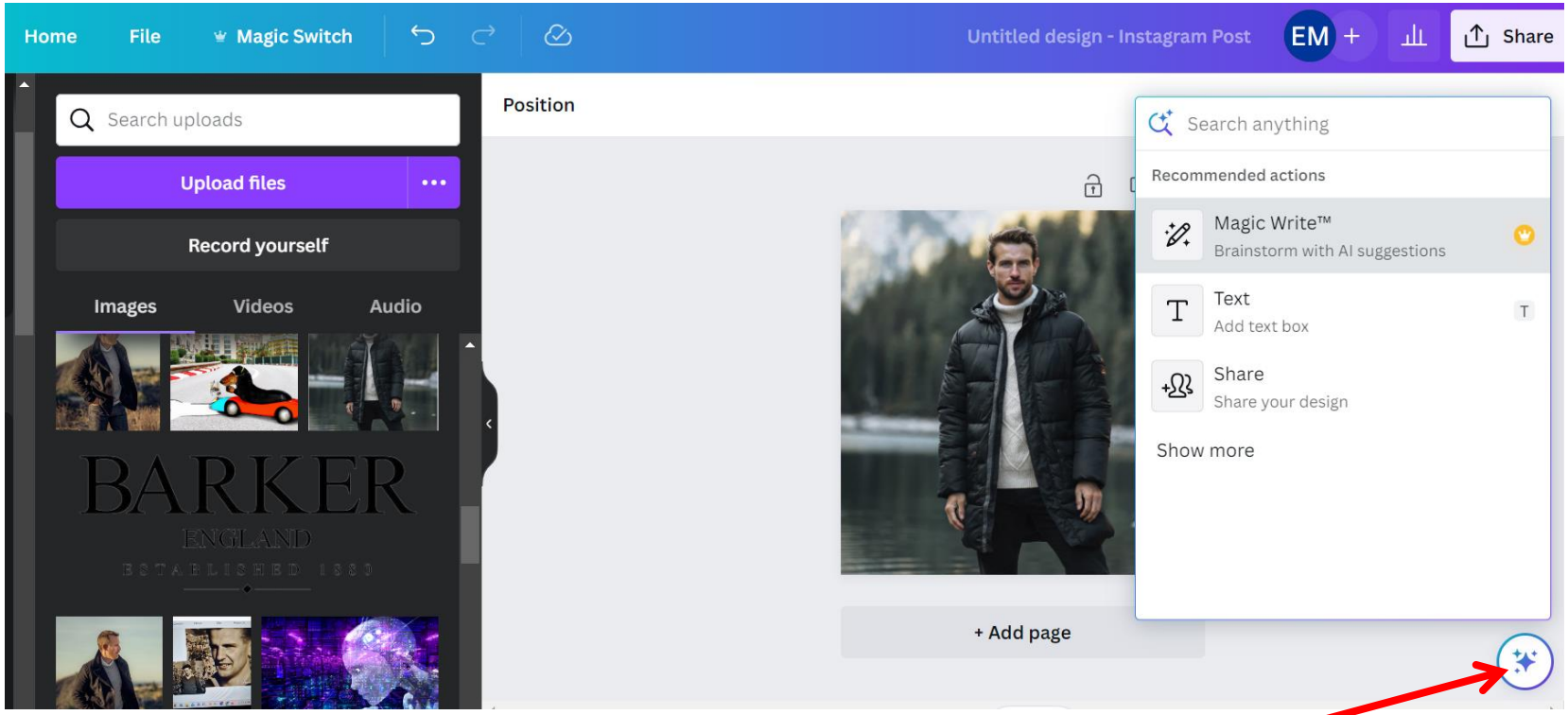
How to use the new Canva Assistant



When you are creating a design there is an icon for Canva assistant in the bottom right. You can use this to 1) search 2)get suggestions 3) Open a specific project 4) Find elements / templates

Click and you see search box plus 3 options. Click show more for more

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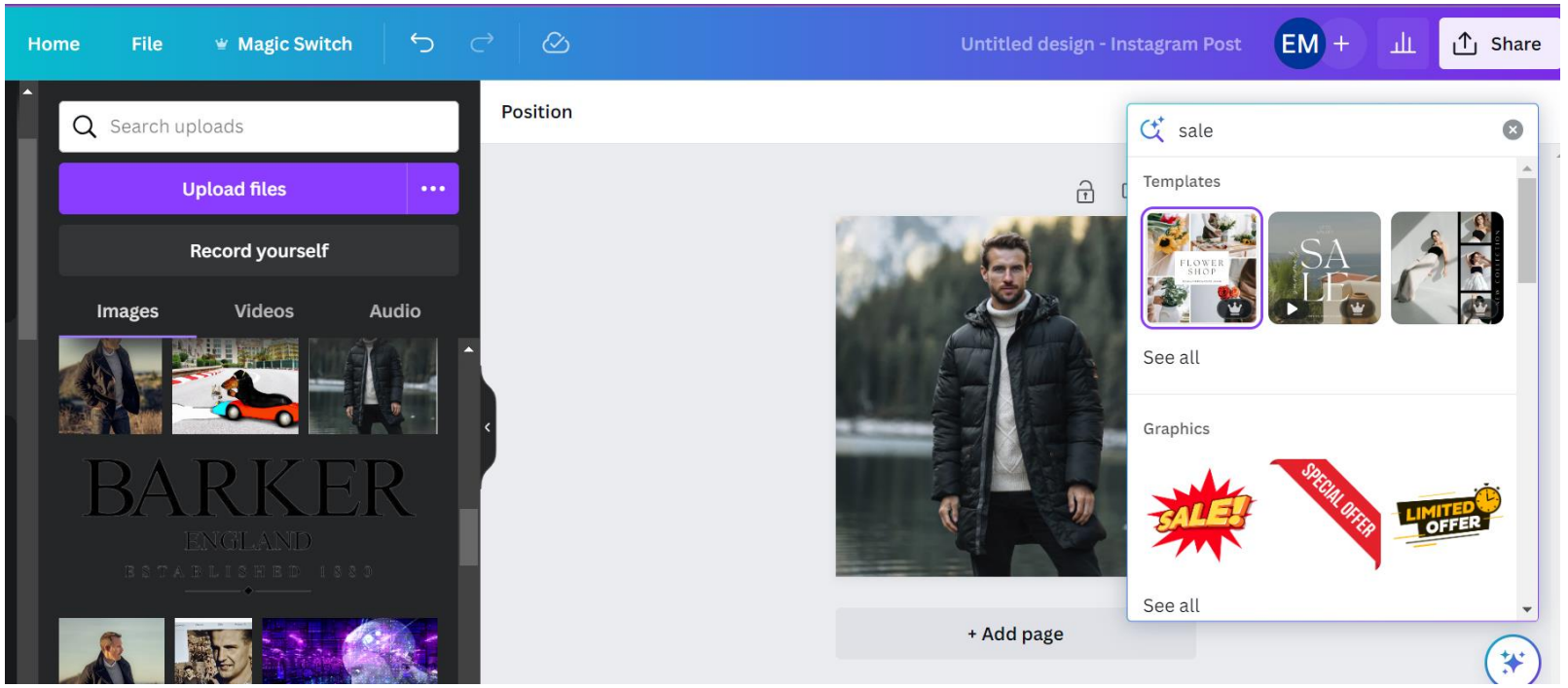
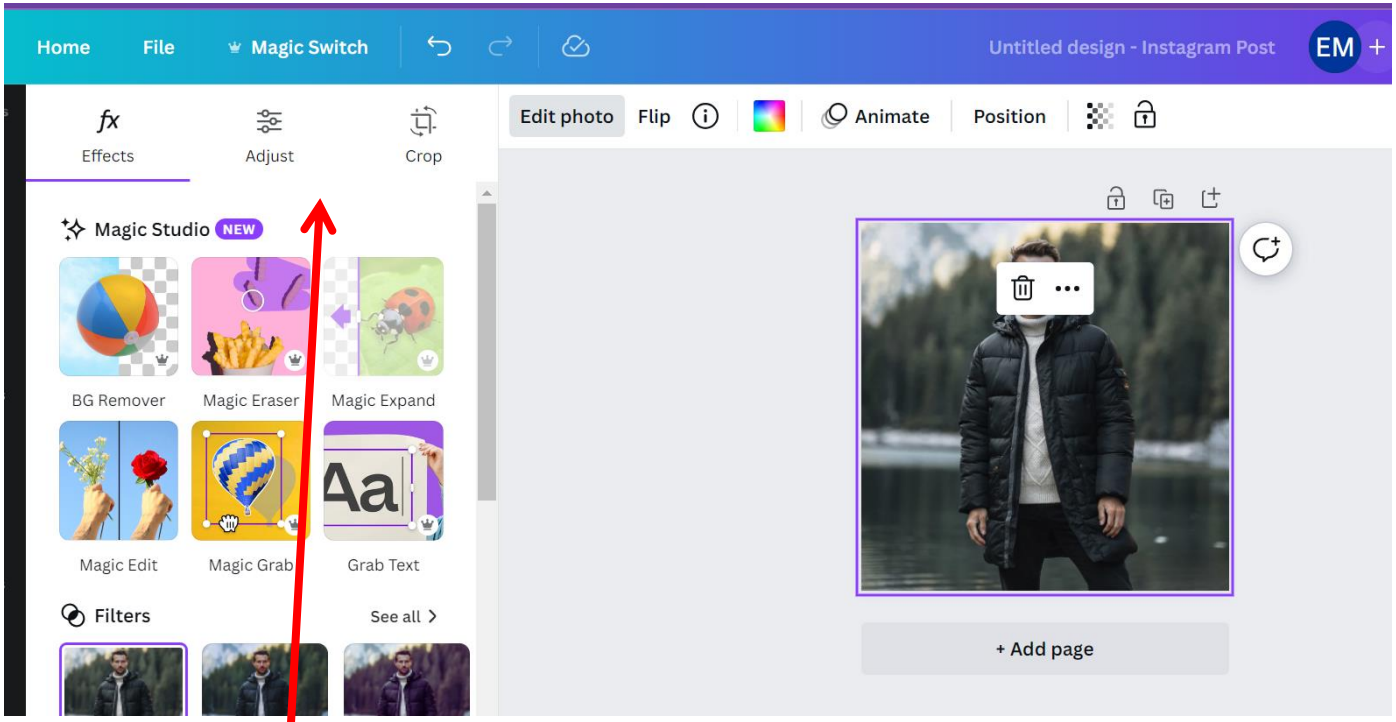
How to use the new Canva Assistant



I searched for Sale and it now gives me sale related templates, graphics, photos, videos and designs. Very easy to find what you need

How to use the new Modal image editor



There are some very powerful image editing tools within their new image editor.
Click on your image, click edit photo
You can now see Adjust and Crop.

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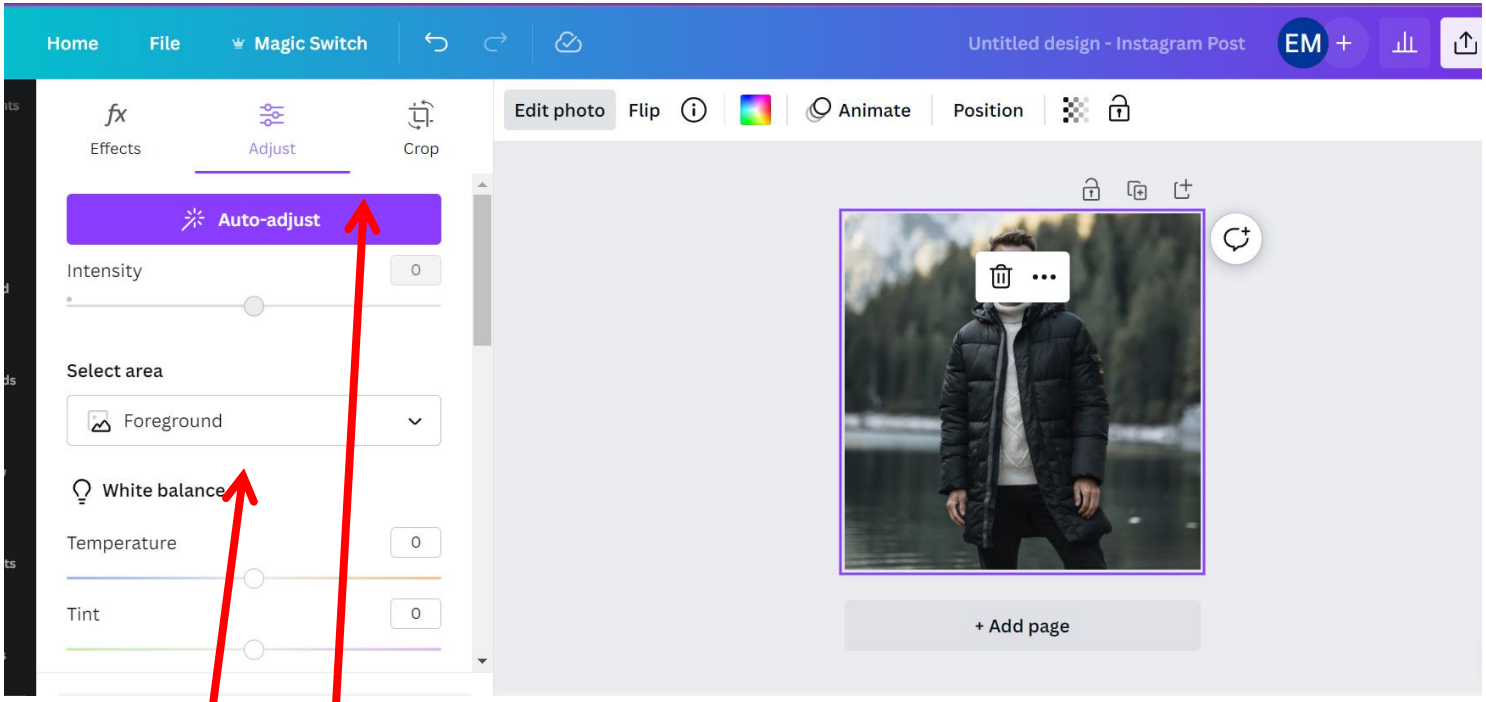
How to use the new Modal image editor

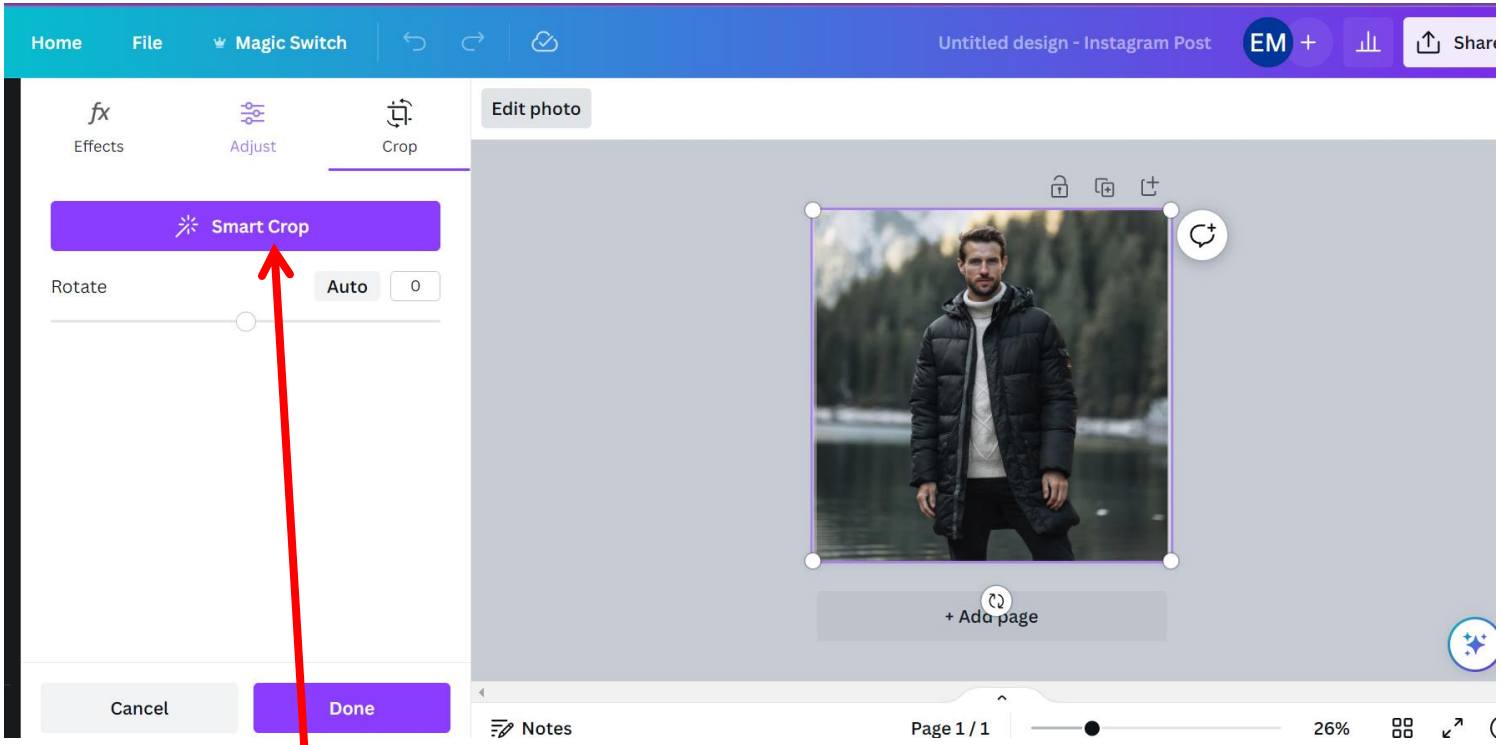


Try clicking on Auto enhance – it will then use AI to enhance your image. Normally it does an excellent job

You can adjust brightness, warmth, saturation, brightness

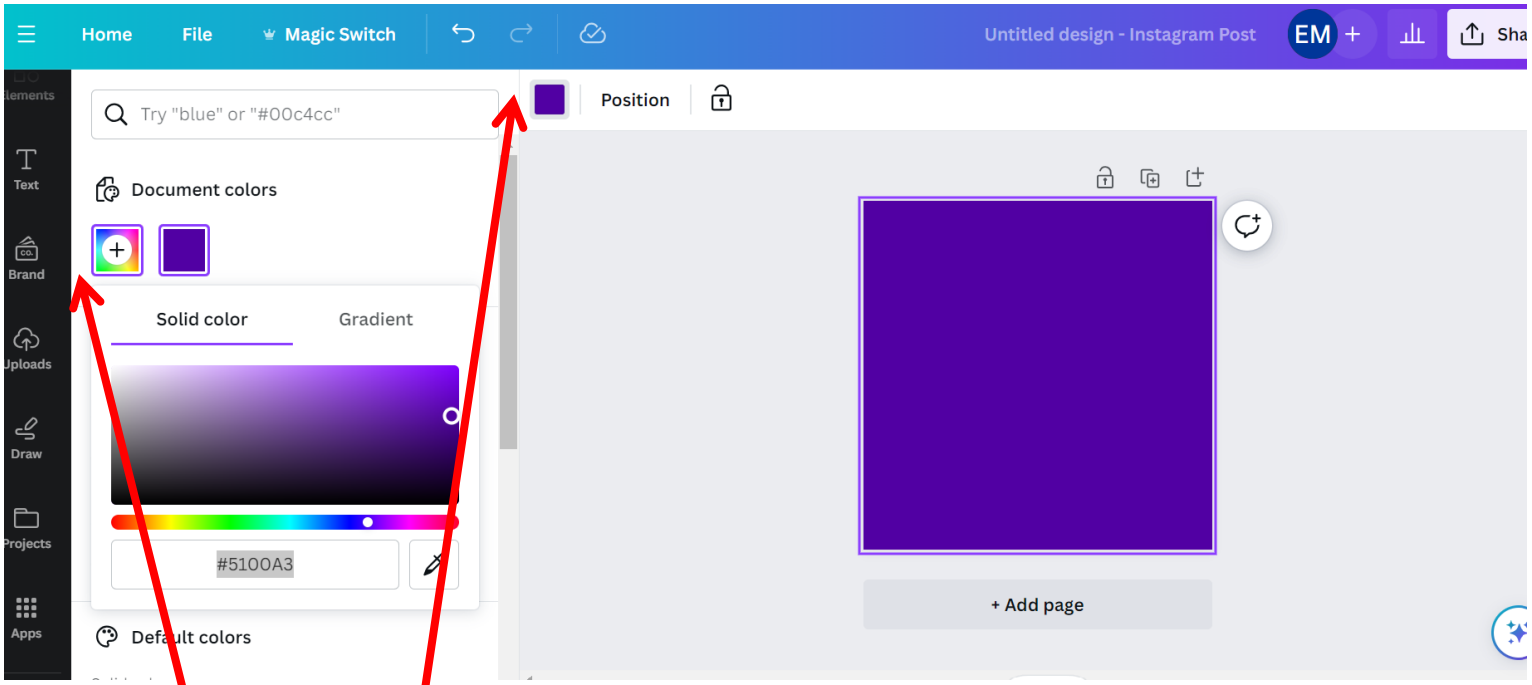
Also – what is brilliant is that you can select foreground or background and just increase the brightness etc in that part of the image

How to use the new Modal image editor



Click on Crop
You can then try Autocrop – this will use AI to choose what it thinks is the best crop in terms of composition so you have a more interesting image
You can also drag the corners of the image to manually crop
If your image isn't level you can also tilt / rotate your image

How to use the new colour gradient tool



Previously if you wanted to add colour gradient as a background you had to find a gradient under elements but the best ones were not free. Now you can easily create a graduated colour background using their gradient tool.

1. Start with a blank canvas
2. Click on Background colour and choose your main colour for the background – the one you want to add a gradient to
3. Then click on the + icon
4. Then click on gradient

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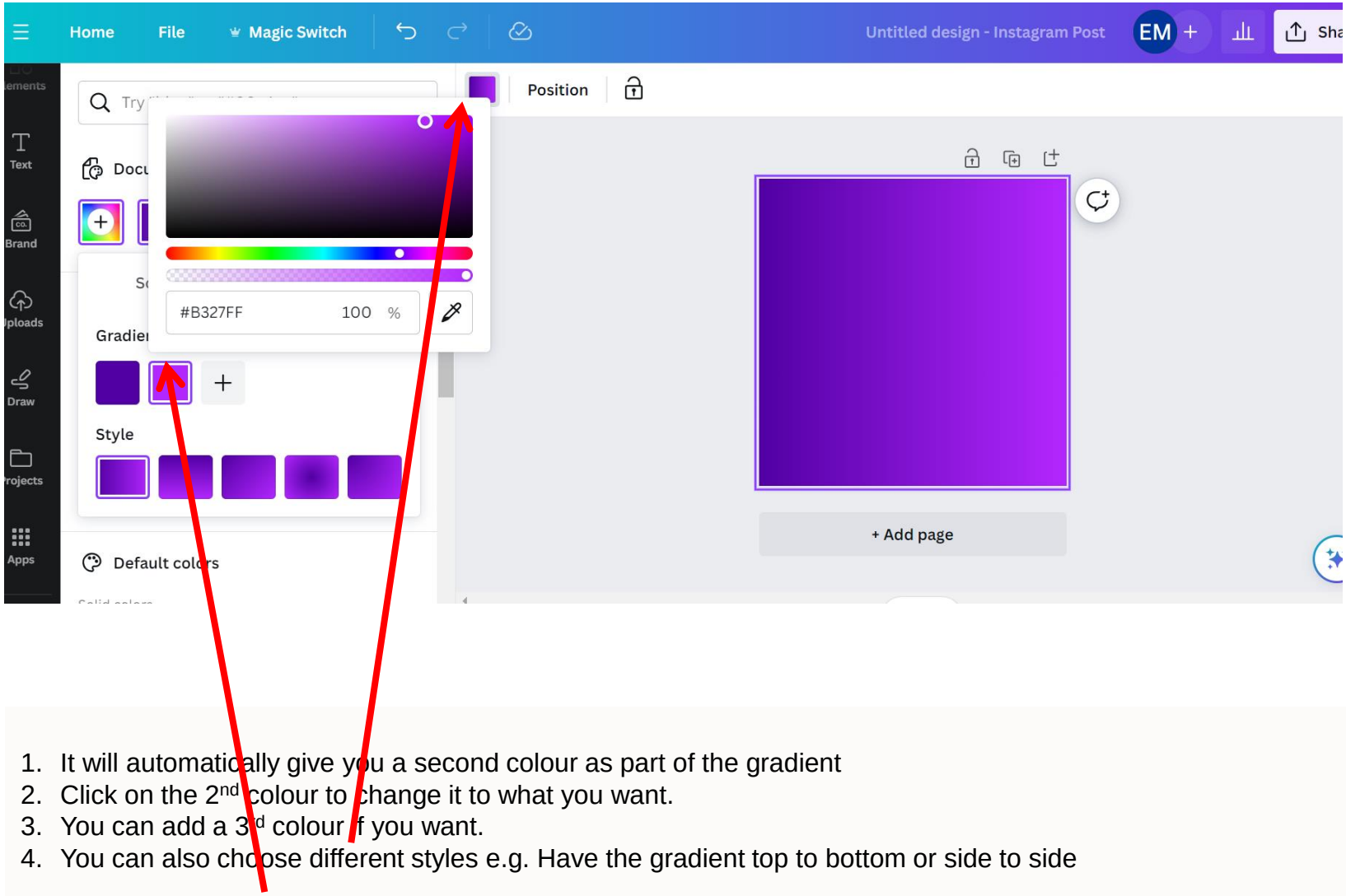
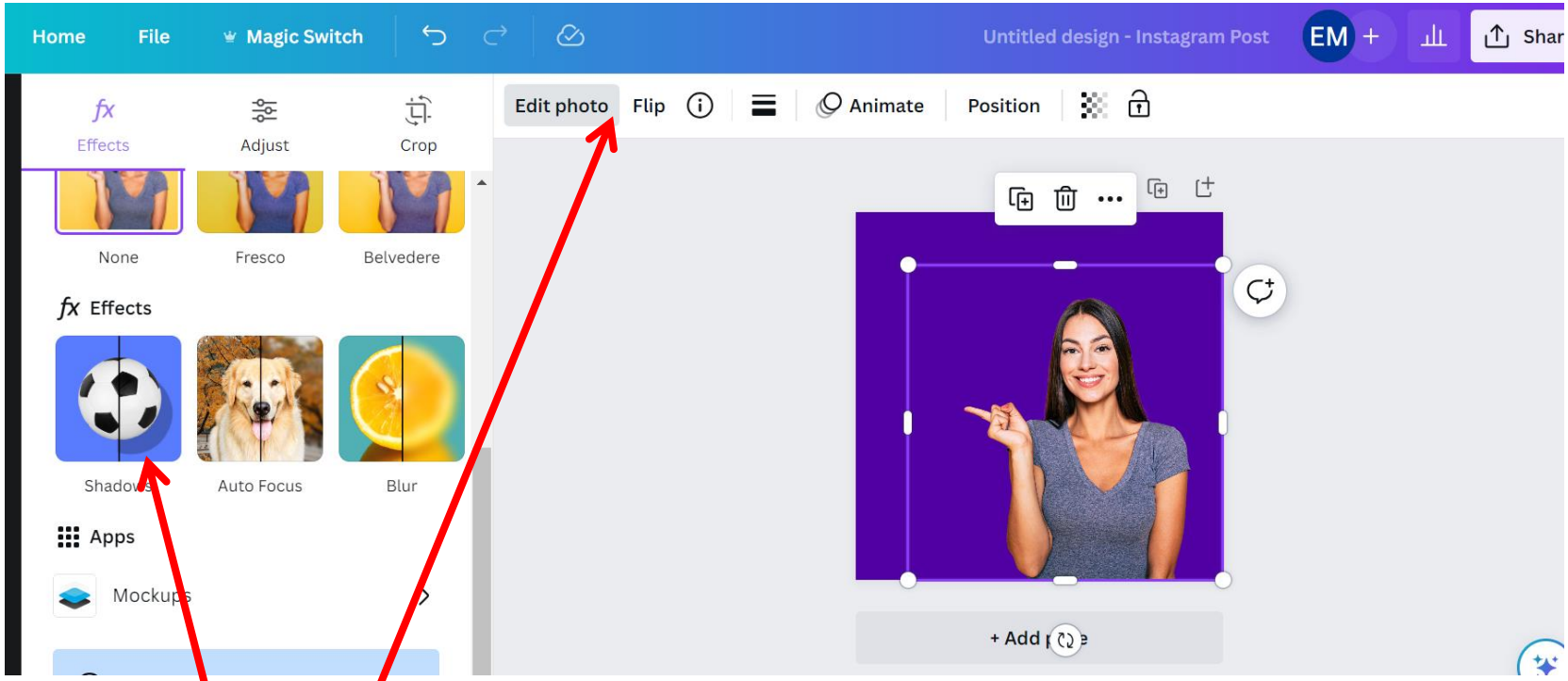
How to use the new colour gradient tool



1. It will automatically give you a second colour as part of the gradient
2. Click on the 2nd colour to change it to what you want.
3. You can add a 3rd colour if you want.
4. You can also choose different styles e.g. Have the gradient top to bottom or side to side

How to use the photo outline feature



Do you want to have a white outline around a person like you see in YouTube Thumbnail images

Add a transparent image of a person to a coloured background – this will not work if it is simply an image of a person
Click on your image
Click edit photo
Then click on Shadow

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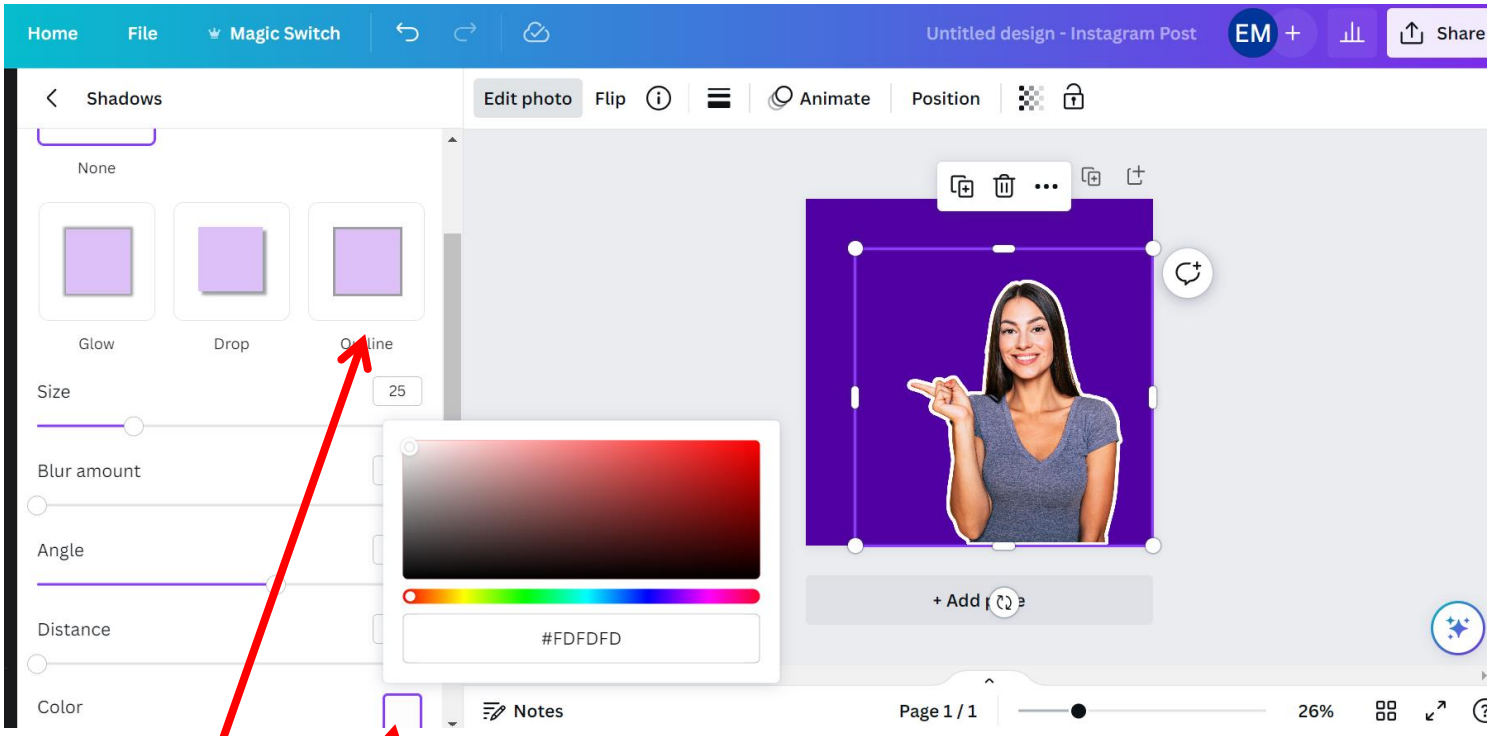
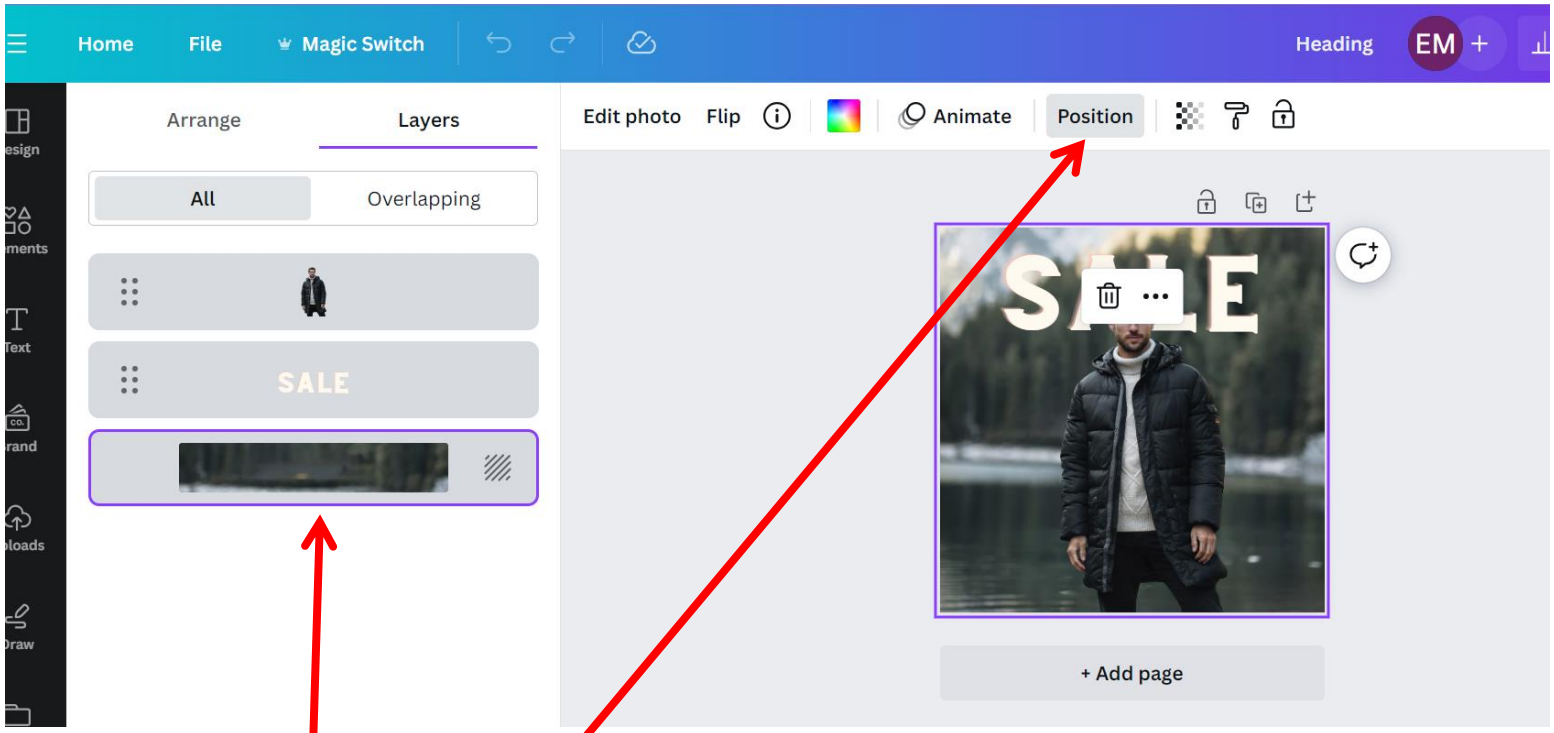
How to use the photo outline feature



Then click on Outline
Then change the colour to white
You can also change the size / thickness

How to use the new layers feature



- When you add multiple elements to a deign some will be on top of each other
- Previously you only had the option to right click on one, and under layer choose move backward or forward
- Now you can click on position
- And then drag a layer on top or below another

FREE

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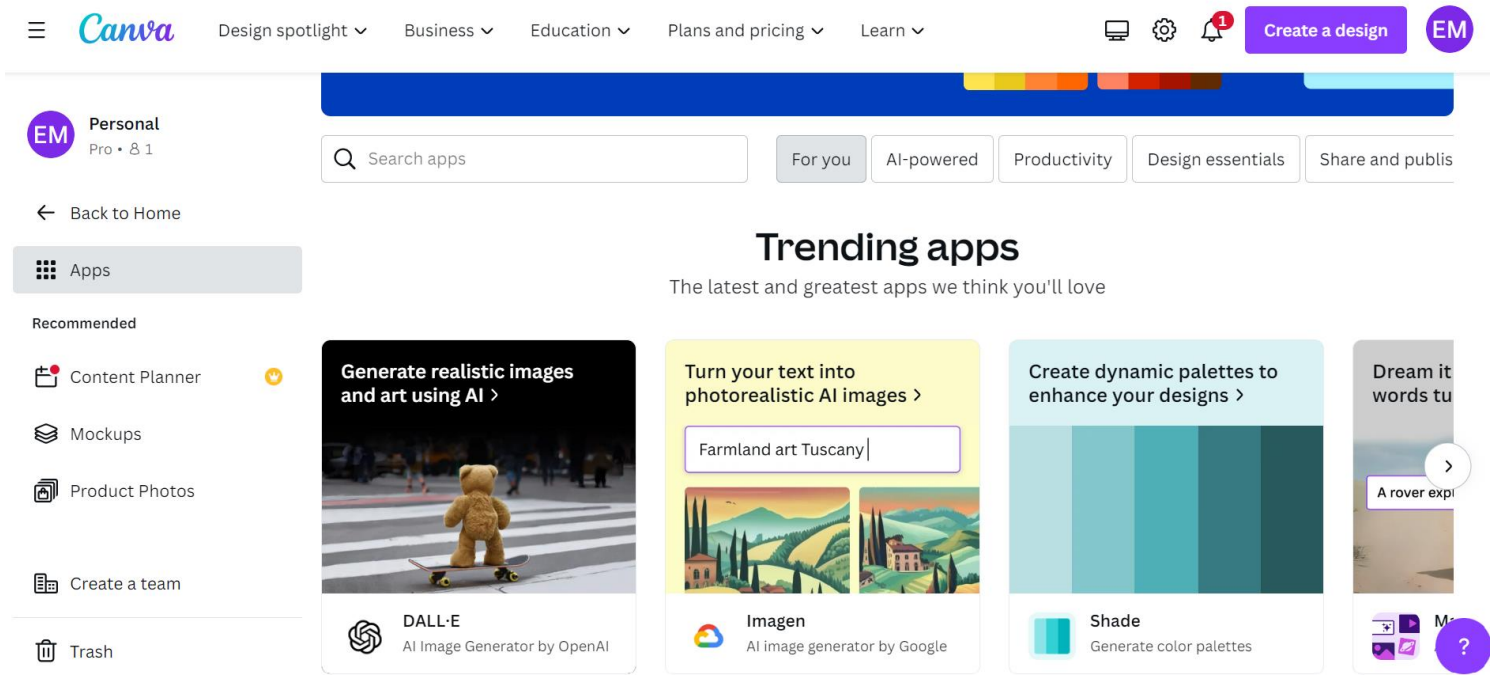
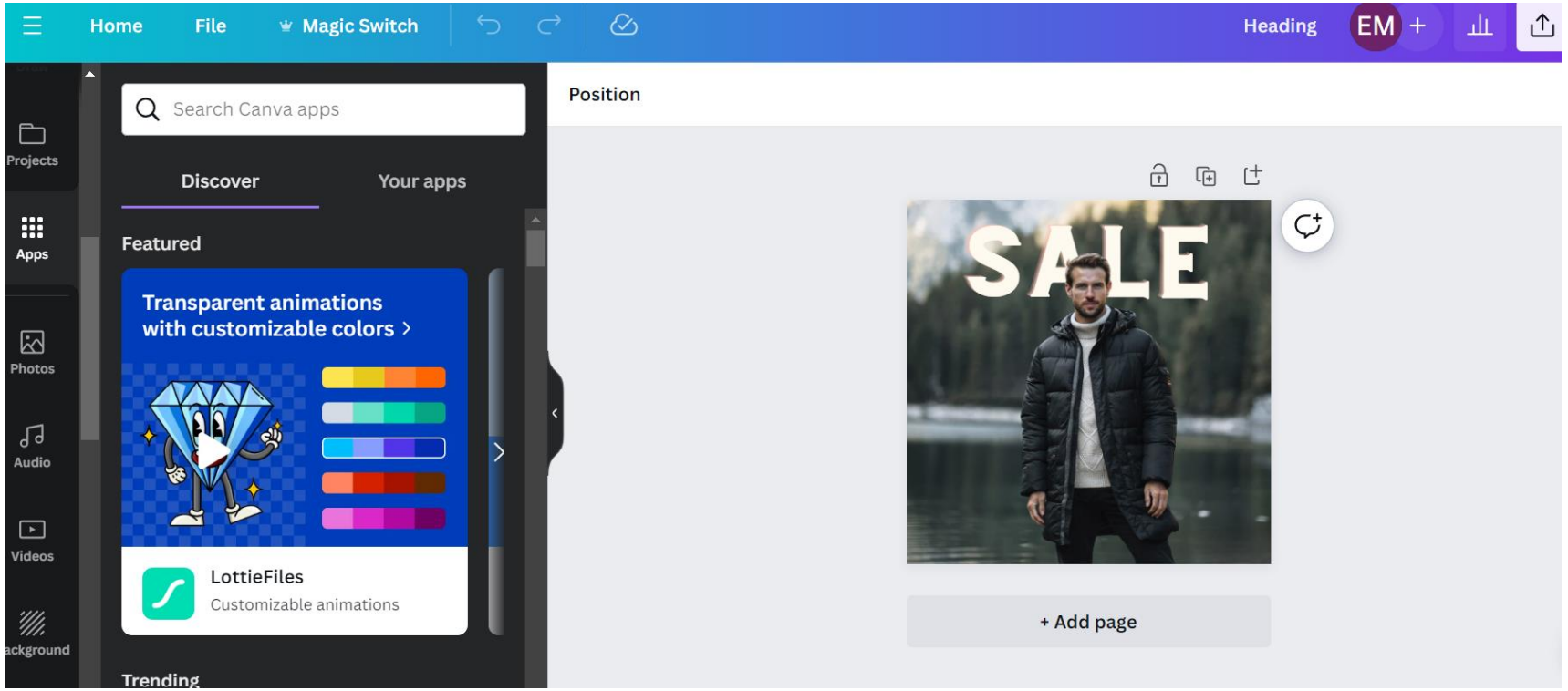
Overview of the new Apps area:
What you need to know about apps



- Apps allow you to do a lot more with Canva. They are like extra tools you can use
- Recently Canva opened up it's API to 3rd party companies so now you can use 3rd party apps as well as Canva's own apps

There are 2 ways to find apps. The first its to click on Apps on the left menu of homepage and then browse though the latest apps, trending apps etc

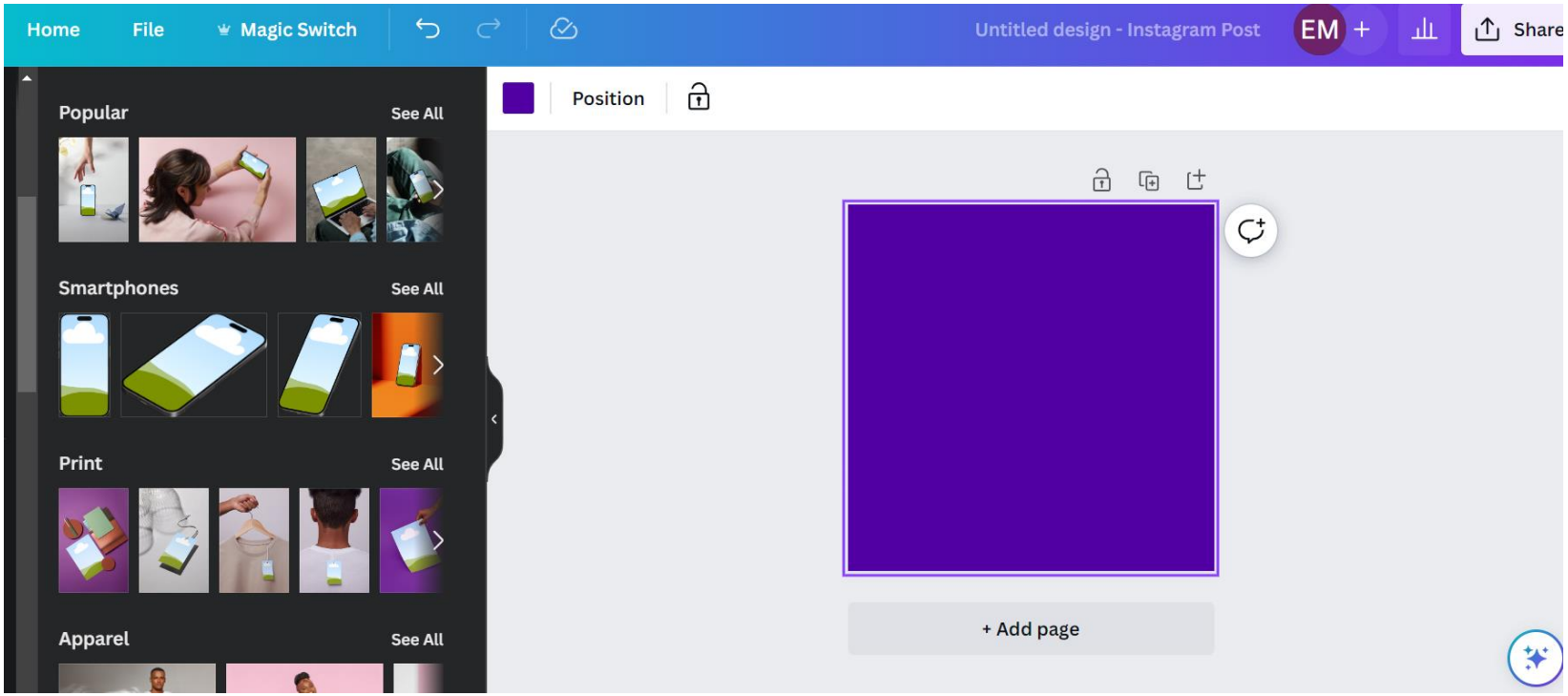
Overview of the new Apps area:
What you need to know about apps



The 2nd way to access apps is when you are creating a design
Click on apps on the left hand menu
Then browse through the apps

To use one simply click on one and then Install

Demo of the new Mockups app



Would you like to have your image appear in a phone. Computer screen, T shirt etc?

Go to apps
Search for Mockups
Then browse through all the options. Click on the one you want

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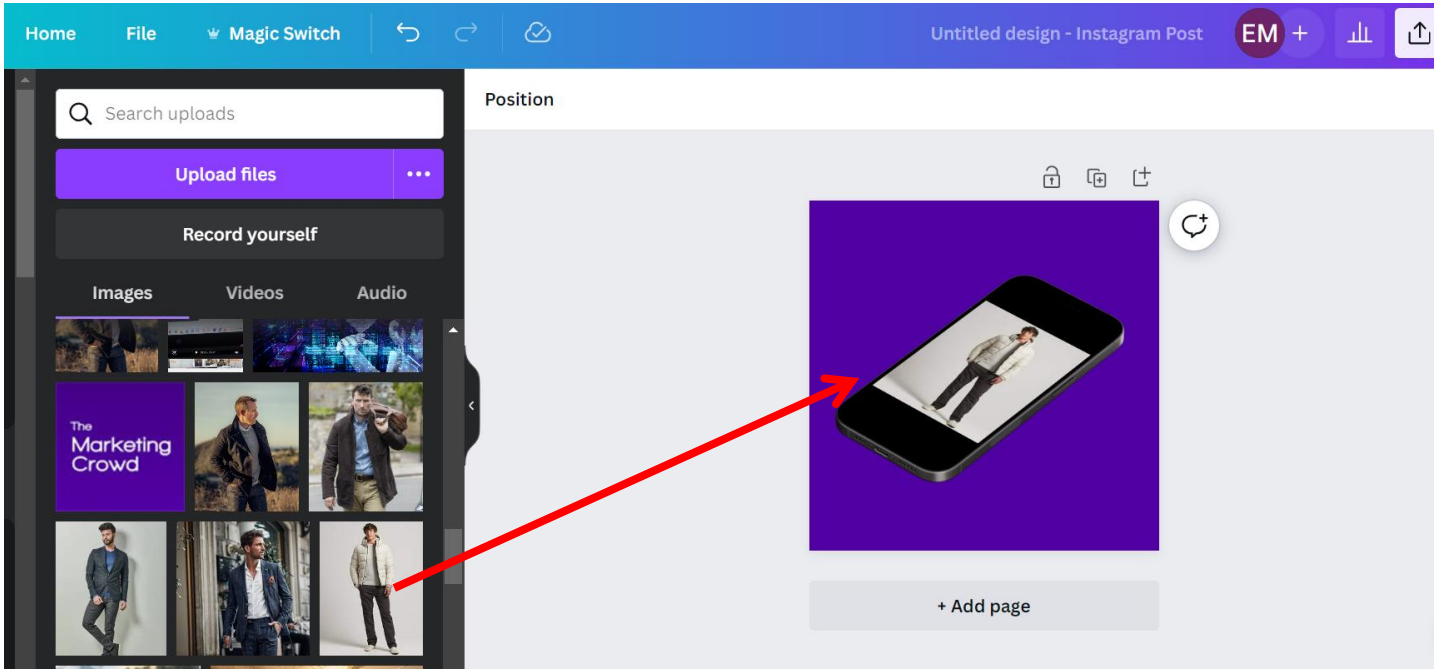
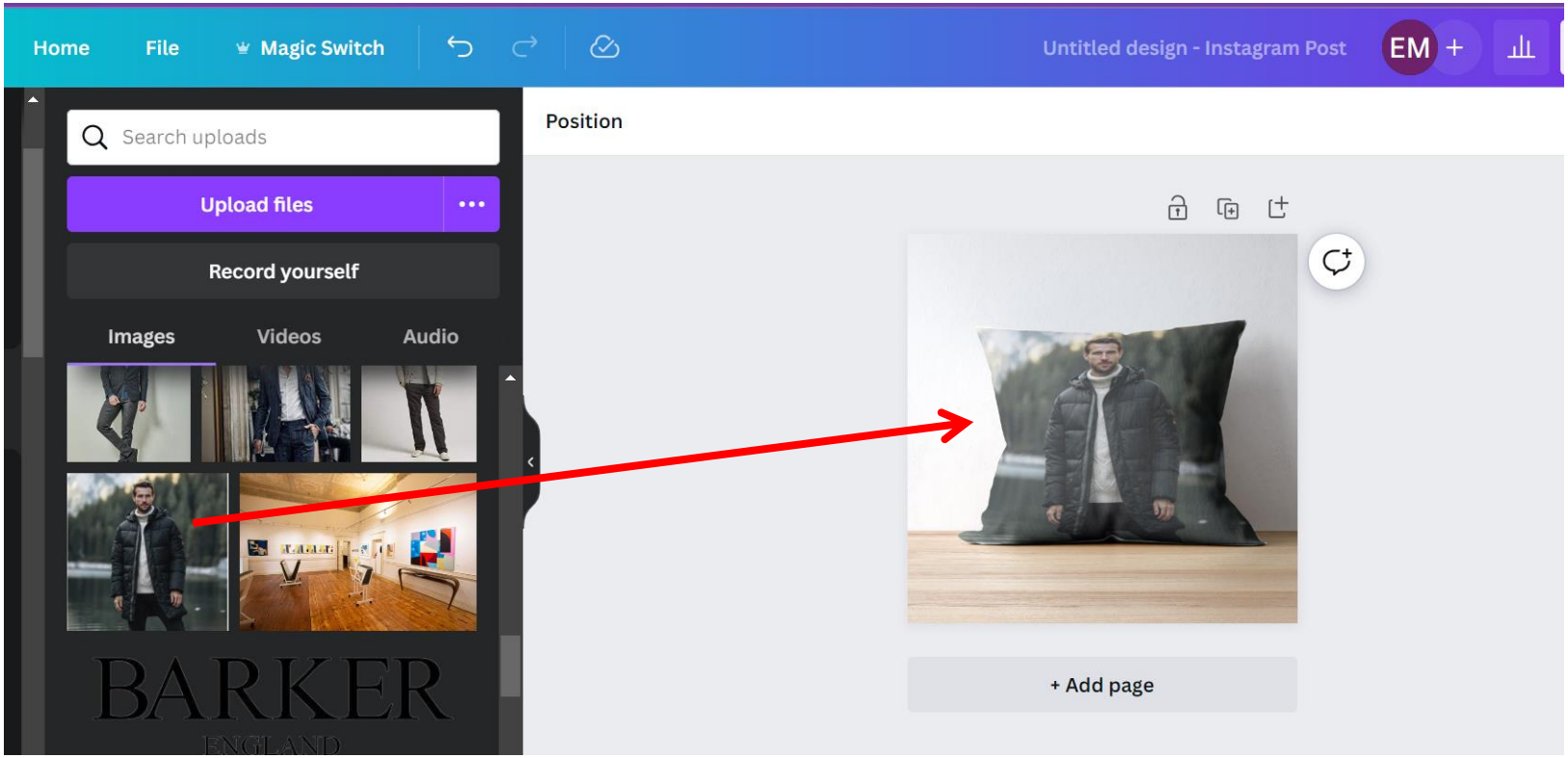
Demo of the new Mockups app



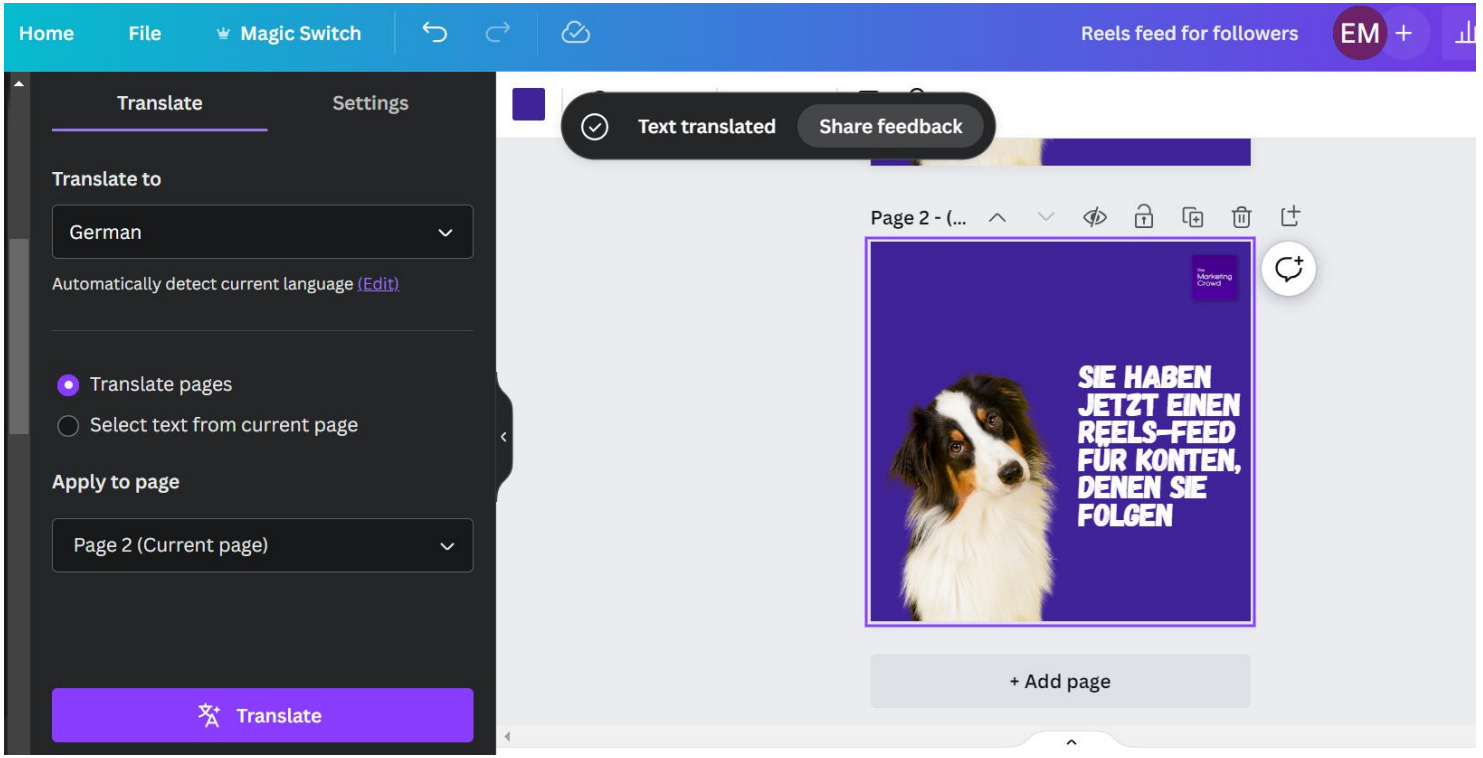
Then drag a photo from your upload into the mockup and it will appear

Demo of the new Mockups app



Then drag a photo from your upload into the mockup and it will appear

Demo of the translate app



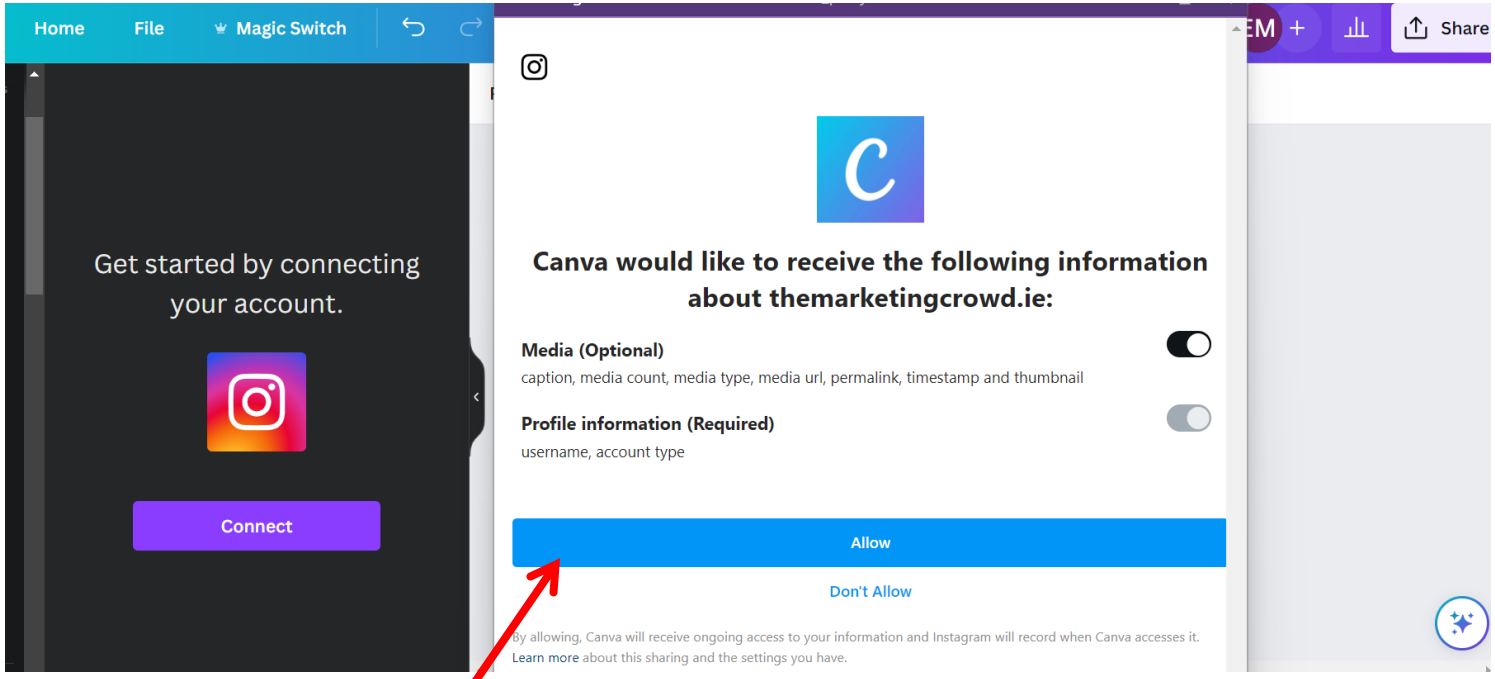
FREE

You can easily translate any text into any language

Go to apps and search for Translate
Then click Translate To and choose your language

This is a Free feature
It can be used by Free and Pro accounts

Demo of the Instagram app



Would you like to pull your Instagram Reels and photos into Canva? You could then use them in your designs

Go to apps and search for Instagram
Click on it and then click connect – you will need to give permission

FREE

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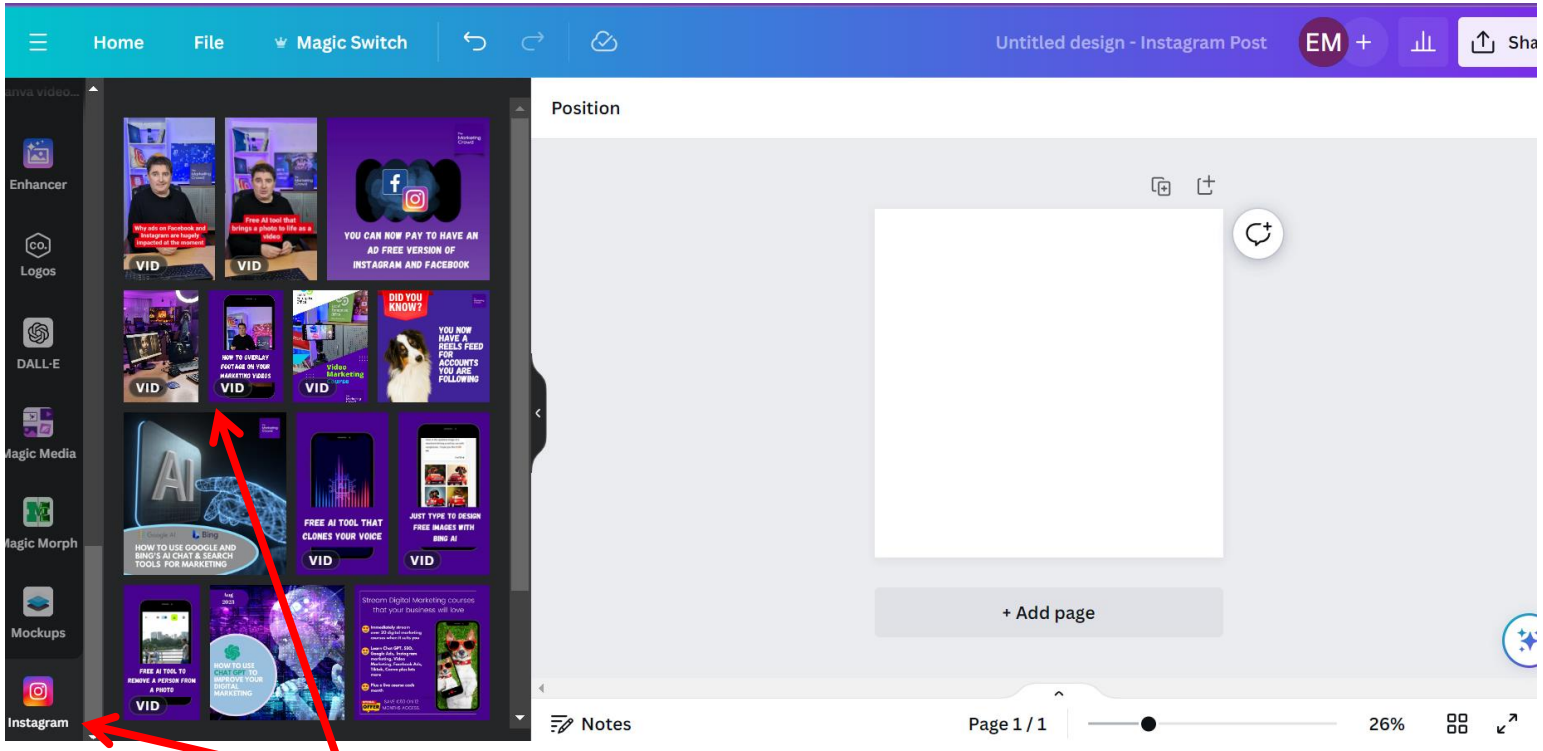
Demo of the Instagram app



All your Instagram photos and videos are now in the gallery on the left

You can add any of these to your designs

Note – when you install an app it will then appear on the left-hand menu near the bottom. In the future simply scroll down, click on Instagram and all the files will be in that gallery