



Search Video Templates

Animate

# Canva

## Video Editing

### Step-By-Step Guide



Video  
Marketing  
Part 1



# What We Will Cover

Some quick demos on how to use Canva for image editing

2 ways to create a video in Canva and when you should use each

What resources can you put in your videos?

Demo 1 - A video using 1 clip, add text, music and your logo

Demo 2 - A video made up of multiple clips add text, music and graphics / effects

Demo 3 – A video where someone is speaking and you want to add footage, music, text

How to upload and download videos using the Canva App

When should you shoot and edit landscape and when vertical?

# 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.

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



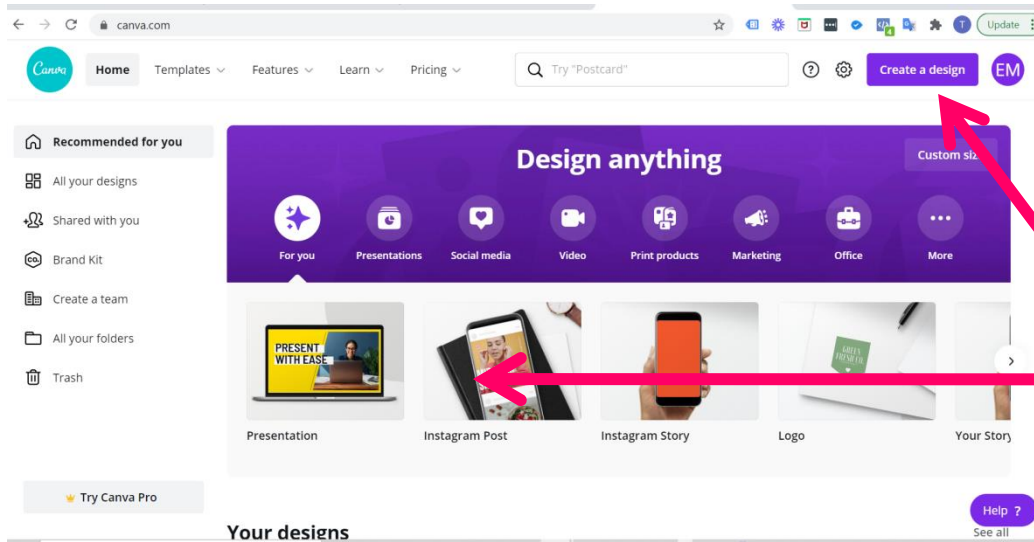
## Use [canva.com](https://www.canva.com) website

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

This is useful if ...

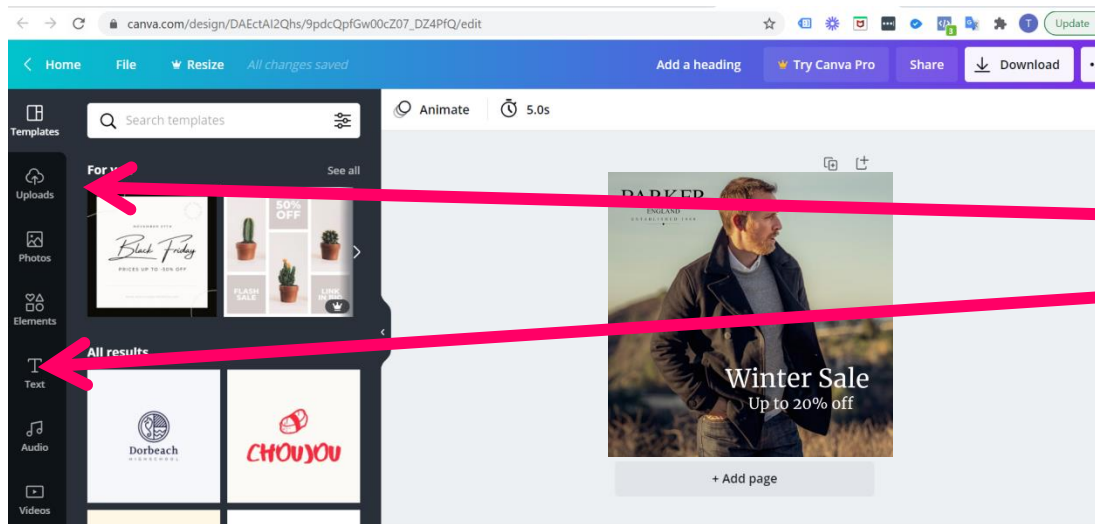
- You want to resize large images before uploading to your website
- You want to crop an image to a specific size for your website
- You want to design a web or social media graphic that is a specific size

# 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.

## Demo 2: How to use other text options plus how to animate text

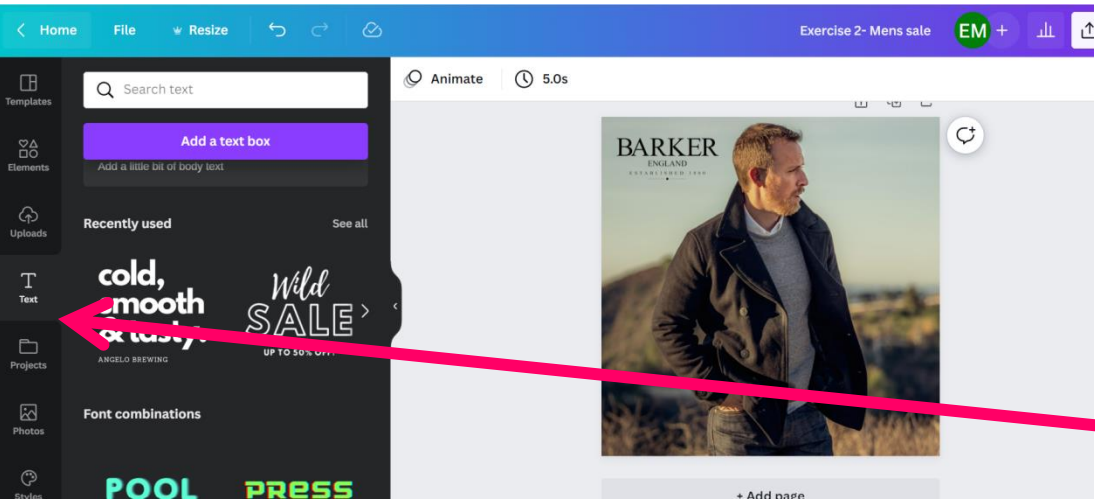


There are extra text options available under text

You can

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

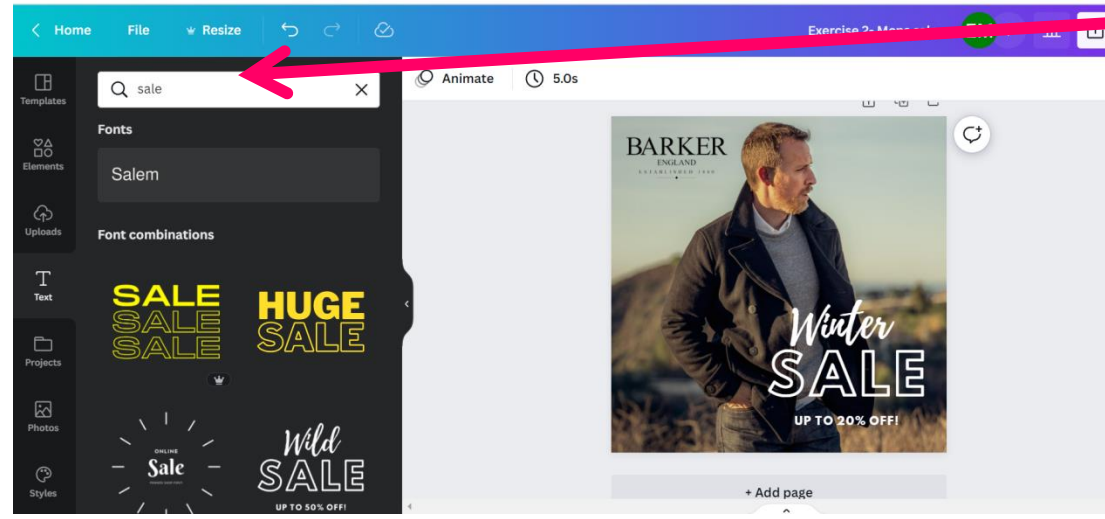
# How to use other text options plus how to animate text



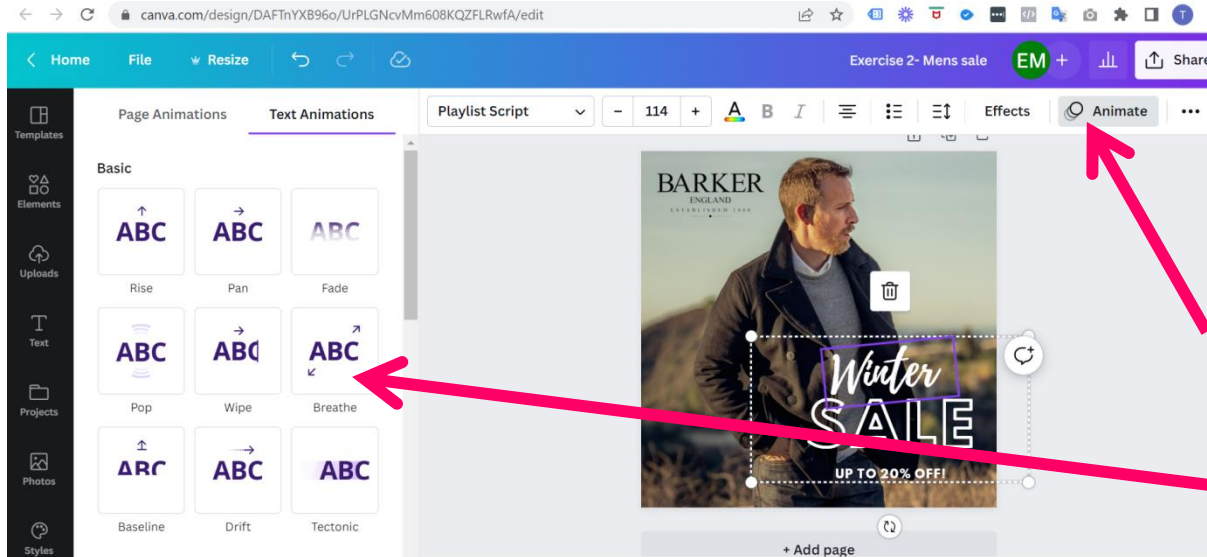
Add your image to the canvas plus add your logo

Use the left hand menu in Canva to

- 1) Click on text
- 2) Notice there are a 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

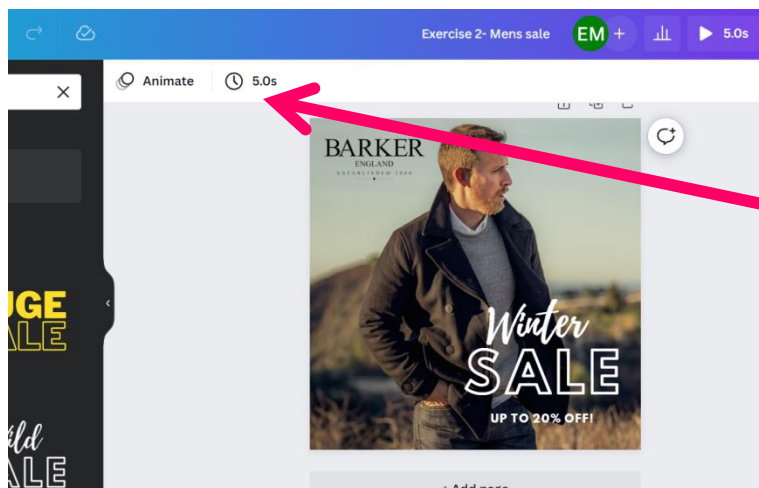


# How to use other text options plus how to animate text



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



# Demo 3: How to use Canva's library of images and add transparency to your text background shapes



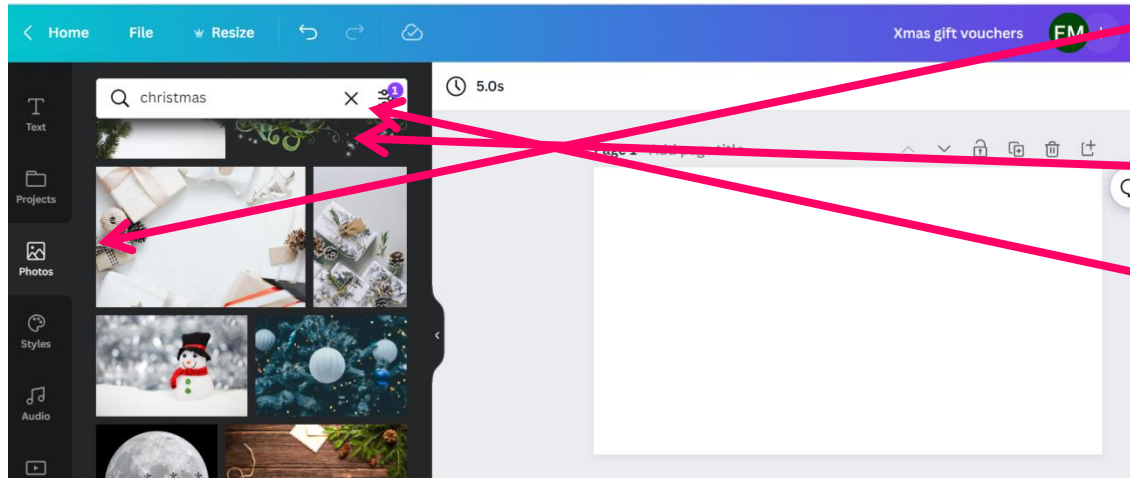
In this exercise we will look at

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 to the shape it can look more designed.

# Demo 3: 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

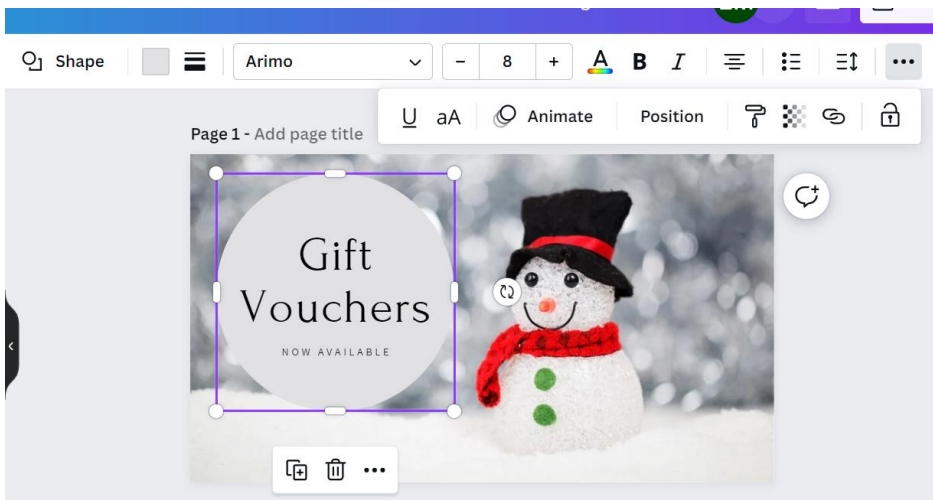
Click on filter and select free images if you want free ones

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

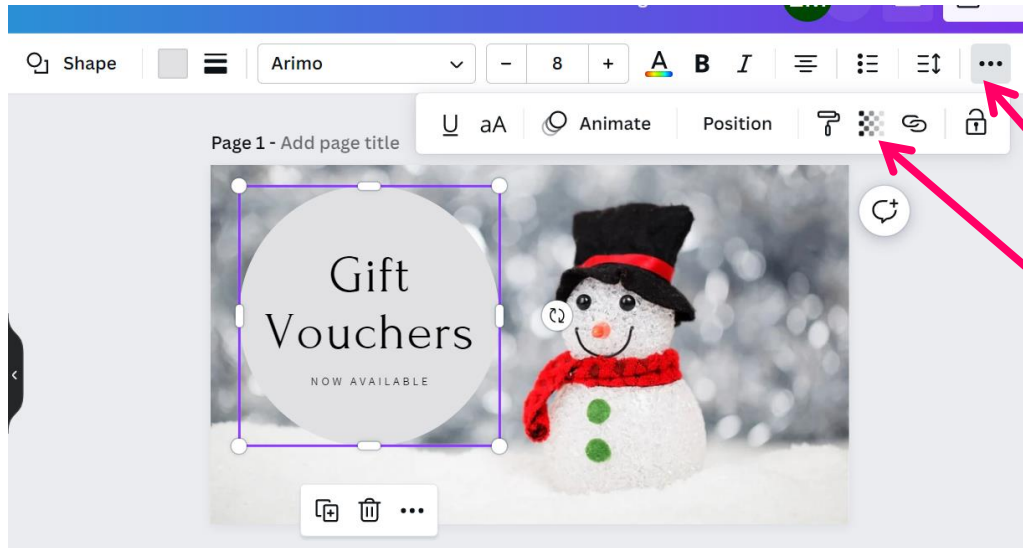
Then add your text

Add a shape egg circle

Add the colour to the circle



# Demo 3: How to use Canva's library of images and add transparency to your text background shapes



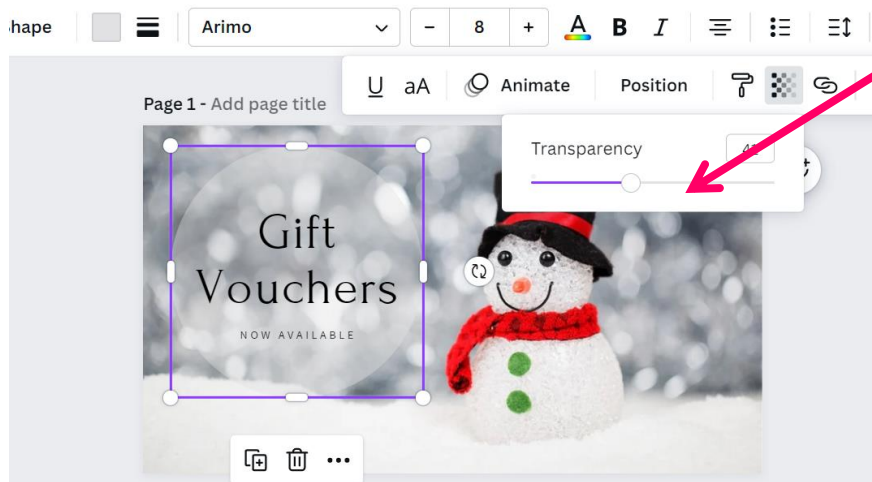
To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider



# How to colour the background, add a transparent image of a person or product and some text



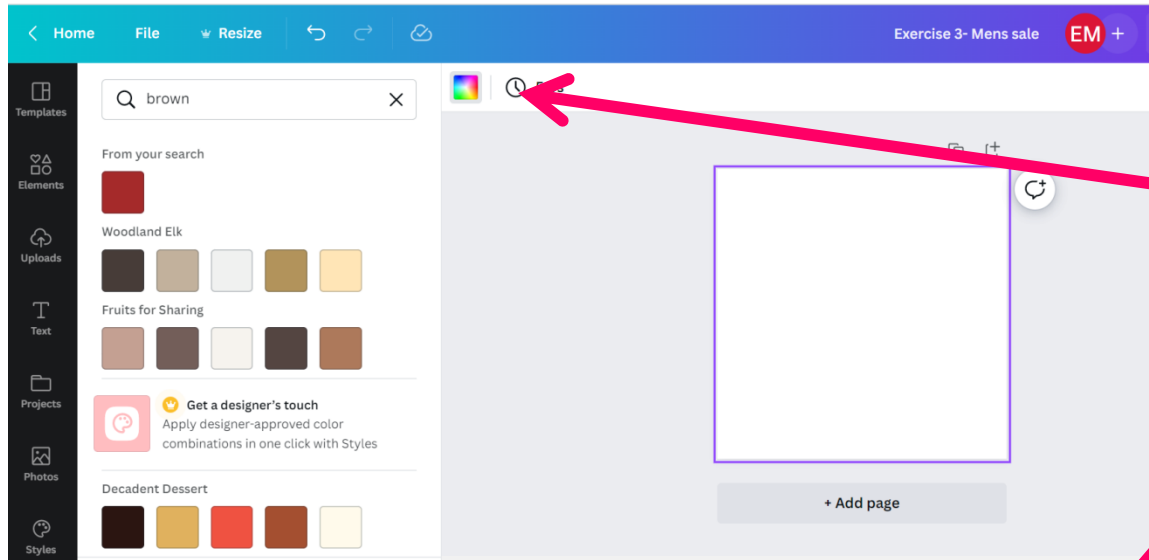
Lots of brands design ads using transparent images on a colour background

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

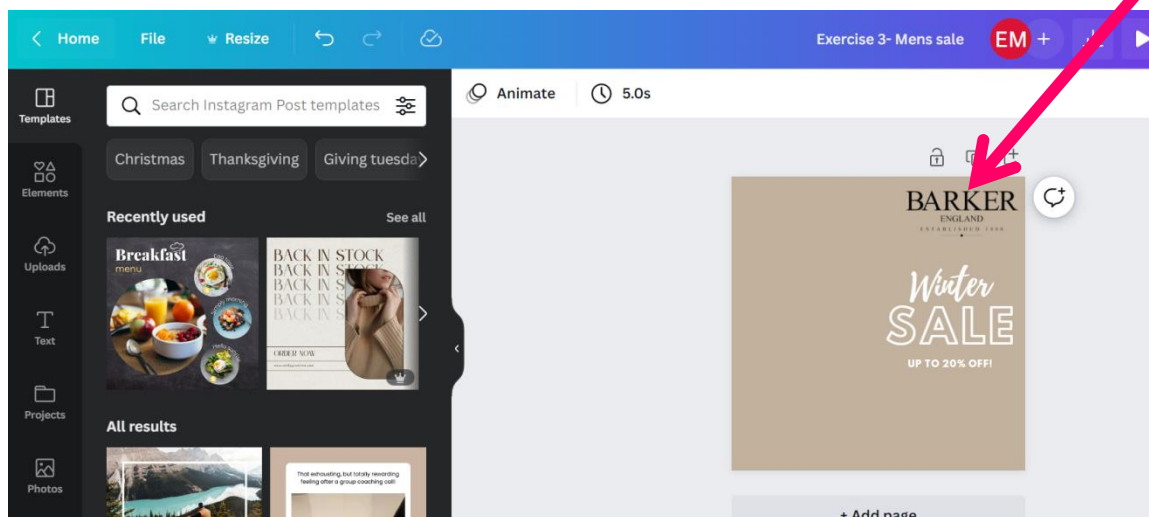


Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

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

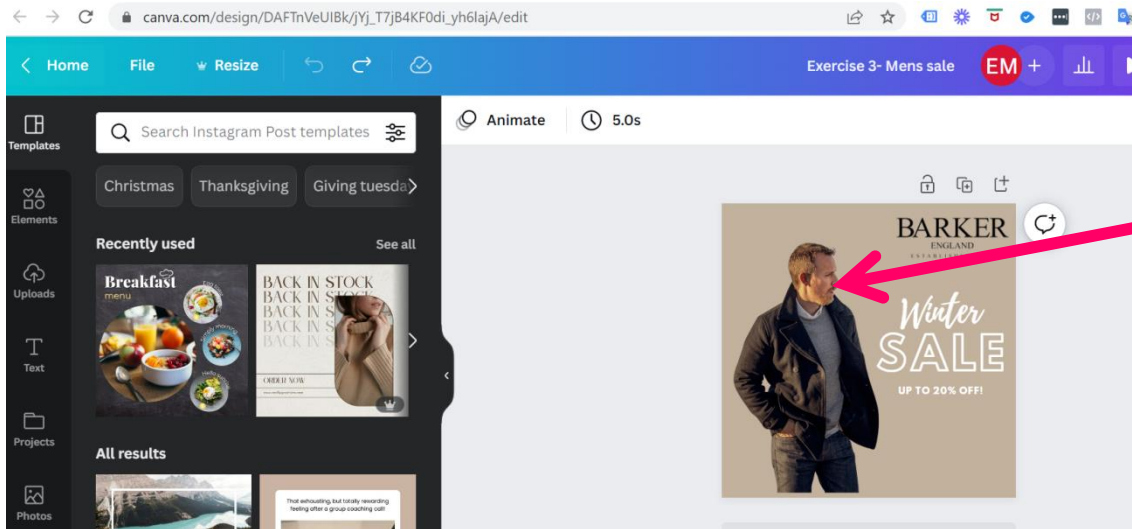


- Click on the square canvas and above it click on the colour option. Choose a colour. Search for a colour if you want more options



- 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



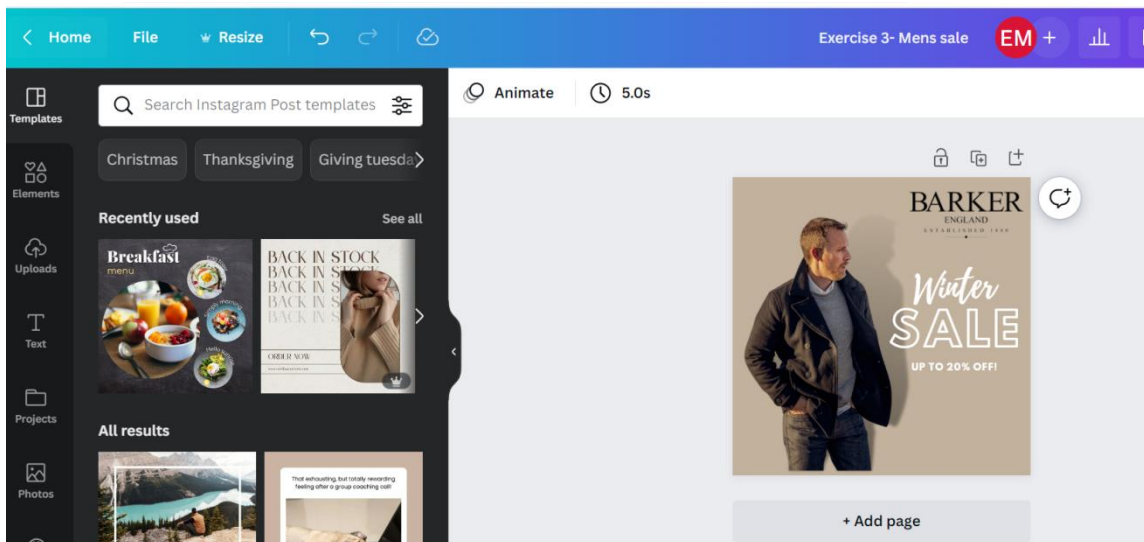
- Add the image to the Canva

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 want to apply

# What We Will Cover

Some quick demos on how to use Canva for image editing

2 ways to create a video in Canva and when you should use each

What resources can you put in your videos?

Demo 1 - A video using 1 clip, add text, music and your logo

Demo 2 - A video made up of multiple clips add text, music and graphics / effects

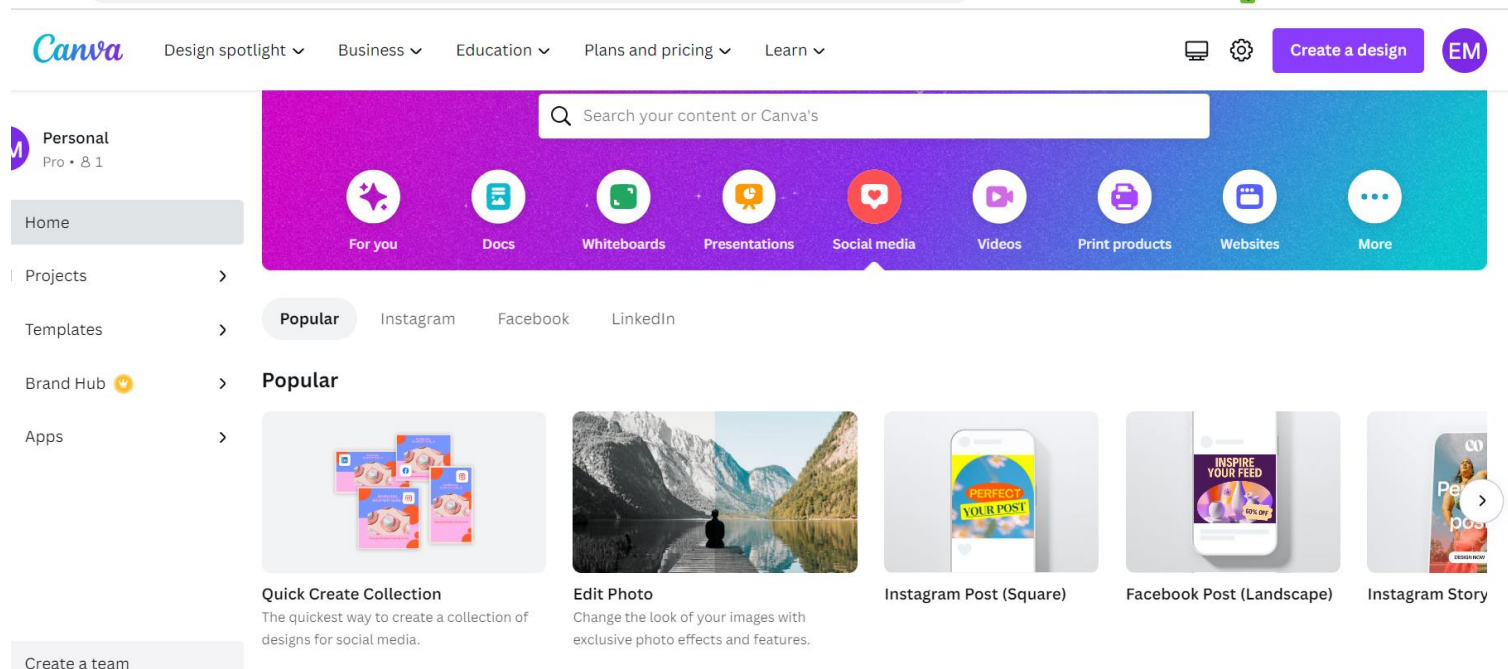
Demo 3 – A video where someone is speaking and you want to add footage, music, text

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When should you shoot and edit landscape and when vertical?



# 2 ways to create a video in Canva

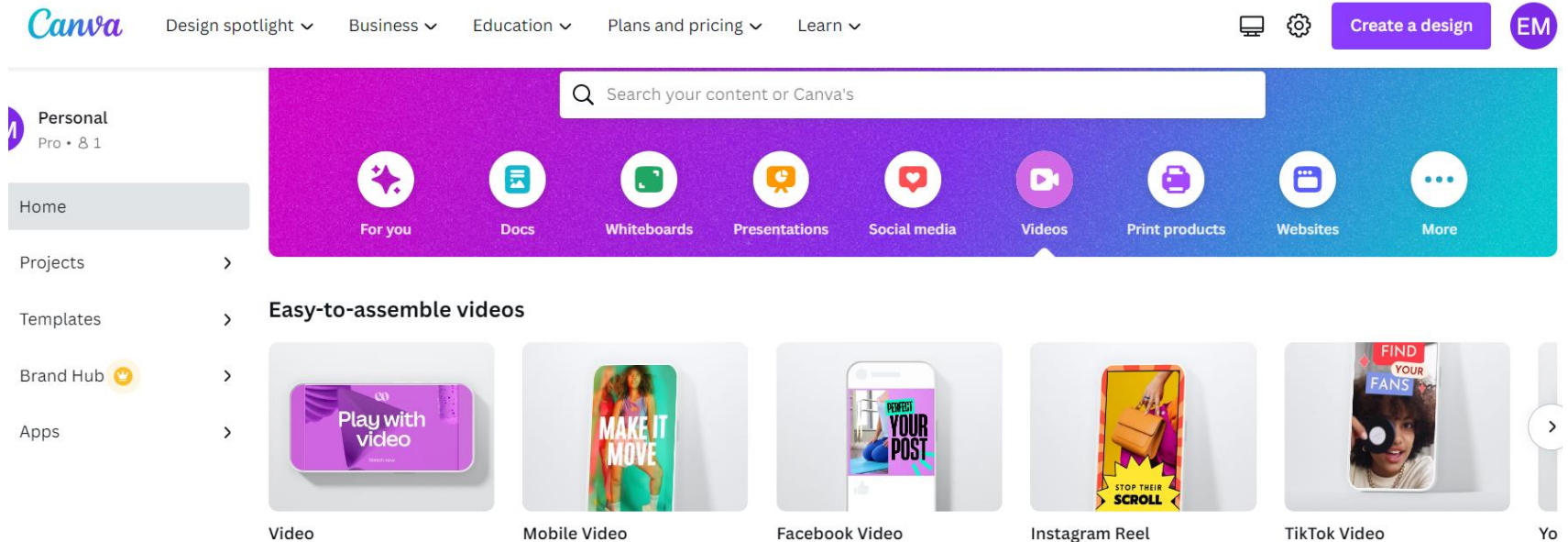


## Option 1: Choose Instagram post (Square) or Instagram Story (Portrait)

Choose a canvas in the same way that you do when designing a square or portrait image. However, this is not the best way to create videos in Canva because ...

- You don't get a video timeline
- You can't split your videos into sections
- You can't adjust the timings of text and graphics

# 2 ways to create a video in Canva



## Option 2: Choose one of the options in the Video section

Choose a canvas based on your objective e.g. Video (Landscape) or Reel / TikTok (Portrait)  
This is the best way to create videos in Canva because ...

- You get the full feature video timeline
- You can split your videos into sections
- You can adjust the timings of text and graphics
- You can add multiple audio

# What We Will Cover

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**What resources can you put in your videos?**

Demo 1 - A video using 1 clip, add text, music and your logo

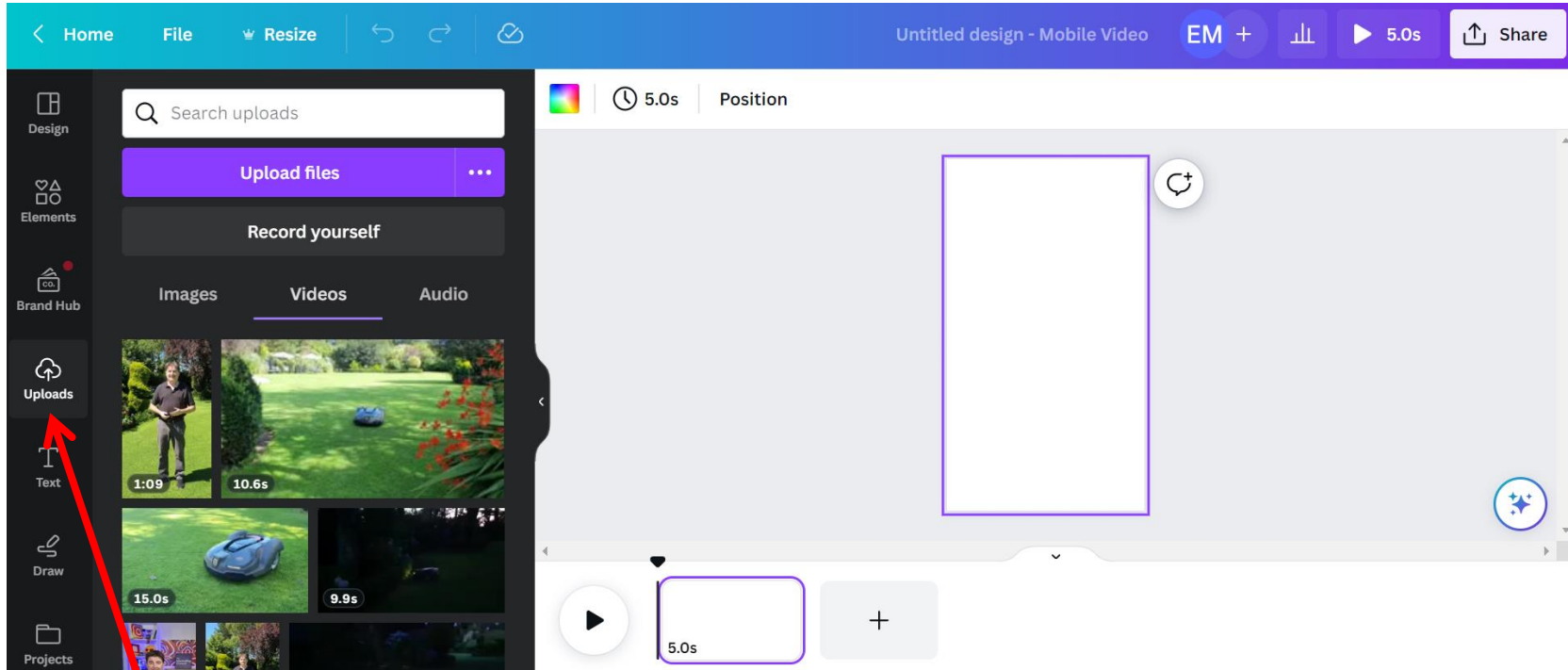
Demo 2 - A video made up of multiple clips add text, music and graphics / effects

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# What can you use in your videos?

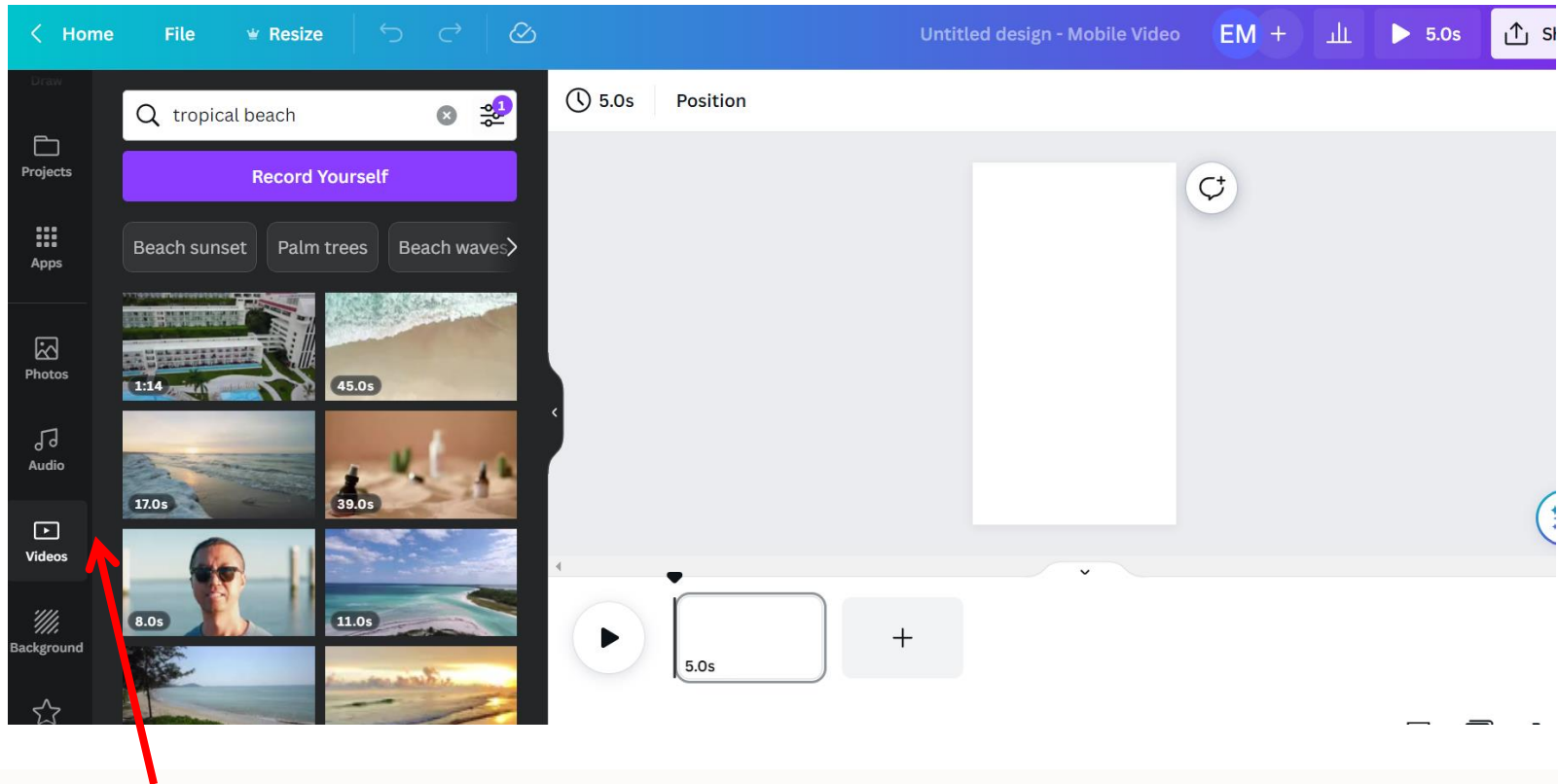


## Upload your own videos

Click on upload on the left hand menu

Upload your videos. They will now be available in the upload section

# What can you use in your videos?



## Use videos from Canva's video library

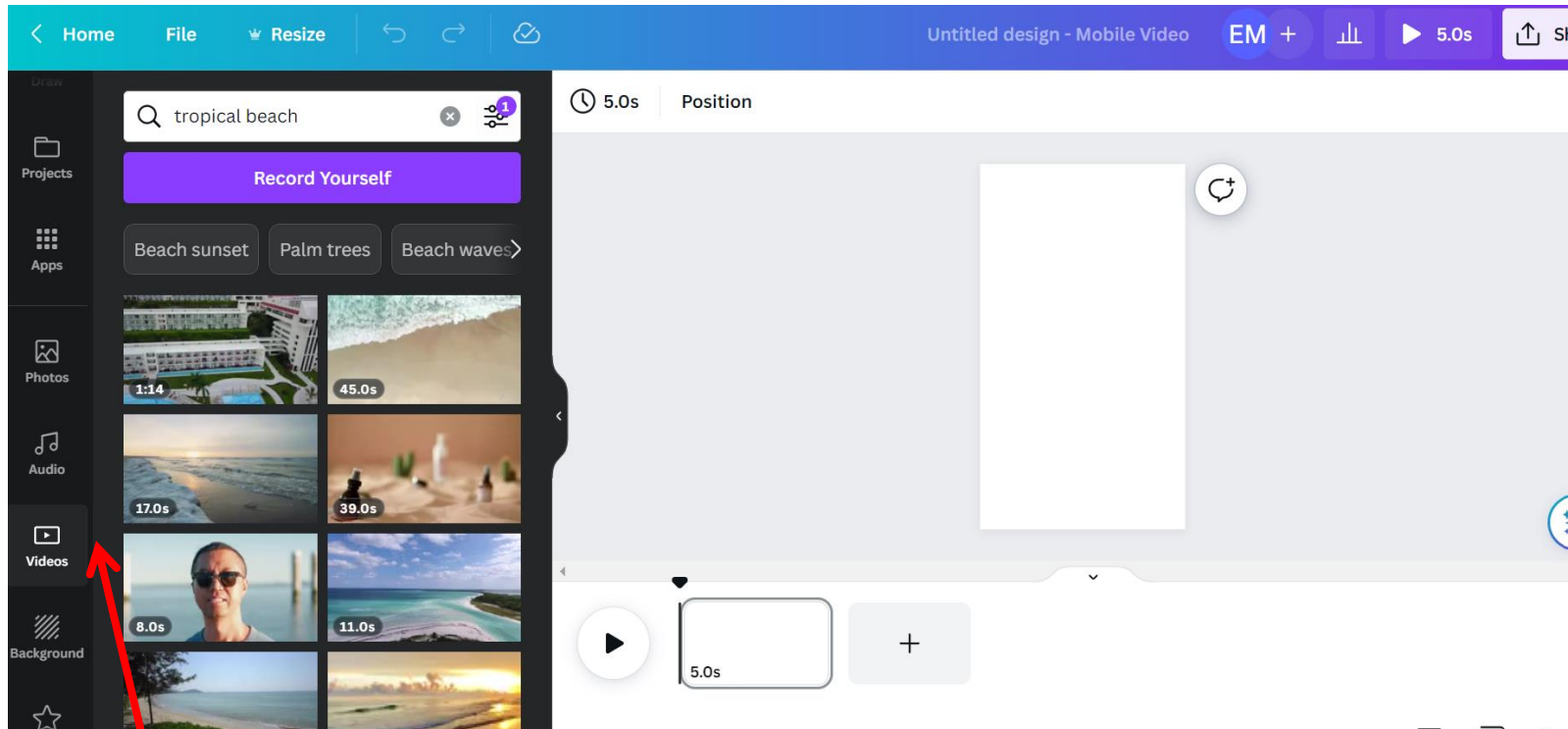
Click on videos

Search for videos – type in a topic

You can also filter for free videos.

Note – if you have a Pro account there are thousands of stock videos you can use

# What can you use in your videos?



## Use music and sounds from Canva's audio library

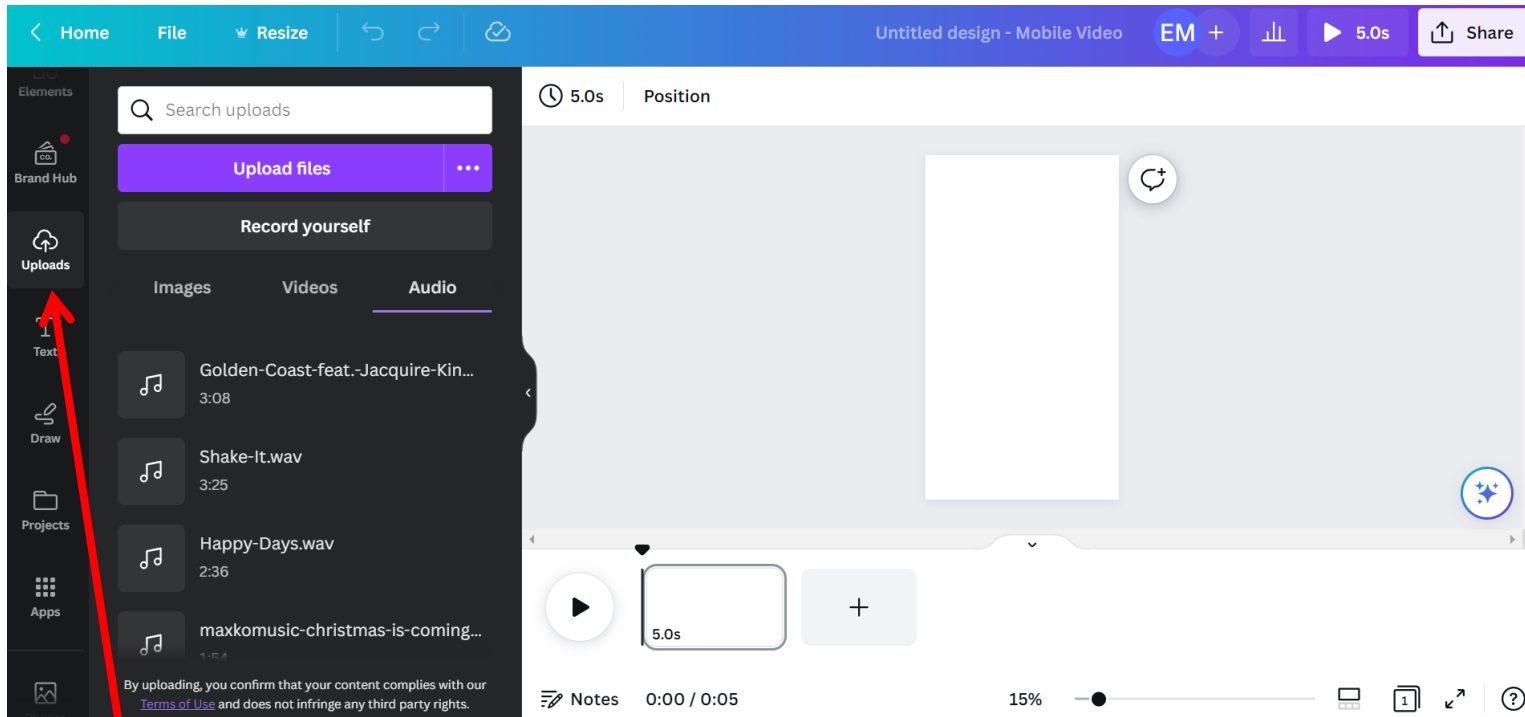
Click on audio

Search for songs or sounds

You can also filter for free songs / sounds

Note – if you have a Pro account there are thousands of stock music tracks you can use.

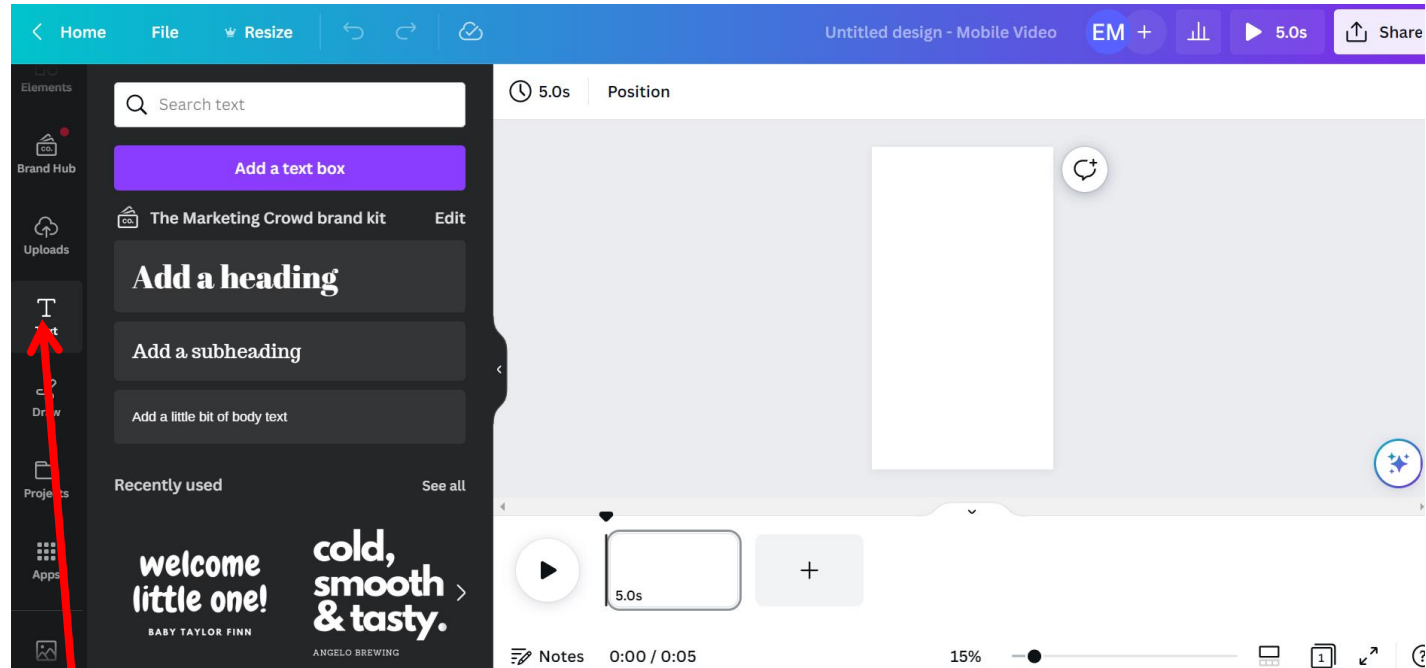
# What can you use in your videos?



## Upload music from your PC

Click on upload on the left hand menu  
Upload your music files

# What can you use in your videos?



## Use Canva's Text and effects

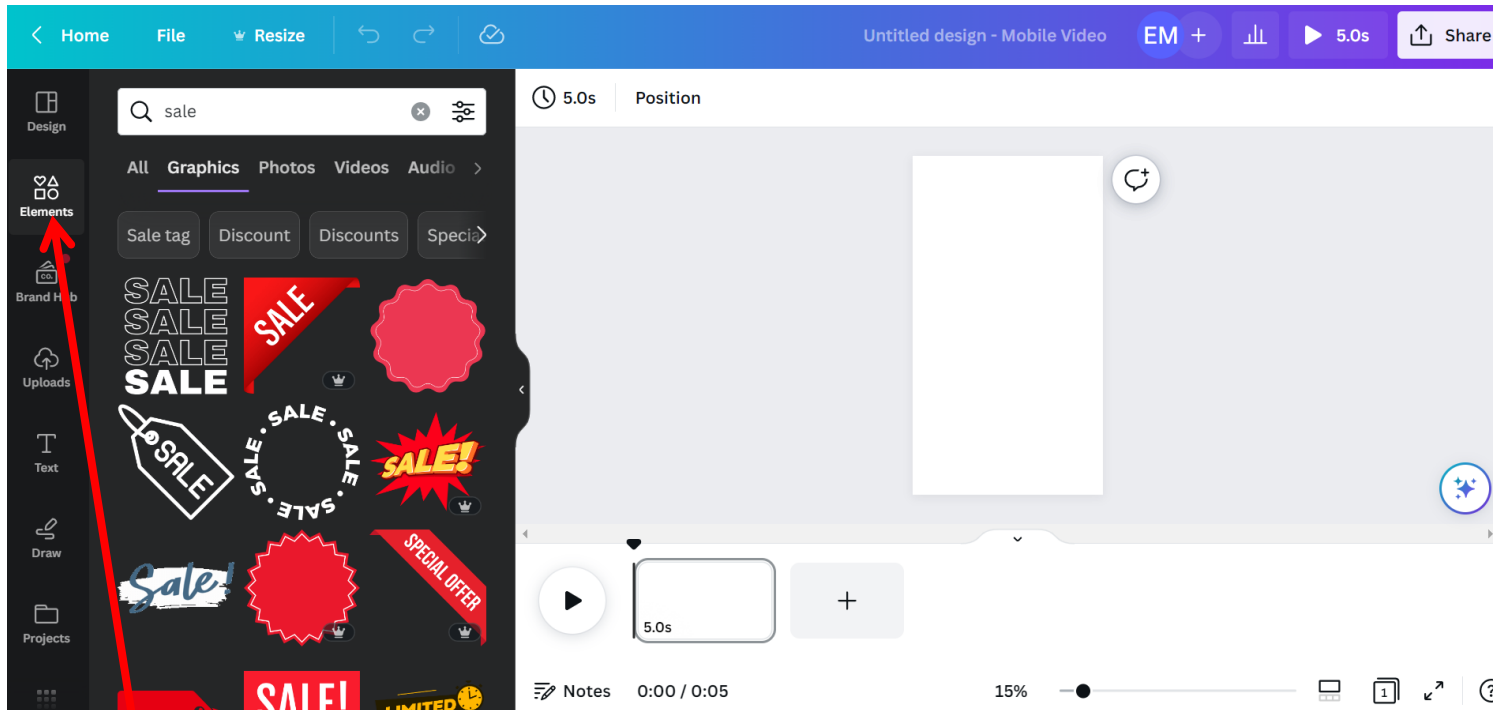
Click on text

Select heading / subheading or browse through their pre-designed text option

You can also add effects to the text and animate the text



# What can you use in your videos?



## Use Canva graphics

Click on elements

Type in a topic e.g. sale

Click on graphics – you now have lots of graphics you can overlay on your video

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# Demo 1



You have one video clip and you want to create a video for Instagram Reels or TikTok (portrait video)

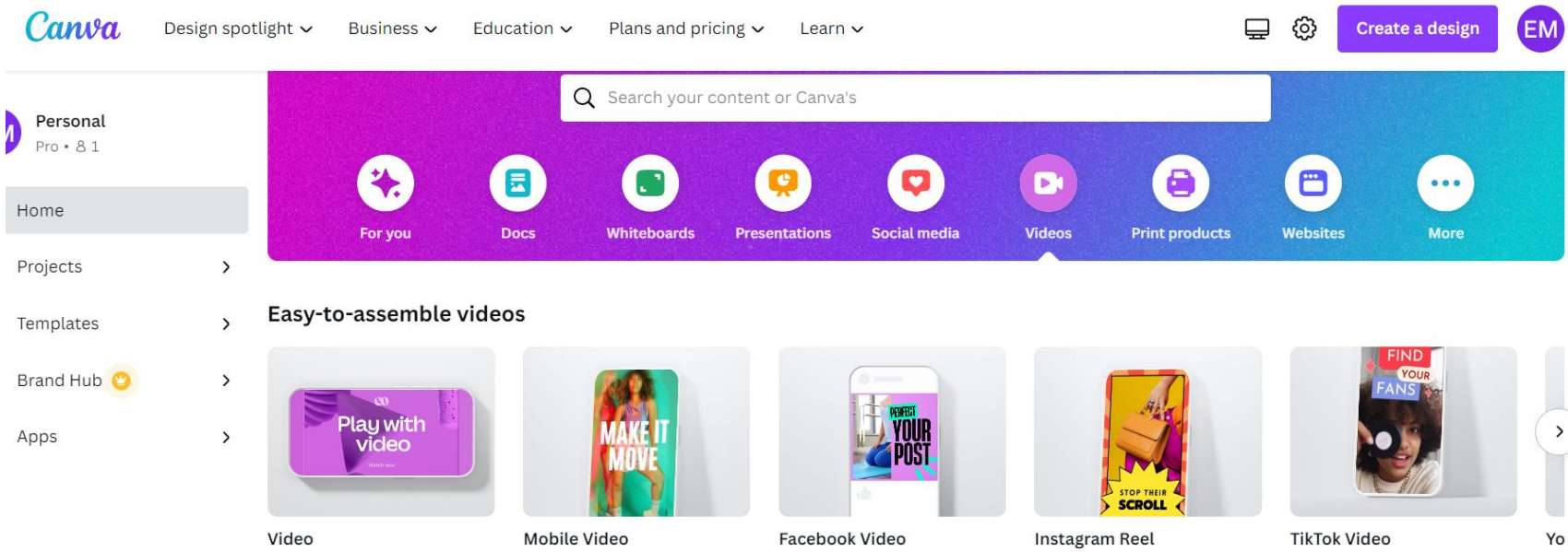
You want to ...

Add music

Add text

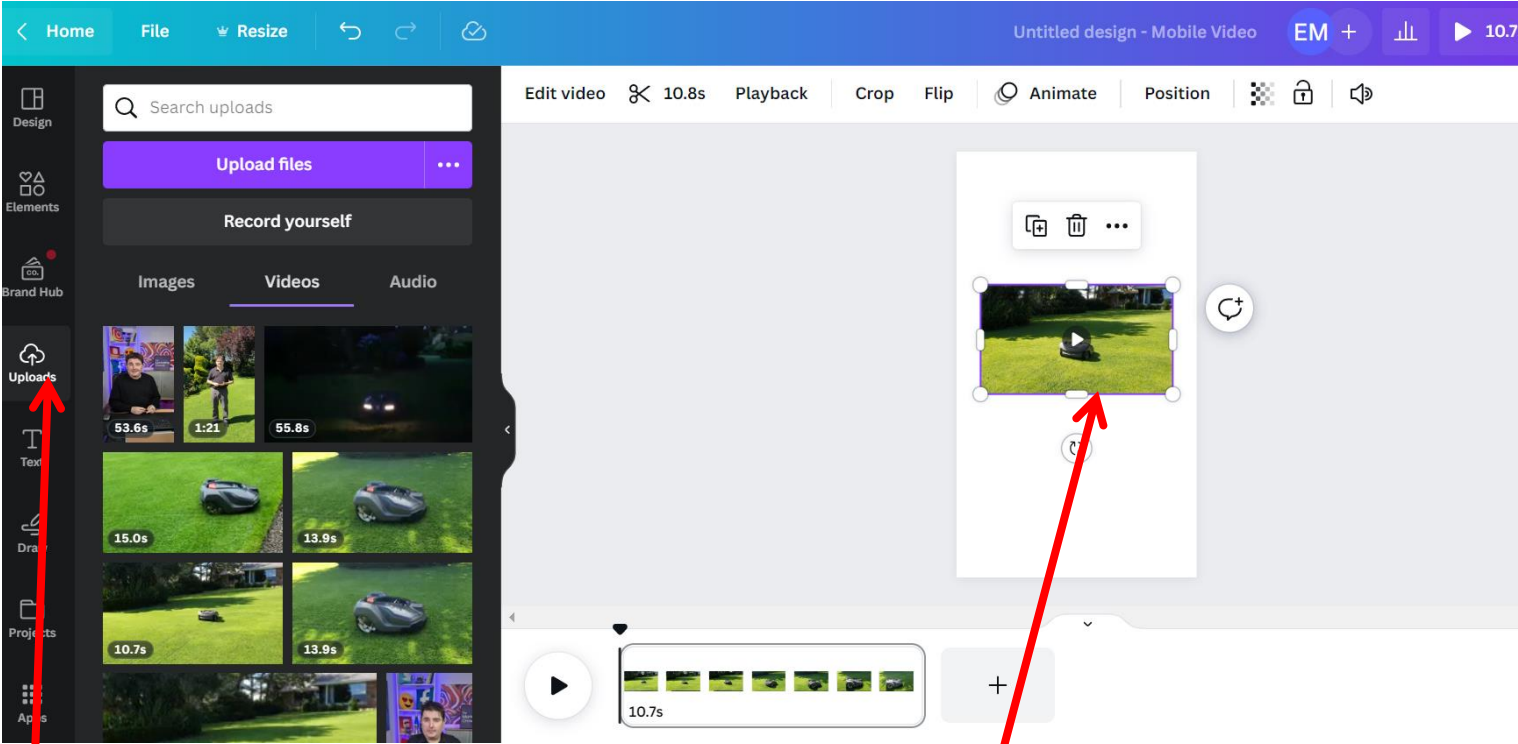
Add your logo

# Demo 1



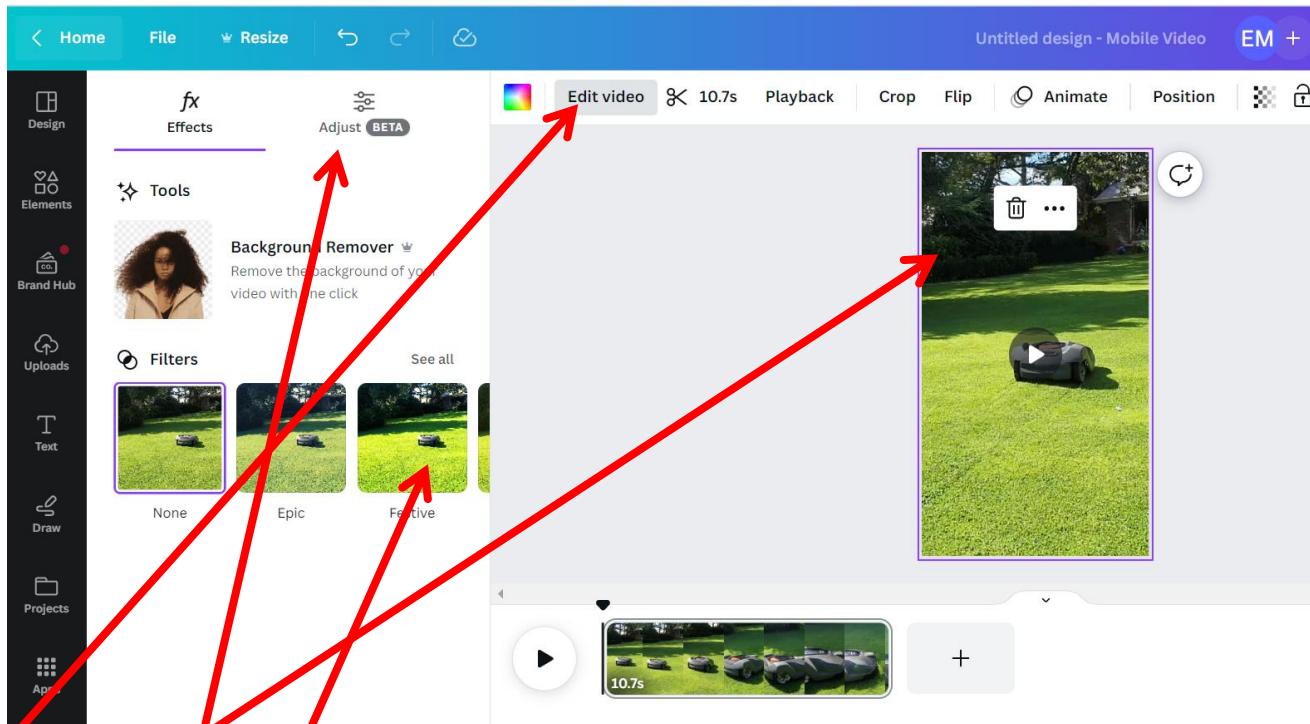
On the homepage click on Video  
Then click on Instagram Reels or TikTok – both will allow you to create a portrait video.

# Demo 1



Click on Uploads  
Upload your video  
Click on your video and it will appear on the page  
Right click on the video on the page and select set video as background

# Demo 1



Click on your video and a menu will appear at the top

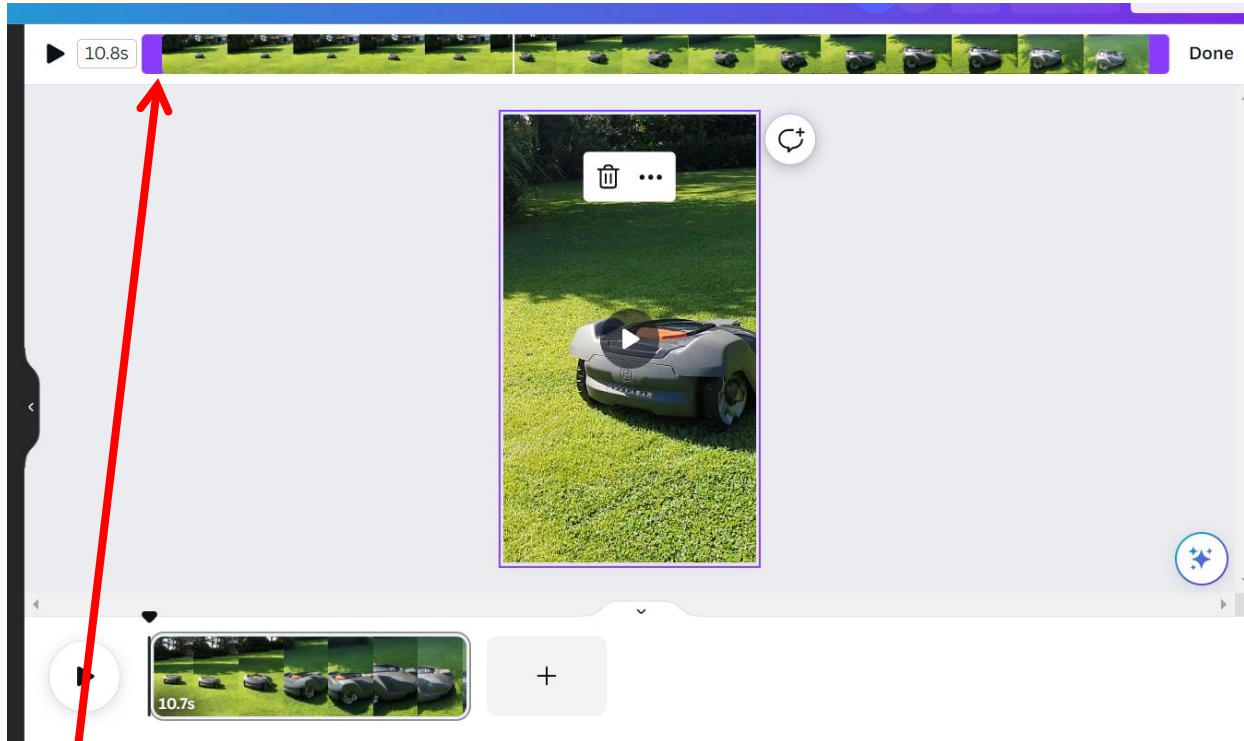
Click on Edit video

You can now apply a filter

You can also adjust the brightness, saturation by Clicking on adjust

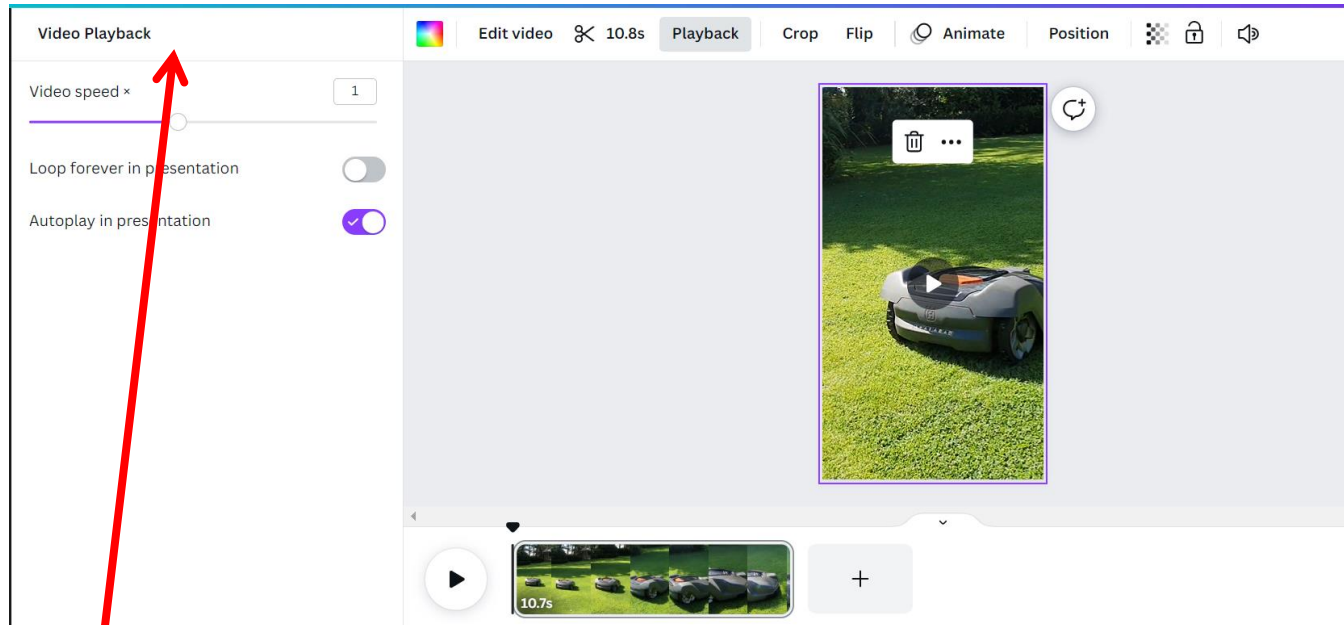
If you have the Pro version of Canva you can remove the background from a person or object in the video

# Demo 1



Click on the Scissor to cut / adjust the length of a clip  
Drag the sliders from the left or right to choose the length you want

# Demo 1

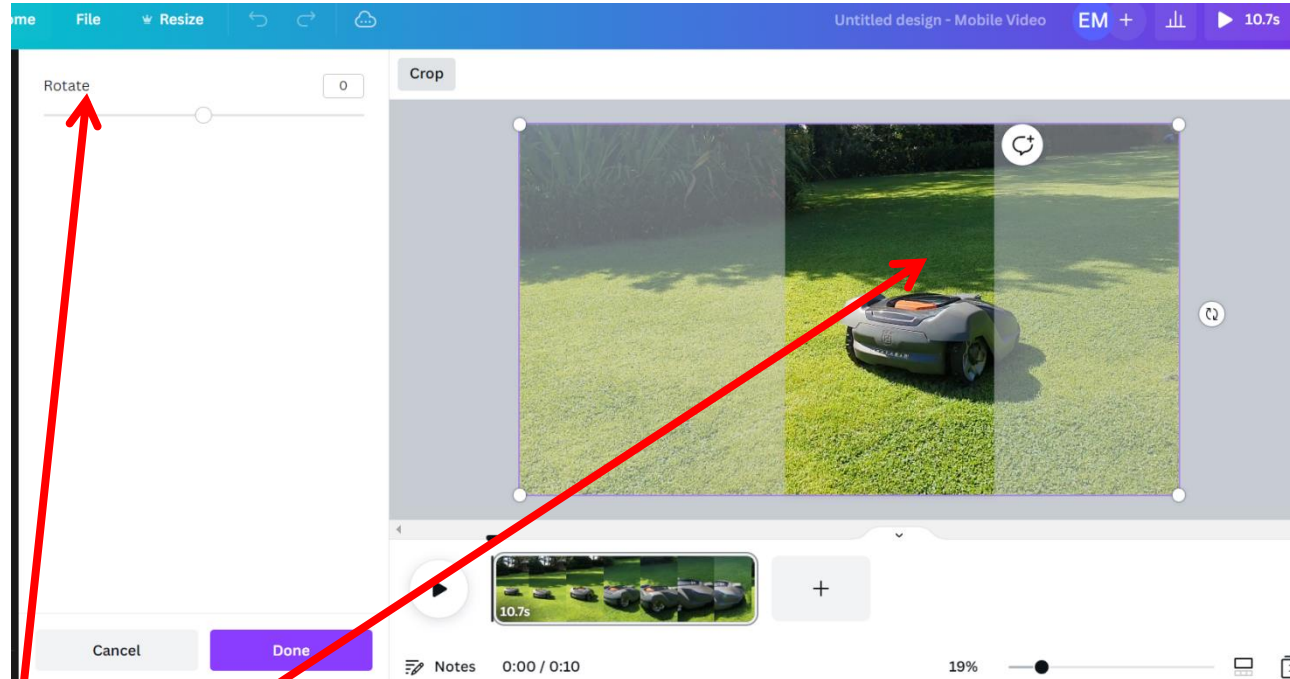


Click on Playback

You can now adjust the speed of the clip – from 0.25 times the speed (slow motion) to 2x the speed



# Demo 1

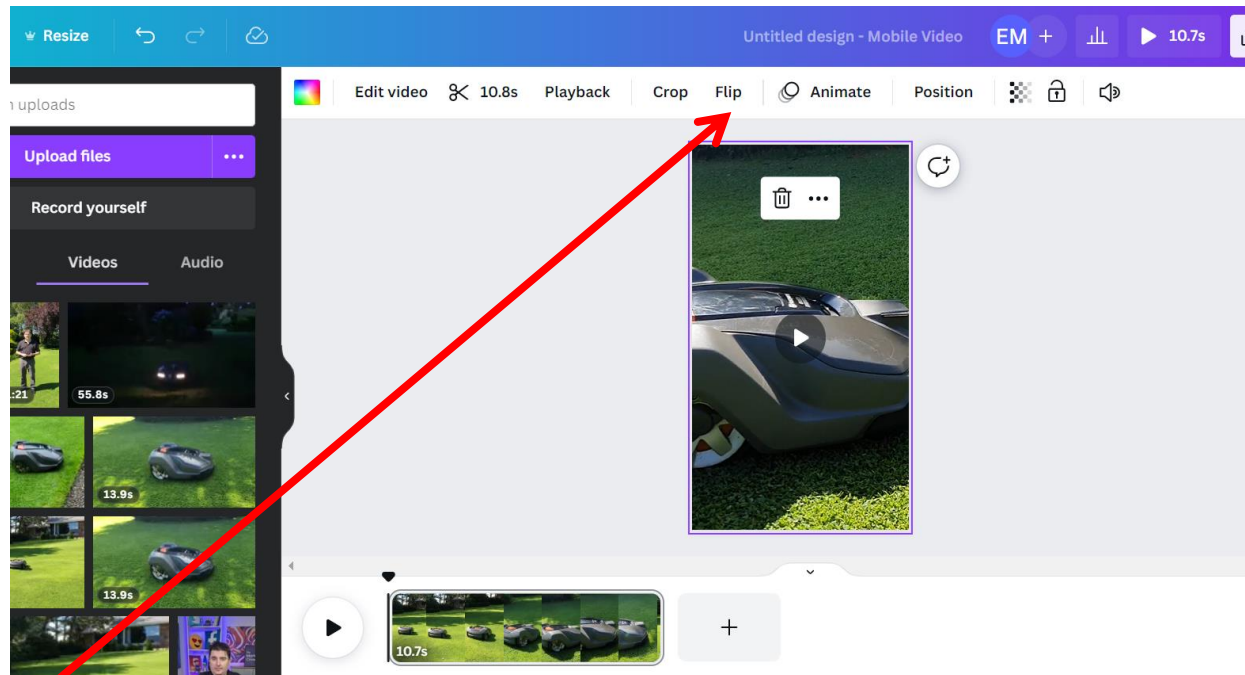


Click on Crop

You can now crop your video i.e. click on the bright area and drag it left or right to choose the part you want in the video

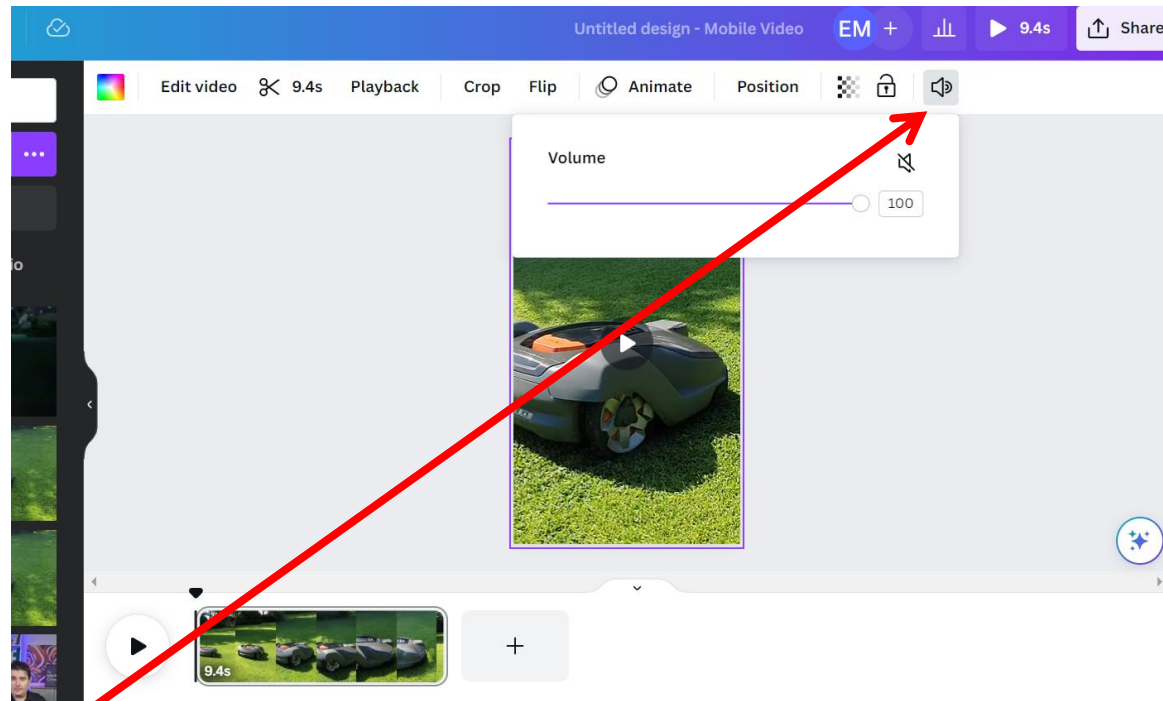
If your video is tilted an angle you can rotate the video clip

# Demo 1



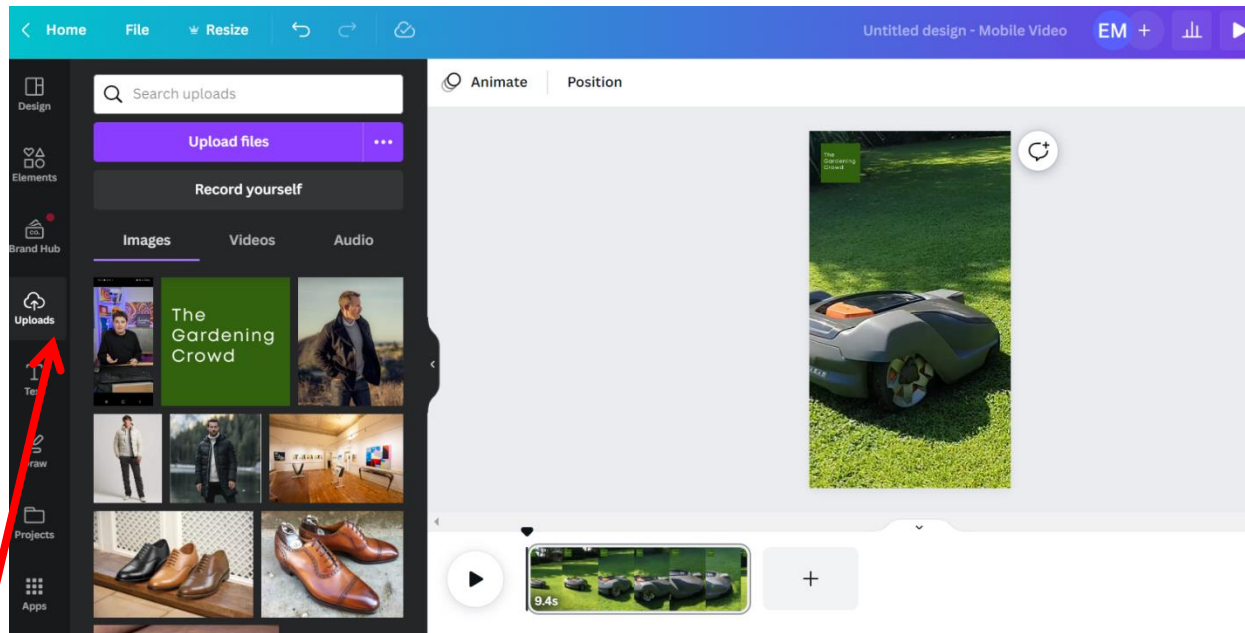
Click on Flip – to flip your video horizontally. Handy if you shot the video with a selfie camera  
Click animate – to add an animation to the video e.g. Zoom  
Click transparency – to add transparency to the video  
Click volume / sound icon – to adjust the volume in your video.

# Demo 1



Click volume / sound icon – to adjust the volume in your video.

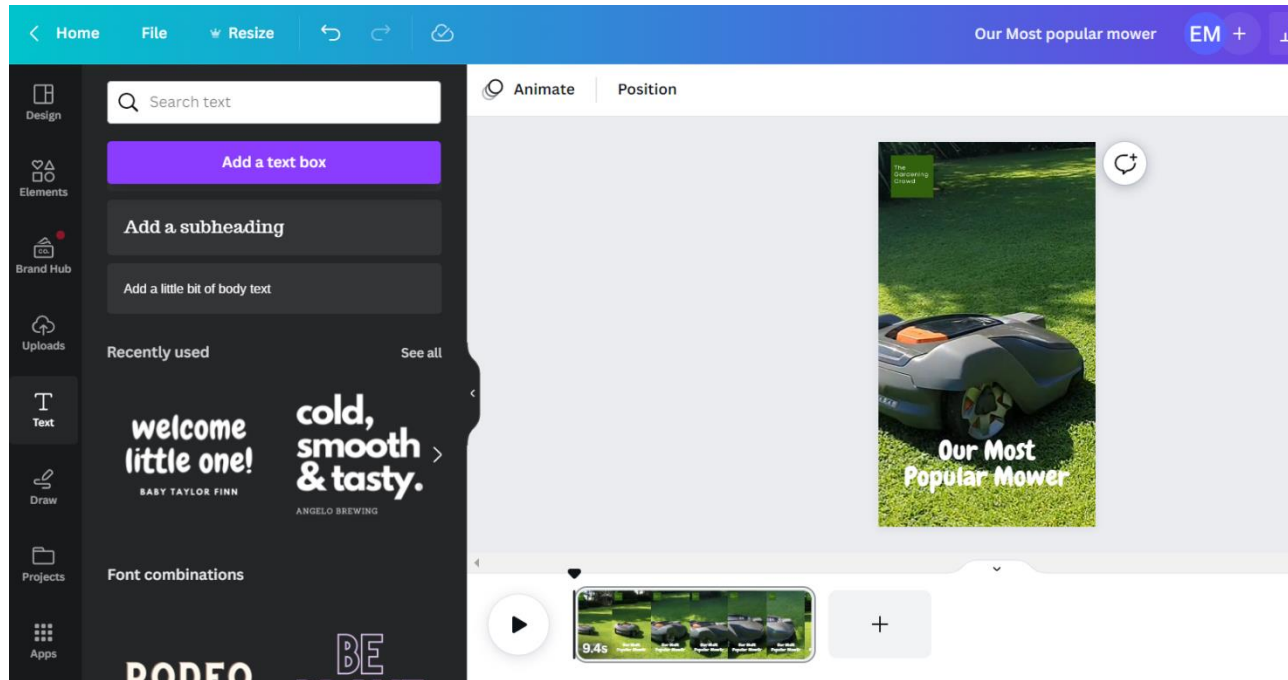
# Demo 1



## To add your logo to the video

- Go to uploads
- Upload your logo
- Click on it and it will appear on the video
- Drag a corner to resize it
- Position where you want it to appear on your video

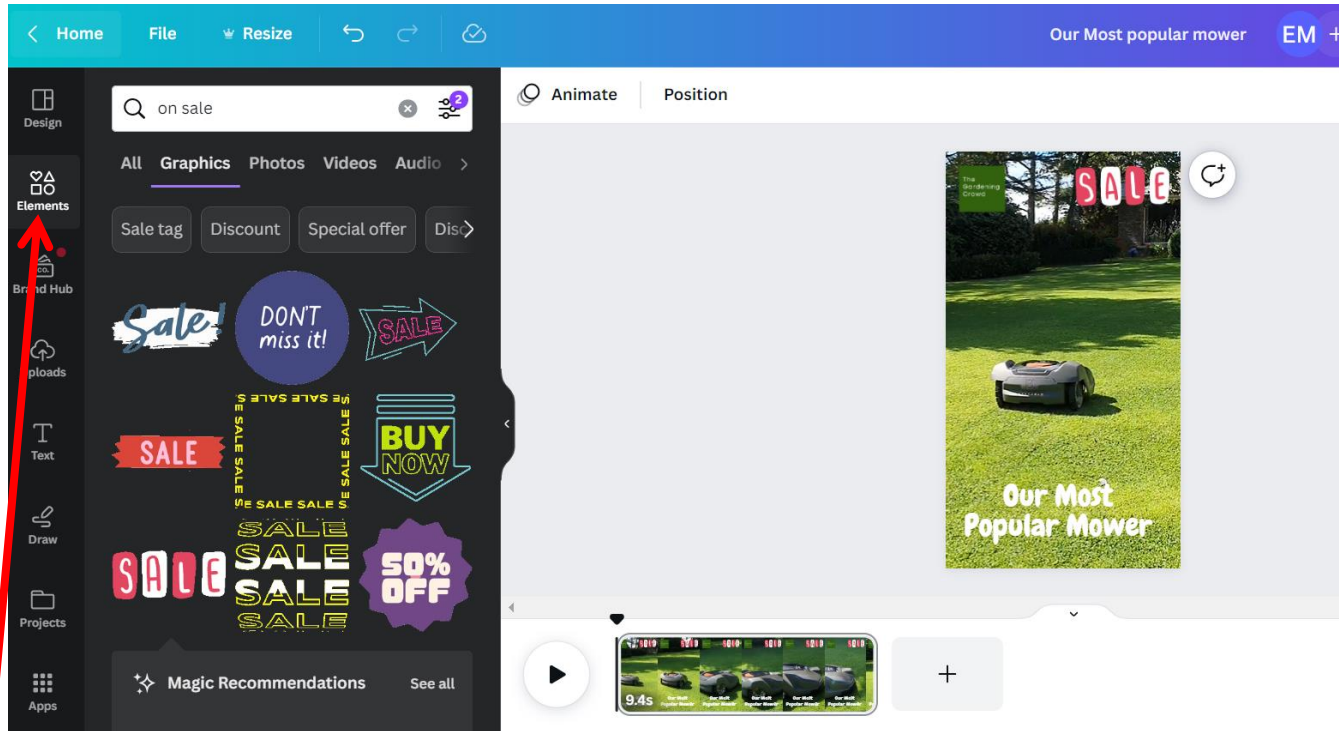
# Demo 1



## To add text – add text just like you would to an image

- Go to Text
- Either add a heading / sub heading or choose preformatted text
- Type your text on the video
- Move it where you want it to appear
- Click on the text and you can then change colour, font, add animation etc.

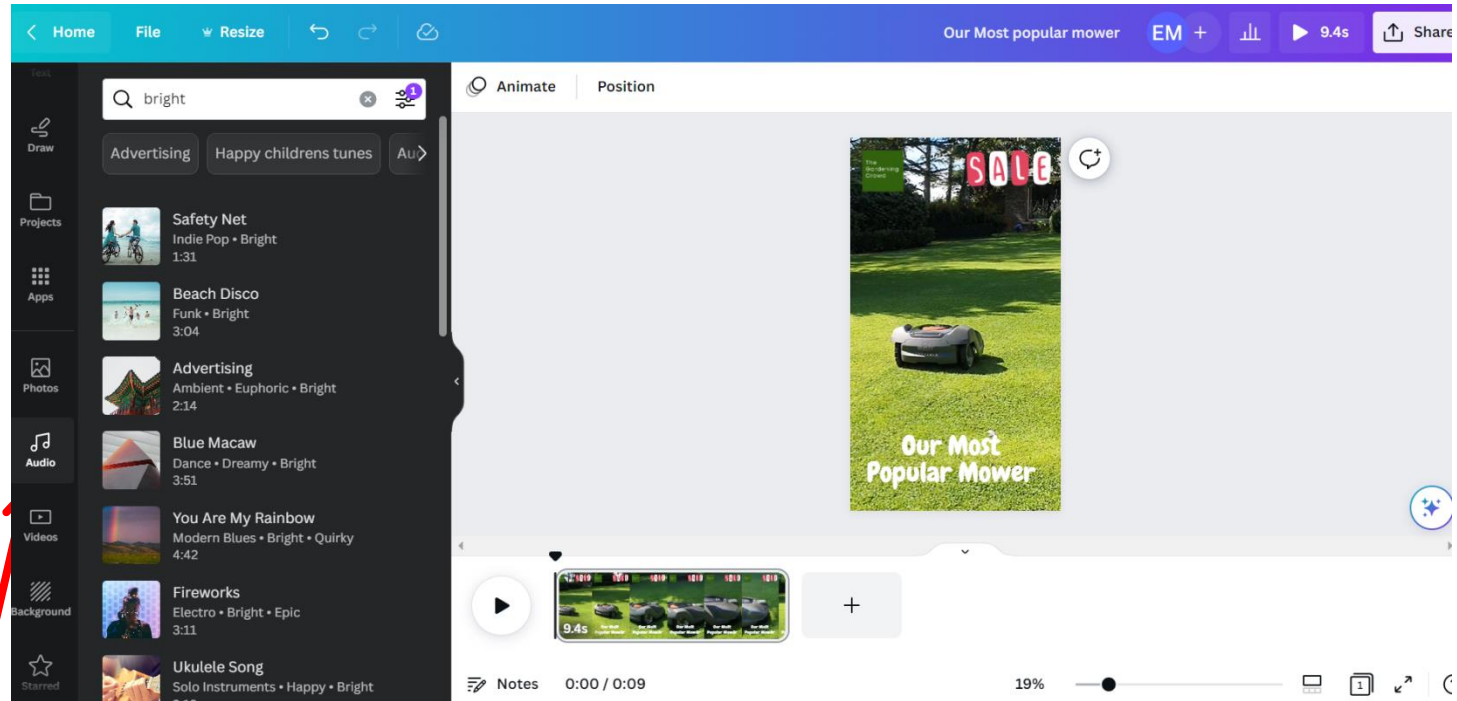
# Demo 1



**To add a graphic – add graphic just like you would to an image**

- Go to Elements
- Search for the topic you want e.g. Sale
- Click on graphics
- You can also filter to only show free ones and animated one
- Click on the graphic and it will appear on the video. Resize and position it

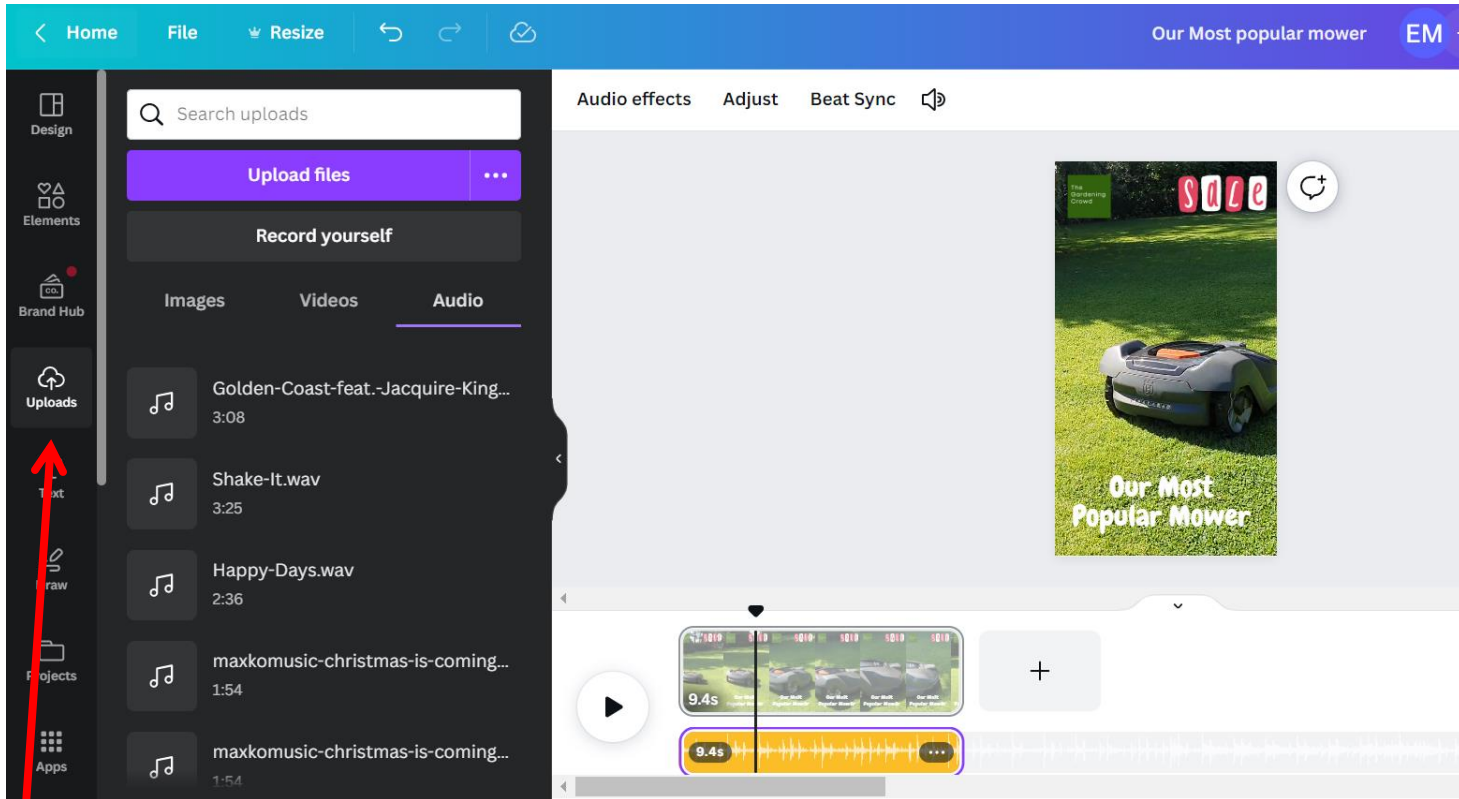
# Demo 1



## To add music – option 1 – use Canva's music library

- Click on audio
- Type in a mood e.g. Bright, upbeat, happy
- You can filter to only show free music
- Click on a track to listen to it
- To add the music to the video drag it onto the video

# Demo 1

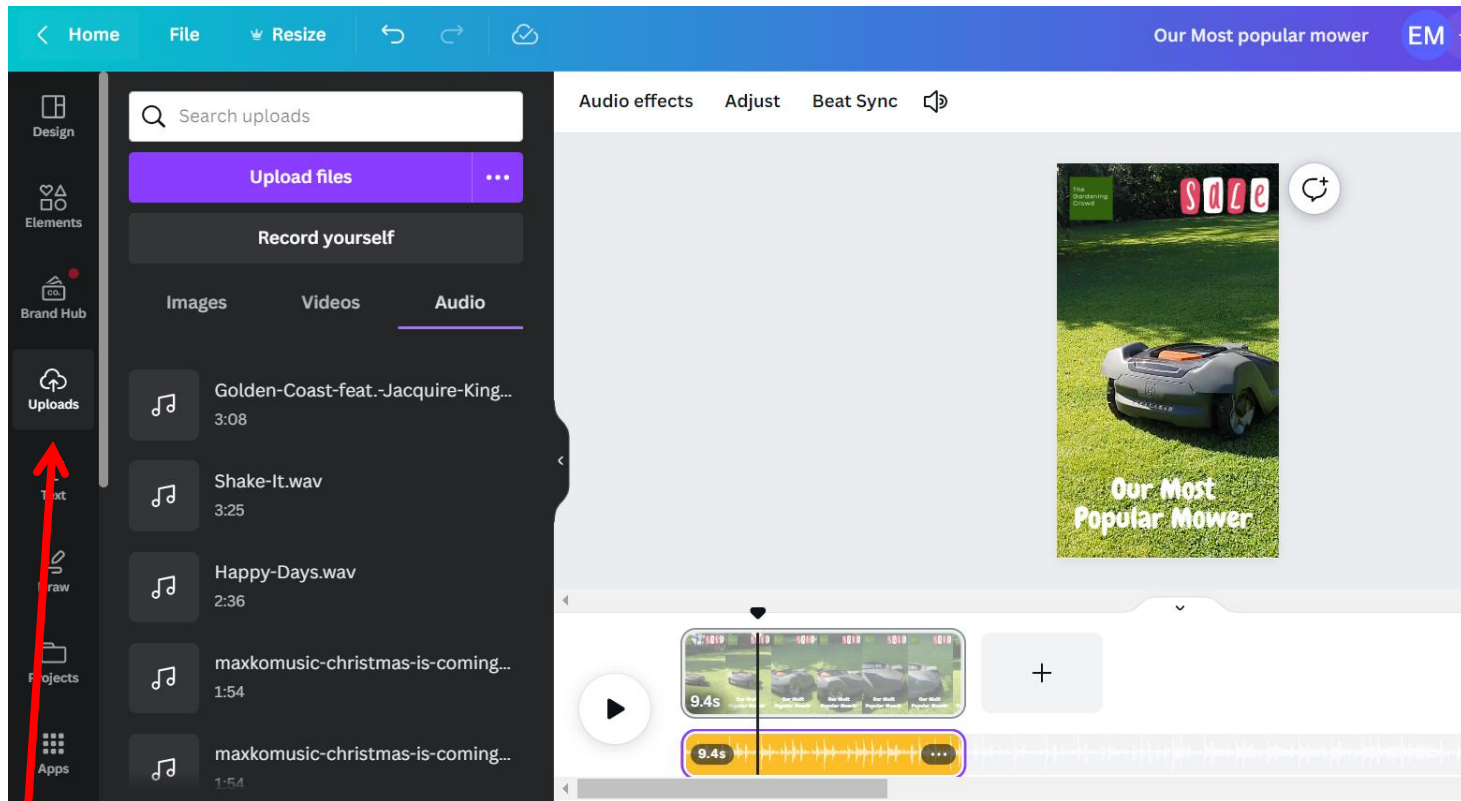


## To add music – option2– Upload music

- Click on upload and then audio
- Upload your music track from your PC
- To add the music to the video drag it onto the video



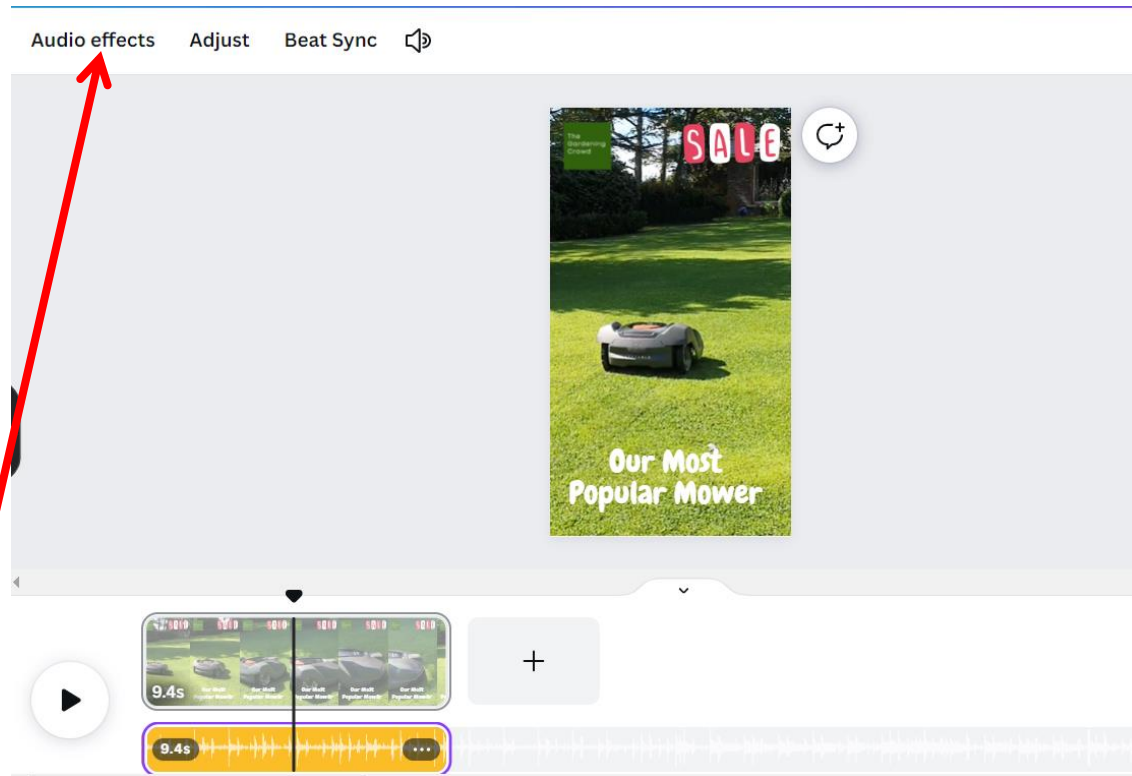
# Demo 1



## To add music – option2– Upload music

- Click on upload and then audio
- Upload your music track from your PC
- To add the music to the video drag it onto the video

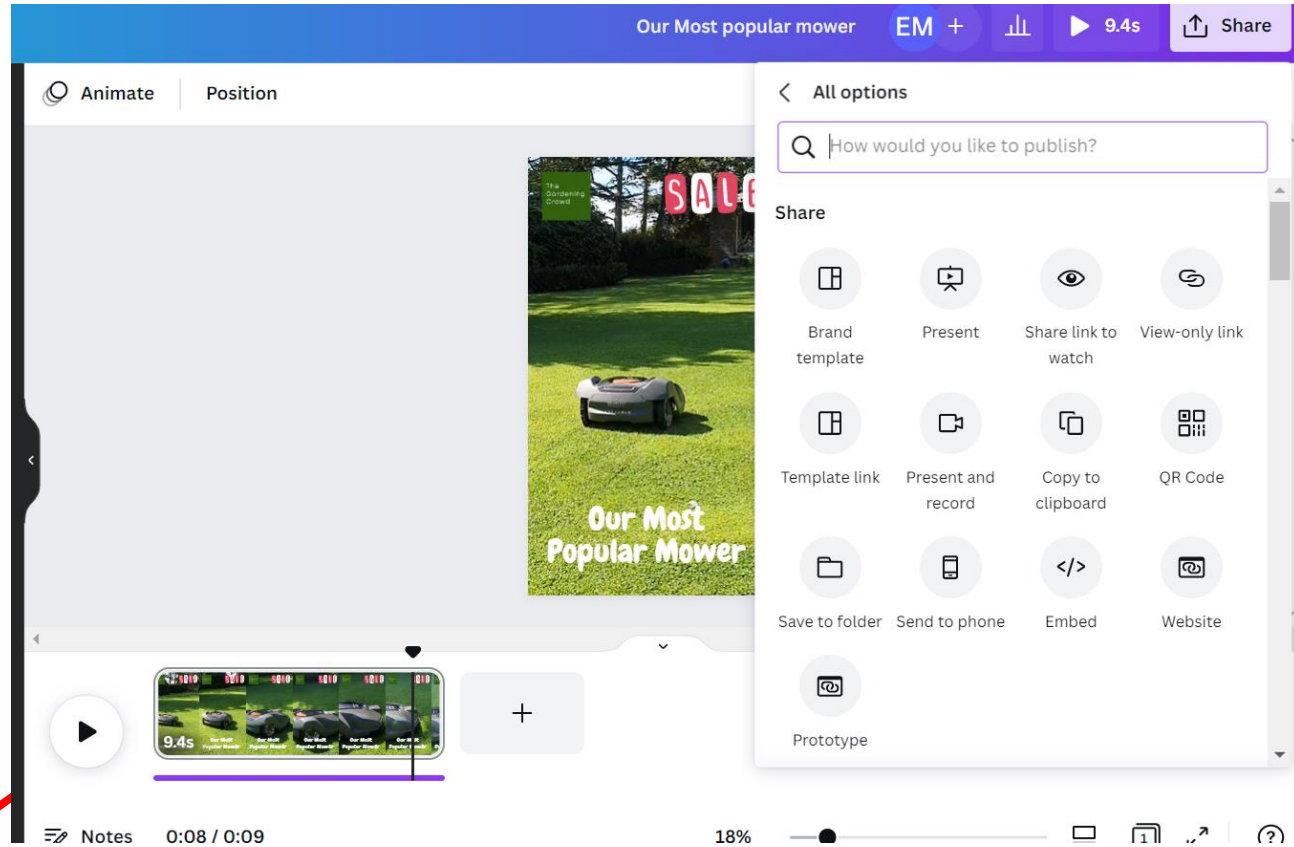
# Demo 1



## To adjust the music ...

- Click on the music (the orange element below the video on the timeline)
- You will now see a menu at the top.
- Click audio effects to fade the music in and out
- Click adjust and you can choose a different part of the music track but the same length as the video clip
- Click the volume button – you can adjust the volume of the music

# Demo 1



## To download the video

- Click on the Share
- Click download to download the file to your PC

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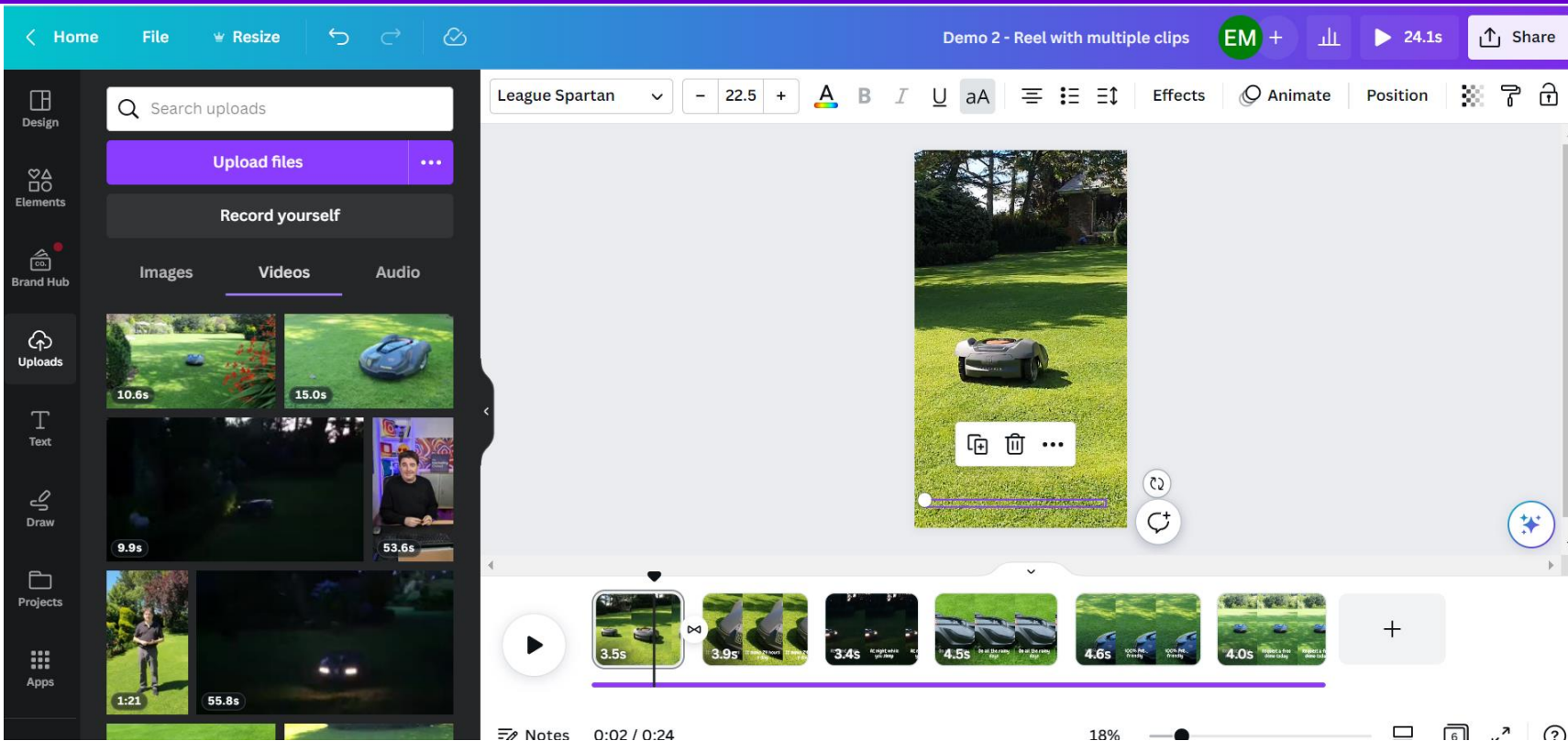
## Demo 2



You have more than one video clip and you want to

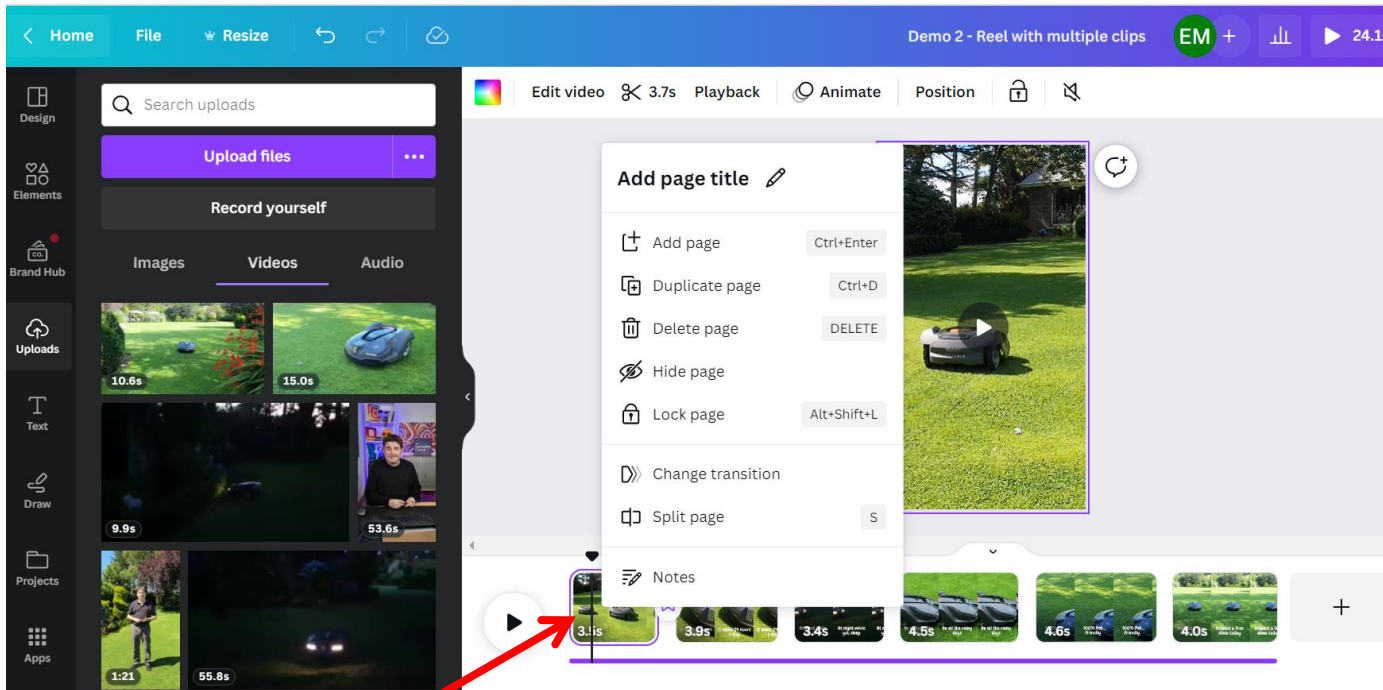
- Add and edit multiple clips
- Add music
- Add text

# Demo 2



Click on upload and upload the videos you want to use  
Drag them down into the video timeline. You can change the order of them by dragging one left or right

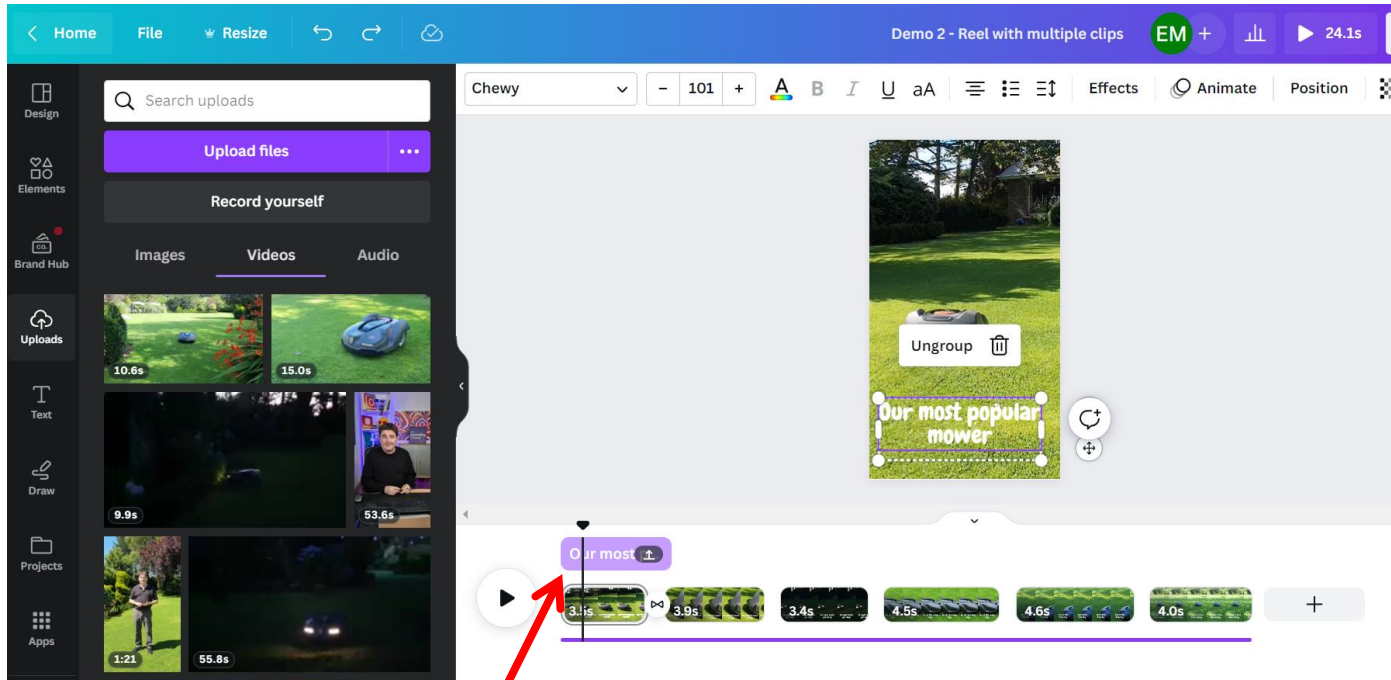
# Demo 2



To choose the parts of the clips you want and remove the parts you don't want ...

1. Drag the sliders on the left or right hand side of any of the boxes
2. Or Click play and pause where you want to split the clip. Then right click and choose split. Delete the part you don't want.

# Demo 2



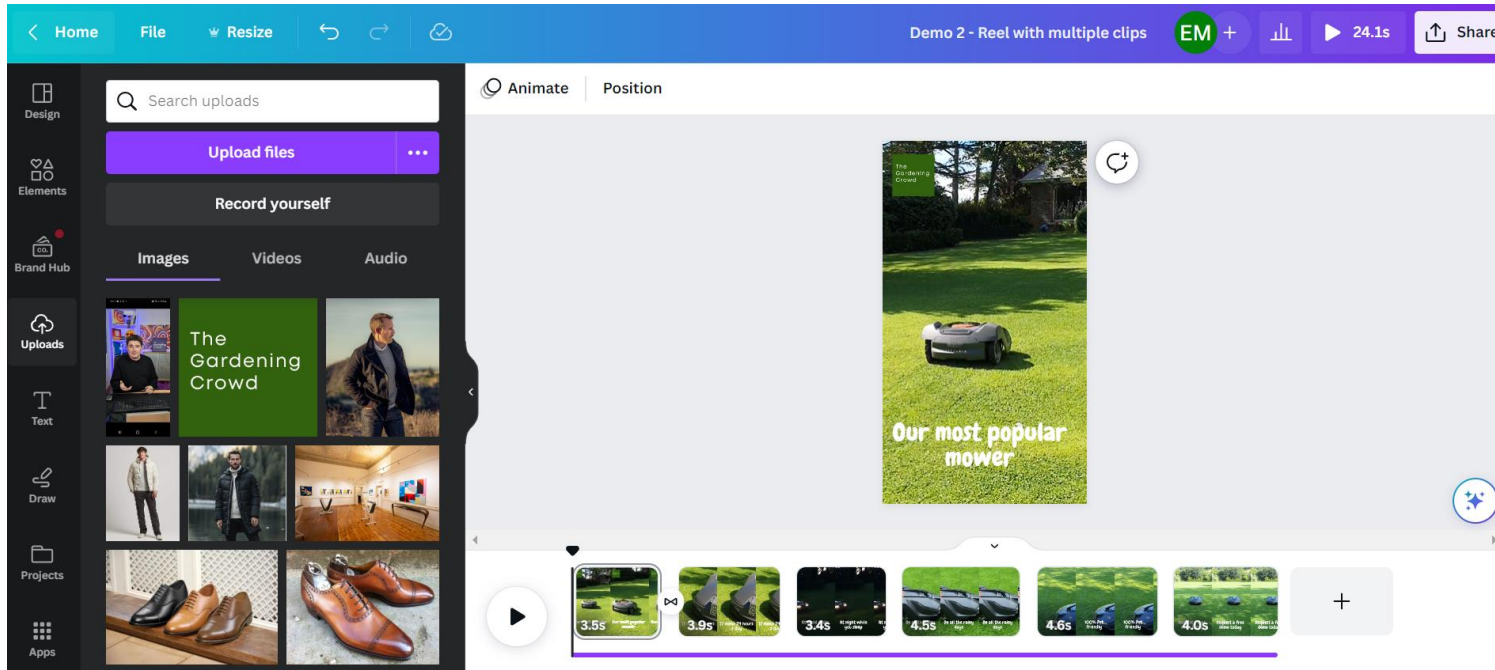
Add text to some or all of the video clips

1. Add text in the same way that we did in demo 1. Choose to add animations if you wish
2. You can indicate how long you want the text to be on the video by right clicking on the text box and select show timing
3. You can then drag the sliders left and right to choose the length

**Note: You cannot have text run over multiple clips. Text can only run the length of one clip (page) However, a workaround is – copy the text on page 1 (ctrl c) and go to the next clip (page) and paste – ctrl v. The text will paste into the exact same spot on all clips. However, for this to look good you cannot add an animation to the text**



# Demo 2



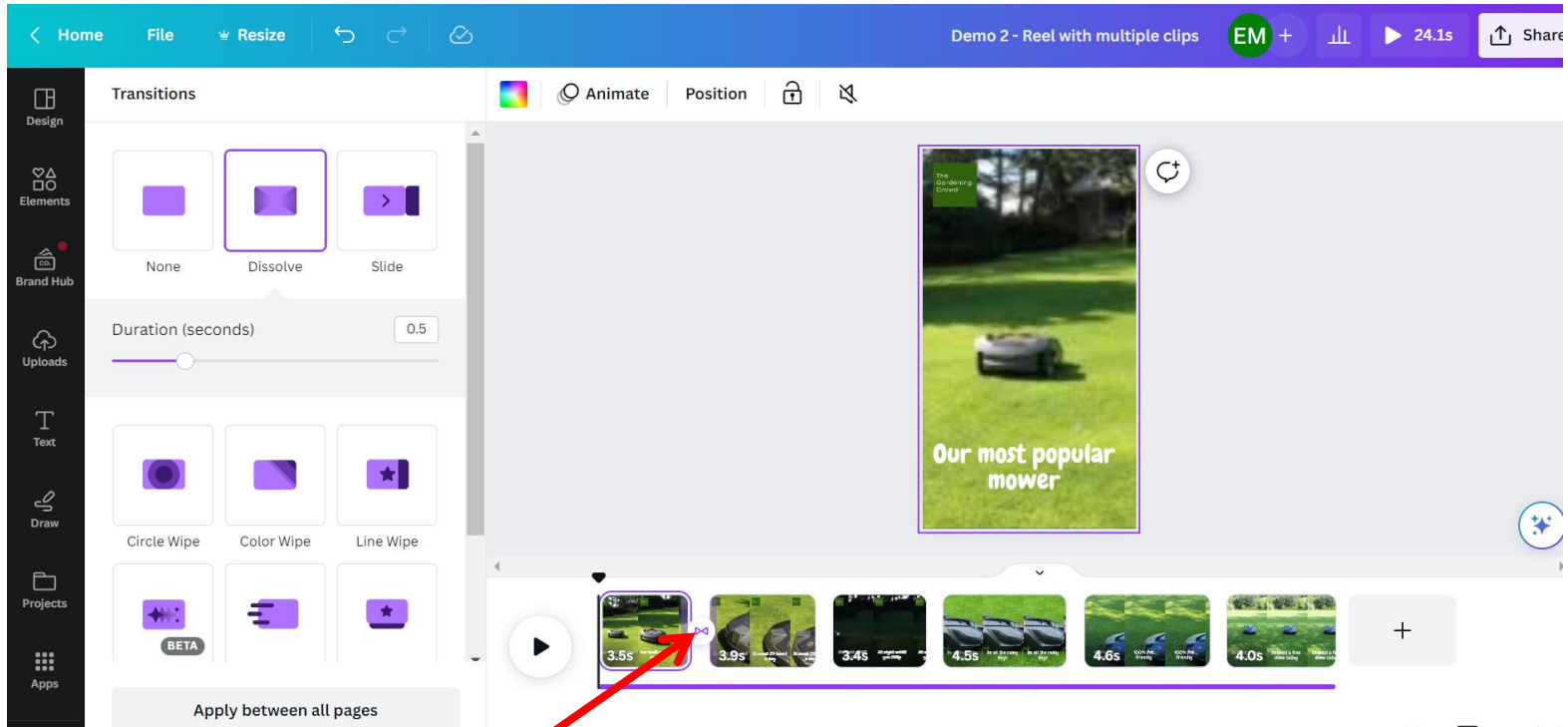
Add your logo

1. Add your logo in the same way that we did in demo 1

**Note: You cannot have an image like your logo run over multiple clips. An image can only run the length of one clip (page)**

**However, a workaround is – copy the logo on page 1 (ctrl c) and go to the next clip (page) and paste – ctrl v. Do this for all the pages (clips) and the logo will paste into the exact same spot on all clips**

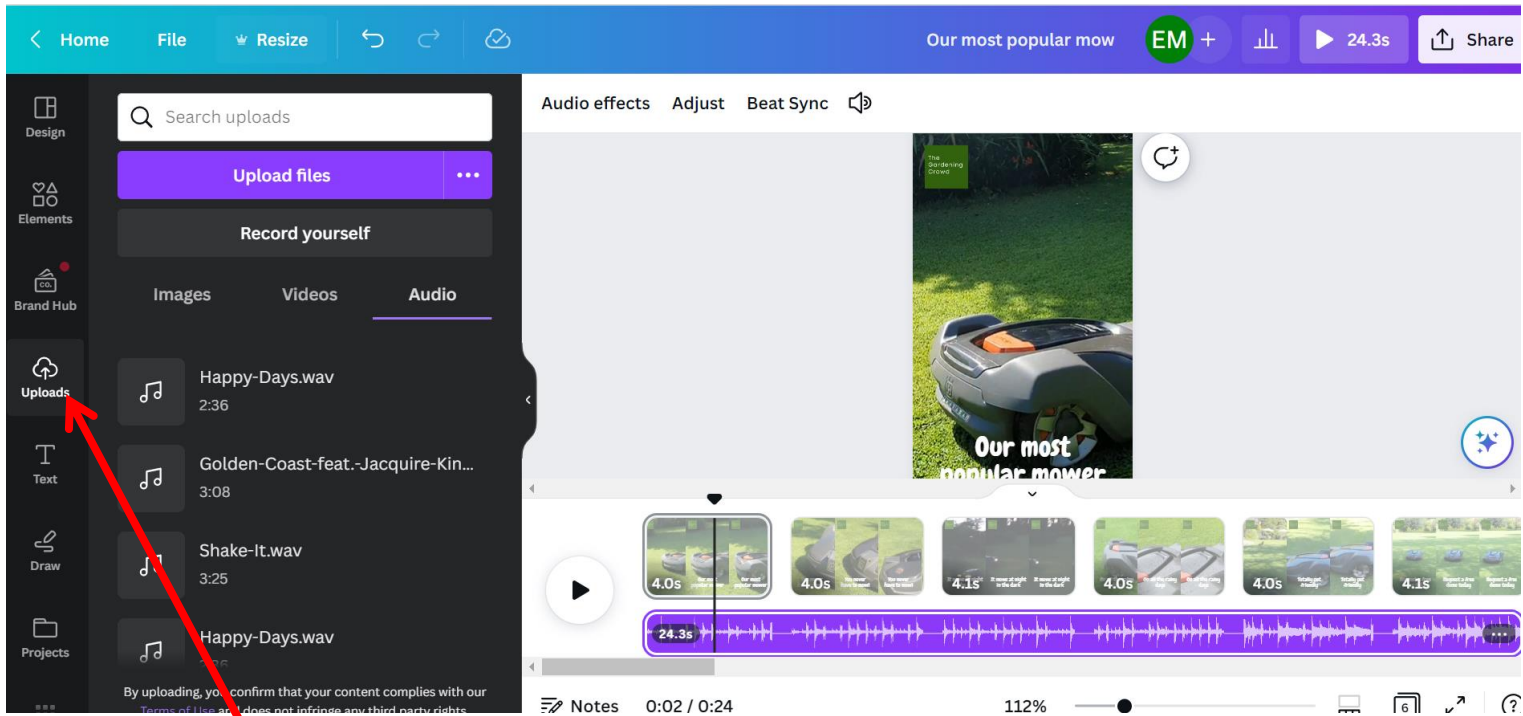
# Demo 2



Choose whether you want to add a transition between clips

1. To add a transition, click on the icon between 2 clips
2. You can then choose a transition from the option on the left.
3. You can also choose the duration (speed) of the transition and also whether you want it applied to all pages (clips)

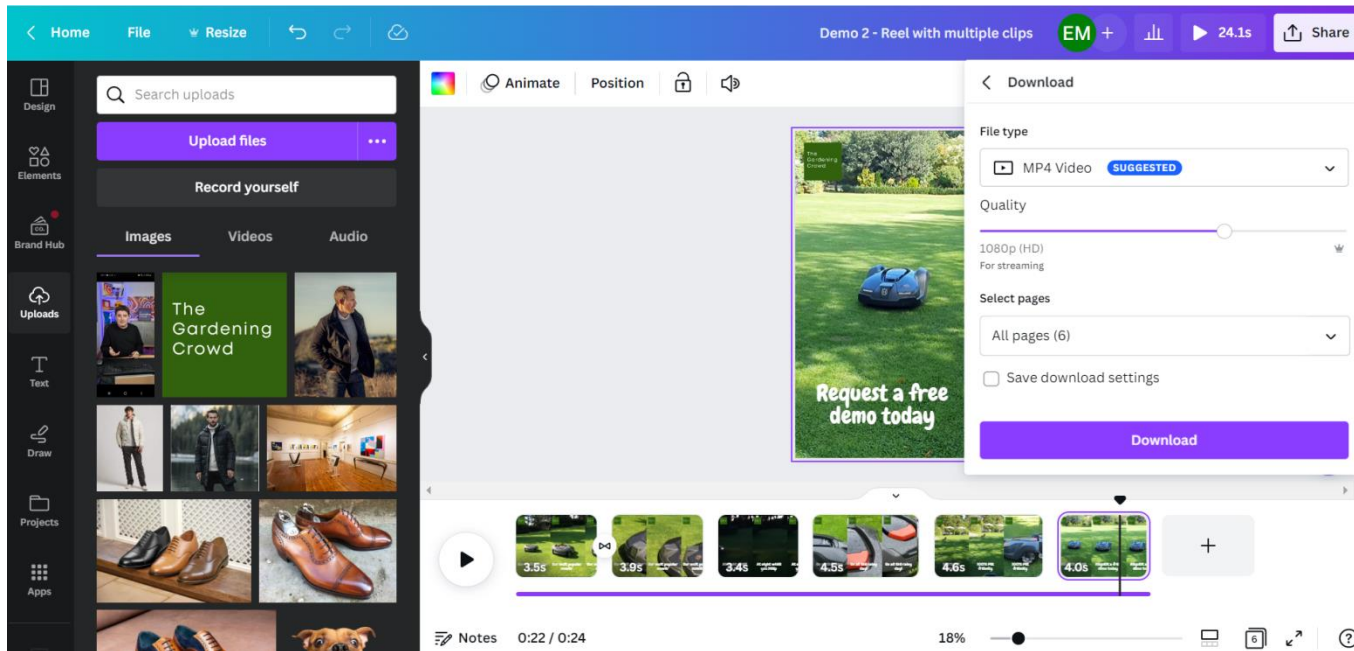
# Demo 2



## Add music

1. Either choose music from Canva's music library or upload your own
2. Then follow the same process as in demo 1

# Demo 2



Save your video

**1. Download your video in the same way we did in Demo 1**

Click Share top right and then download.

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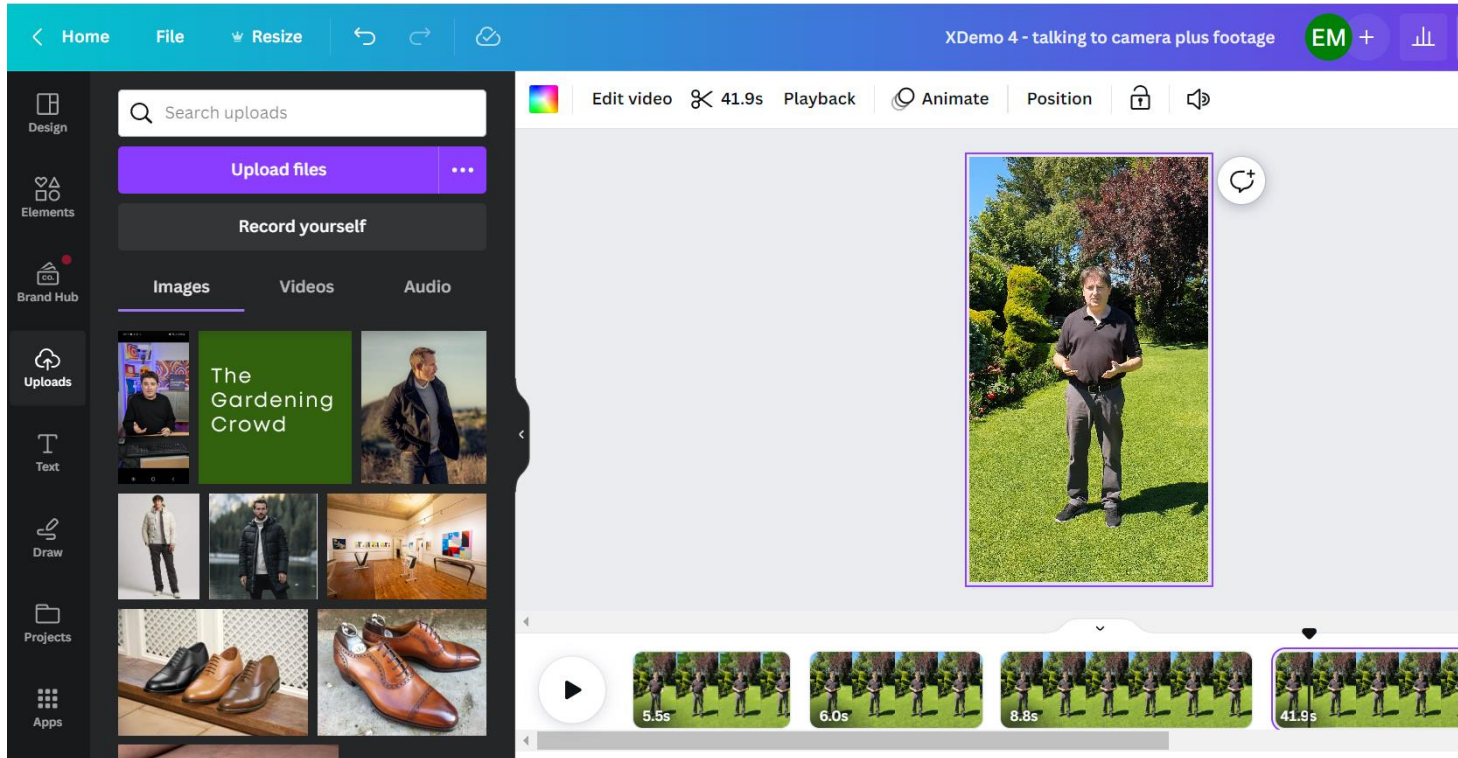
# Demo3



Someone is speaking in the video and you want to show footage

- Add a video of someone speaking
- Overlay footage clips
- Add music
- Add text
- Add your logo

# Demo3

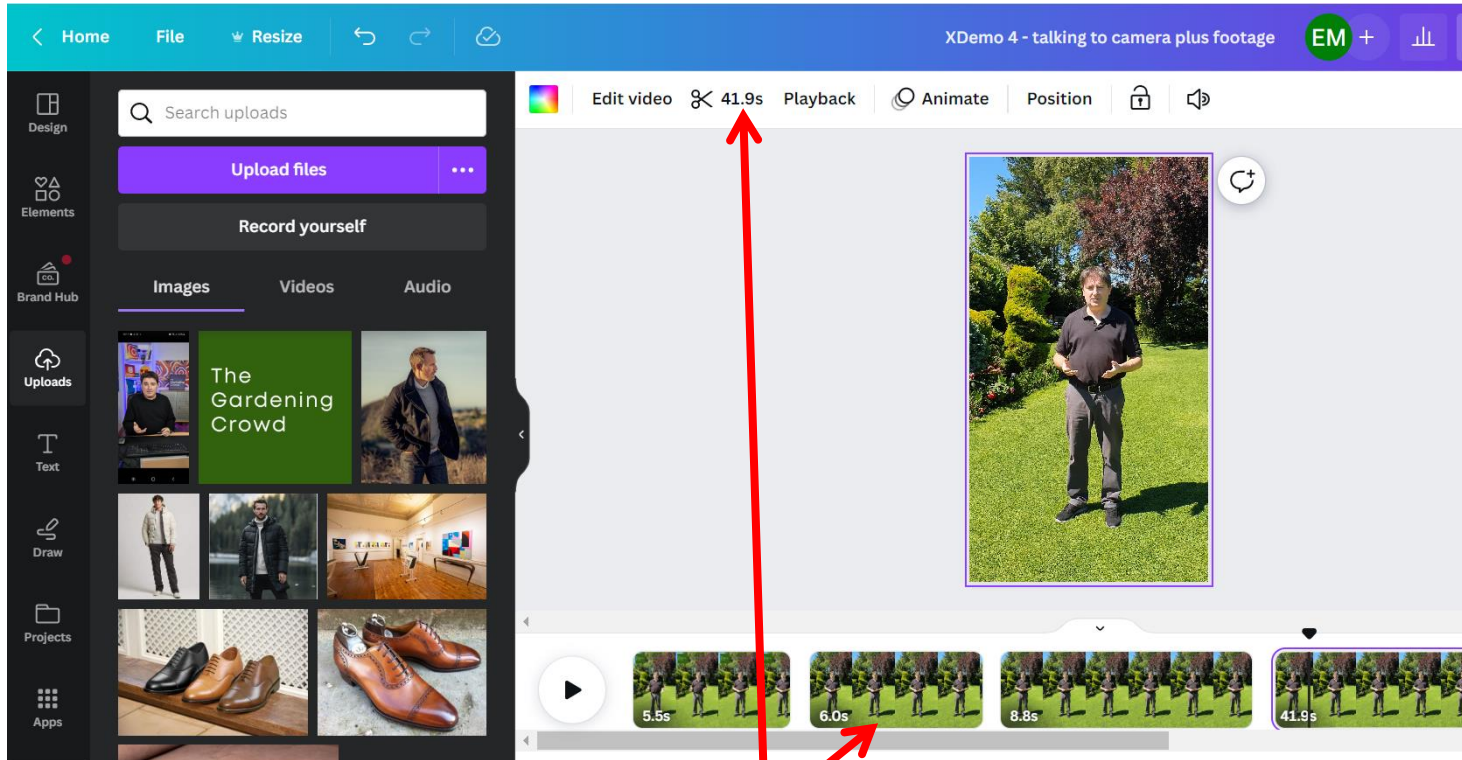


Upload your video clips

Drag the clip of someone speaking over to the timeline

Cut out parts of the clip that you don't want – right click and select split (as per demo 2)

# Demo3



## How to overlay footage

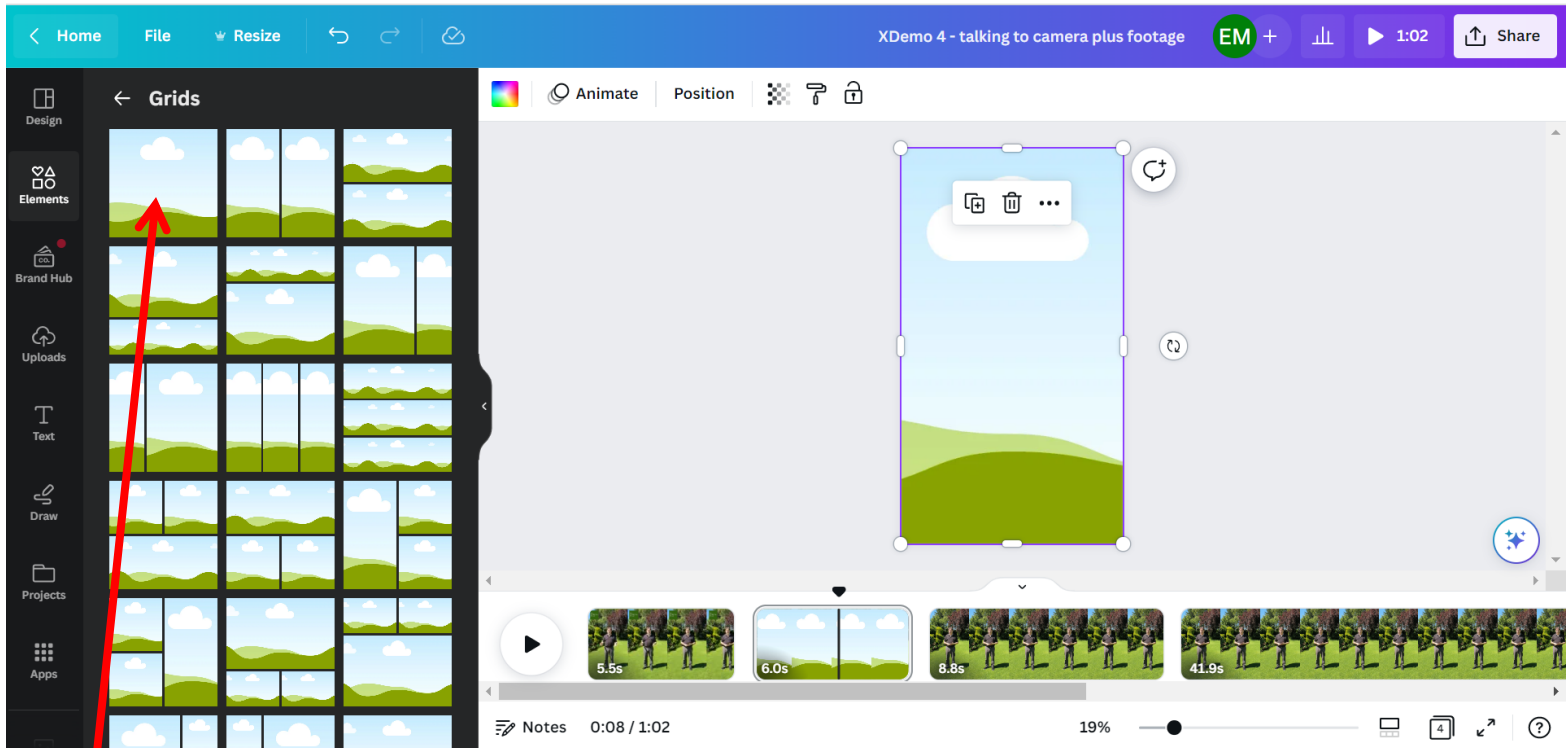
Note: Canva's video editor doesn't have the facility to overlay footage like can in editors like Filmora and Inshot. However, this is a workaround that will allow you to achieve the same result

Step 1 – Decide where you would like to overlay the footage and then split the clip at the start and end of that section. This is now it's own clip (page)

Click on the clip and note the exact length of it e.g. 6 seconds



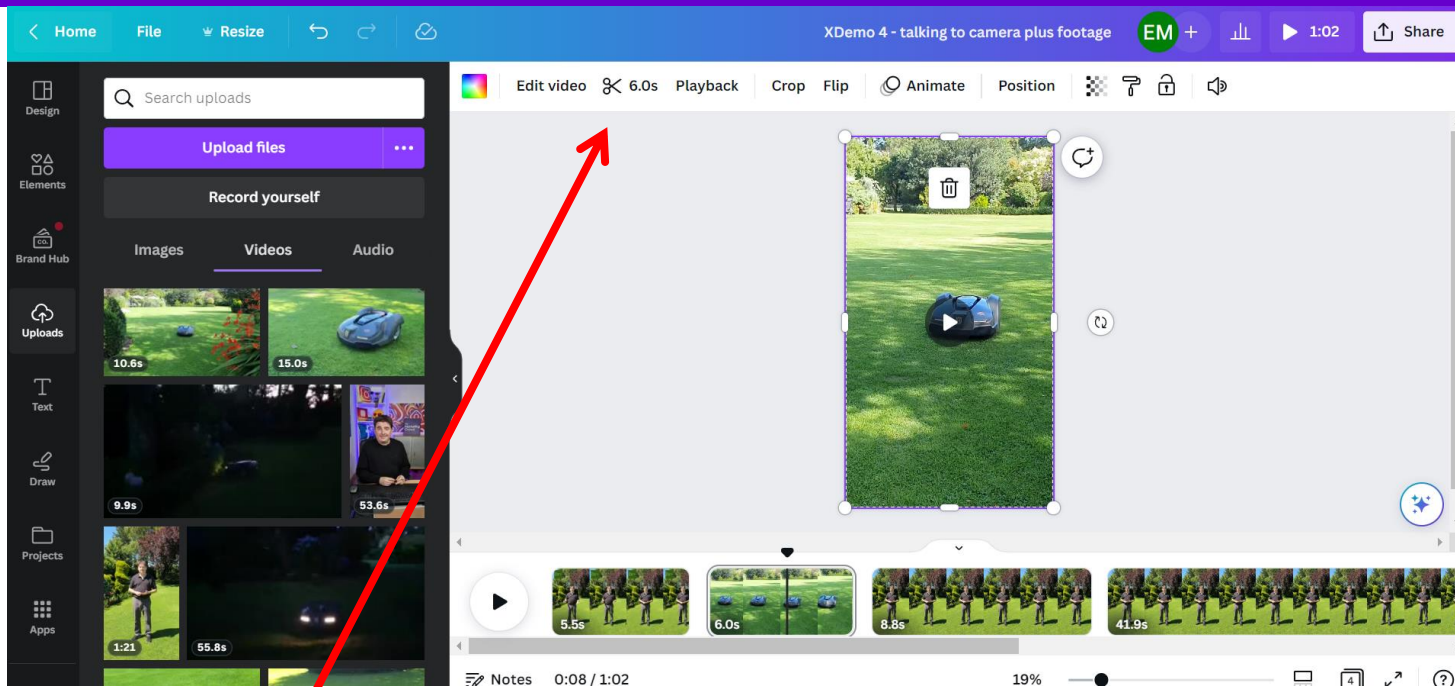
# Demo3



Step 2: Go to Elements and then Grids.  
Click on the first grid which is made up of one grid  
Drag this grid on the video clip. It will snap into place

You can now place your footage video or image into this grid

# Demo3

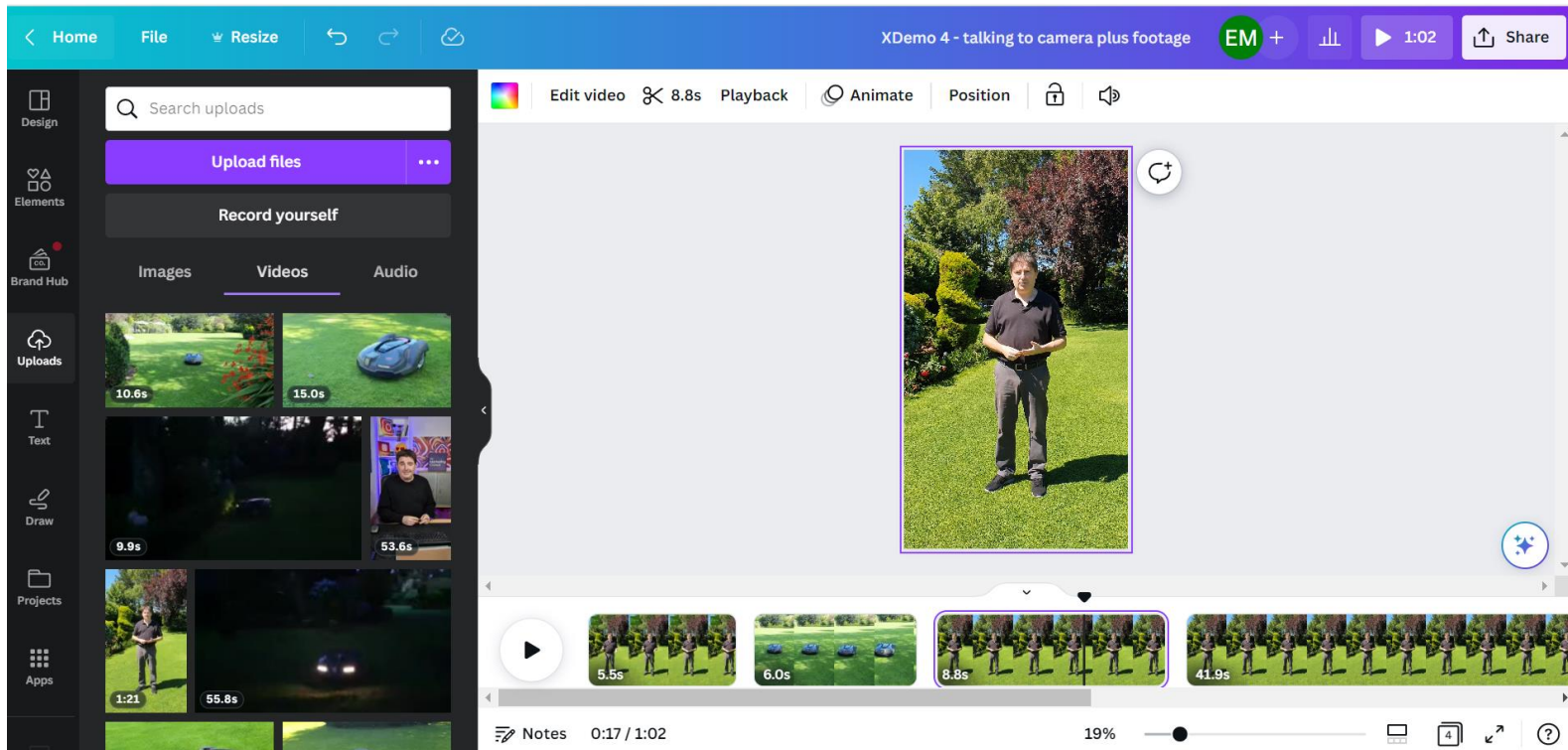


Step 3: Go to uploads and upload your footage clip  
Drag the footage video clip onto the grid. It will snap into place

Important! – You now need to change the length of the footage clip to exactly match the length of the clip it is going on top of e.g. 6 sec

That's it! You have now added footage onto top of your main video. Repeat this process for all other footage clips.

# Demo3



Then add text as we did in earlier demos

Add your logo if you wish but you will need to copy and paste it into all clips after the first clip

Download your video as we covered in previous demos

# What We Will Cover

Some quick demos on how to use Canva for image editing

2 ways to create a video in Canva and when you should use each

What resources can you put in your videos?

Demo 1 - A video using 1 clip, add text, music and your logo

Demo 2 - A video made up of multiple clips add text, music and graphics / effects

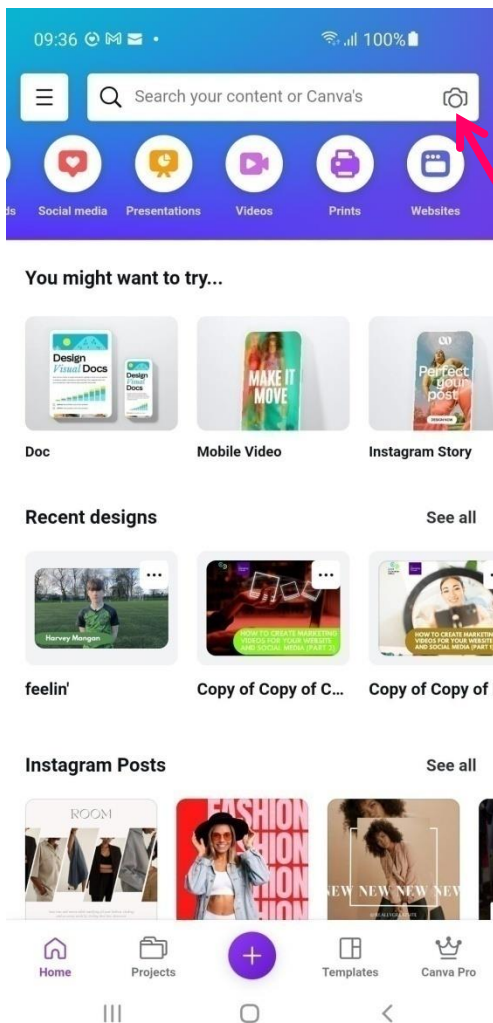
Demo 3 – A video where someone is speaking and you want to add footage, music, text

How to upload and download videos using the Canva App

When should you shoot and edit landscape and when vertical?

Extra equipment you should consider buying

# How to upload a video



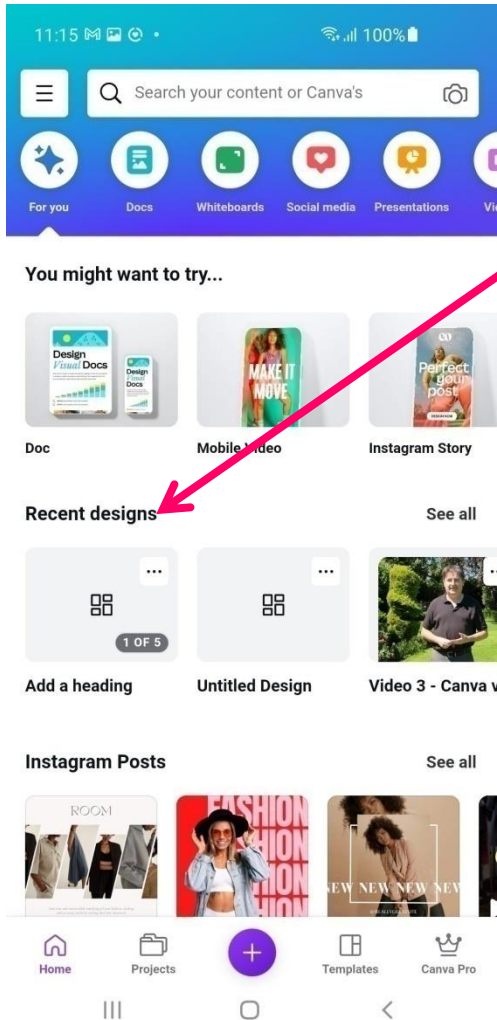
Install the Canva app on your phone

Login with the same username and pw as you did on desktop

Tap on the camera icon in the search bar

Select then select the videos or images from your phone's gallery and tap upload

# How to Download a video to your phone that you have created (on desktop)

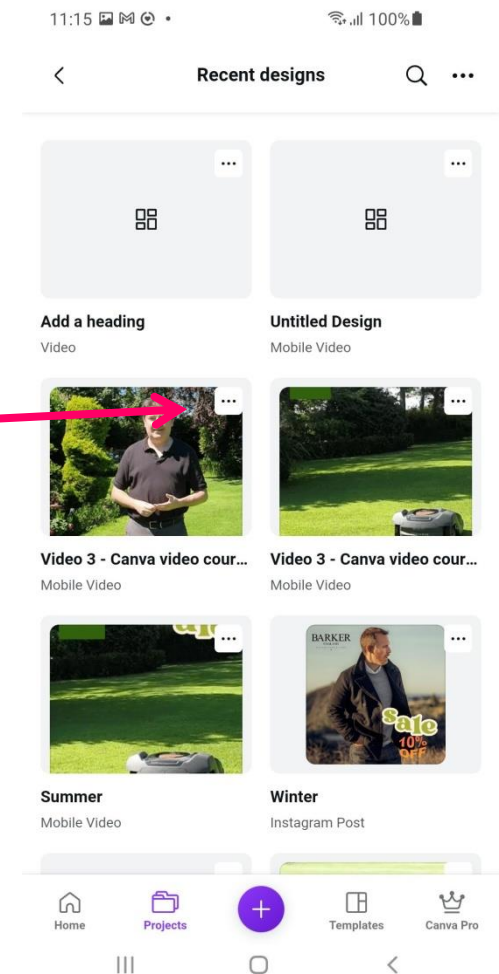


Open the app

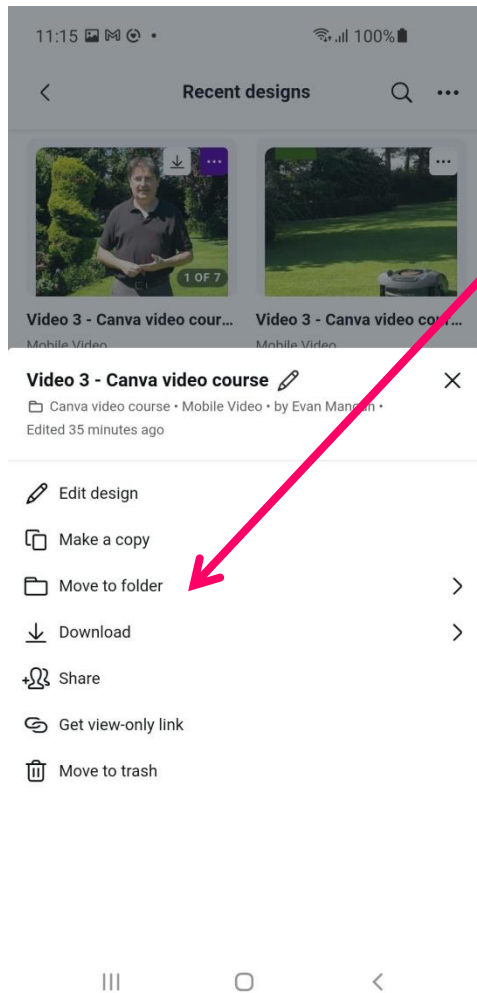
You will see a section called Recent designs

Tap see all

Find you video and tap the 3 dots top right



# How to Download a video to your phone that you have created (on desktop)



Then tap download

# Landscape or vertical?

## Ask yourself, why are you creating the video



**Is it a “marketing” video created to showcase your business, product, service?**

- Examples would be company promo, testimonial, 60 second product or service video
- You would want to have these videos on your website and YouTube ... And also post them on Facebook, LinkedIn and Twitter



# Landscape or vertical?

## Ask yourself, why are you creating the video.

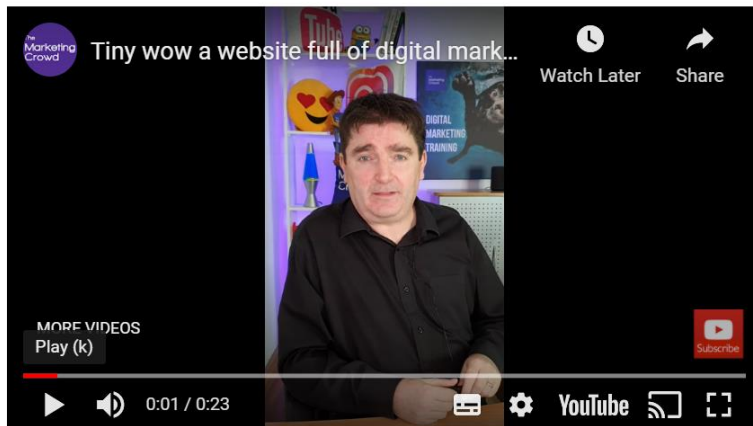
Example of a landscape video



Any important “marketing” videos like these should be shot and edited landscape because that works best on your website and YouTube.

Plus landscape works well on Facebook, Twitter, LinkedIn

Example of a portrait video



# Ask yourself, why are you creating the video?



## Is it a “social media” video created primarily to be a social media post?

- Examples would be “How to” videos, helpful tips, short videos about a product or promotion, short video about an event or behind the scenes with staff.
- You are really creating this video to post it on Facebook, Instagram, LinkedIn and Twitter and having it on your website is not that important

If this is the case, you need to ask yourself, which is your most important social network – the one you get most reach and engagement on – and then decide the format based on what works best on that social network

If it is Instagram you should make a Reel which is vertical video

# What type of marketing videos tend to have people speaking directly to camera?



## Product or service videos examples

- Garden centre / boutique / shoe shop telling us about a new product
- Restaurant owner telling us what is new on the menu
- Estate agent showing us a house on the market
- Life coach telling us about the service he / she offers
- Yoga instructor telling us about upcoming class

## “How To” videos examples

- A cookery school showing us a recipe
- A garden centre showing us how to plant something
- A consultant sharing tips and advice

# What type of marketing videos tend to have people being interviewed



Because they are not looking at the camera the person is more relaxed and these 2 types of video Lend themselves to people being interviewed and the questions cut out.

## Promo videos

- Business owners explaining the products or services that they offer
- Hotel or restaurant staff explaining what the hotel or restaurant is like



## Testimonials

- Customers answering questions about a product or service

# How to interview people



This is what documentary makers, RTE nationwide and most news companies do.

When interviewing staff or customers it's almost always better to stand to one side of the camera rather than ask them to speak into the camera. Otherwise they can look shifty and feel uncomfortable

Always smile at them and nod to encourage them that they are doing great.

Shoot people from the waist up

Never interview people in front of a window as they will appear dark / in shadow.

Avoid shadows in the background from lights or Sun

Keep the background simple – nothing that will distract attention.