Canva AI

Offaly Local Development Company

The Marketing Crowd

Update on all the latest AI features

Offaly Local Development Company

Create Green Offaly sustainable by design

Rialtas na hÉireann Government of Ireland | Tionscadal Éireann Project Ireland 2040 | Ár dTodhchaí Tuaithe Our Rural Future | Arna chomhchistiú ag an Aontas Eorpach Co-funded by the European Union | LEADER Development led by local communities

Ama chomhchistiú ag an Roinn Forbatha Tuaithe agus Pobail
Co-funded by the Department of Rural and Community Development

What We Will Cover

Canva AI features:

1. Overview of AI in Canva
2. AI 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
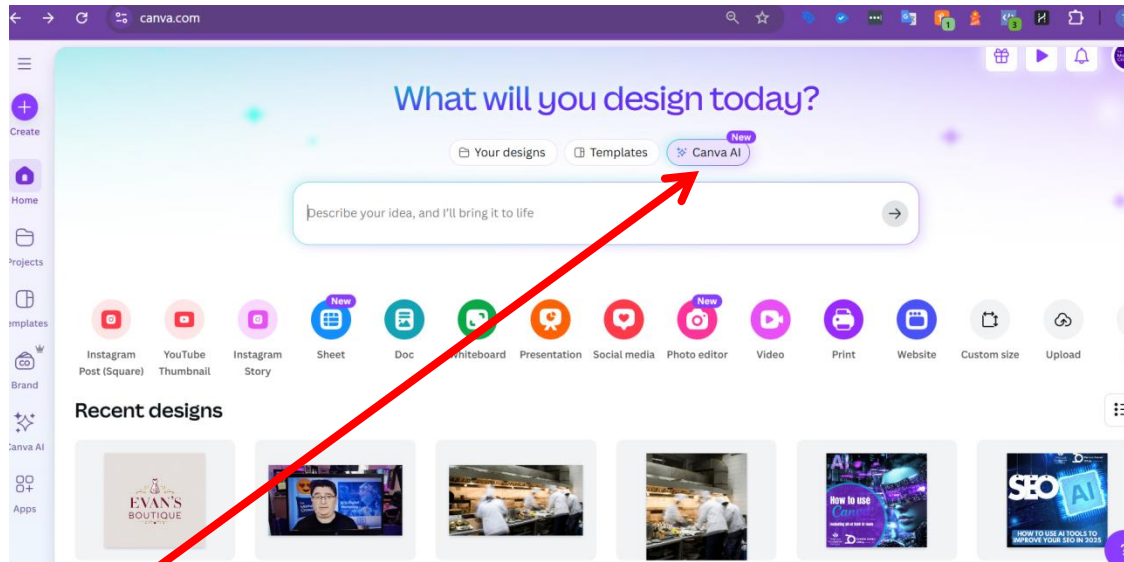6. How to use the new layers feature

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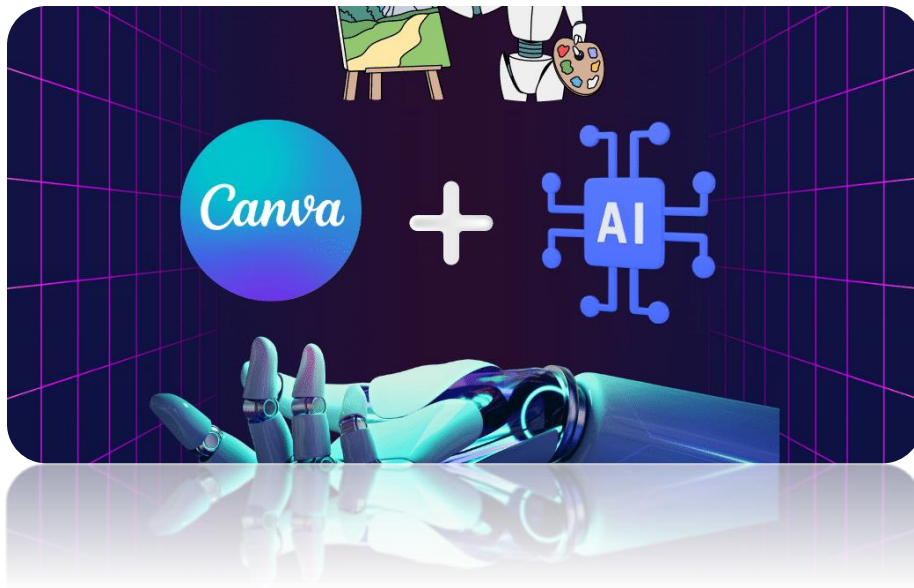
Canva have introduced a huge number of AI features for image and video creation.

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 ...

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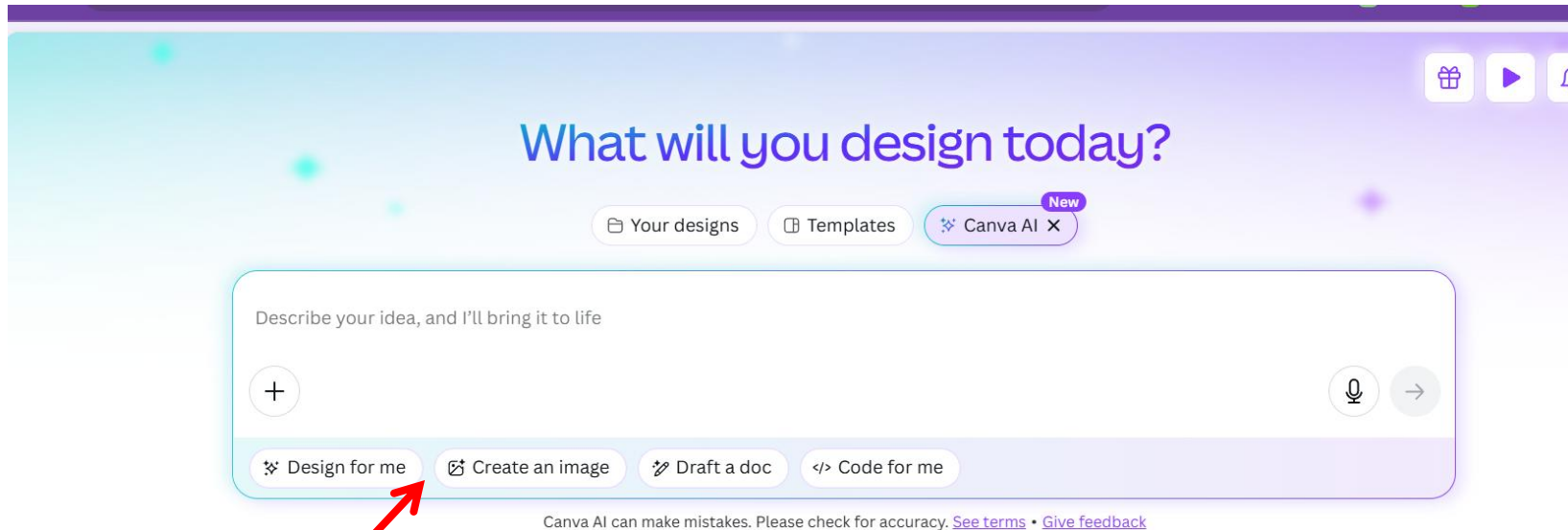
Design for me – you can ask it to design a social media post or a logo simply by describing what you want

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
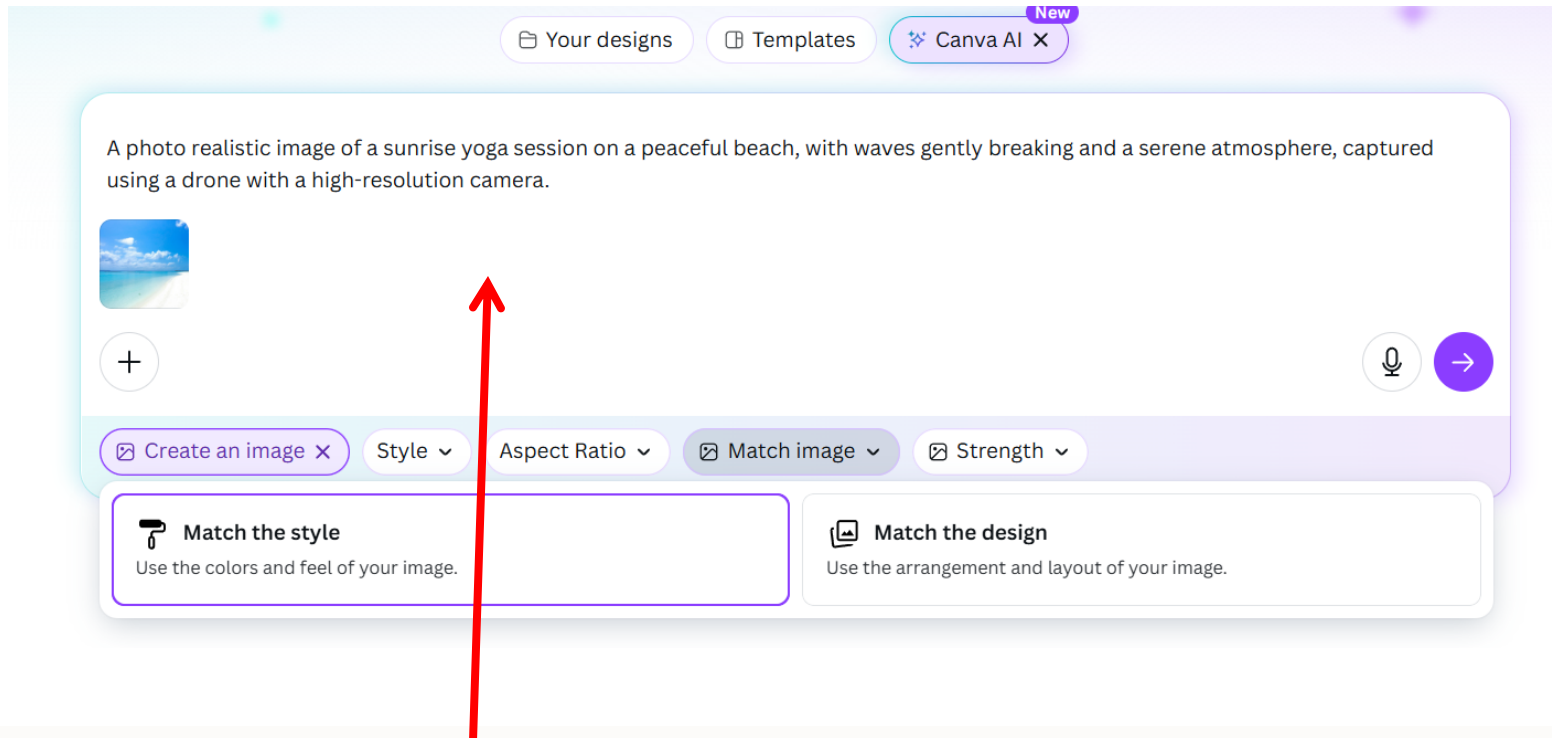
Image creation in AI Hub
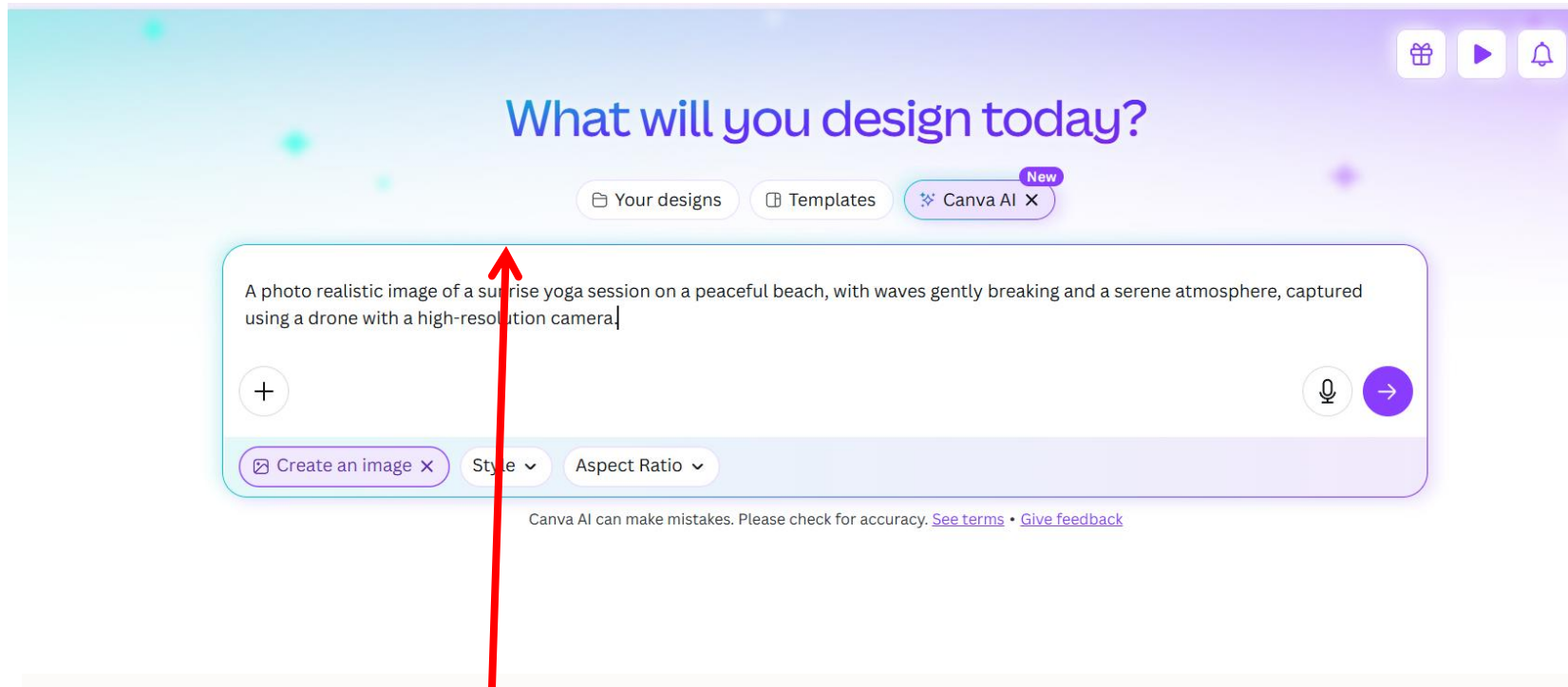
Click on create an image
Type in a description of the image that you would like

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

Image creation in AI Hub

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

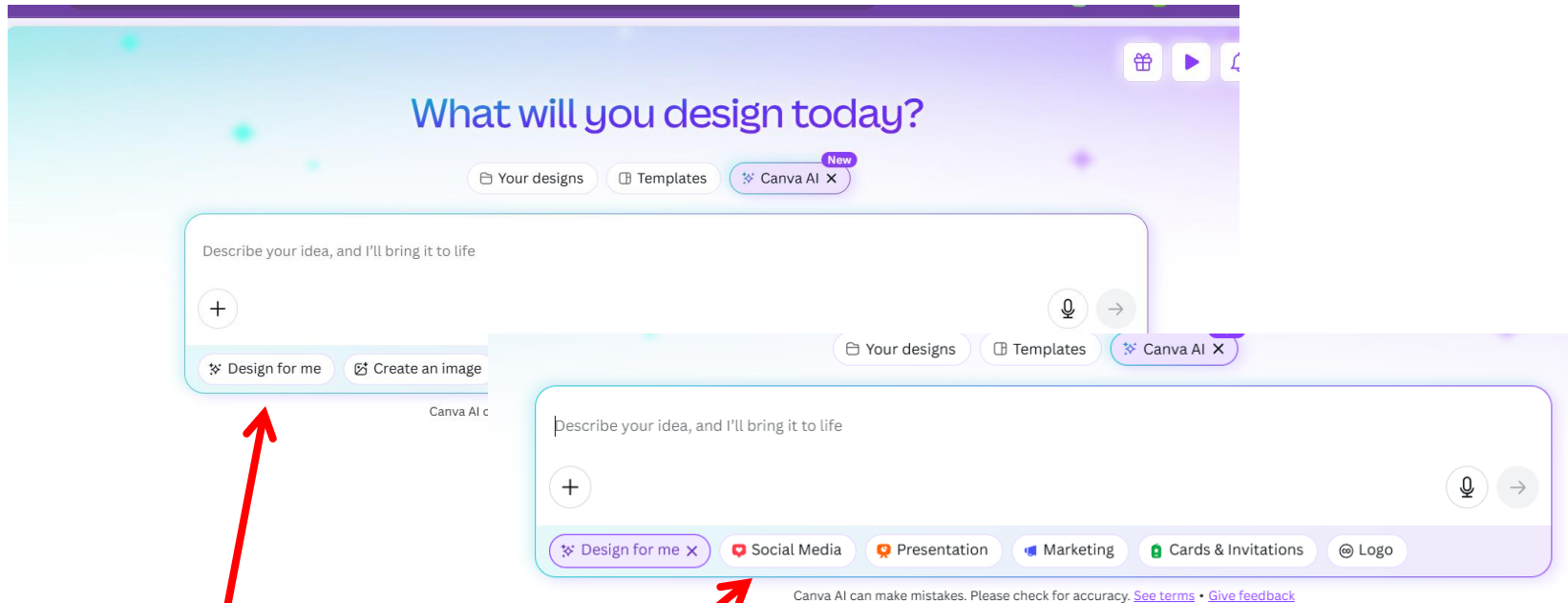3. Beach with palm tree attached and requested similar structure

2. Tropical beach attached and requested similar style

1. Just a text prompt – no reference image attached
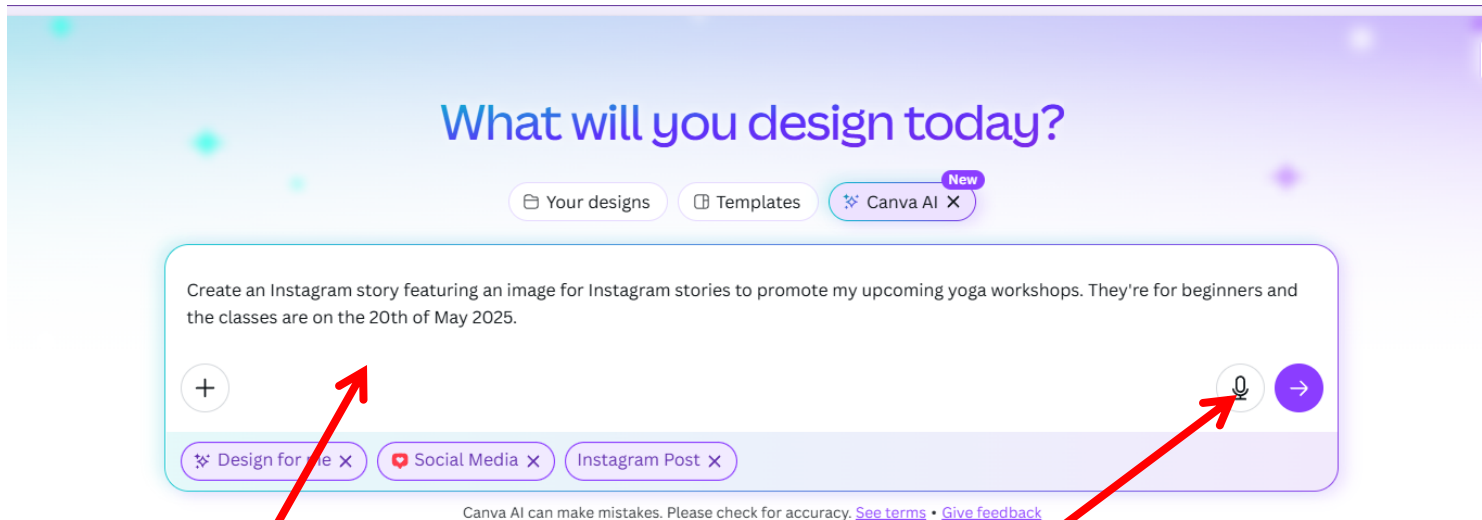
Design For me in AI hub

Click on design for me

Then choose social media or presentation or Logo

I am choosing Social Media and format = Instagram post

Design For me in AI hub

What will you design today?

Your designs | Templates | Canva AI ✕ [New]

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.

Design for me ✕ | Social Media ✕ | Instagram Post ✕

Canva AI can make mistakes. Please check for accuracy. See terms • Give feedback

Type what you want it to design

Or tap the microphone and speak and then enter
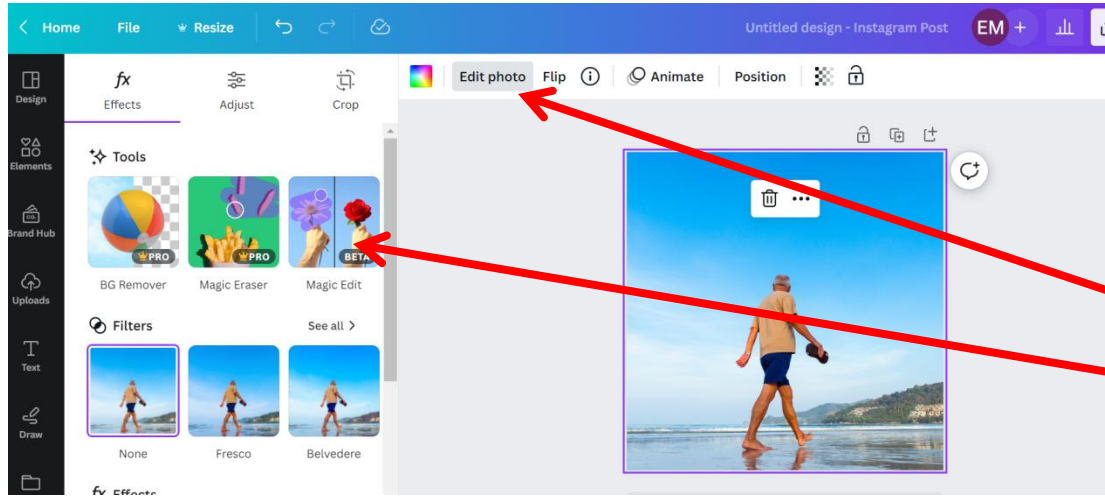
Design For me in AI hub

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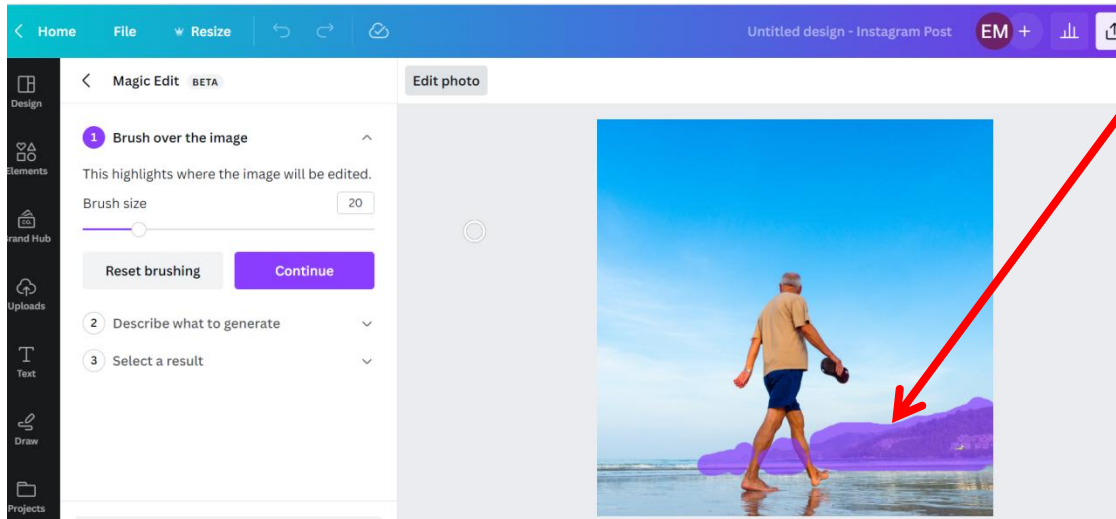# Highlight part of an image and type what you want to replace it with

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

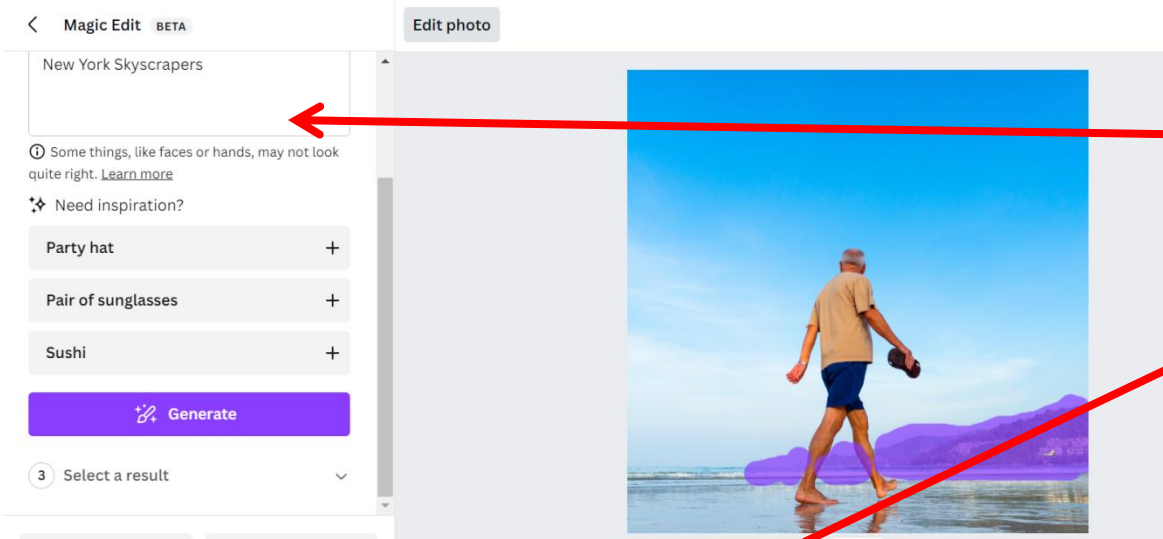Use the brush to highlight the area that you want to replace

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

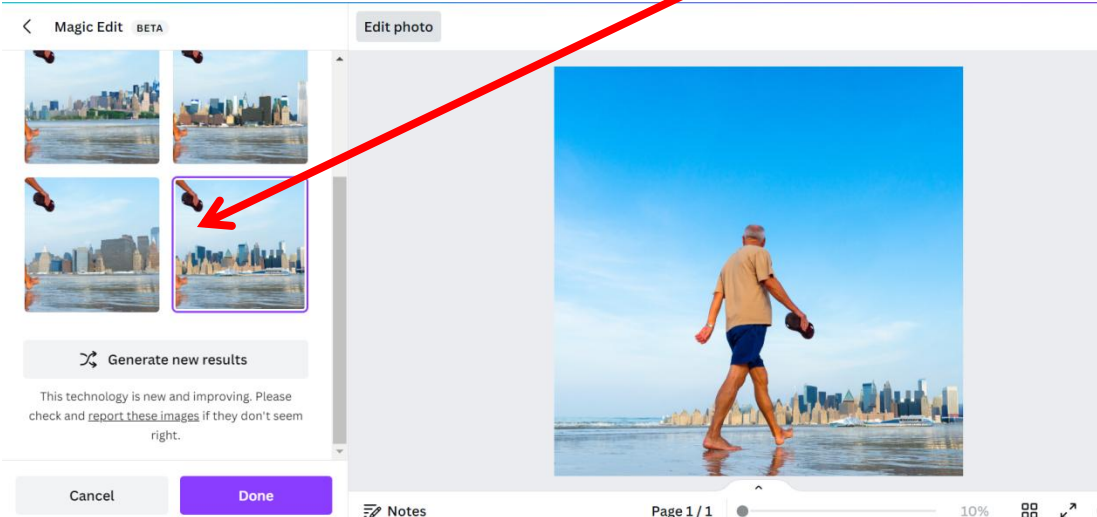Type what you would like to replace it with eg. Skyscrapers

You can then choose from different options

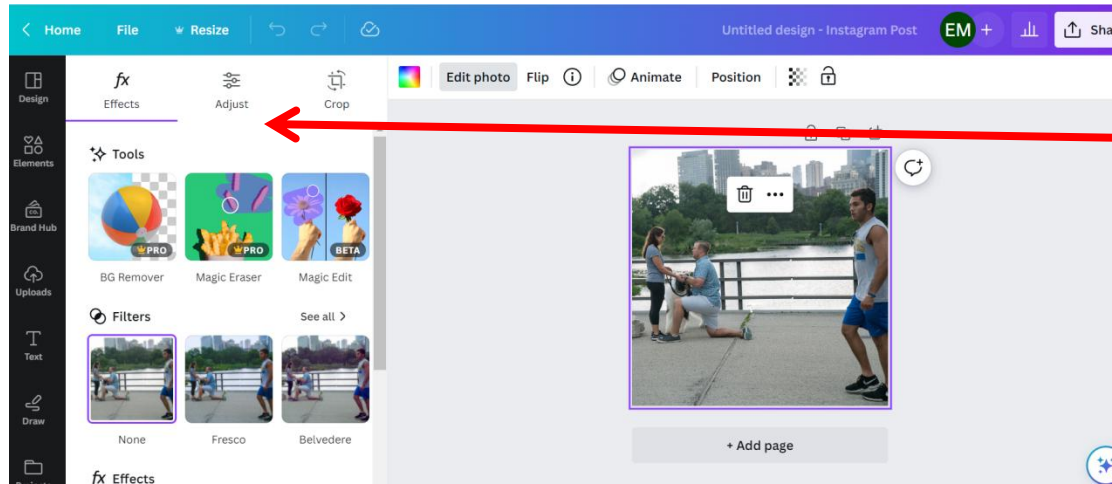Click save

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
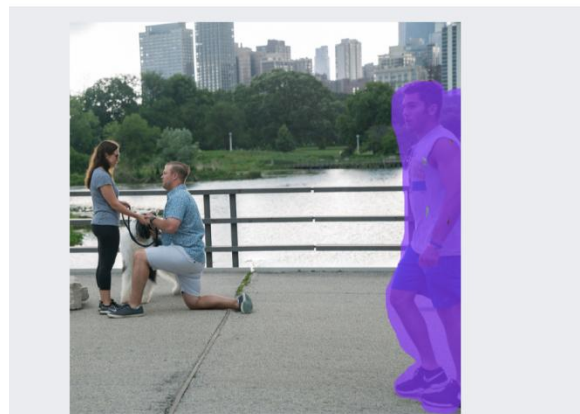

Note – you need the Pro version to use this tool

Add your image to the canvas

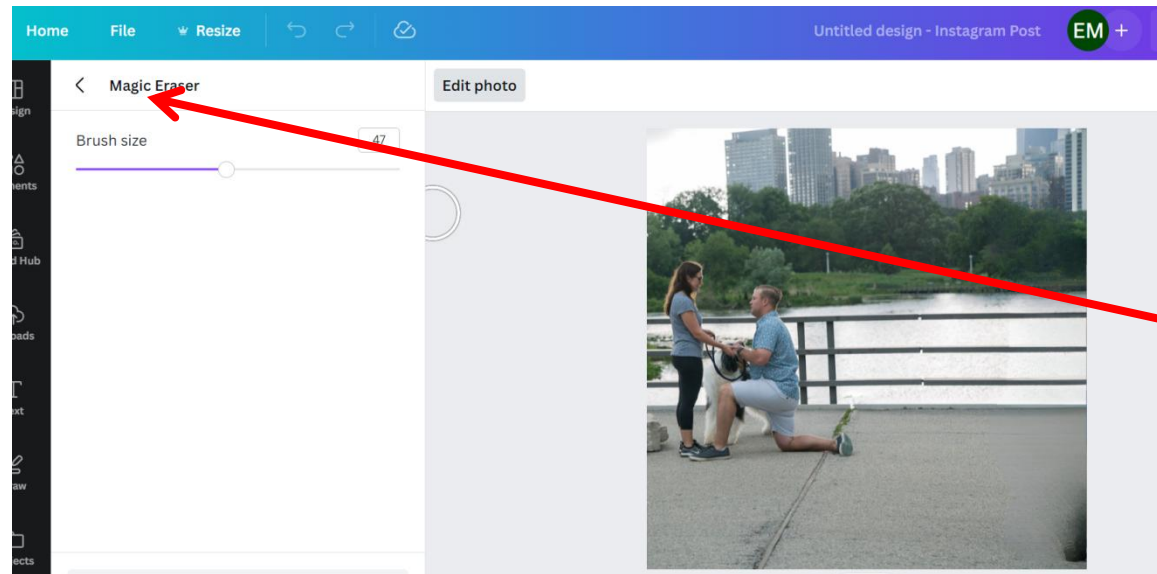Click on edit image

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
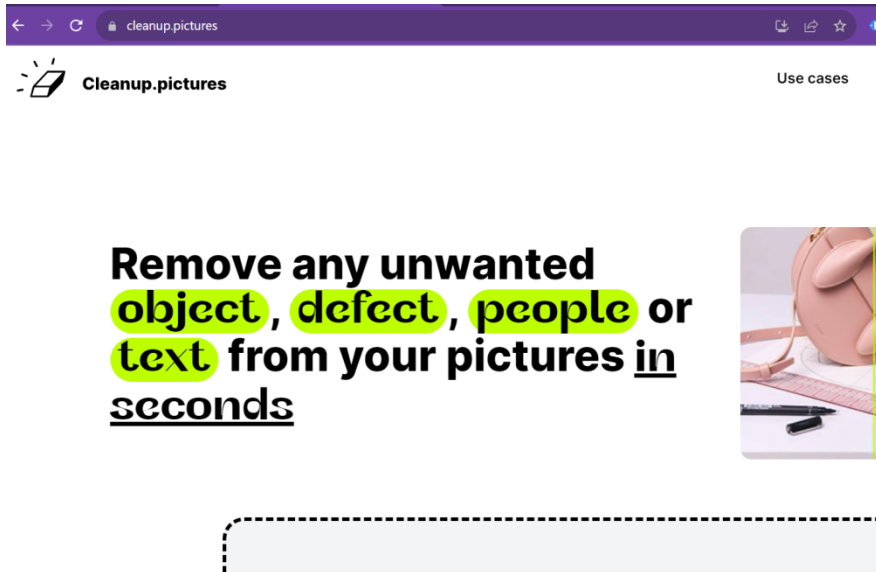

It will now be erased

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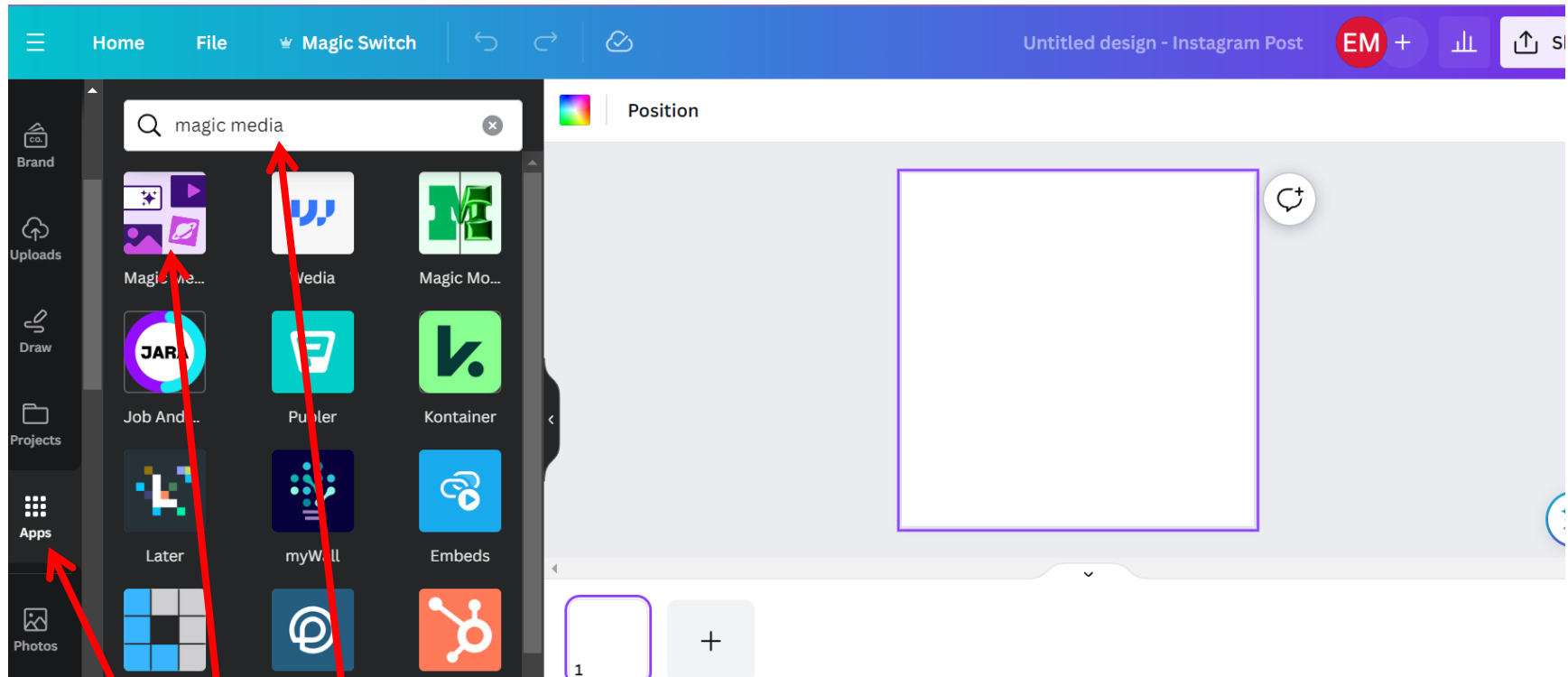## Highlight people or objects in an image and it will erase it

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=MzRIODBiNWFIZA

Magic media – Text to image generator
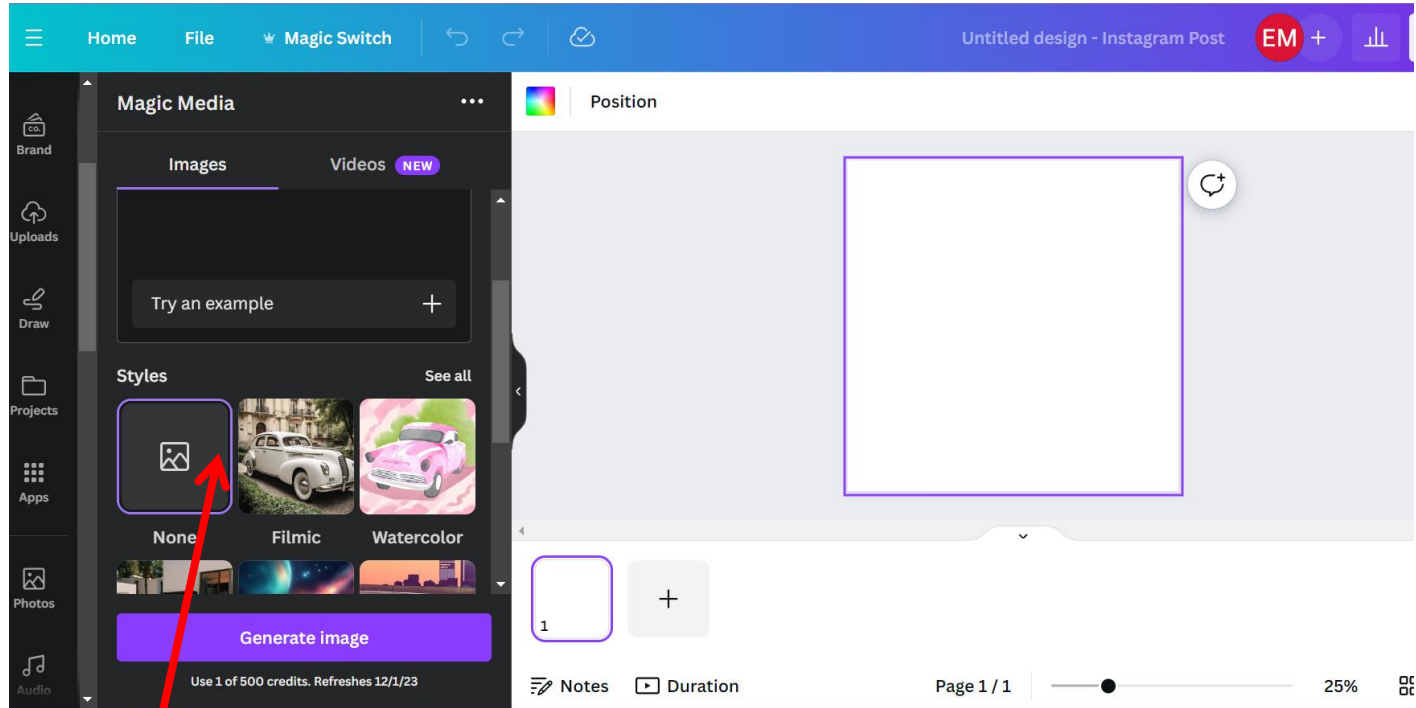

Create an image by describing it:
- Select your canvas shape
- On the left menu click on Apps
- Search for Magic Media
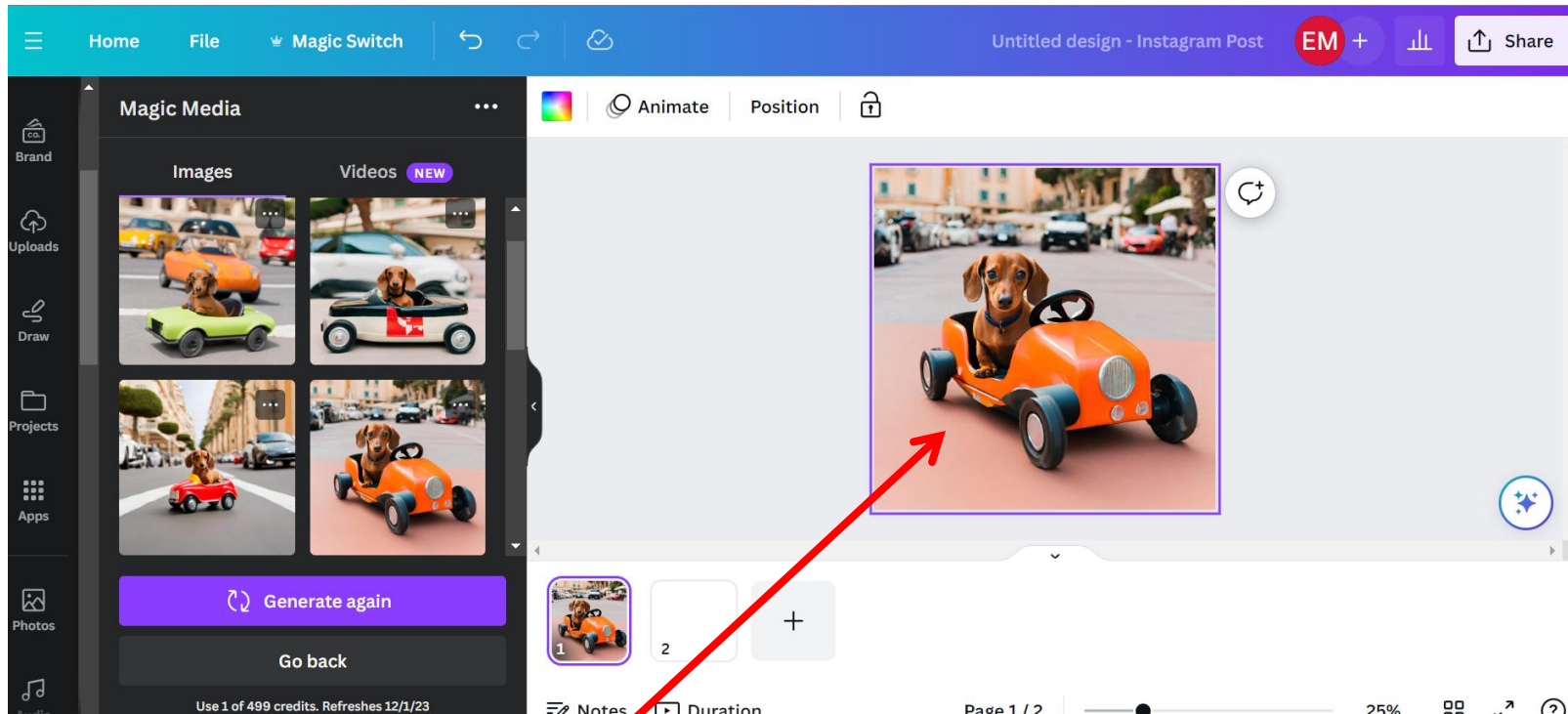- Click on Magic media

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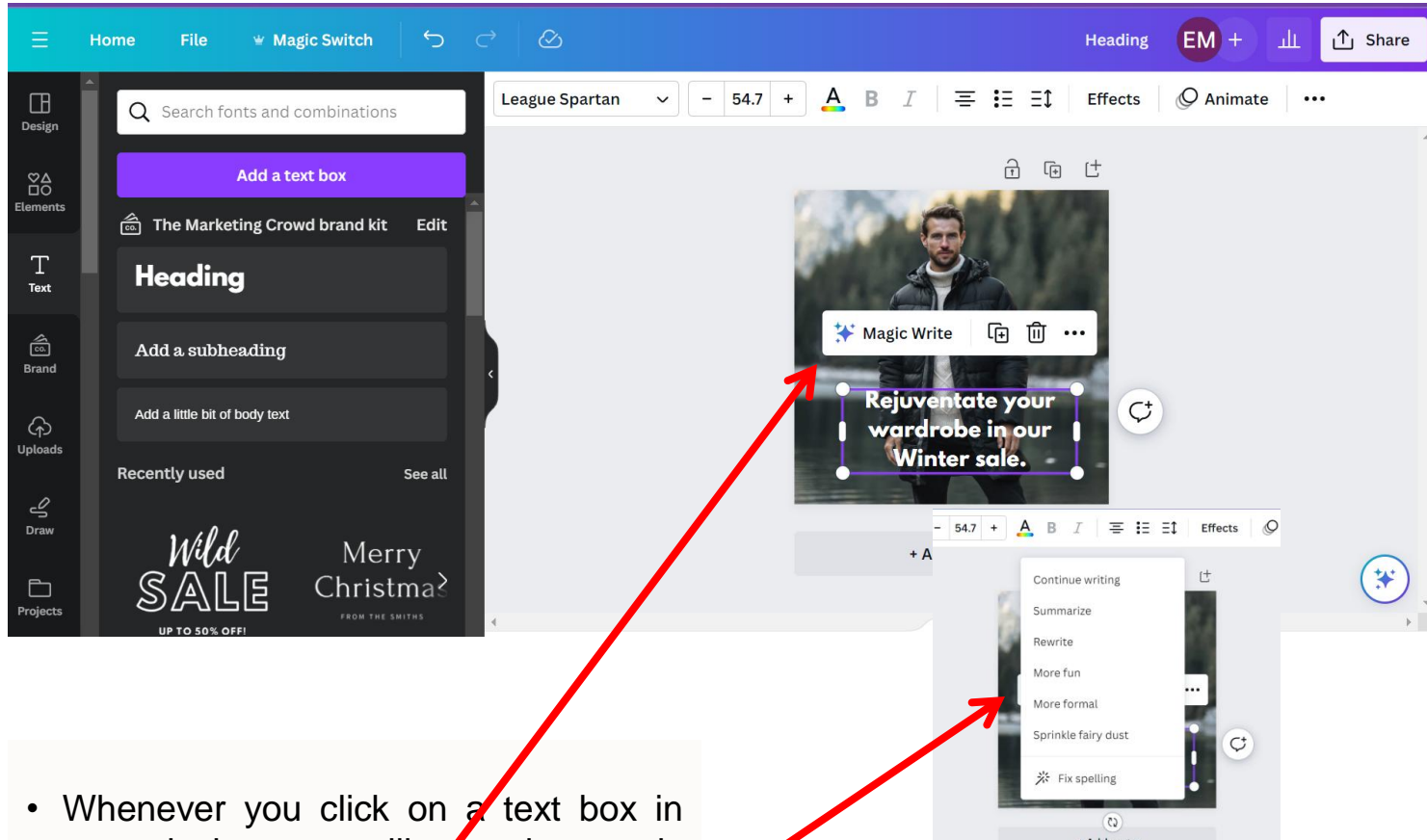
- Whenever you click on a text box in your design you will see the magic write option
- Write your text
- Then click on magic write
- You now have these options. Click each option to see their suggested text

This is a Pro feature
However, free accounts can use it 50 times for free

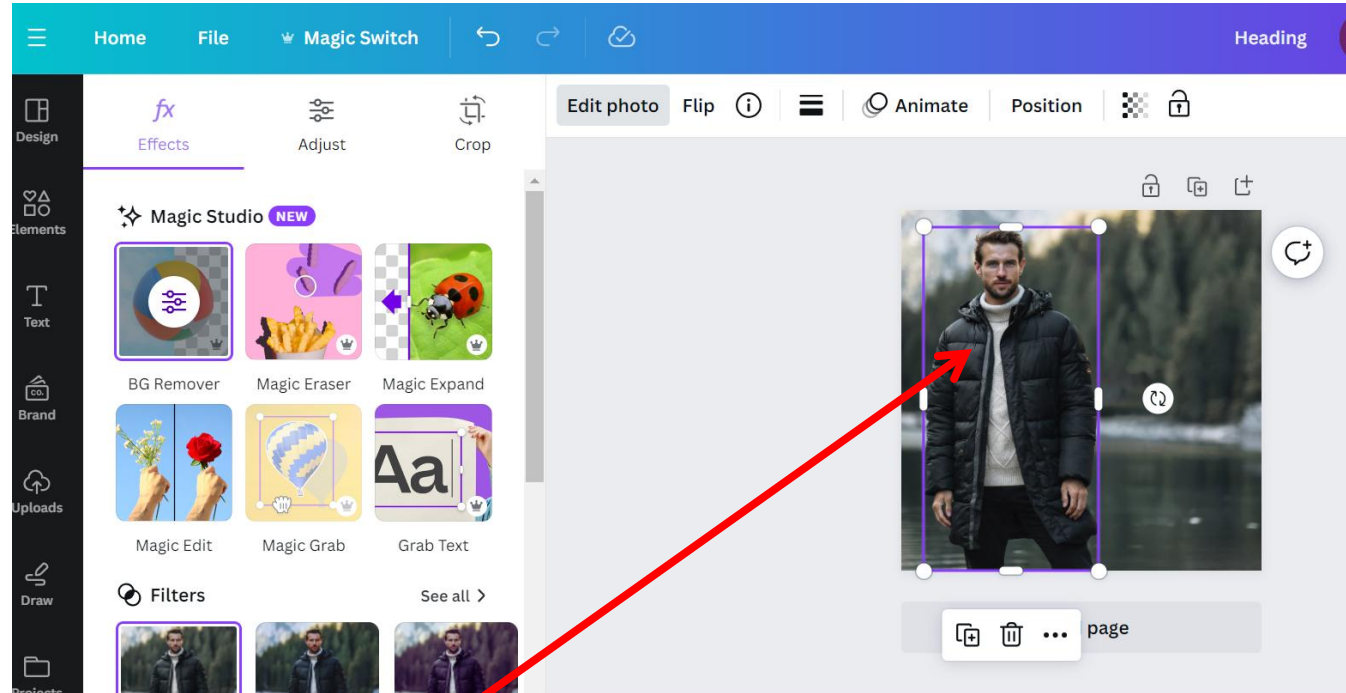# Magic grab – isolate and move anything within an image
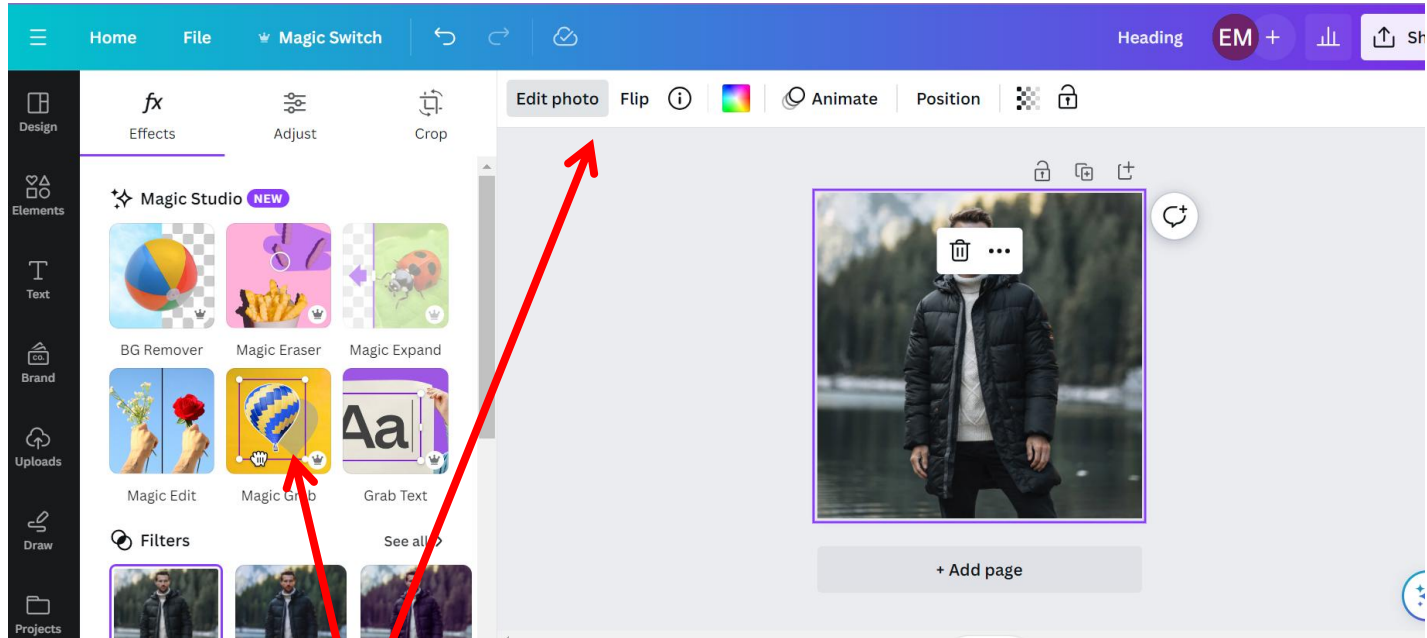
Add your image to your design
Click on your image
Click edit photo
Then click on Magic Grab

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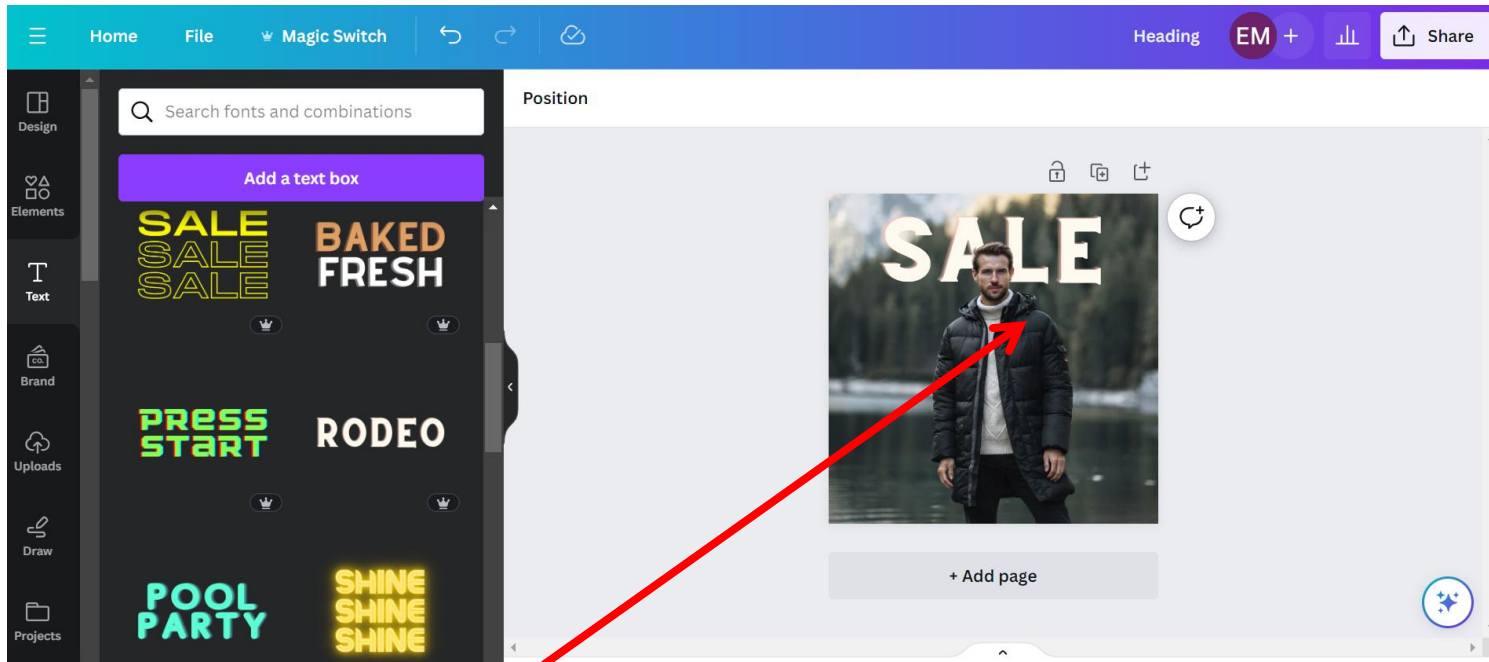It cannot be used by Free accounts

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
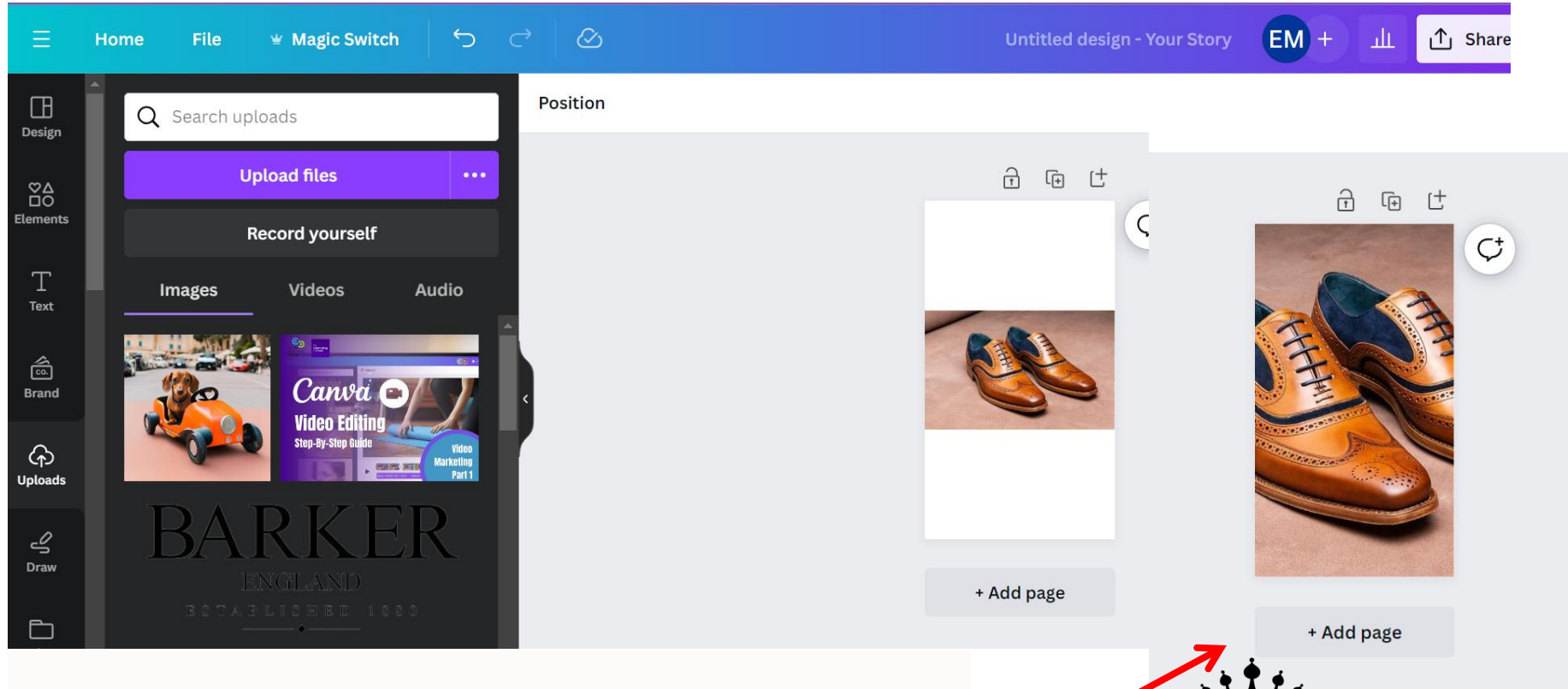
Choose your canvas shape eg. Portrait
Choose your image – eg it is square

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

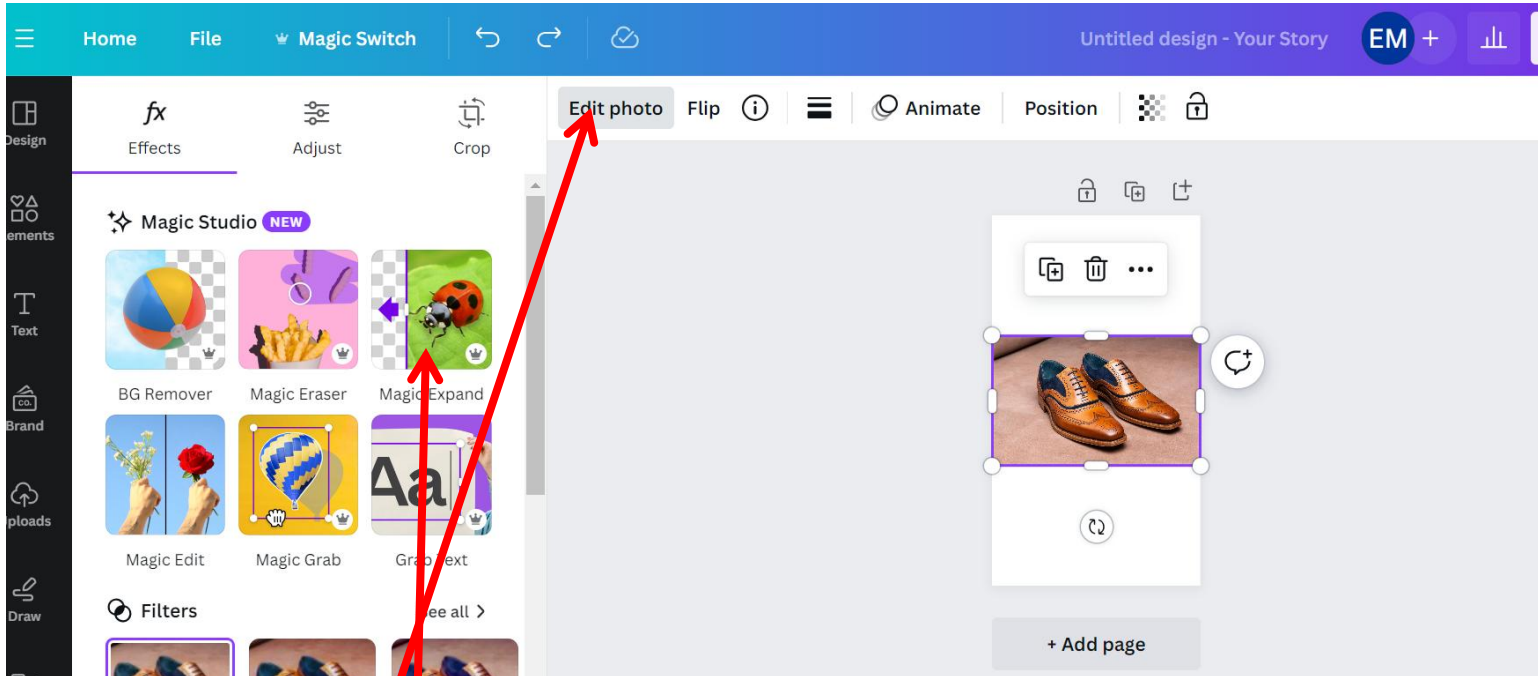If you want to keep the main object the same size you can use magic expand
Click on image, click on edit photo and select magic expand

This is a Pro feature
It cannot be used by Free accounts
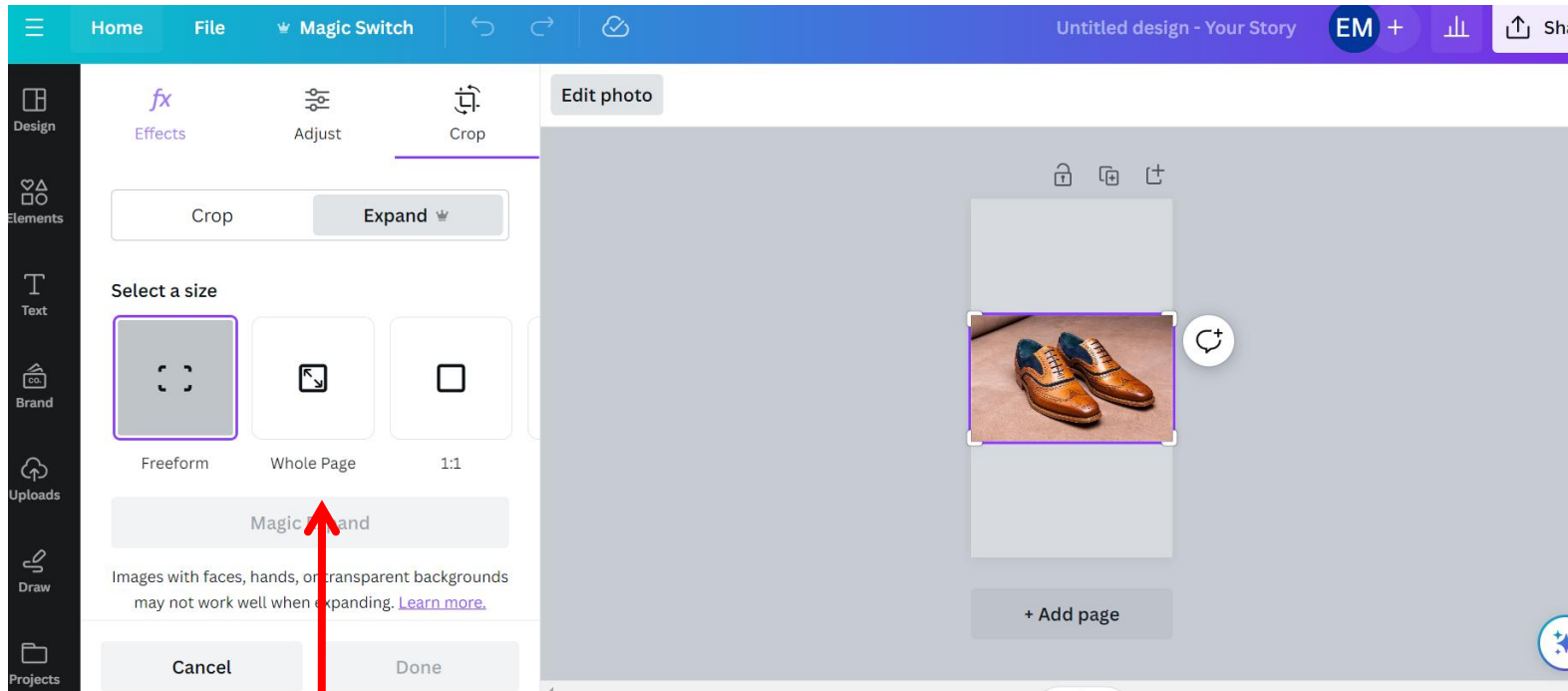
Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller

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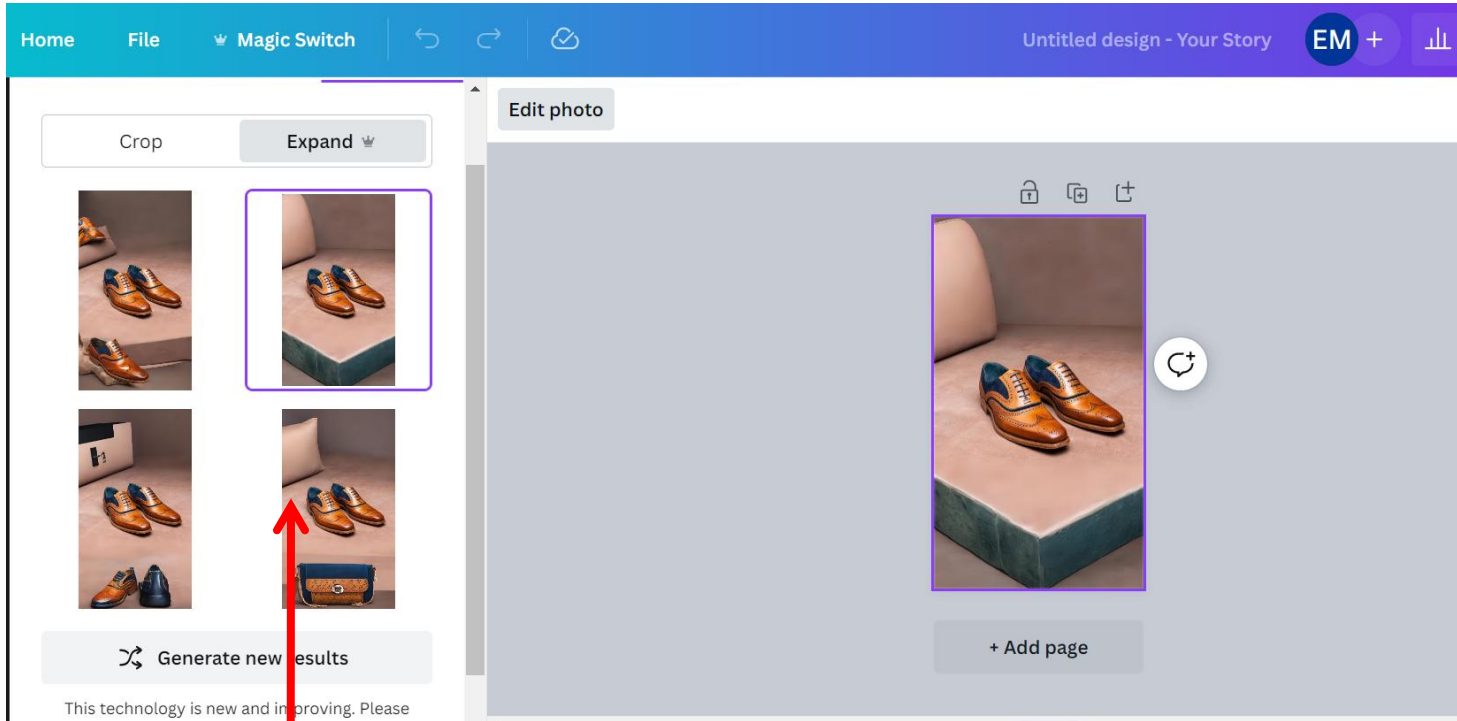and select magic expand

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.
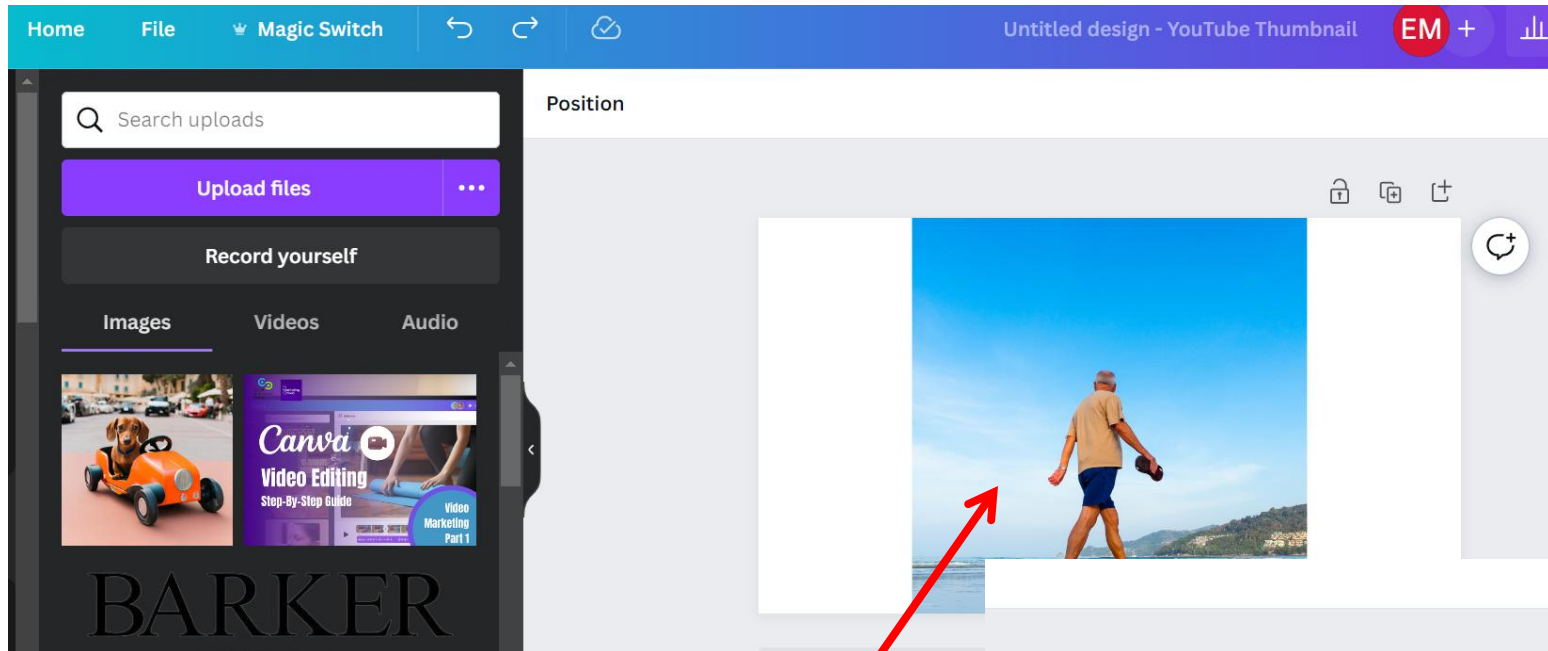
Magic expand:
Ask Canva to recreate parts of an image to make it wider or taller
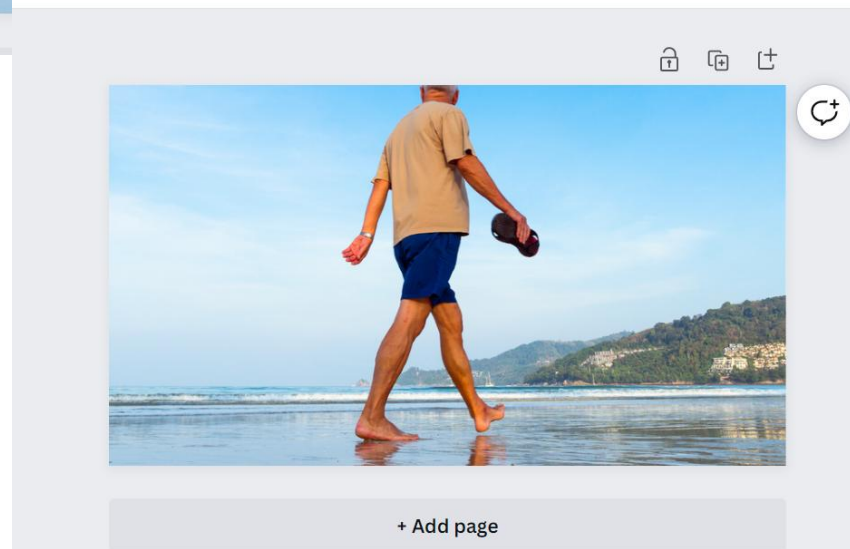

It now gives you 4 options to choose from

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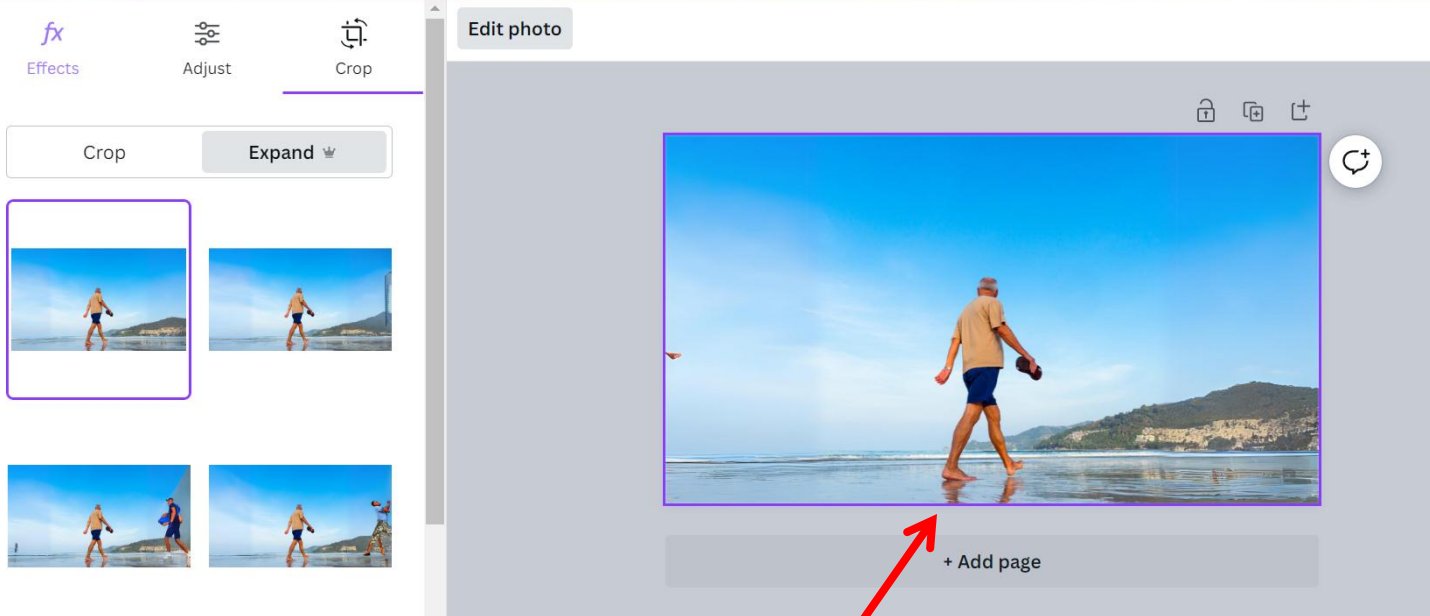

Similarly, you might have a square image that you want to expand to fit a wider area eg. 16:9

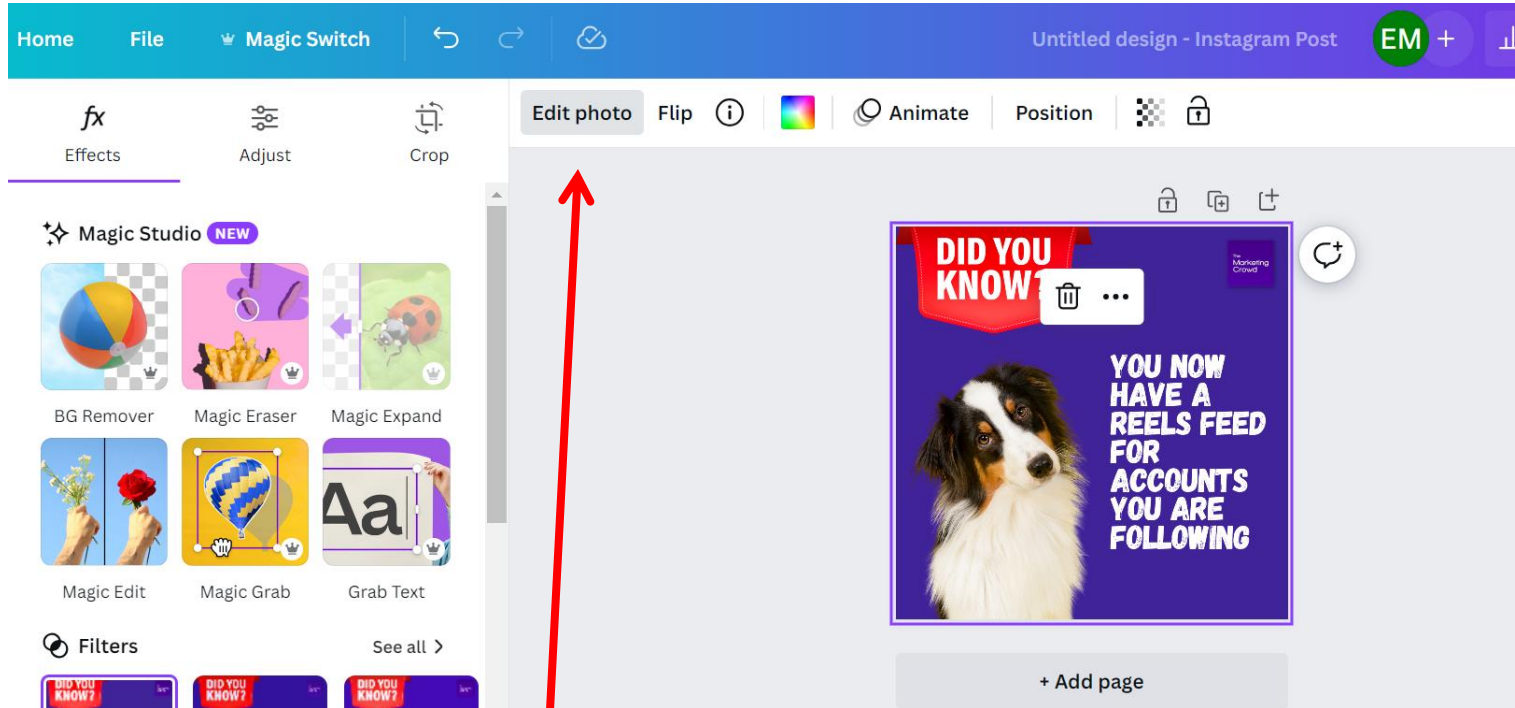If you simply set the image as background it becomes too cropped in

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

Using magic expand it 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.
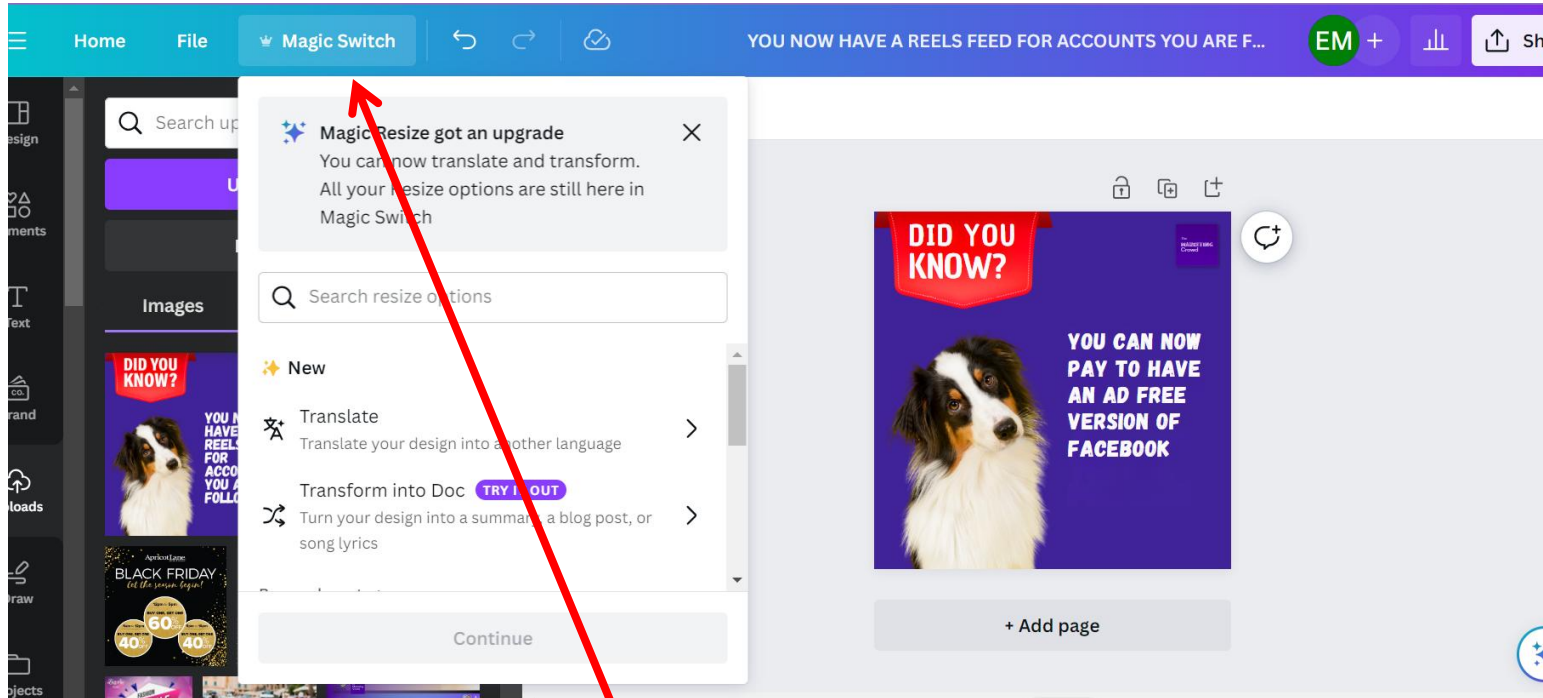Click on your image, then click edit photo and then Grab text

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

Grab text – isolate and manipulate any text that is in an image
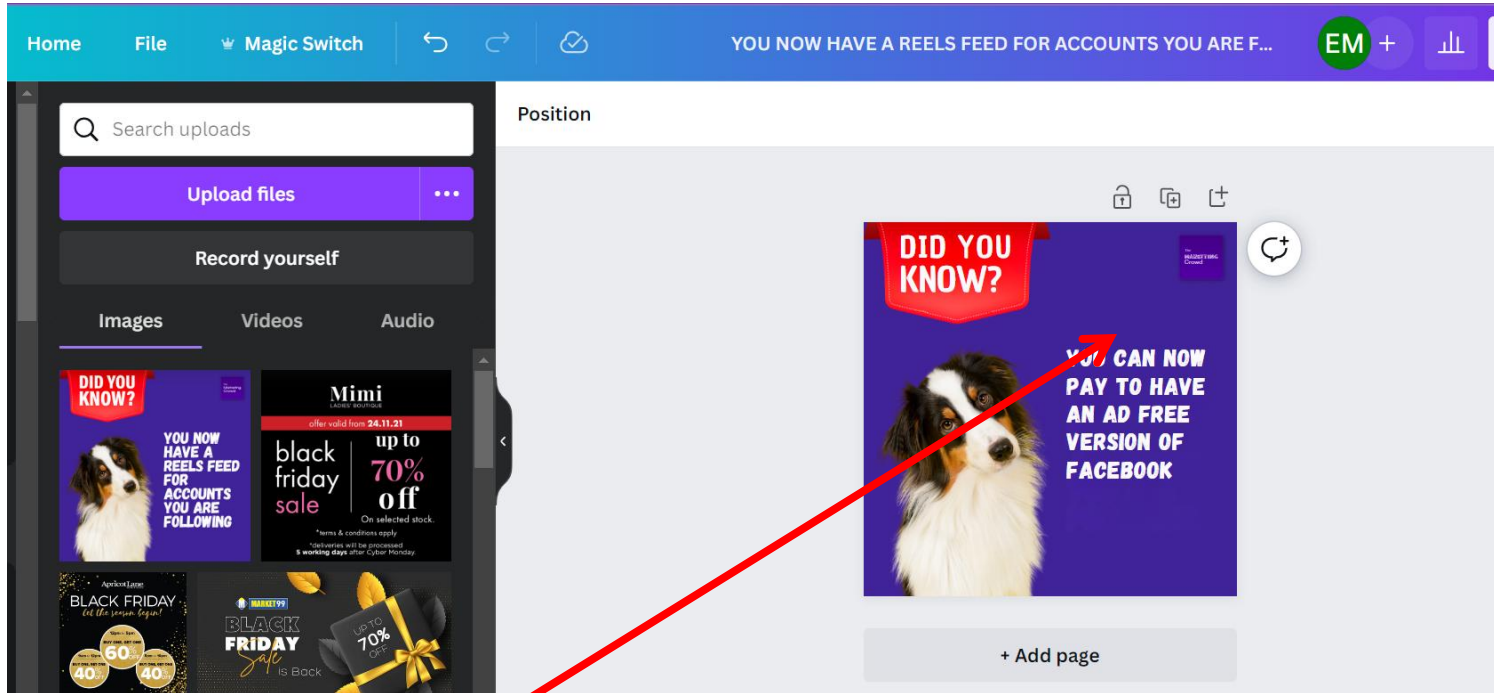
You can now edit the text boxes, change font, colour etc.

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