

Marketing Crowd

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

Canva ¤ Part 2

What We Will Cover

Canva AI features:

- 1. Overview of AI in Canva
- 2. Al Hub Image creation
- 3. Magic edit Highlight part of an image and type what you want to replace it with
- 4. Magic eraser Highlight people or objects in an image and it will erase it
- 5. Magic media Text to image generator
- 6. Magic write generate initial drafts of text and alternative copy options
- 7. Magic grab isolate and move anything within an image
- 8. Magic expand ask Canva to recreate parts of an image to make it wider or taller
- 9. Grab text isolate and manipulate any text that is in an image
- 10. Magic switch an upgrade to the resize feature for Pro users

What We Will Cover

Other 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

Overview of AI in Canva



Canva have introduced a huge number of 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.

Overview of AI in Canva



There is an AI hub located in the centre panel

Pro users can use this an unlimited number of times. However, for free users ...

Al Image Generation: Free users are allowed 20 lifetime uses of Dream

Magic Design: Free accounts have a 10 lifetime use limit for Magic Design features, which includes tools like Magic Design for Presentations

Other AI Tools: Free users also have access to Magic Write (Canva's AI text generator), but this is capped at 50 total uses

Overview of AI in Canva

P Your designs ☐ Templates	
Describe your idea, and I'll bring it to life	
+	Q
😵 Design for me 😢 Create an image 🛛 🌮 Draft a doc 🛛 🕫 Code for me	

Design for me – you can ask it to design a social media post or a logo simply by describing what you want

Create an image – describe the image that you want

Draft a doc – ask it to write a social media post or text for aa web page – just like Chat GPT

Image creation in AI Hub

• V	Vhat will you design today?
	P Your designs Templates Canva AI X
A photo realistic image of a sur rise using a drone with a high-resolution	e yoga session on a peaceful beach, with waves gently breaking and a serene atmosphere, captured n camera
+	
Create an image X Style V	Aspect Ratio V
	Canva AI can make mistakes. Please check for accuracy. <u>See terms</u> • <u>Give feedback</u>

Click on create an image Type in a description of the image that you would like

Choose a style eg. Stock image, illustration. Bokeh Choose an aspect ration (Landscape, portrait, square)

Image creation in AI Hub

A photo realistic image of using a drone with a high-r	a sunrise yoga session on a pe resolution camera.	aceful beach, with waves gently breakin	g and a serene atmosphere, captured
Sinto			
	1		
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Create an image X	Style ~ Aspect Ratio ~	🕞 Match image 🗸 🕞 Strength	•
Match the style		Match the design	

You can also click on the + icon and add an image

When you add the image you can then choose to "Match Image" and then choose style or structure

Style = You want the new image to look like the attached image in terms of colours / vibe Structure = You want the new image to use the same structure elements (trees, mountains, beach) as in the attached image

Image creation in AI Hub

A photo realistic image of a sunrise voga session on a peaceful beach, with waves gently breaking and a serene atmosphere, captured using a drone with a high-resolution c

O Stock Photo 0 1:1 0 ...



54 minutes ago

A photo realistic image of a sunrise yoga session on a peaceful beach, with waves gently breaking and a serene atmosphere, captured using a drone with a high-resolution camera.

() Stock Photo 🗆 1:1 🜔 🚥

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hoto realistic image of a sunrise vosa session on a peaceful beach, with waves cently breaking and a servere atmosphere, captured using a drone with a high-resolution camera.









3. Beach with palm tree attached and requested similar structure



2. Tropical beach attached and requested similar style



1. Just a text prompt – no reference image attached

Design For me in AI hub

•	
What	will you design today?
⊖ Yo	our designs IB Templates Canva AI X
Describe your idea, and I'll bring it to life	
+	
☆ Design for me 🕼 Create an image	Tour designs a remplates Canva Al
Canva Al c	 bescribe your idea, and I'll bring it to life + ◆ Design for me × ◆ Social Media ♥ Presentation ♥ Marketing ♥ Cards & Invitations ● Logo
Click on design for me Then choose social media or p	presentation or Logo
l am choosing Social Media an	d format – Instagram post

Design For me in AI hub

•	
	What will you design today?
	P Your designs Templates Canva Al X
	Create an Instagram story featuring an image for Instagram stories to promote my upcoming yoga workshops. They're for beginners and the classes are on the 20th of May 2025.
	$+$ \rightarrow
	* Design for the x Social Media x Instagram Post x
	Canva Al can make mistakes. Please check for accuracy. <u>See terms</u> • <u>Give feedback</u>
ype what y	ou want it to design
)r tap the m	nicrophone and speak and then enter

Design For me in AI hub

← Yoga Workshops for Beginners - May 20, 2025

stories to promote my upcoming yoga workshops. They're for beginners and the classes are on the 20th of May 2025.

Got it! Give me a moment while I work on that Instagram Story to promote your yoga workshops.



You can then ask it to change the colour, adapt the kind of images and it will red o the designs

You can then edit a design (change text etc)

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



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 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.

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



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



Remove any unwanted object, defect, people or text from your pictures <u>in</u> seconds



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_s1 qU/?utm_source=ig_web_copy_link&igshi d=MzRIODBiNWFIZA

Magic media – Text to image generator

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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



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 eg. Photo, anime, dreamy Also choose the shape of your image eg. 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 write – generate initial drafts of text and other copy options



Magic grab – isolate and move anything within an image



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



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



It now gives you 4 options to choose from





Using magic expand it egg is now a landscape image with everything in proportion

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



This is a Pro feature 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 eg. 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



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