

The
Marketing
Crowd

Local
Enterprise
Office

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 find and edit Canva templates**

Canva.com is a brilliant free image design tool

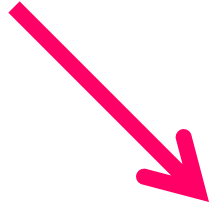


Use Canva.com website

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.

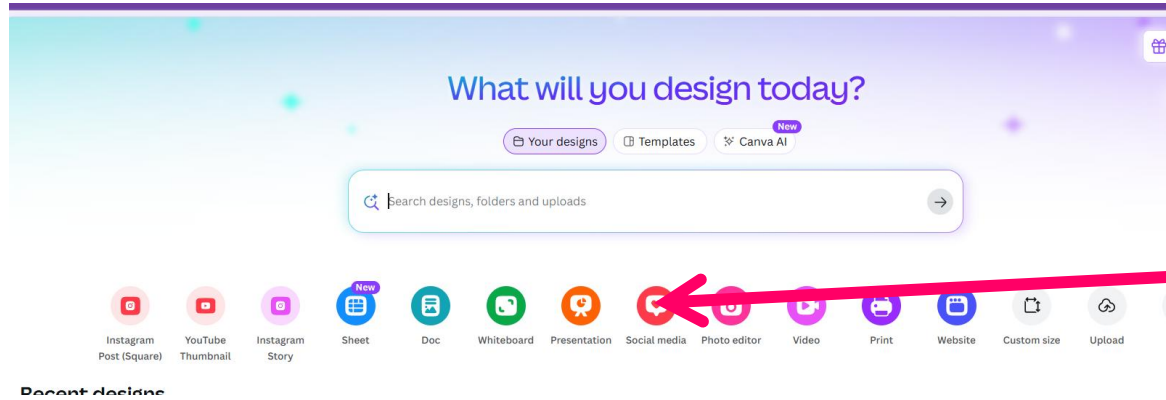
Exercise 1: How to design a graphic for a post that includes your image plus your logo and text



How could you turn this into this



Exercise 1: How to design a graphic for a post that includes your image plus your logo and text



Go to Canva.com

Select Social Media

Then select Instagram 4:5

This size canvas will work on Instagram, Facebook and LinkedIn

Create a design

For you

Sheets

Docs

Whiteboards

Presentations

Social media

Photo editor

Videos

Print products

What would you like to create?

Popular

Instagram

Facebook

LinkedIn

Instagram Story

Instagram Post (4:5)

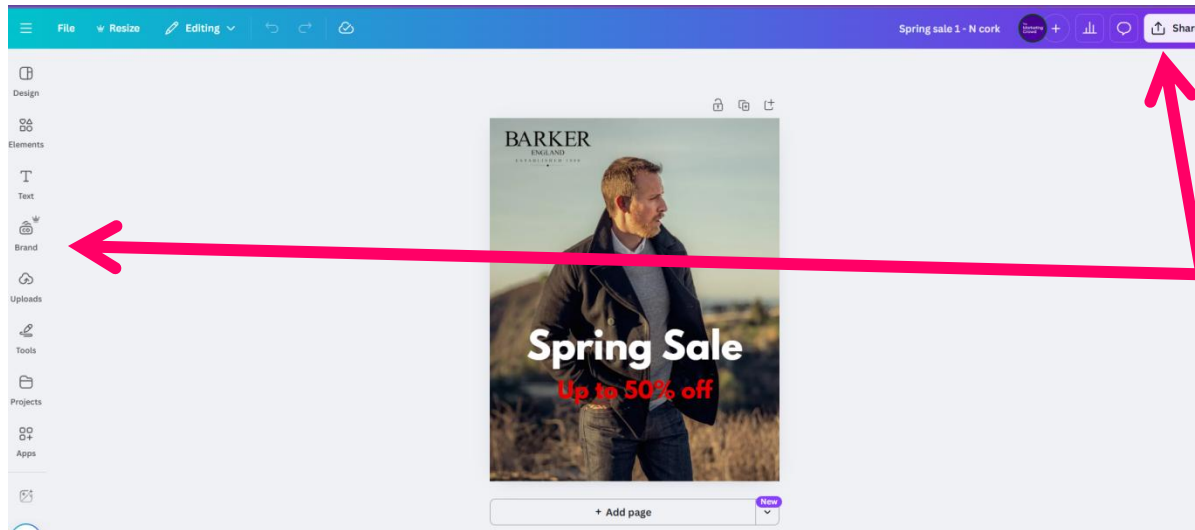
Facebook Post (Landscape)

LinkedIn Background Photo

YouTube

Brand Templates

Exercise 1: How to design a graphic for a post that includes your image plus your logo and text



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.

Exercise 2: How to use other text options plus how to animate text



There are extra text options available under text

You can

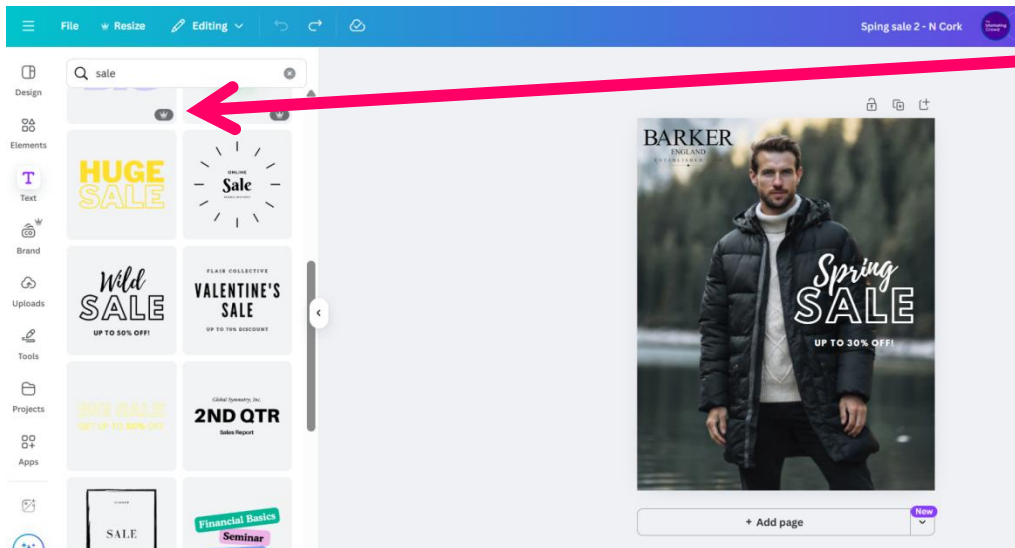
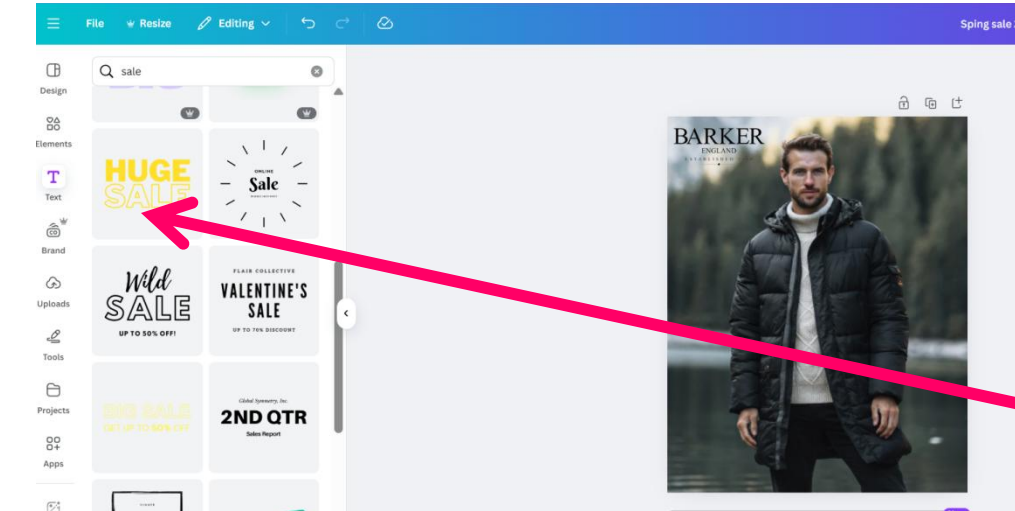
1. Use some preformatted text options
2. You can search for some of these by topic eg. Christmas or sale

Exercise 2: How to use other text options plus how to animate text

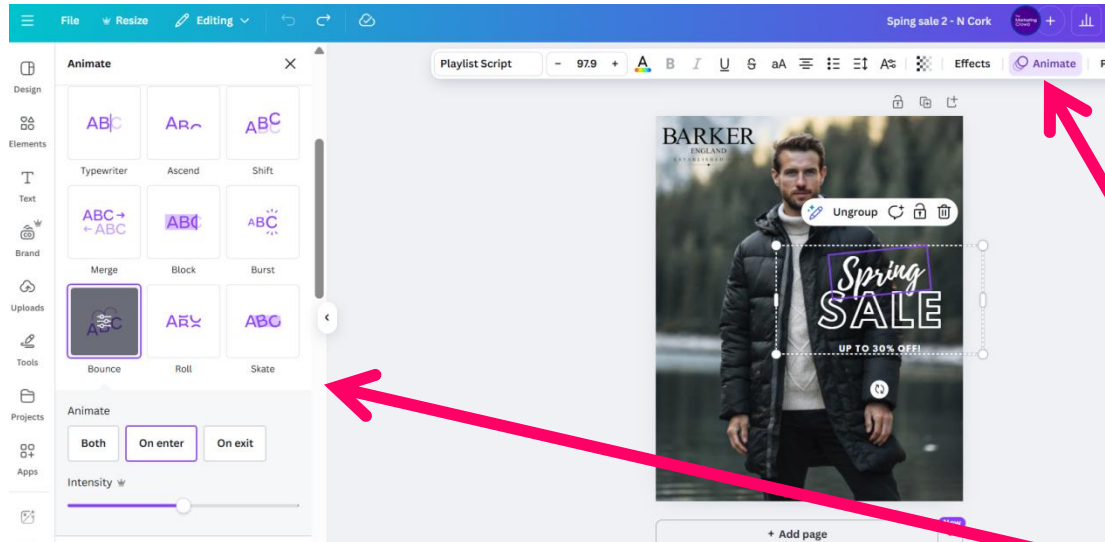
Add your image to the canvas plus add your logo

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

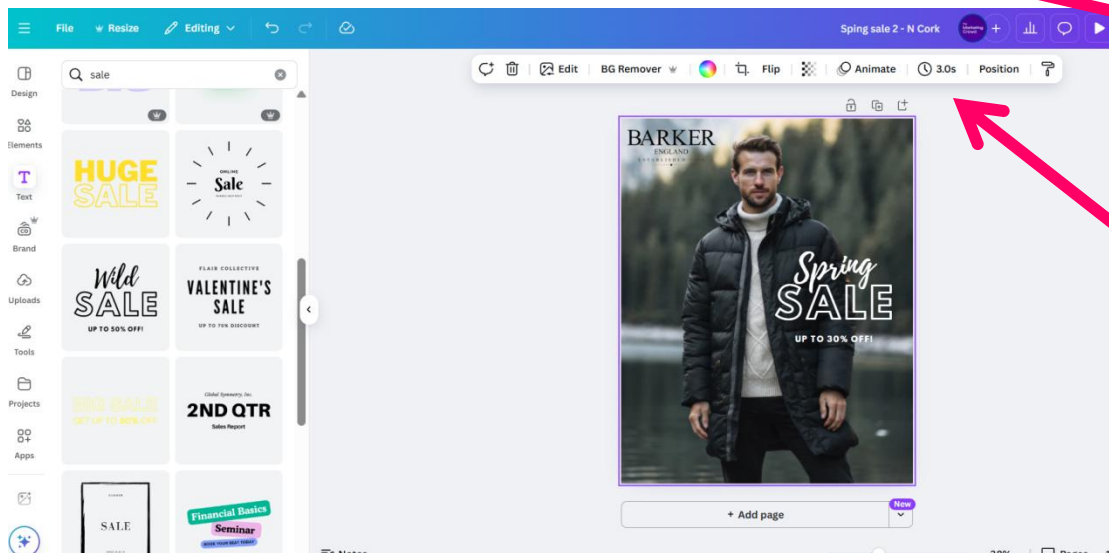


Exercise 2: How to use other text options plus how to animate text



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 eg. To 3 seconds

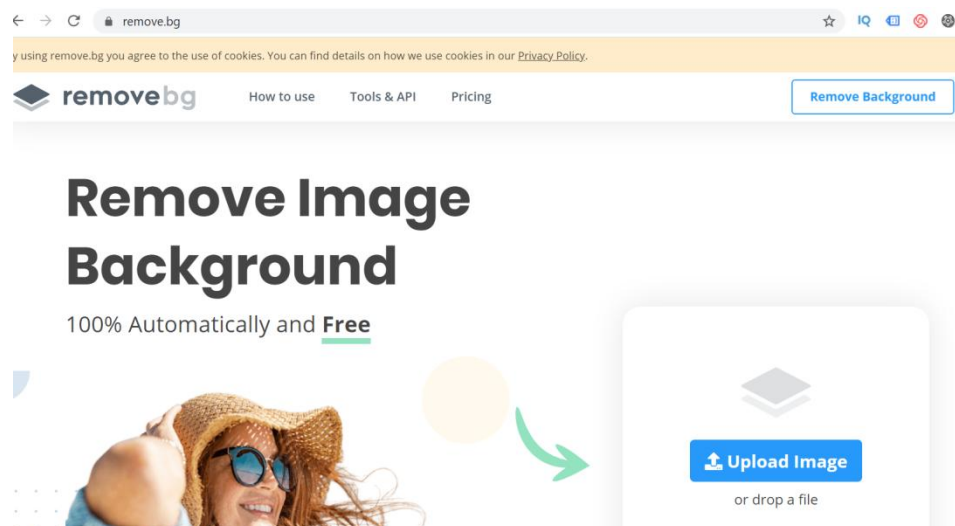
Note – this type of video will work on LinkedIn or FB but don't post it on Instagram. However, you can use this technique on portrait images for Instagram Stories

Exercise 3: 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

Free tool that removes the background of an image



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

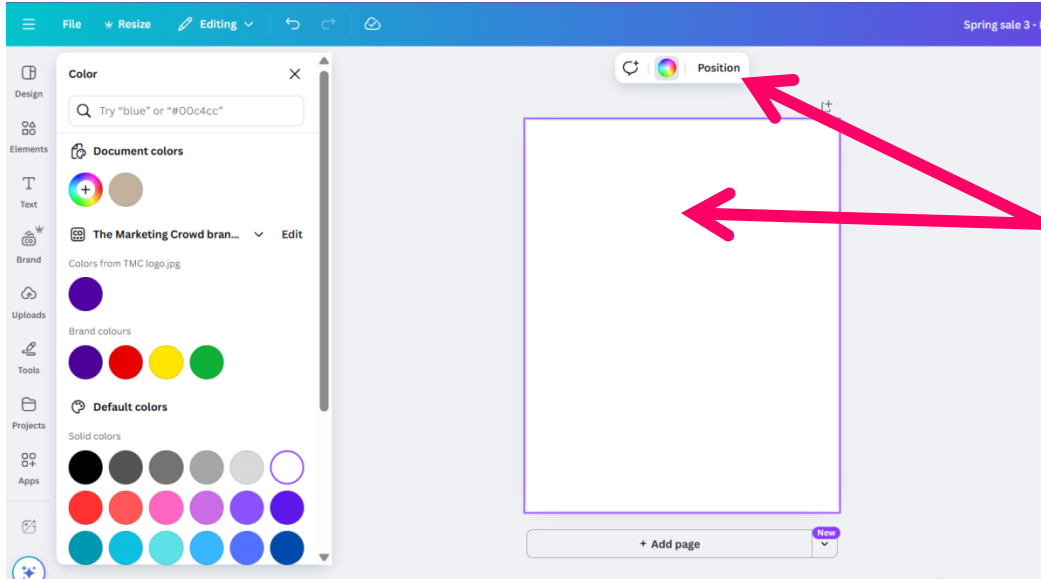
Note – there is the facility to remove the background in canva.com but it is part of the premium package

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

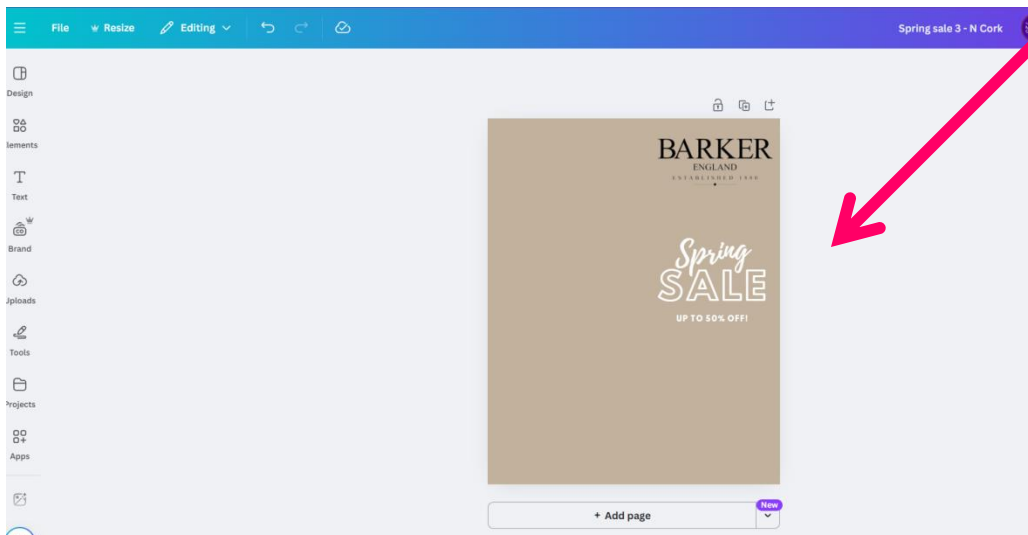


Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

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

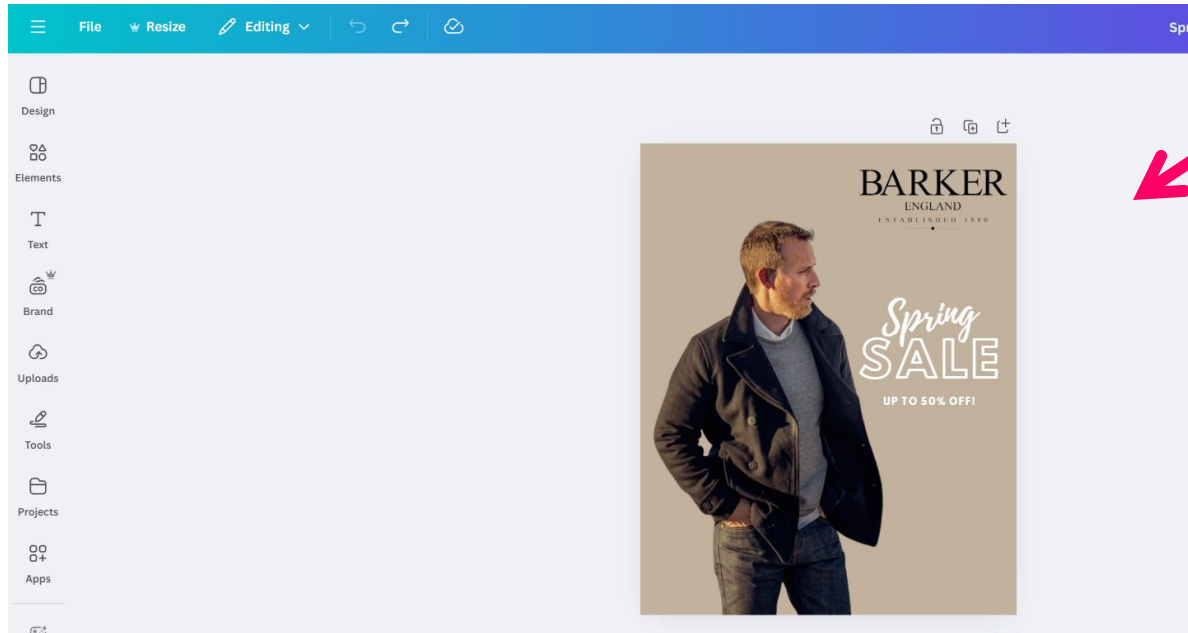


- Click on the canvas and above it click on the colour option. Choose a colour.
- Choose a default colour, or Search for a colour or tap the + icon if you want more options



- Then add you logo and text
- To remove the background from your image use the remove BG tool if you have Canva pro
- If you are using Canva for free 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 canvas

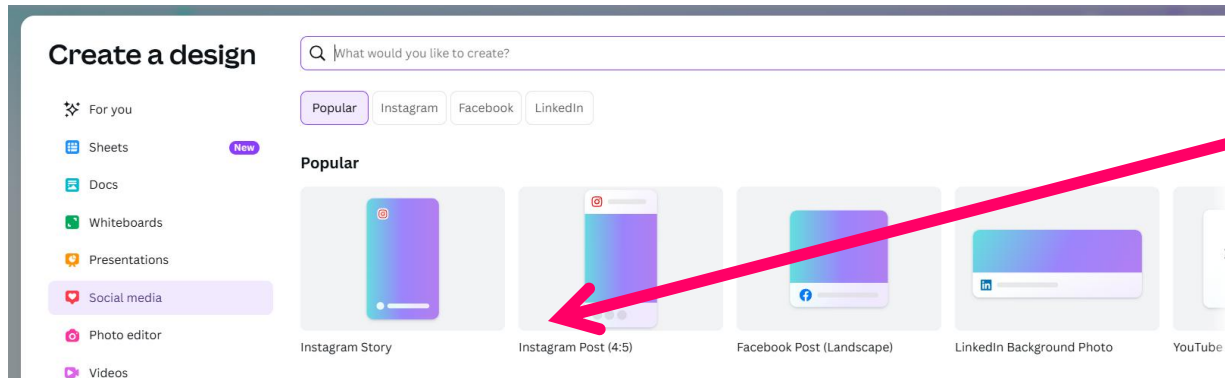
Exercise 4: How to design a portrait image for Stories



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 add text graphics within elements.

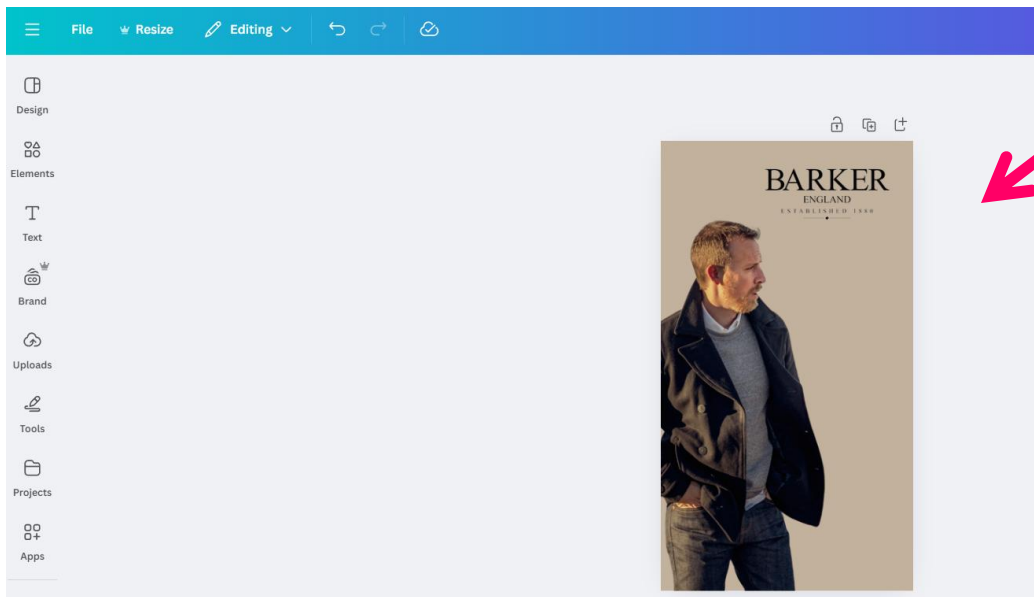
Exercise 4: How to design a portrait image for Stories



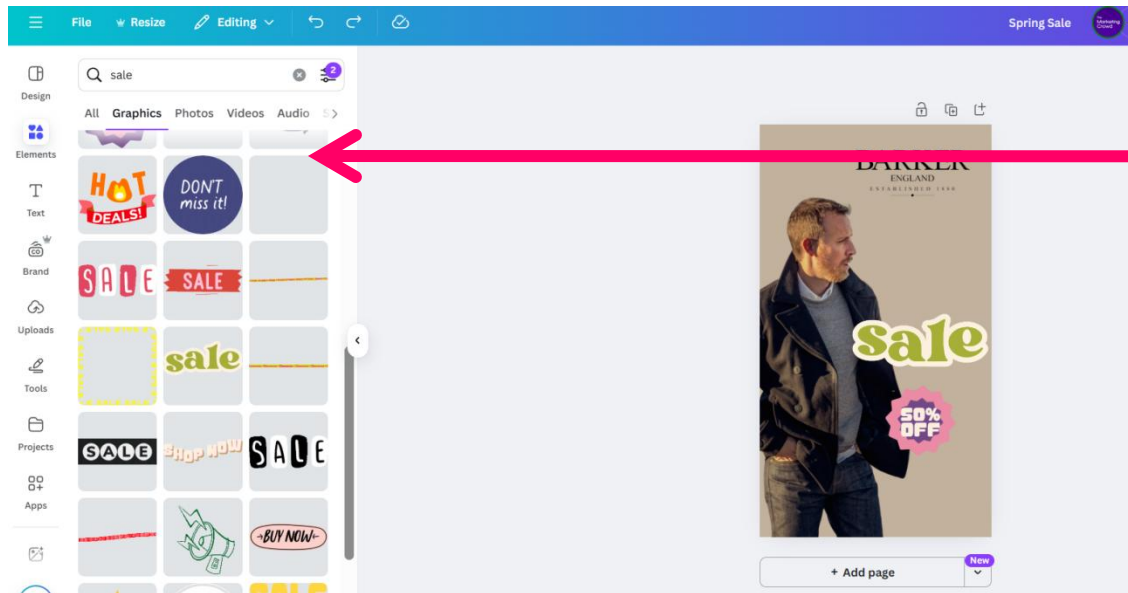
On the Canva homepage select Social Media and then Instagram story. This will give you a portrait canvas.

As per the previous exercise you can now .

- Choose a background colour
- Add a transparent image and logo



Exercise 4: How to design a portrait image for Stories



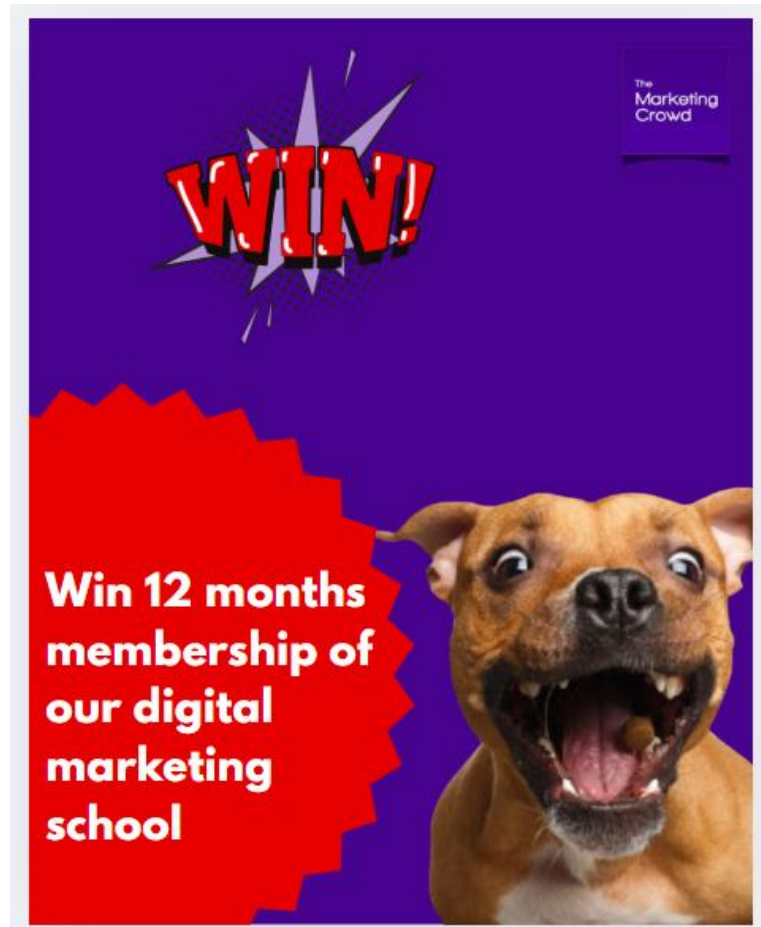
You can search for lots of
predesigned “graphics” under
elements

Click elements
Search for a topic eg 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

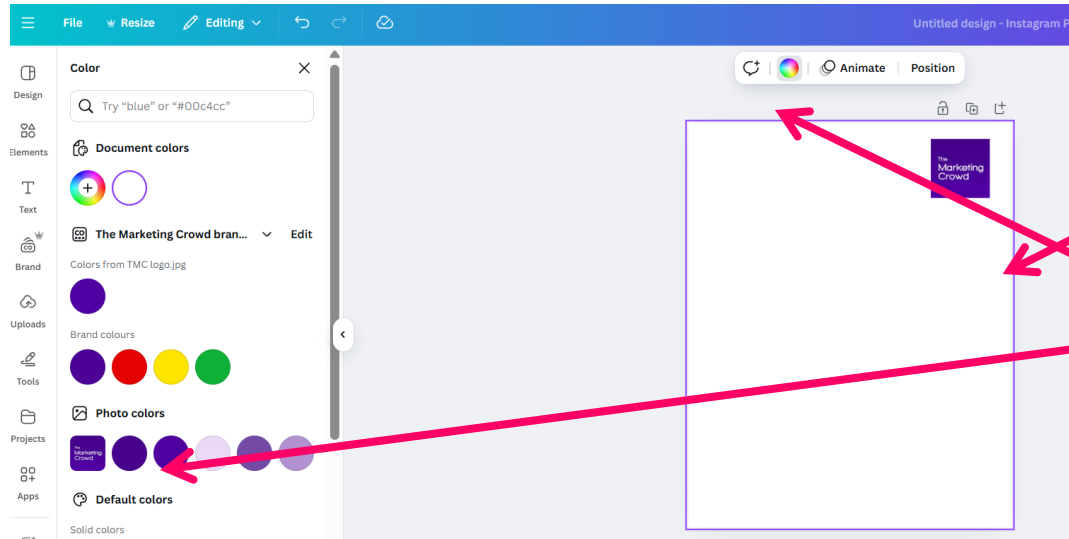
Exercise 5: How to design a “Competition” graphic using your brand colours



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

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

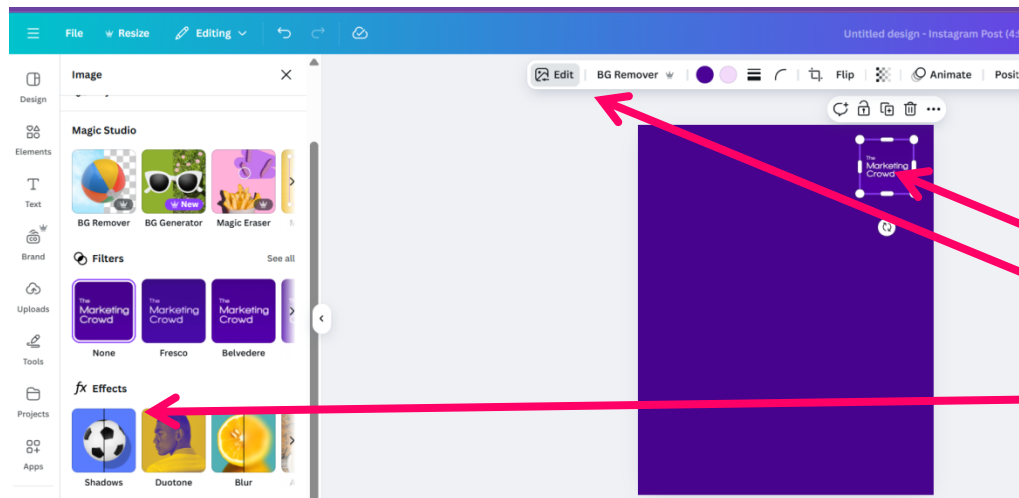
Exercise 5: How to design a “Competition” graphic using your brand colours



Start by choosing a canvas shape eg. Instagram 4:5

Upload your logo and add it to the Canvas

Click on background colour
Your logo colour is available as an Option under “Photo colours” because it is an image on the Canva. Click on it

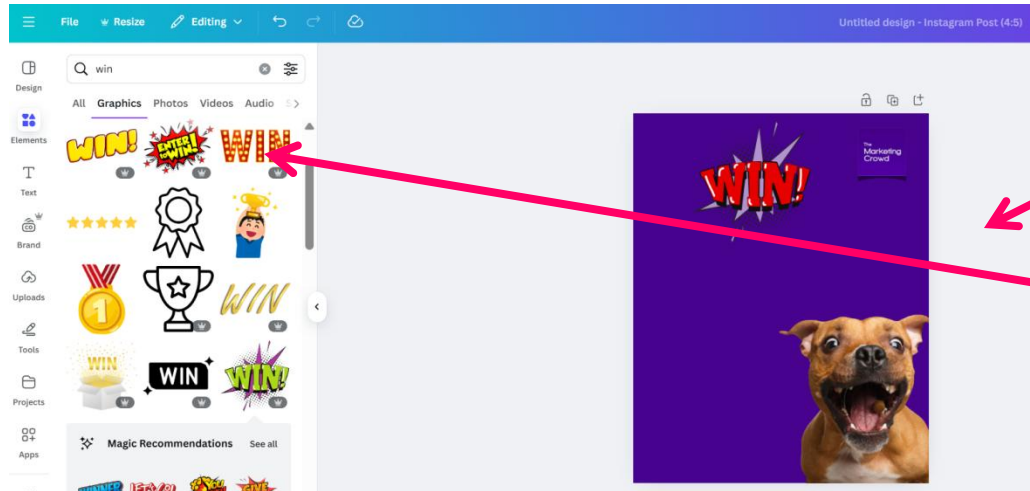


Your background now matches your logo. Move your logo to where you want it

In order for your logo to stand out more add a shadow

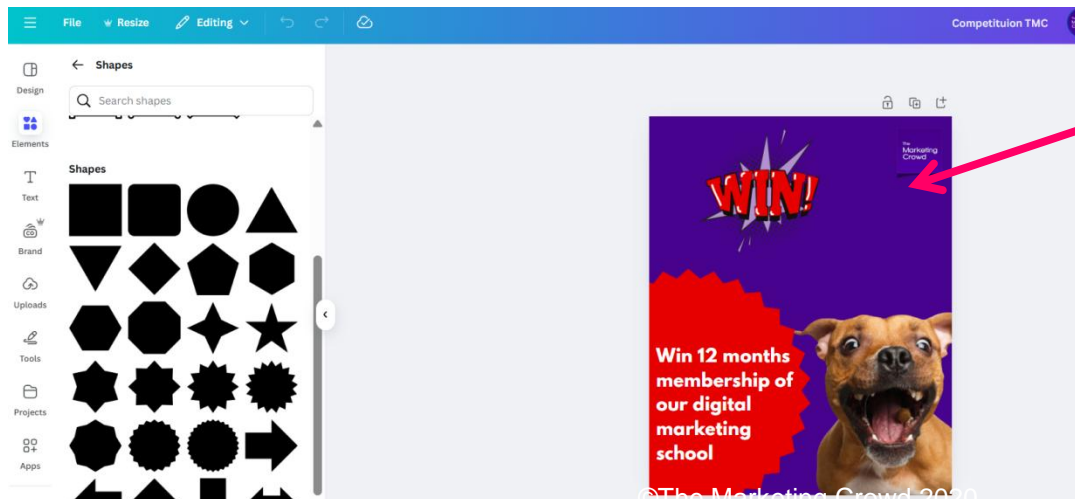
1. Click on the logo
2. Click edit
3. Click Shadows and then select a shadow

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

Exercise 6: 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.

How to get the dimensions of an image on your website

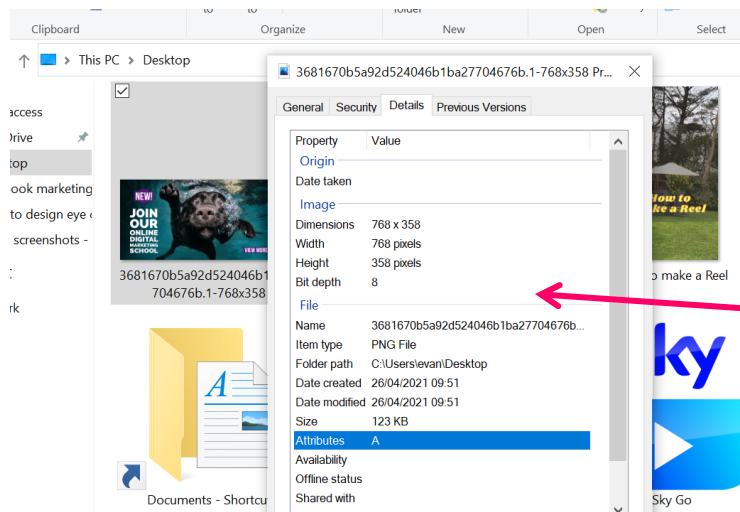


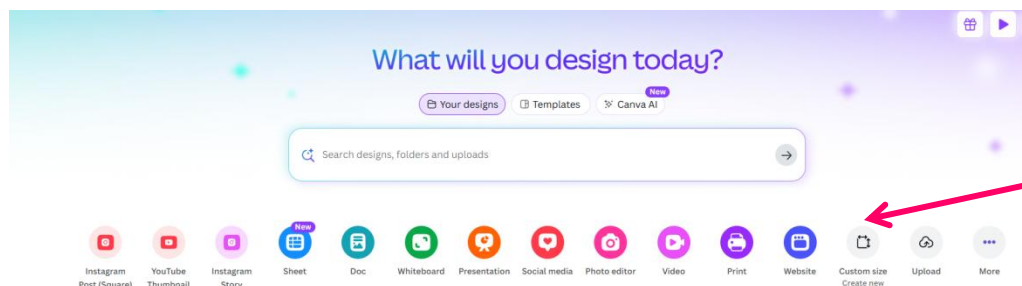
Image dimensions for your website:

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

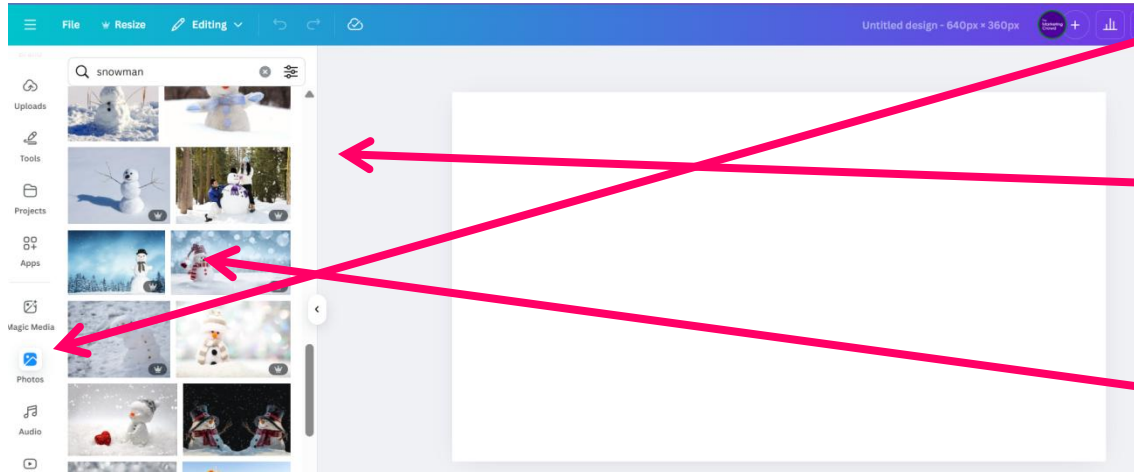
Then go to Canva.com homepage

Click on Custom size
Type in the dimensions of your image

You will now be taken to a canvas that is the exact size



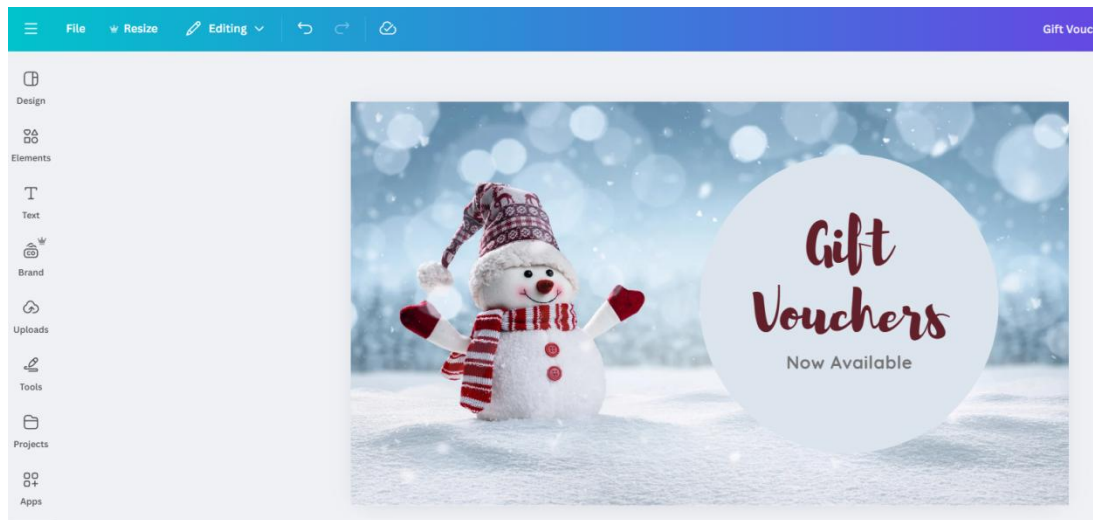
Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



On the left hand menu click on Photos

Then search for your topic eg. Snowman

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

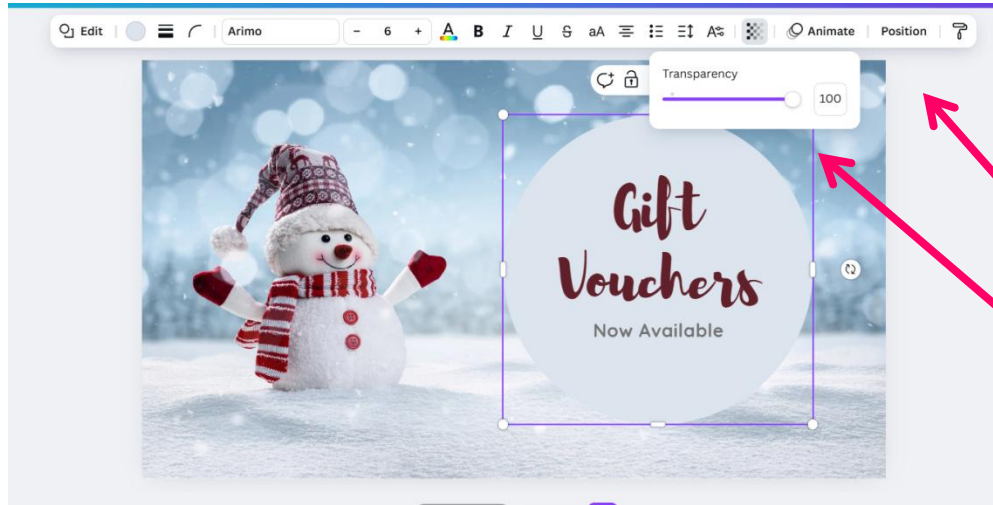


Then add your text

Add a shape eg 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



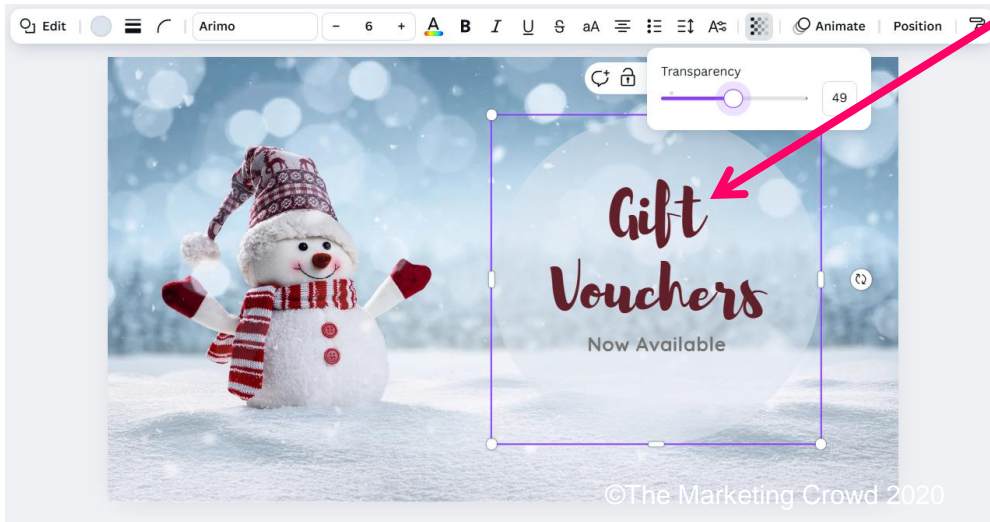
To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider



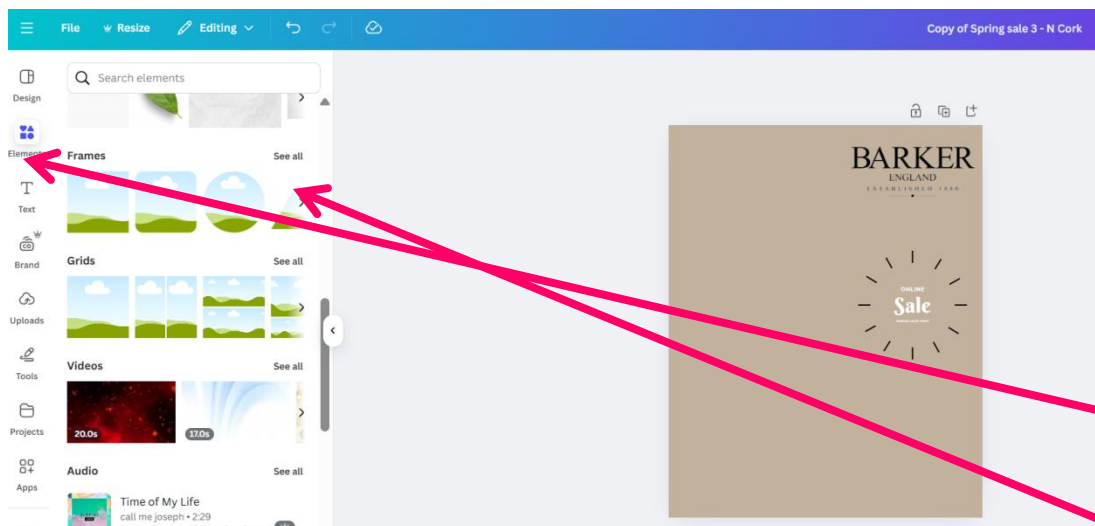
Exercise 7: How to add images to frames



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

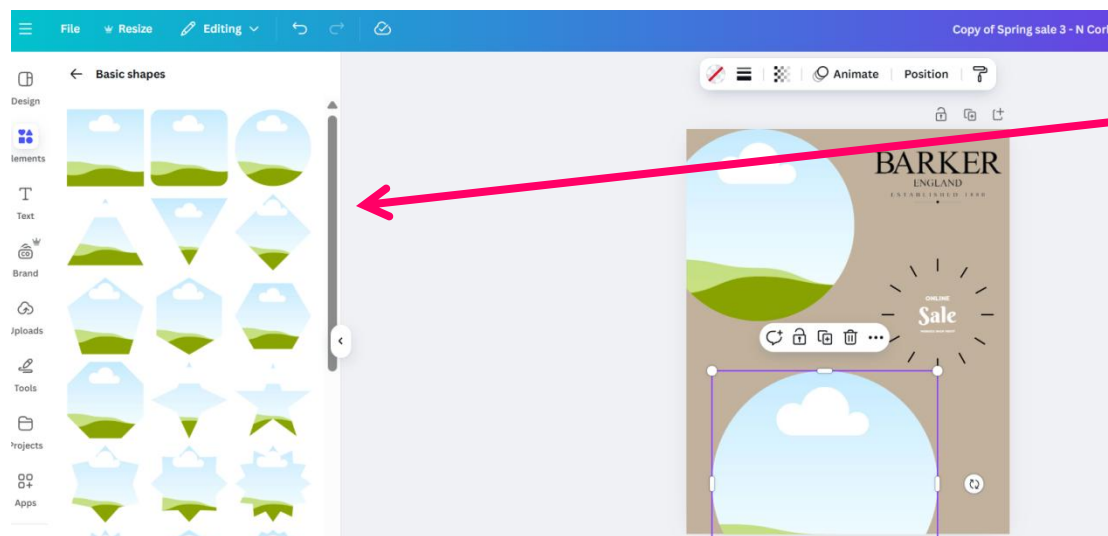
Exercise 7: How to add images to frames



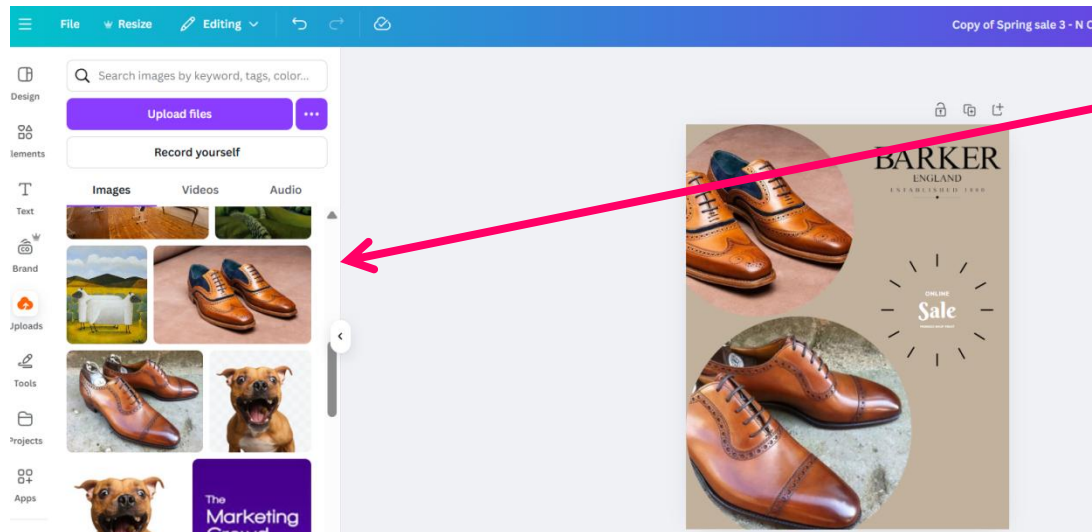
As per previous lessons, choose a canvas shape, add a background colour, add text and add a transparent logo.

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



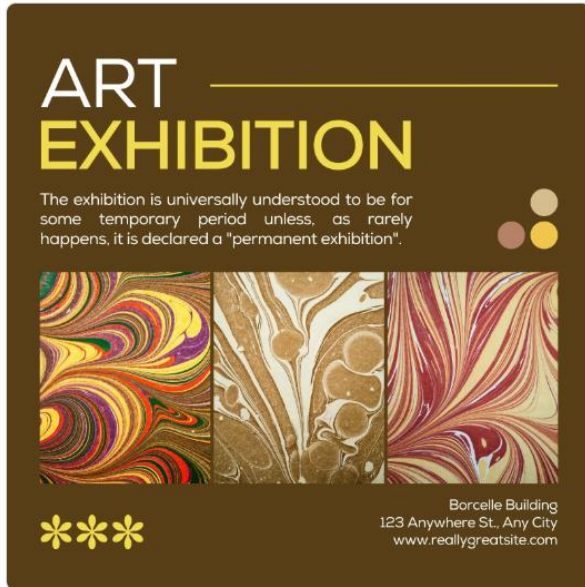
Exercise 7: How to add images to frames



Now that you have added the frames you can e.g. add an image into each frame

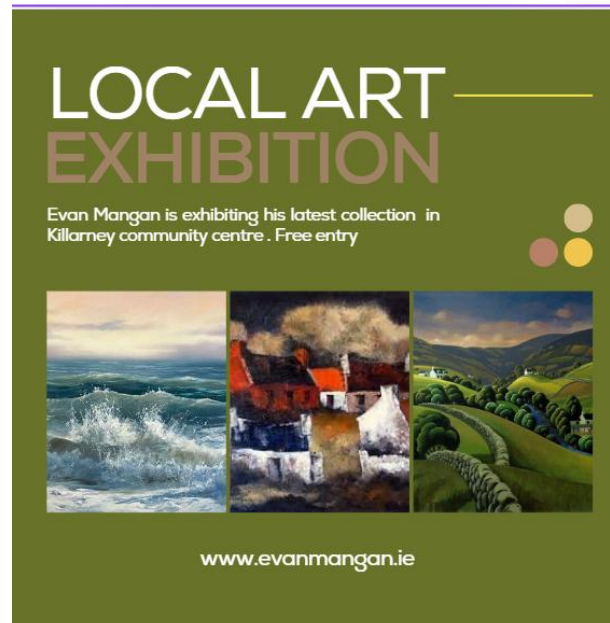
- Go to uploads
- Upload your images
- Drag an image into a frame

How to use Canva's professionally designed templates

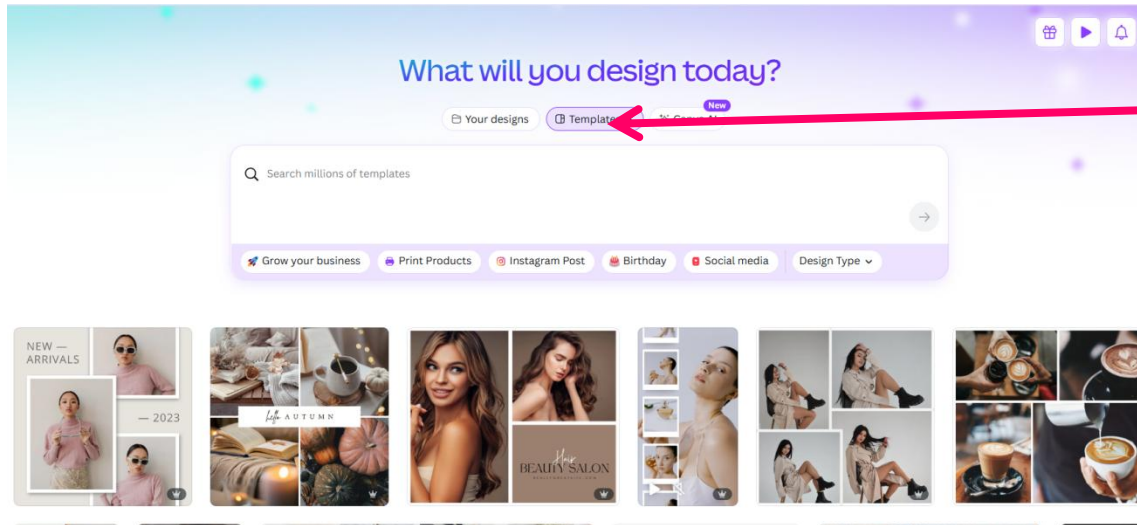


There are thousands of professionally design templates on Canva and once you find one that you like, you can replace their image and text with yours

You can easily turn this into this



How to use Canva's professionally designed templates

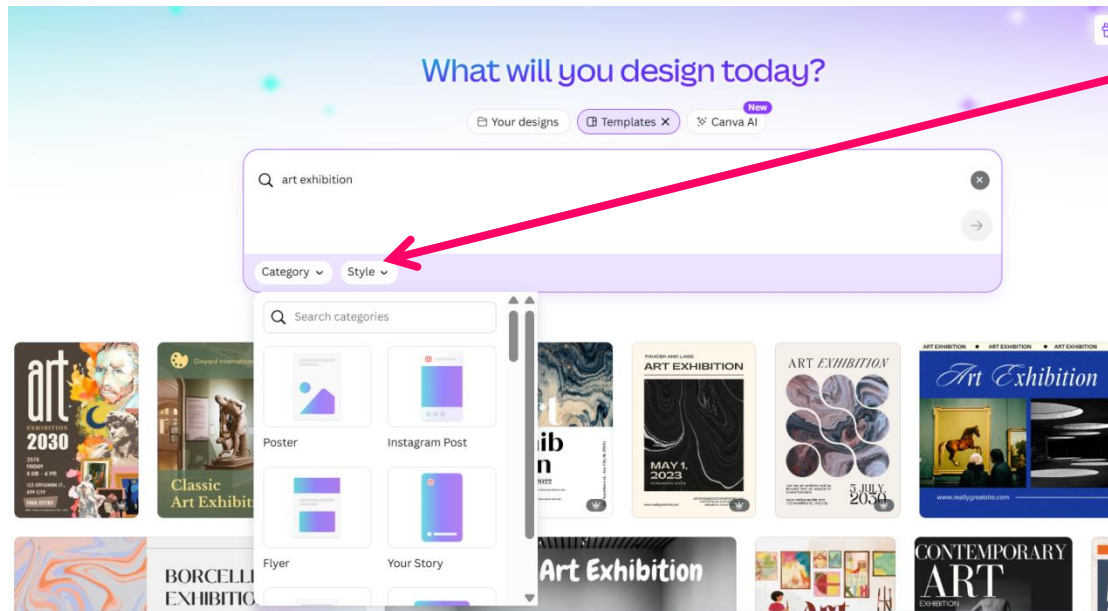


1. Go to Canva.com homepage
2. Click on Templates
3. In the search box type in any topic that you would like to see templates for

Art exhibition
New Arrivals
Yoga workshop
Special offer

You will then be shown hundreds of
Templates

How to use Canva's professionally designed templates



You will then be shown hundreds of Templates

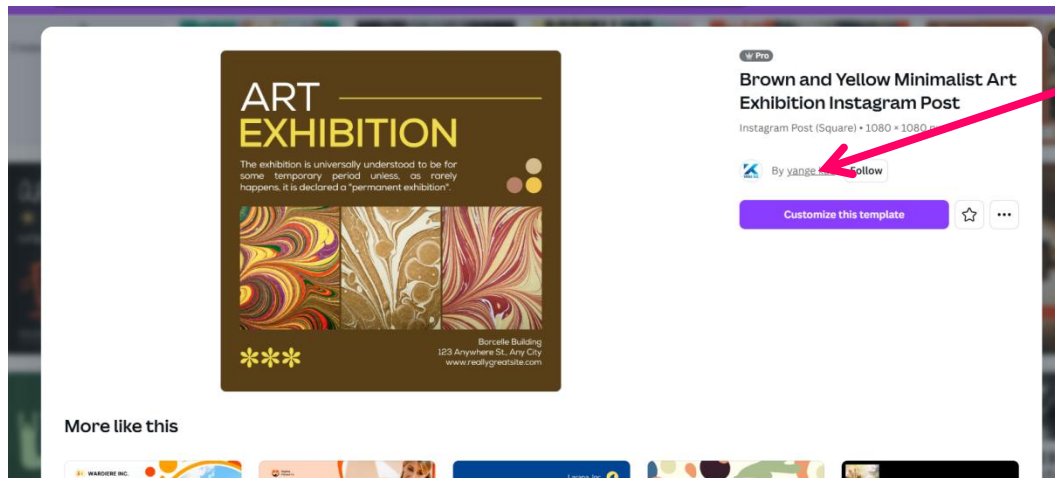
You can then filter by

Category – Instagram posts / Story / Flyer

Style = Modern, illustration, minimalist

Select a template by clicking on it

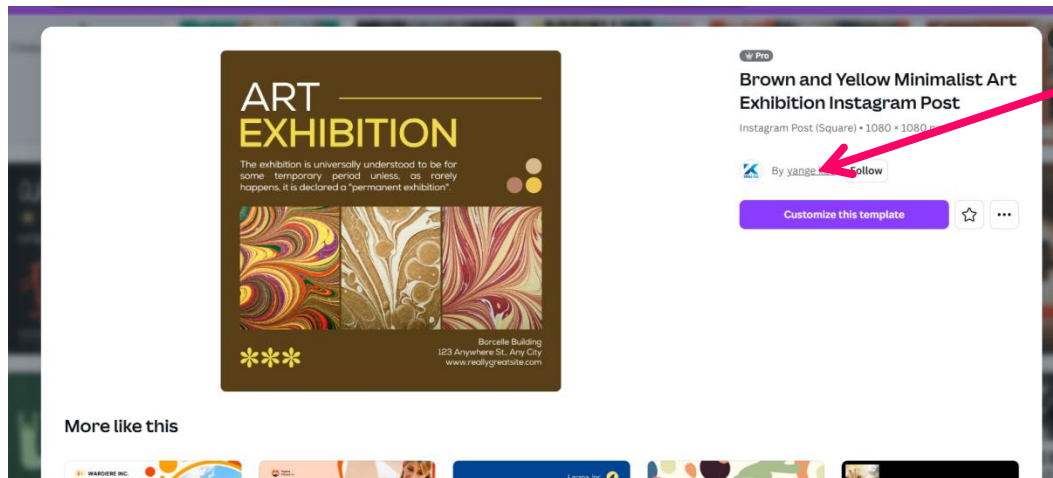
How to use Canva's professionally designed templates



Click customise this templates

Note – you can only customise Pro templates if you are paying for Pro

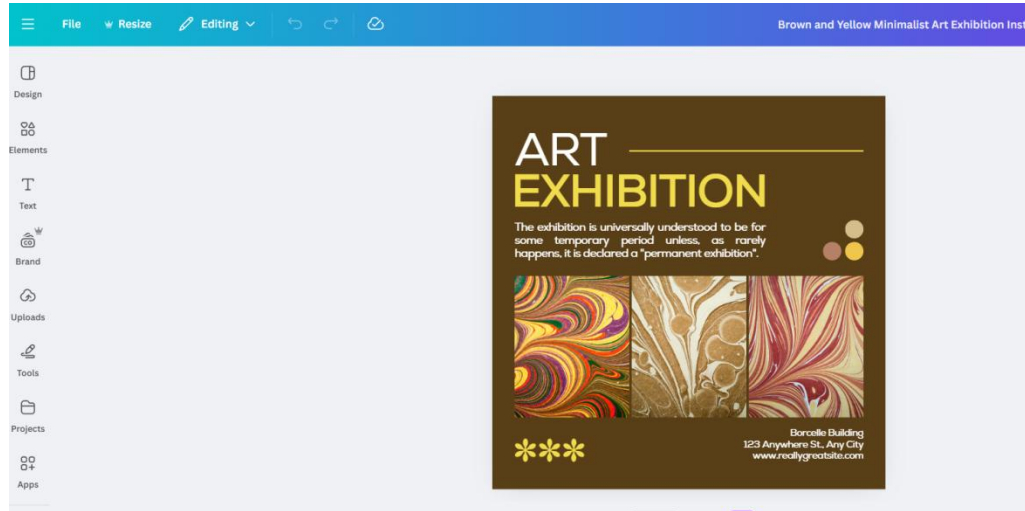
How to use Canva's professionally designed templates



Click customise this templates

Note – you can only customise Pro templates if you are paying for Pro

How to use Canva's professionally designed templates



You can now swap their images for your, change the text, change background colour etc

