CAMPAS ÍOSAGÁIN

The Marketing Crowd

Canva

How to use Canva to design eye catching graphics

What We Will Cover

1. How to design graphics starting from a blank canvas
    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

2. How to create a Brand Kit (paid version only)
3. How to find and edit Canva templates

4. How to design using Canva AI
- Setup AI personalisation
- Understand AI usage credits
- Create using the Canva AI section
- Use AI tools when designing form scratch or using templates
- Ask Canva is an AI option when you are designing from scratch or using Templates

Canva.com is a brilliant free image design tool

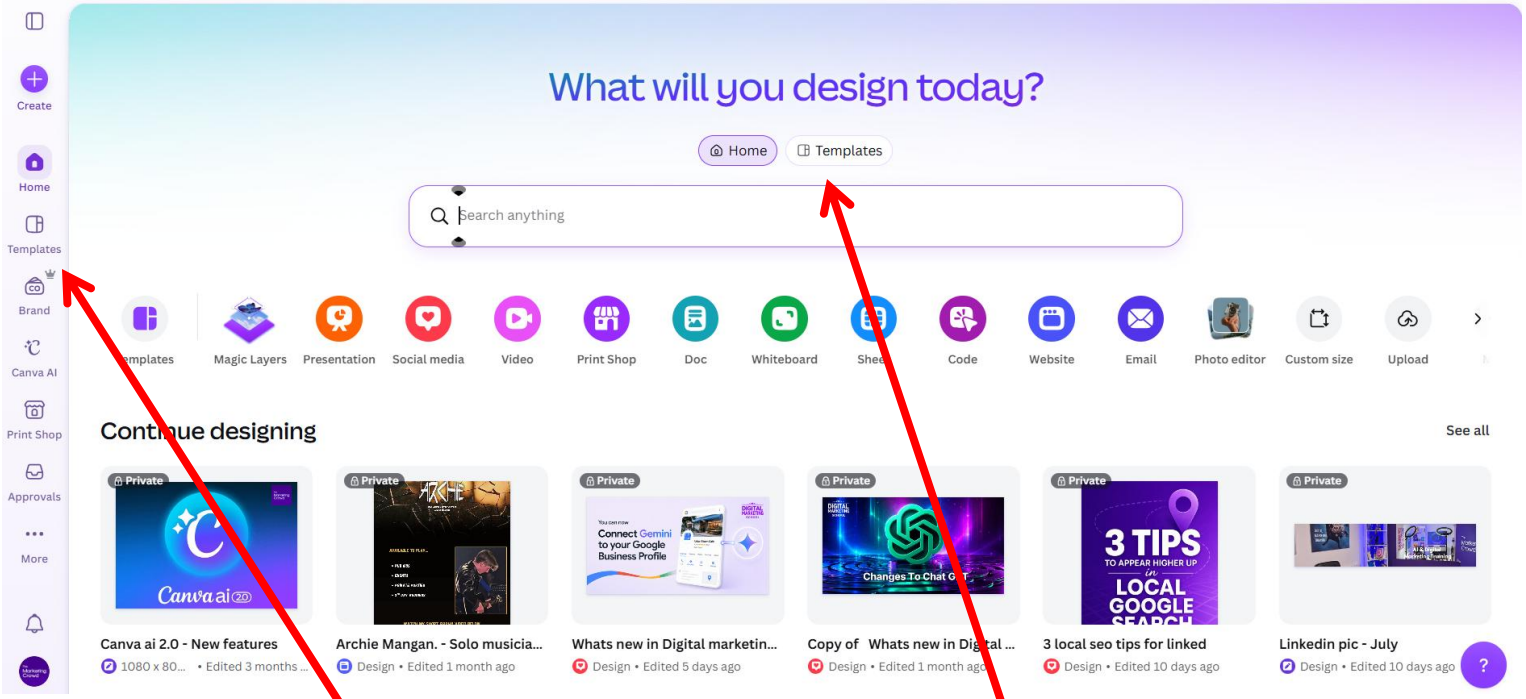


Use canva.com website

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.

3 ways to use Canva

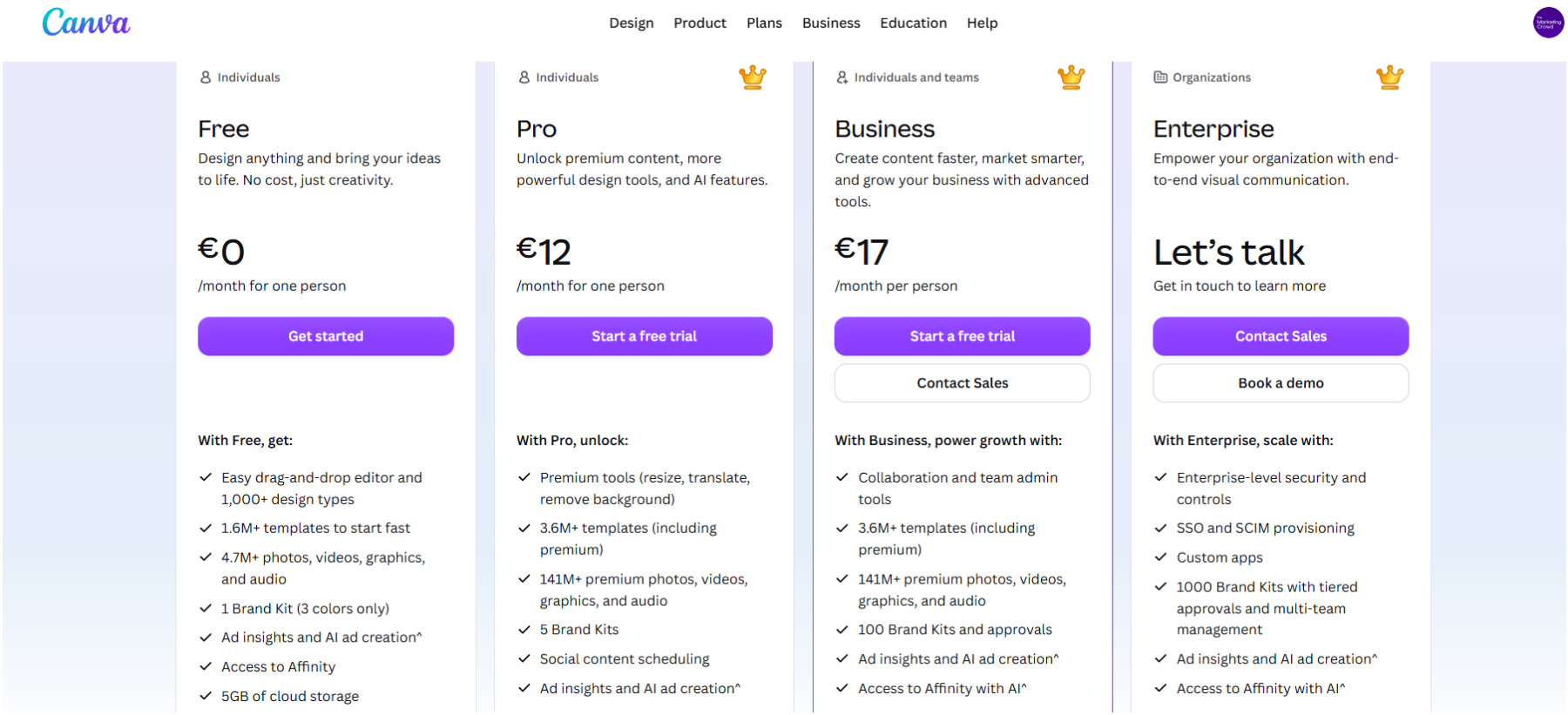


There are still 3 main ways to use Canva

1. Home = Your designs - create your own designs and find previous designs
2. Templates = Search for Templates and customise them with your images, colours, text
3. Canva AI = This is their AI hub for creating things from scratch using AI

You can access these on the left hand menu and two of them on the top centre

There is a free plan and paid plans



https://www.canva.com/pricing/

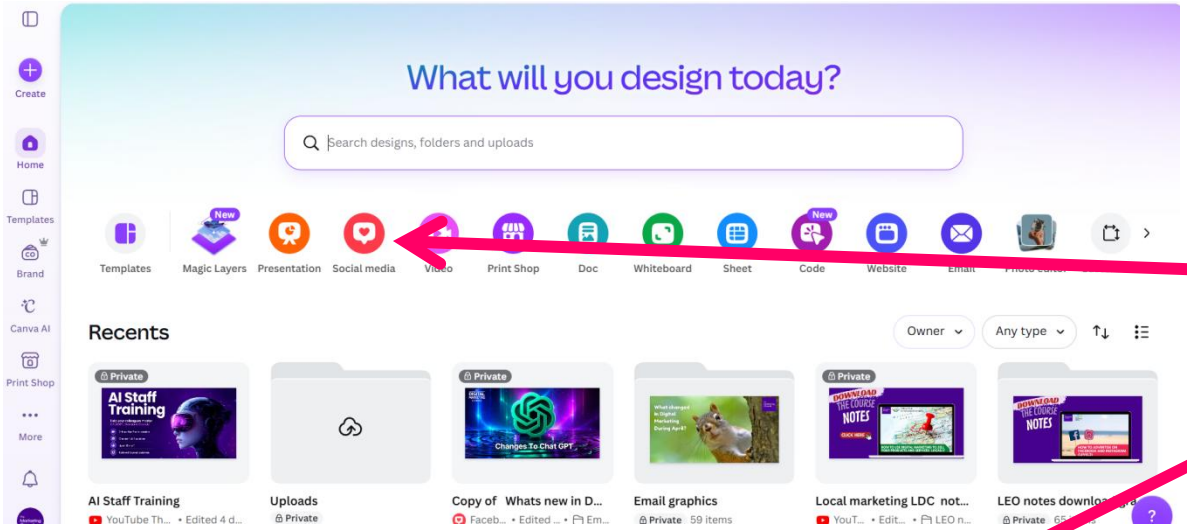
Exercise 1: How to design a graphic for a post that includes your image plus your logo and text

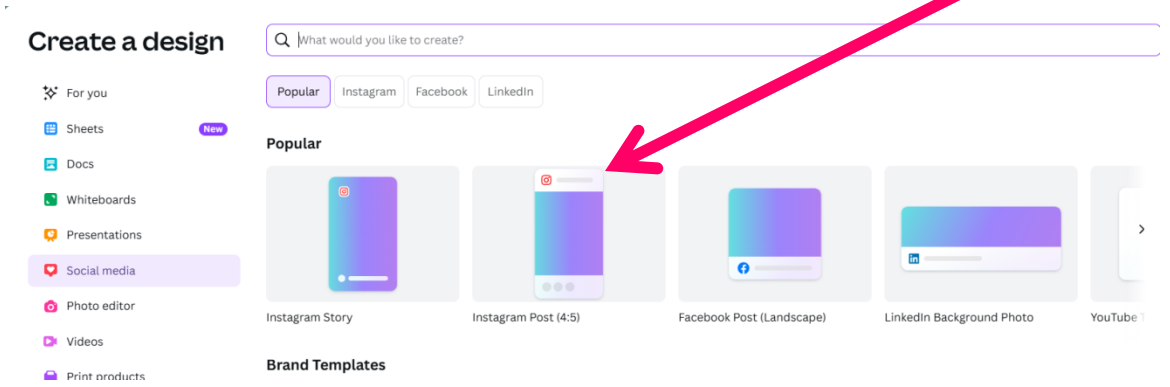


How could you turn this into this



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





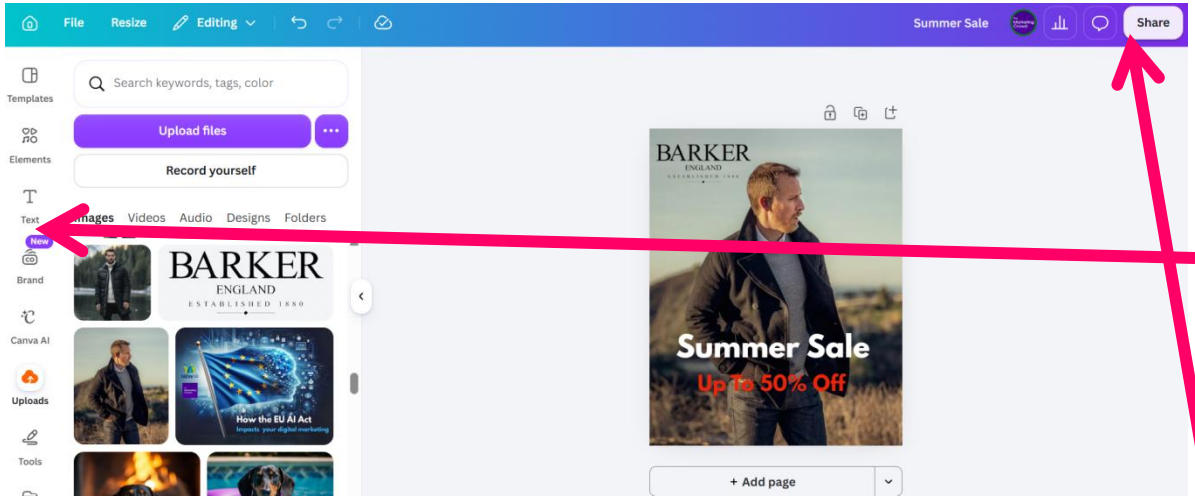
Go to canva.com

Select Social Media

Then select Instagram 4:5

This size canvas will work on Instagram, Facebook and LinkedIn

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

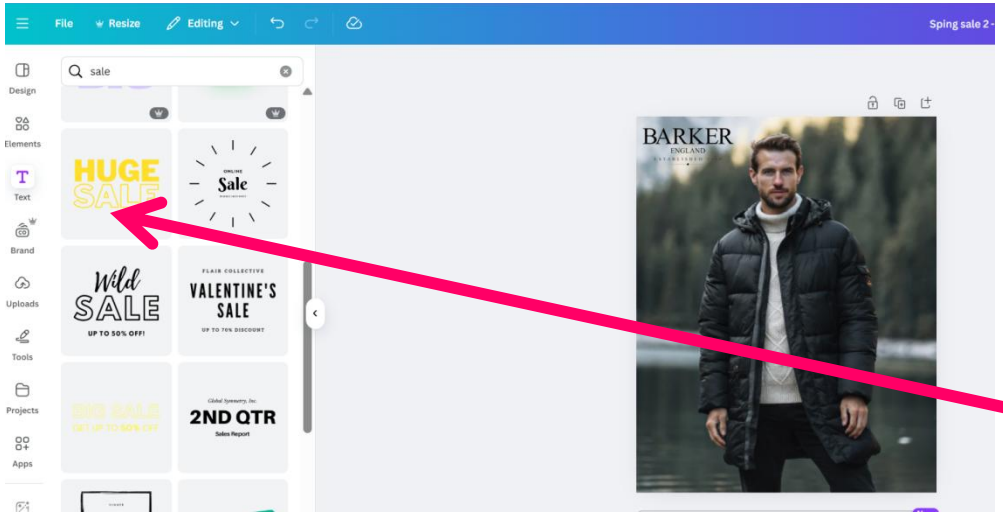


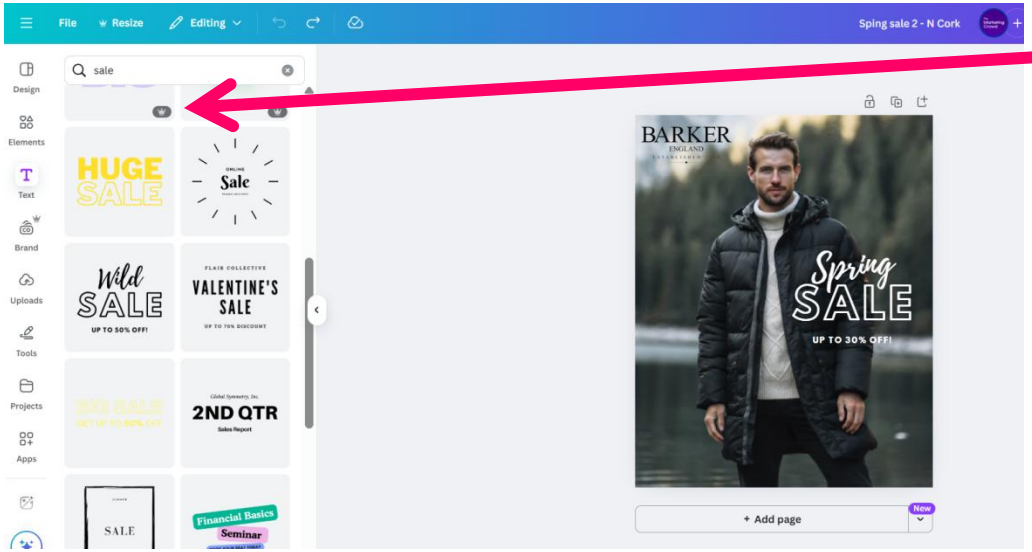
There are extra text options available under text

You can

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

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



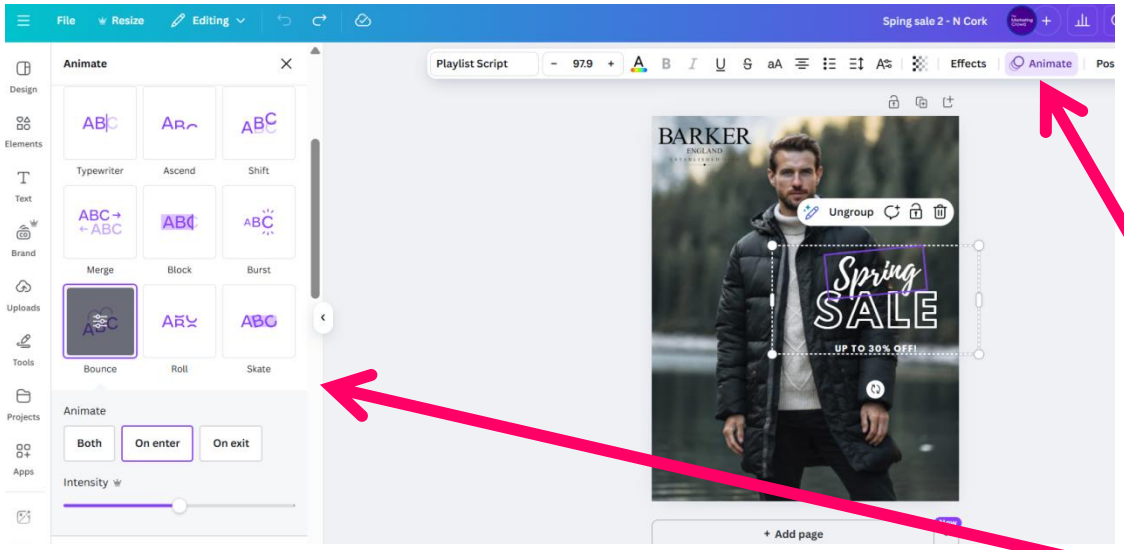


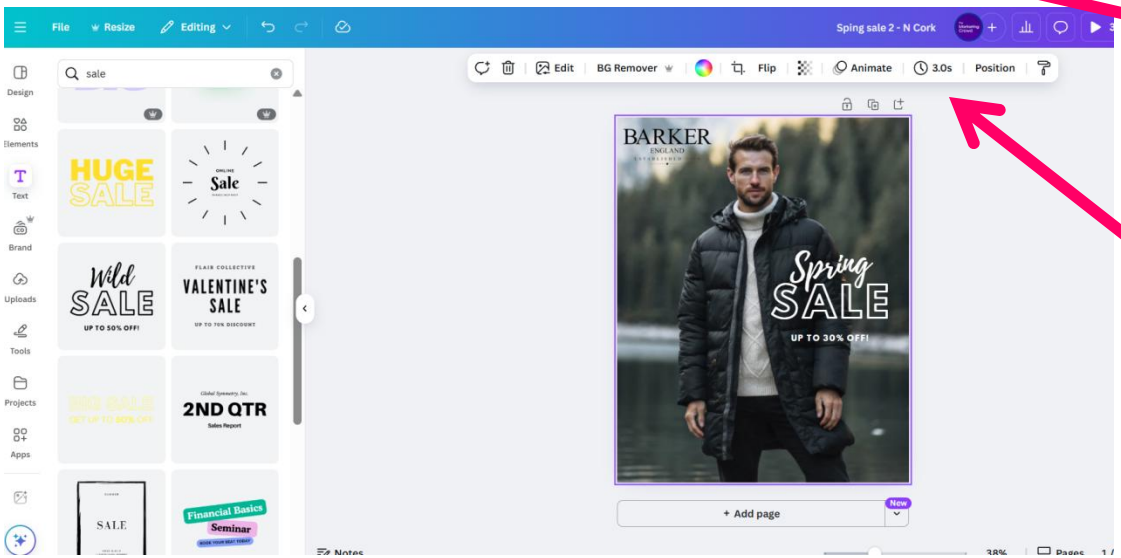
Add you image to the canvas plus add your logo

Use the left hand menu in Canva to

1) Click on text
2) Notice there are 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 e.g. 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

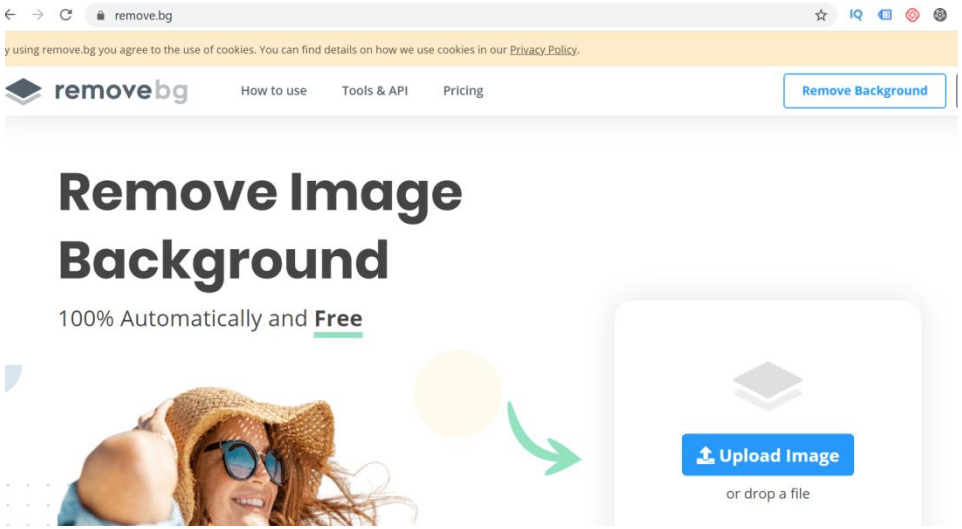
Exercise 3: How to colour the background, add a transparent image of a person or product and some text





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

Free tool that removes the background of an image



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

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

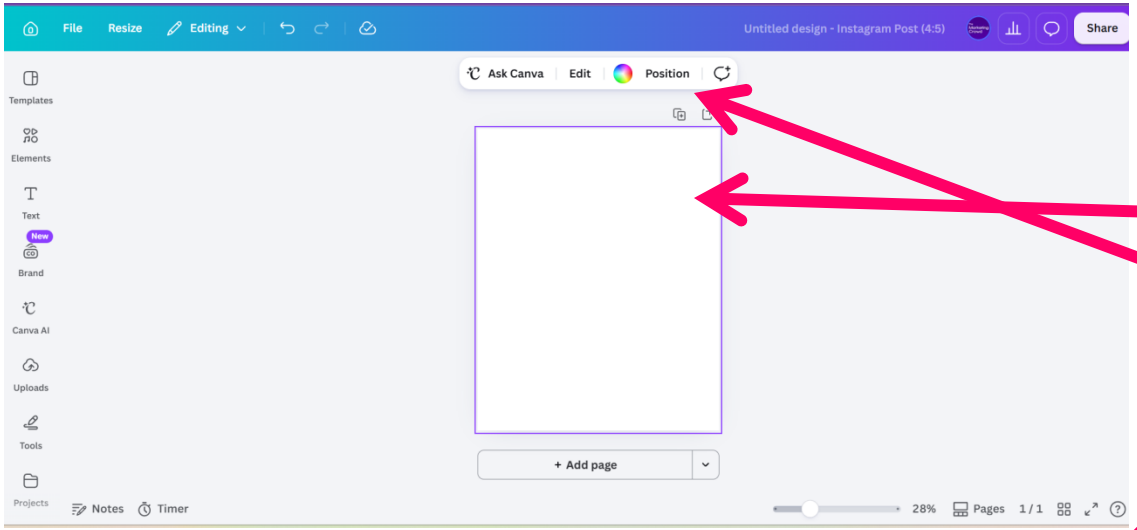
How to then place your product or person on a new background with text and your logo

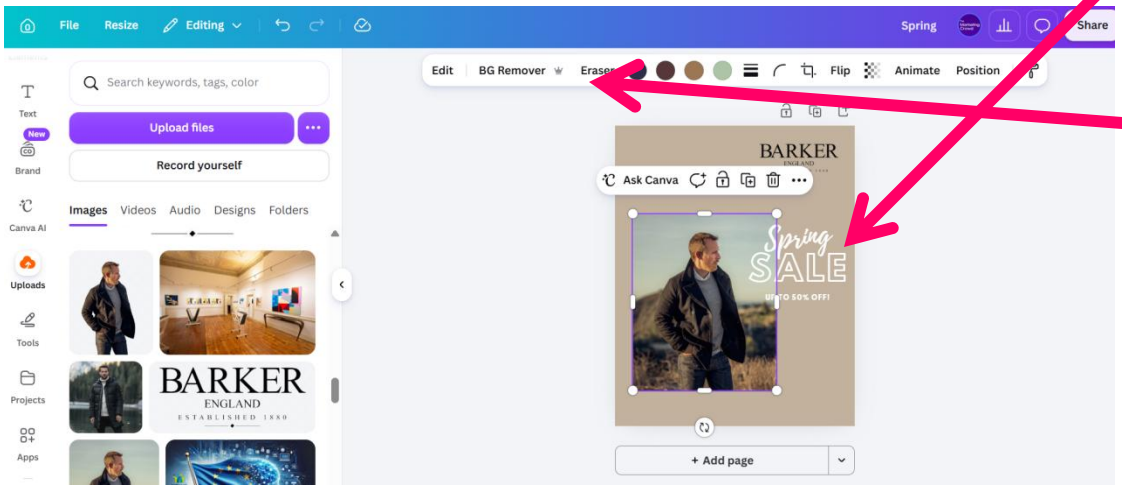




Decide what size you want the image to be. If square, choose Instagram square or custom design and set to 1080x1080

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





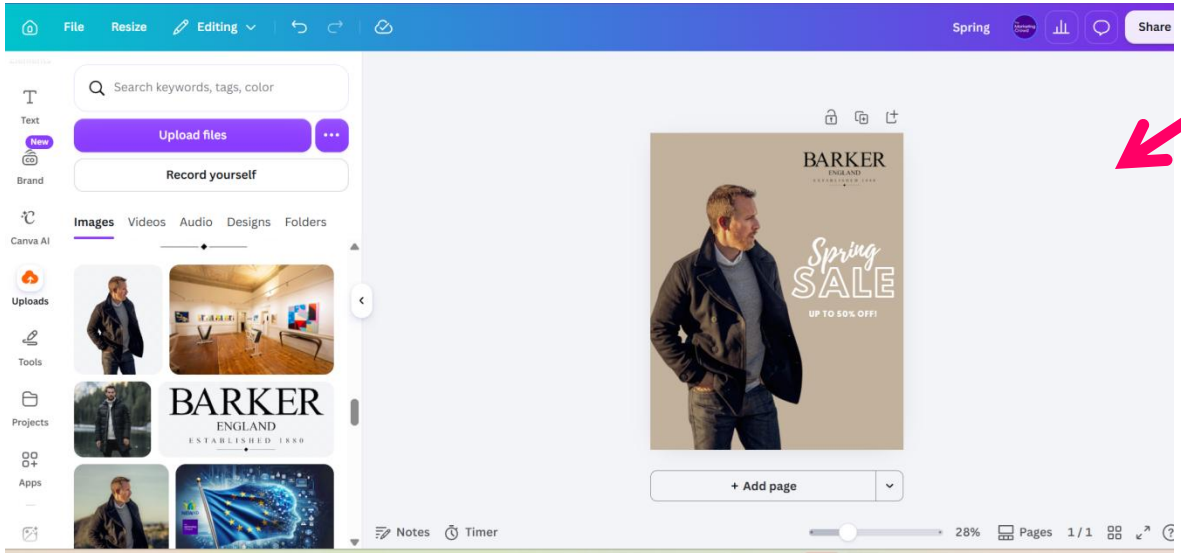
- Click on the canvas and above it click on the colour option. Choose a colour.
- Choose a default colour, or Search for a colour or tap the + icon if you want more options

- Then add your logo and text

- To remove the background from your image use the BG Remover 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

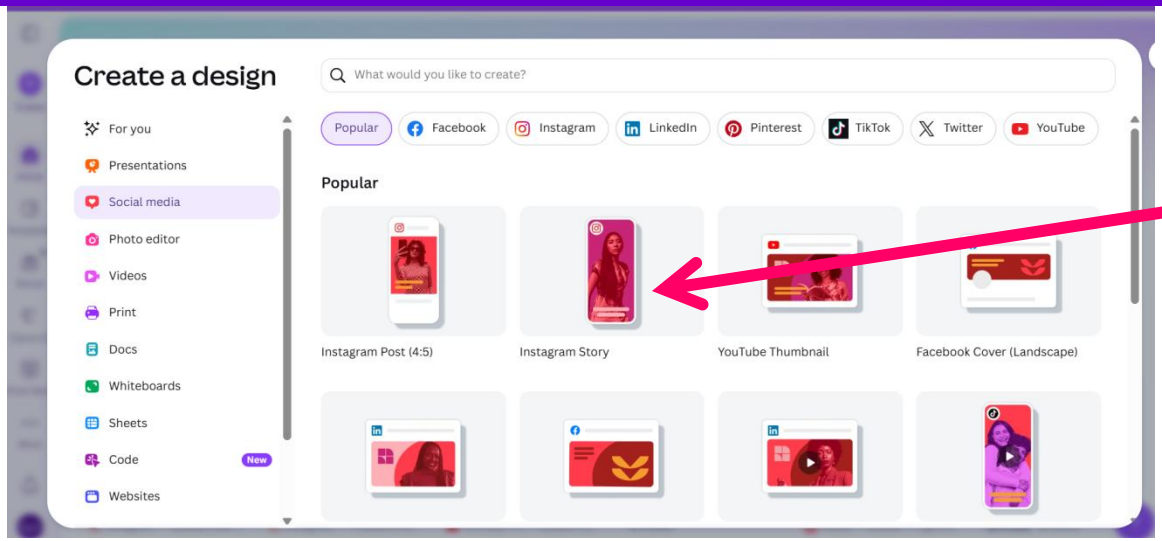




If you are creating images for Instagram and Facebook stories you should design them portrait shaped.

In this exercise we will also look at how to add text graphics within elements.

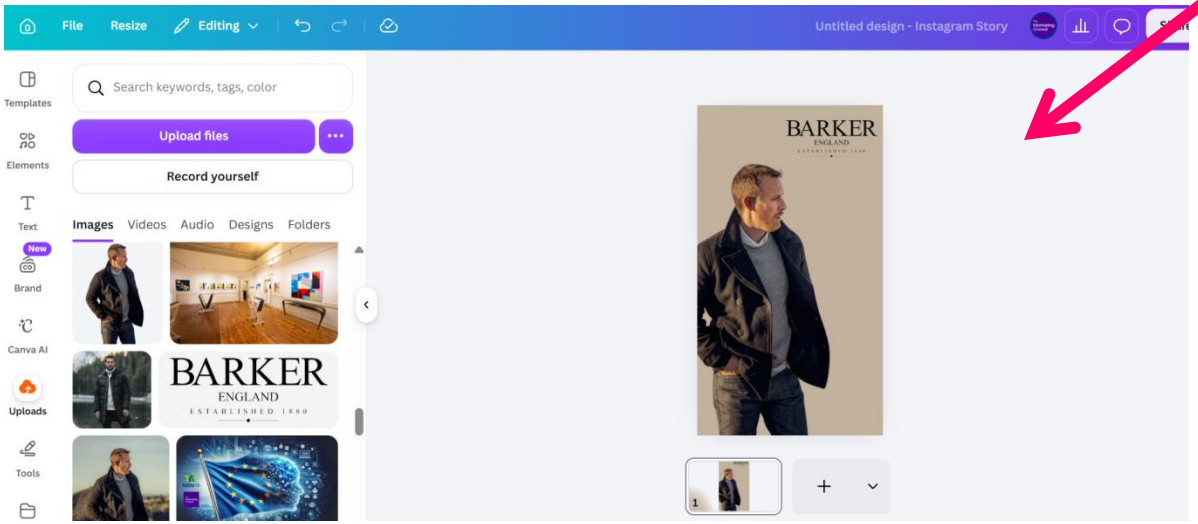
Exercise 4: How to design a portrait image for Stories



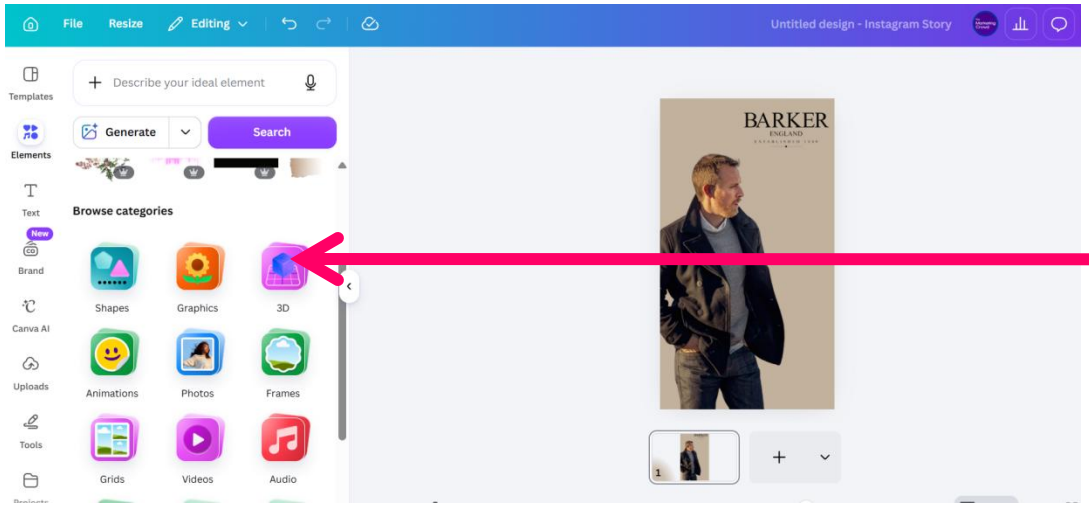
On the Canva homepage select Social Media and then Instagram story. This will give you a portrait canvas.

As per the previous exercise you can now .

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



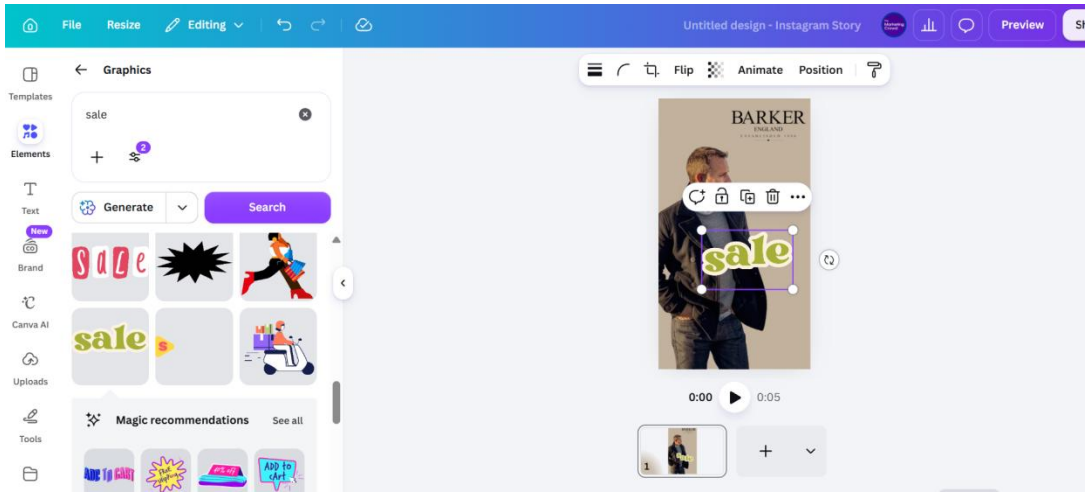
Exercise 4: How to design a portrait image for Stories



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

Click elements
Click graphics
Search for a topic e.g. 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

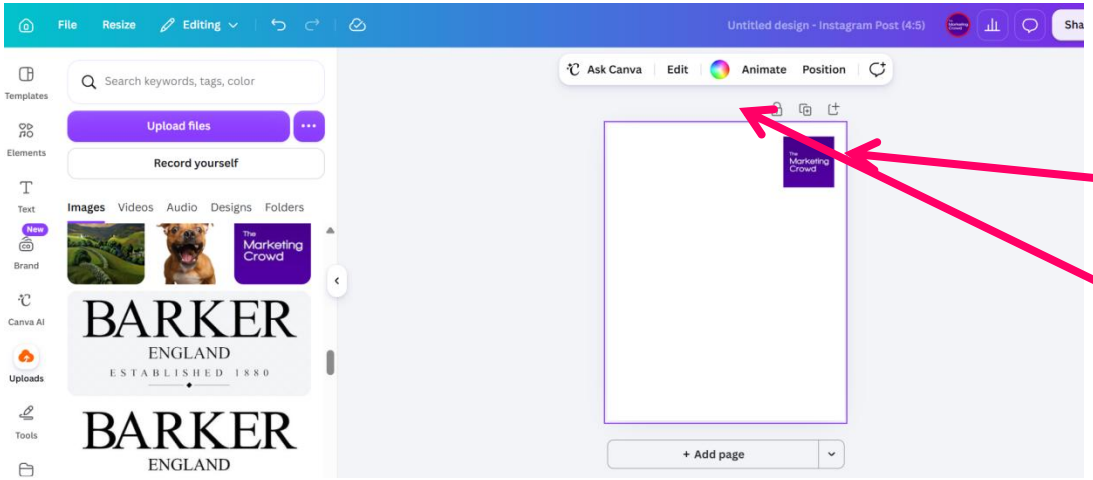
Exercise 5: How to design a “Competition” graphic using your brand colours



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

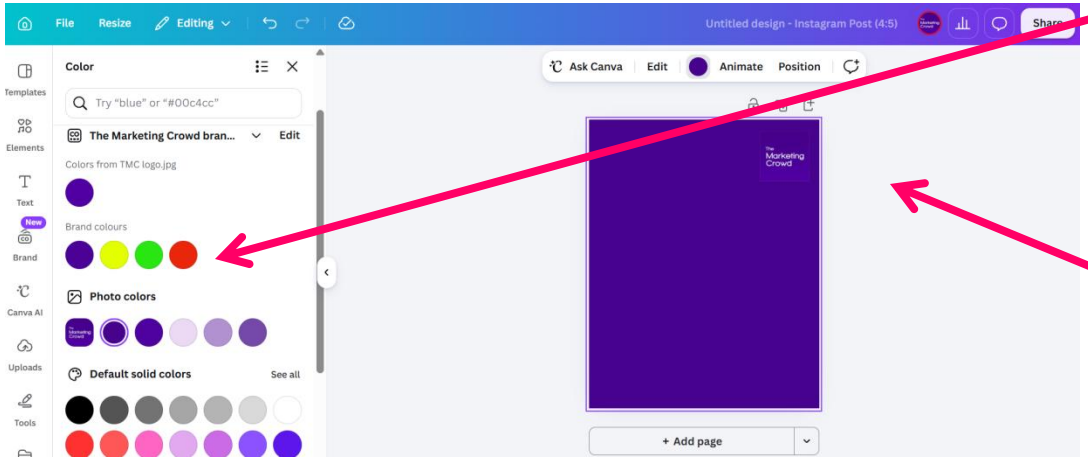
You could also add text to a shape so it stands out.

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



Start by choosing a canvas shape e.g. Instagram 4:5

Upload your logo and add it to the Canvas

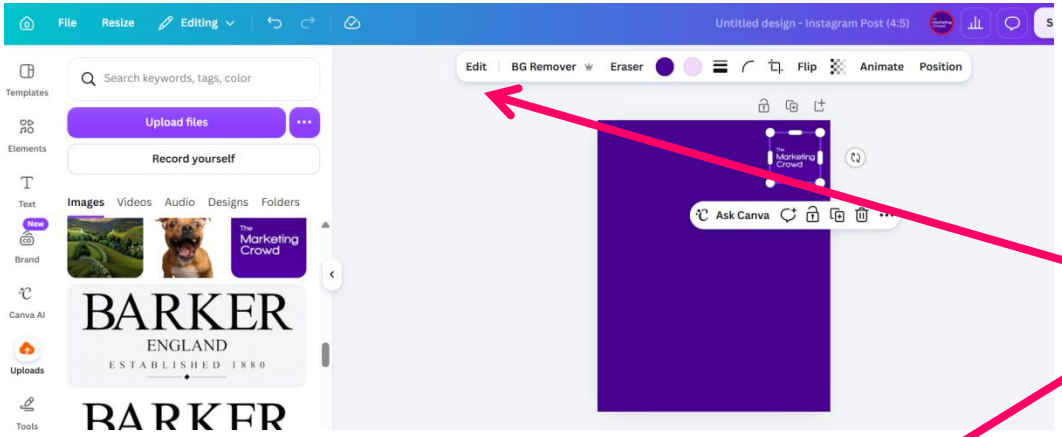


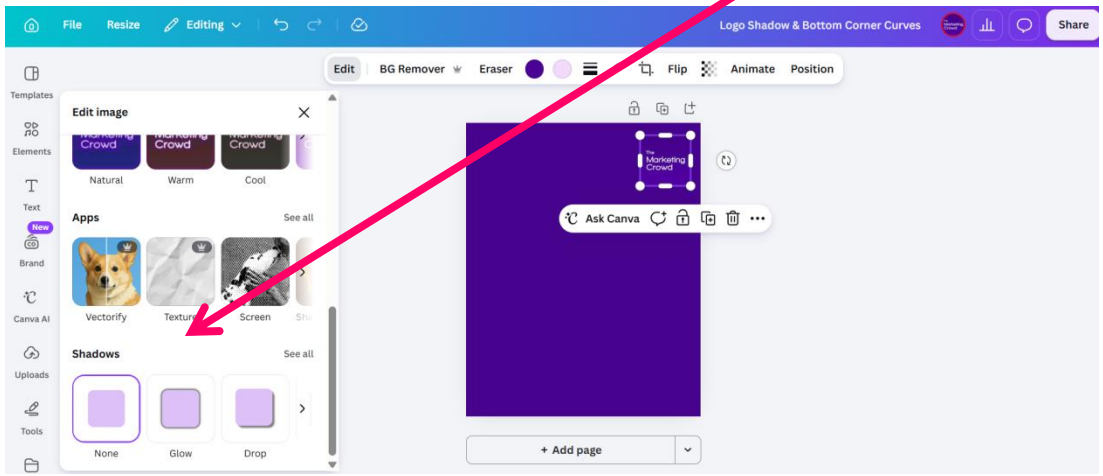
Click on background colour
Your logo colour is available as an

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

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

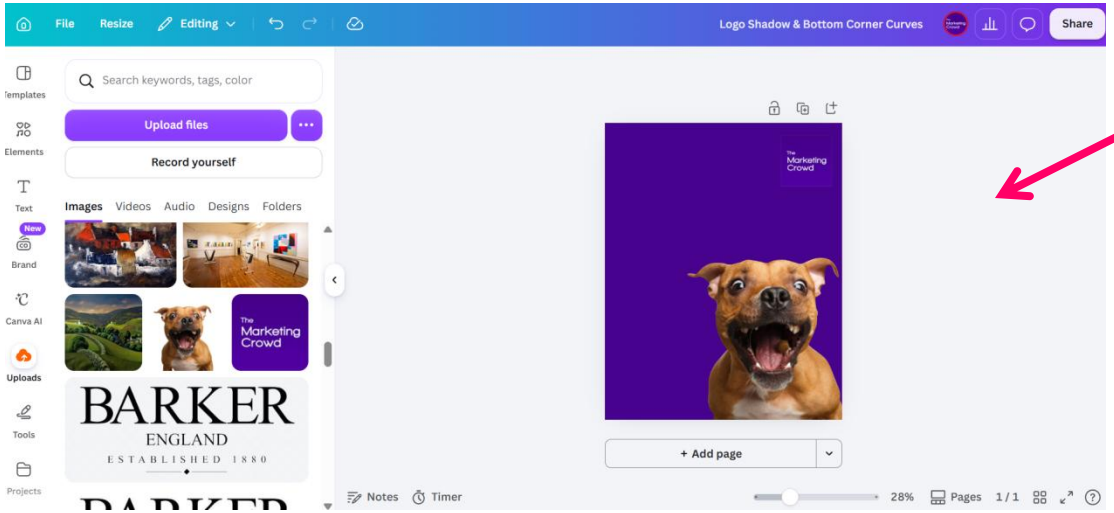




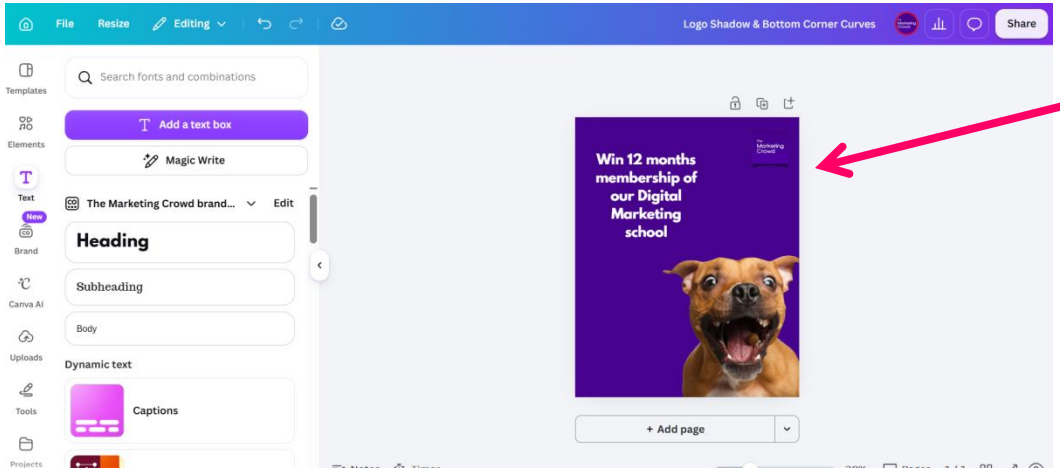
In order for your logo to stand out more add a shadow

1. Click on the logo
2. Click edit
3. Scroll down and you will see Shadows and then select a shadow

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

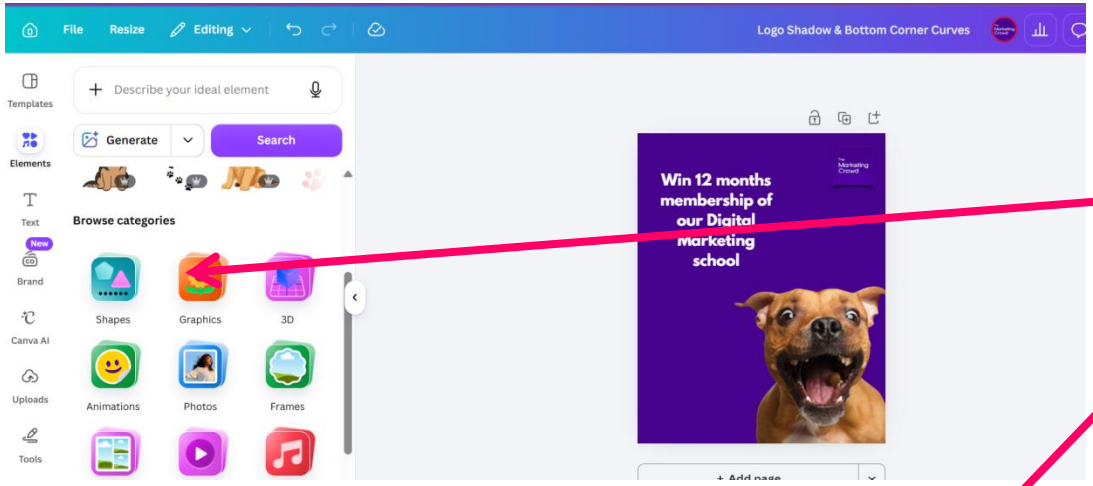


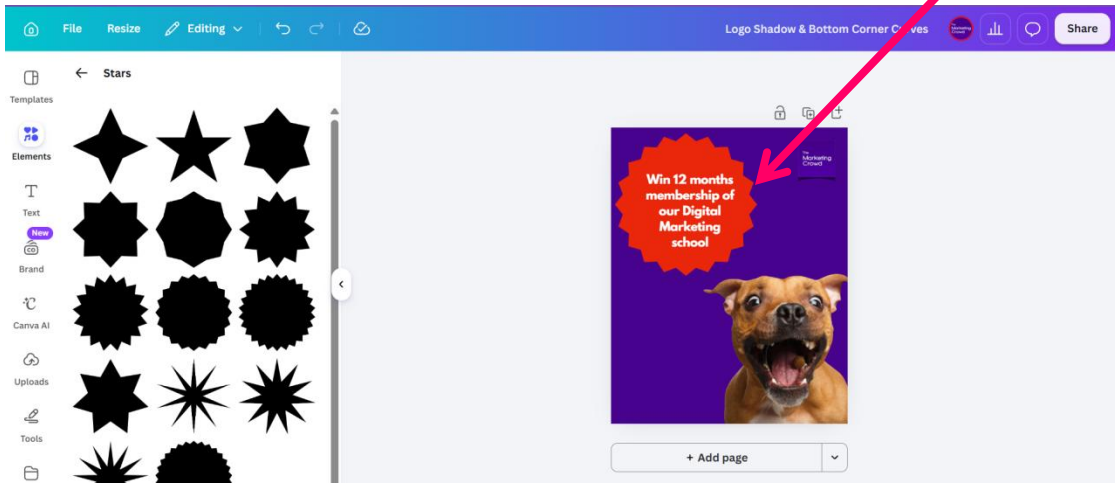
I then got an eye catching image of a dog and removed the background using remove.bg



I then added text to explain what can be won.

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





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

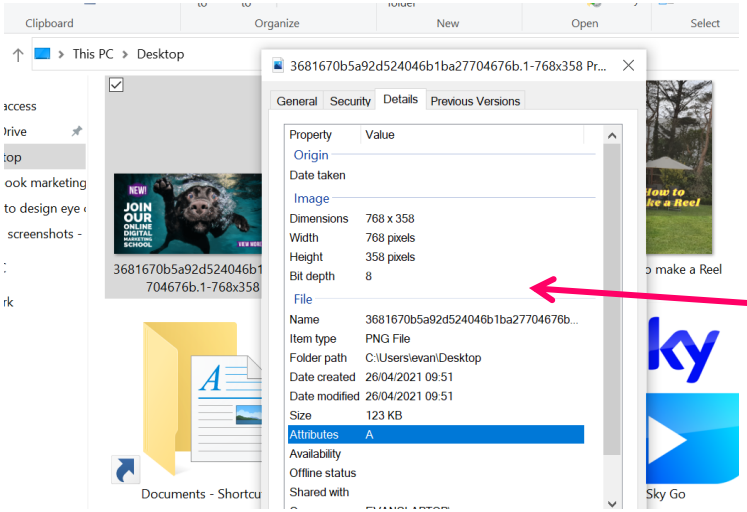
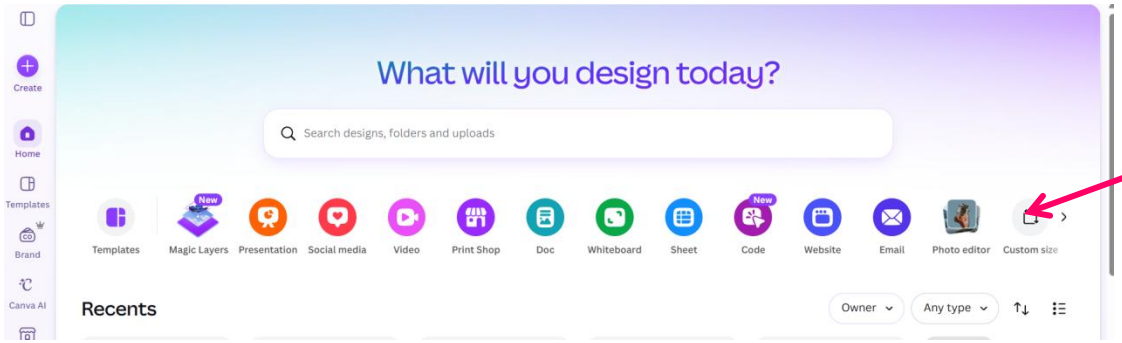


Image dimensions for your website:

Right click on an image on your website 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

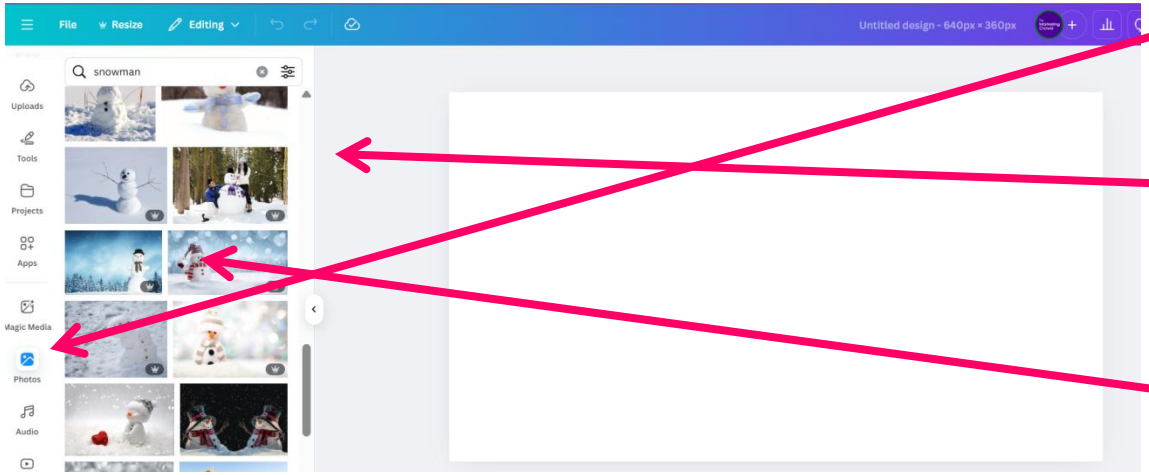


Then go to canva.com homepage

Click on Custom size
Type in the dimensions of your image

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

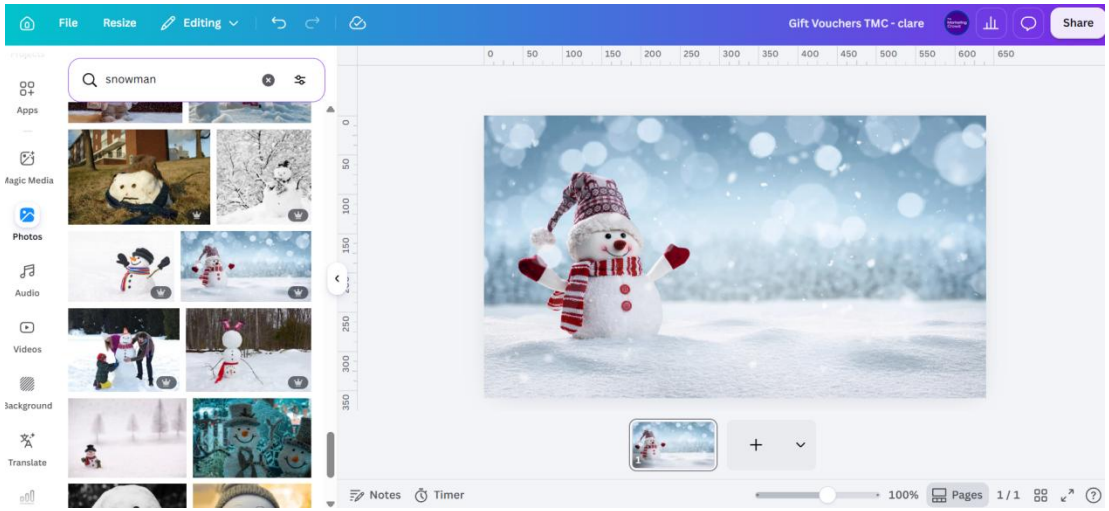
Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



On the left hand menu click on Photos

Then search for your topic e.g. Snowman

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

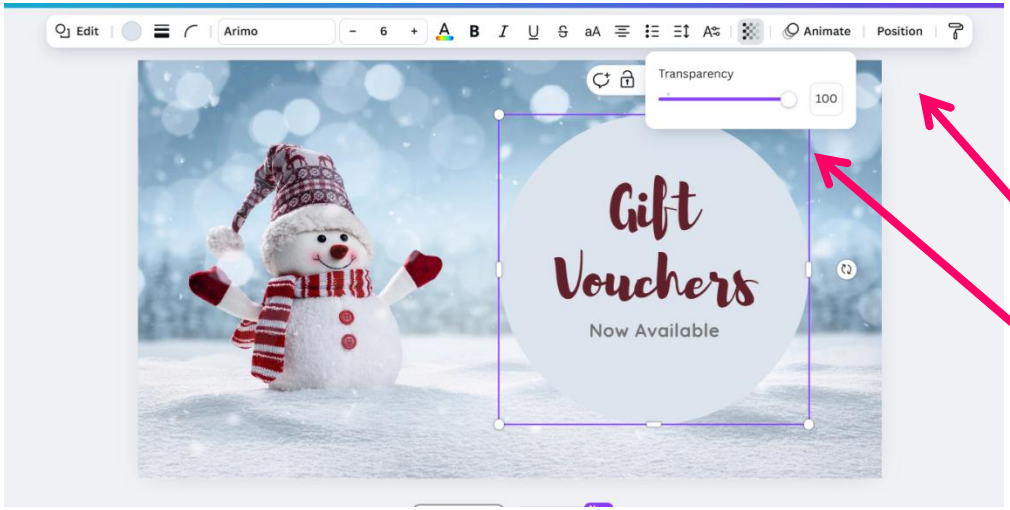


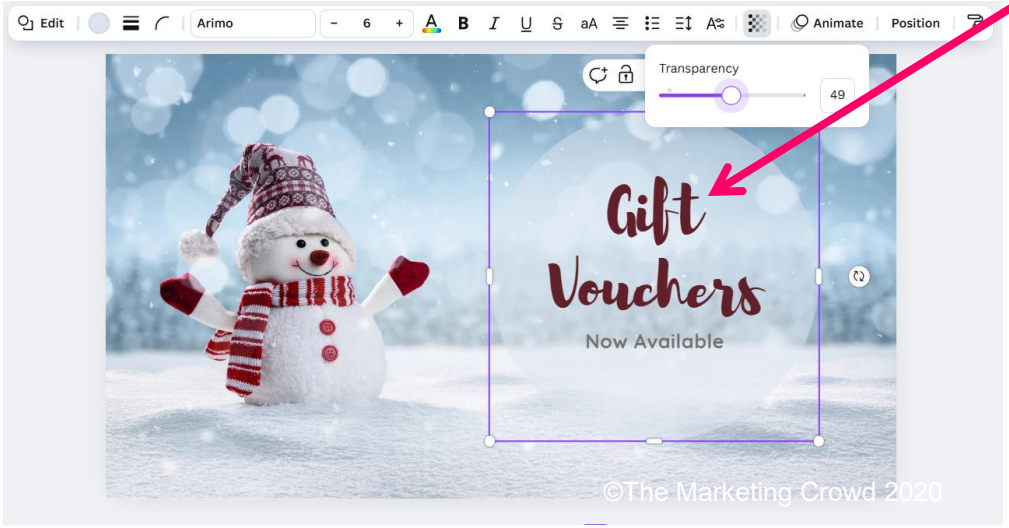
Then add your text

Add a shape e.g. 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

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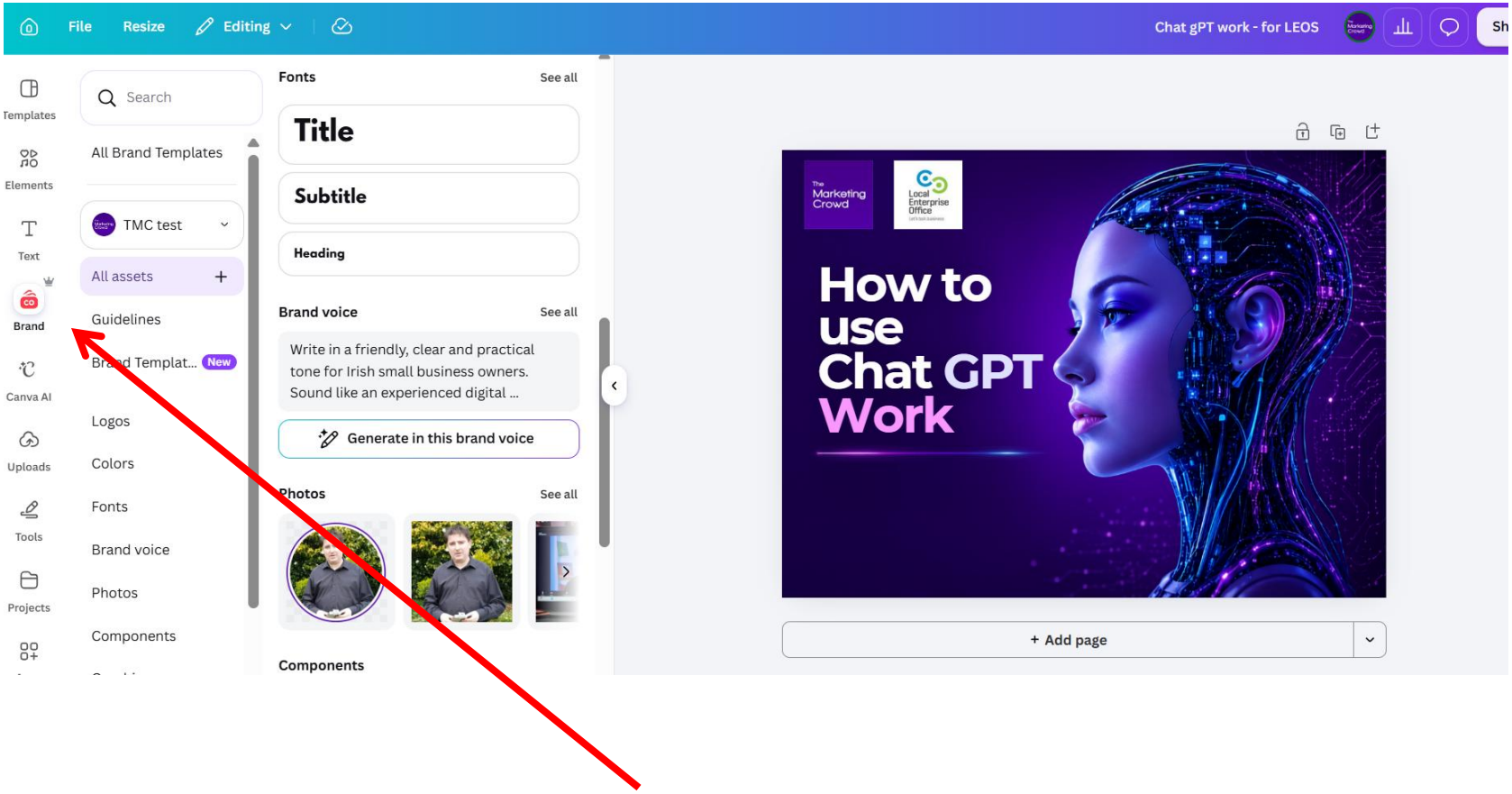
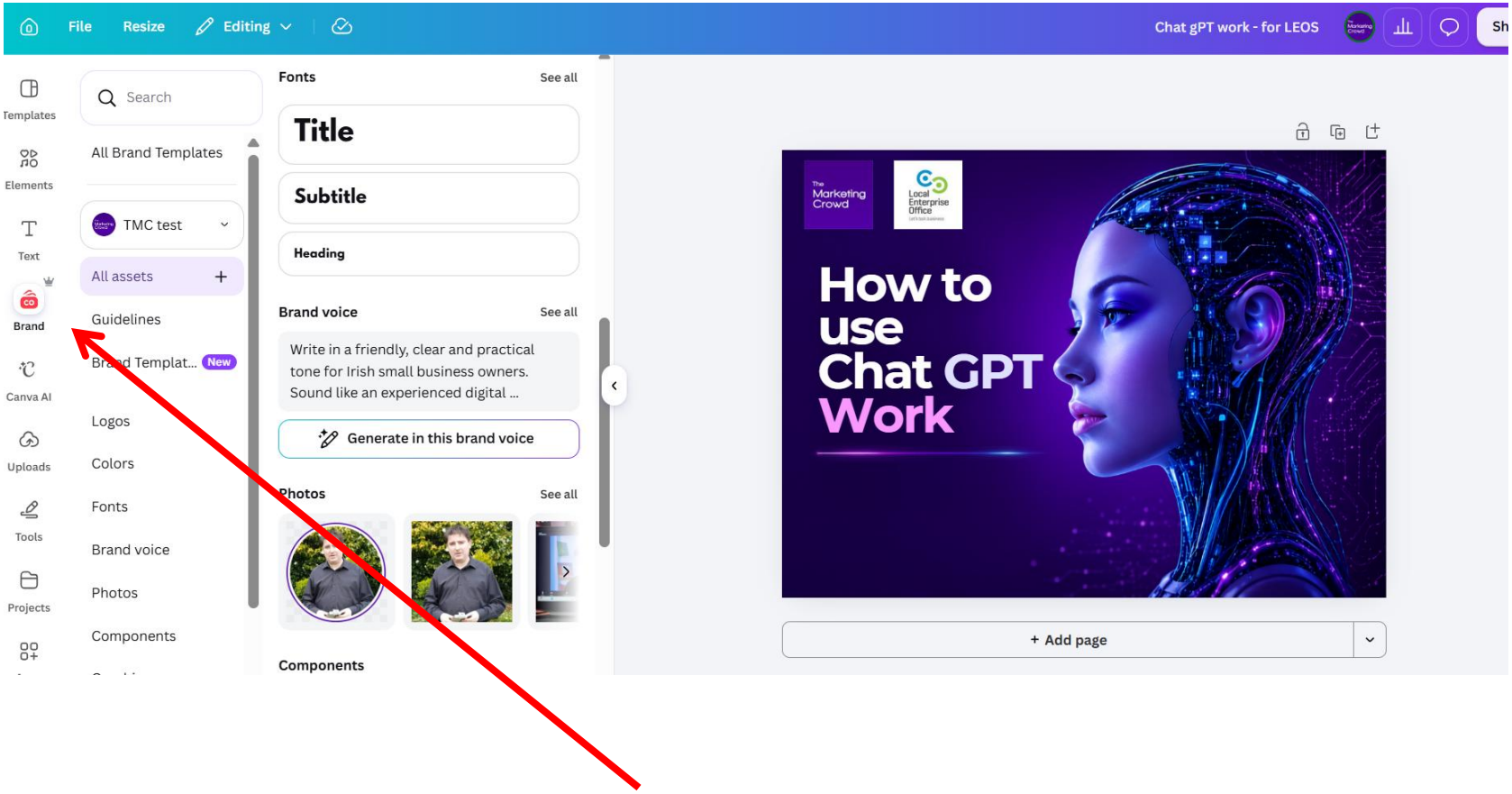
Upgraded brand kit in the paid version



If you have the paid version you can create a brand kit
When you are designing in Canva, on left menu there is an option for Brand
When you click, all the things you added to your brand kit will appear for you to choose from

Upgraded brand kit in the paid version



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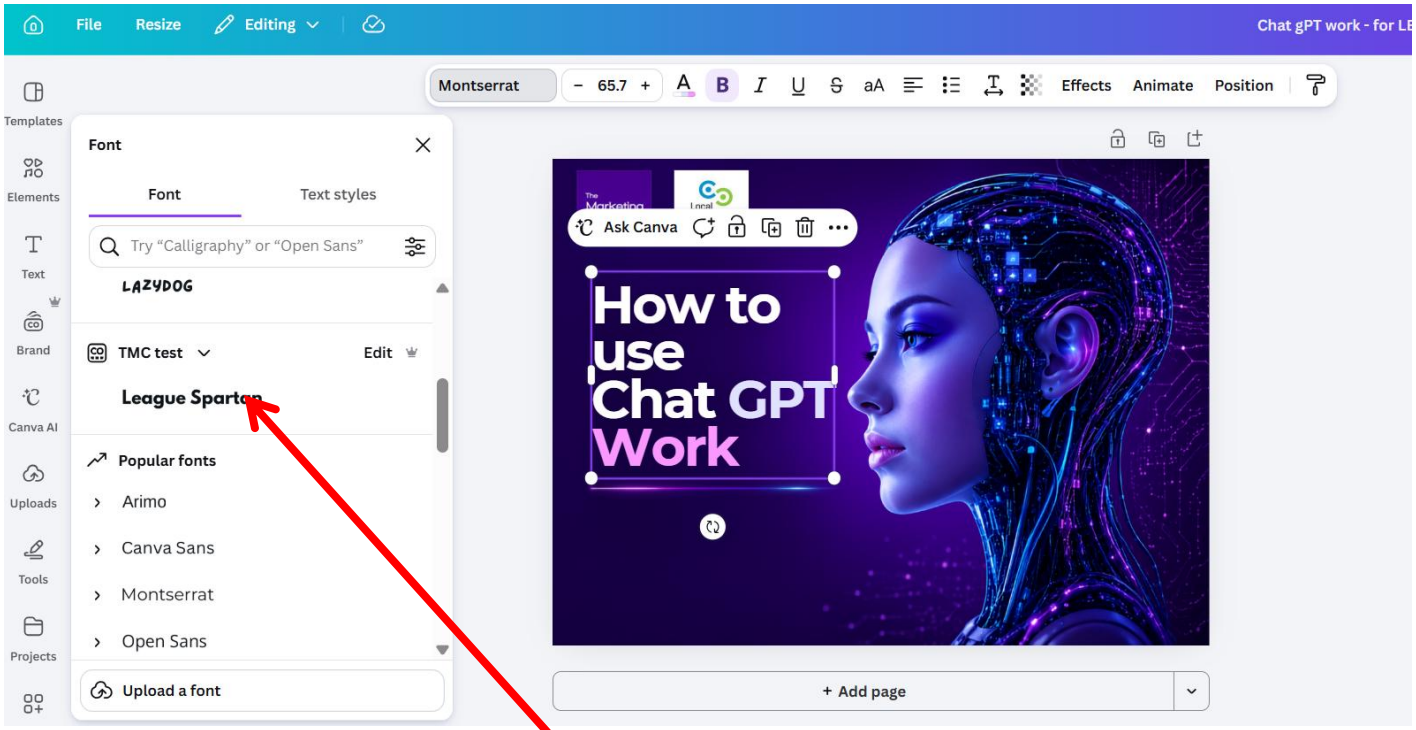
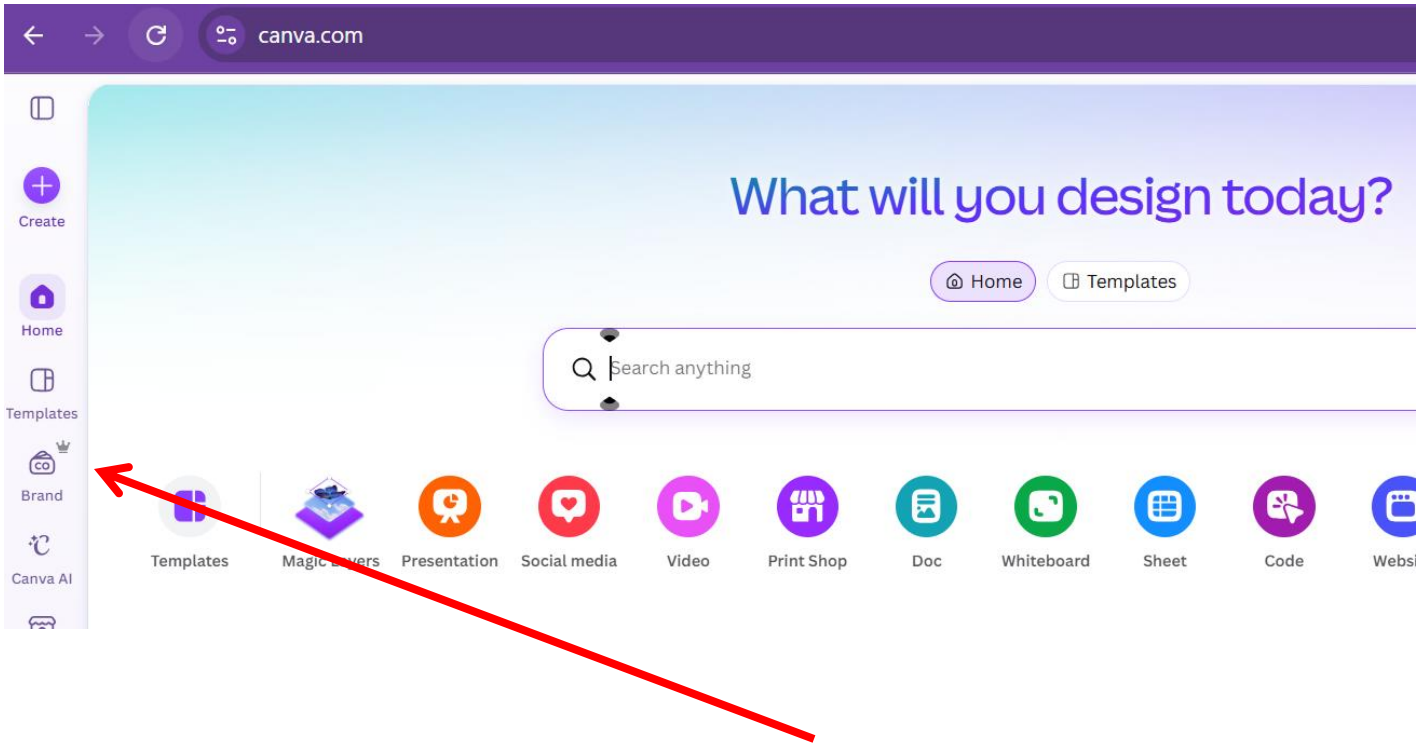


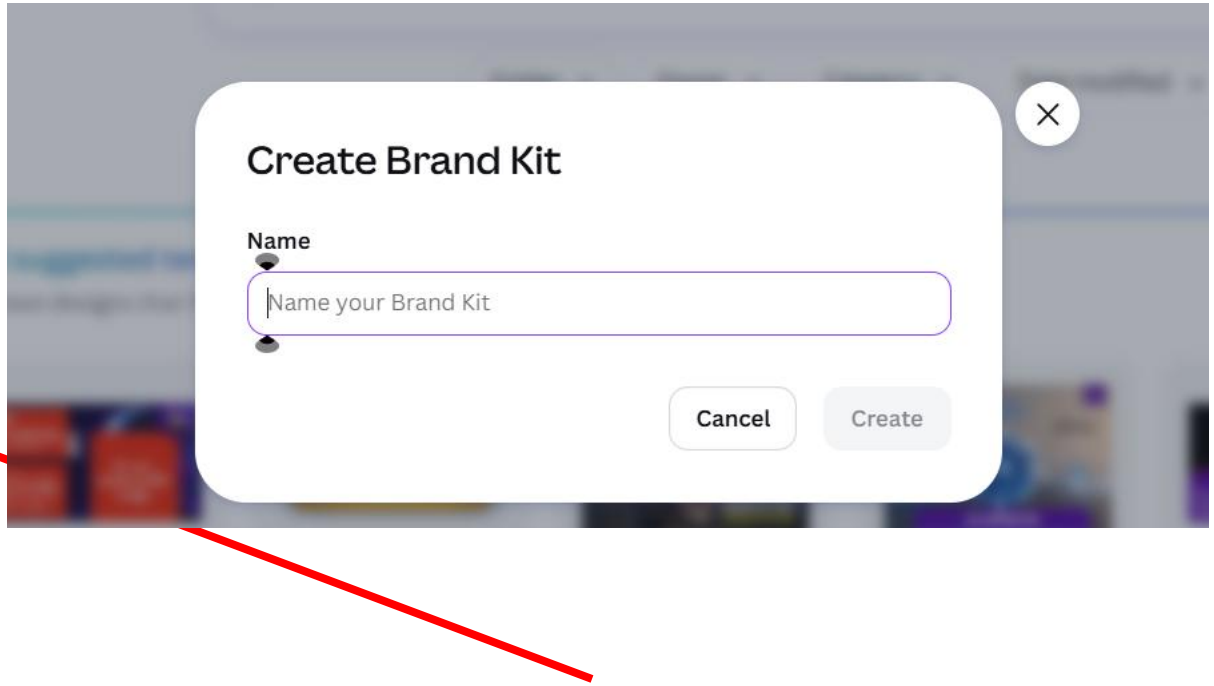
Also, it means that when you are designing, if you click on text or colour what you added to your brand kit will be there for you.

How to create a brand Kit



In the paid version, on the Home screen there is Brand Kit in the left menu

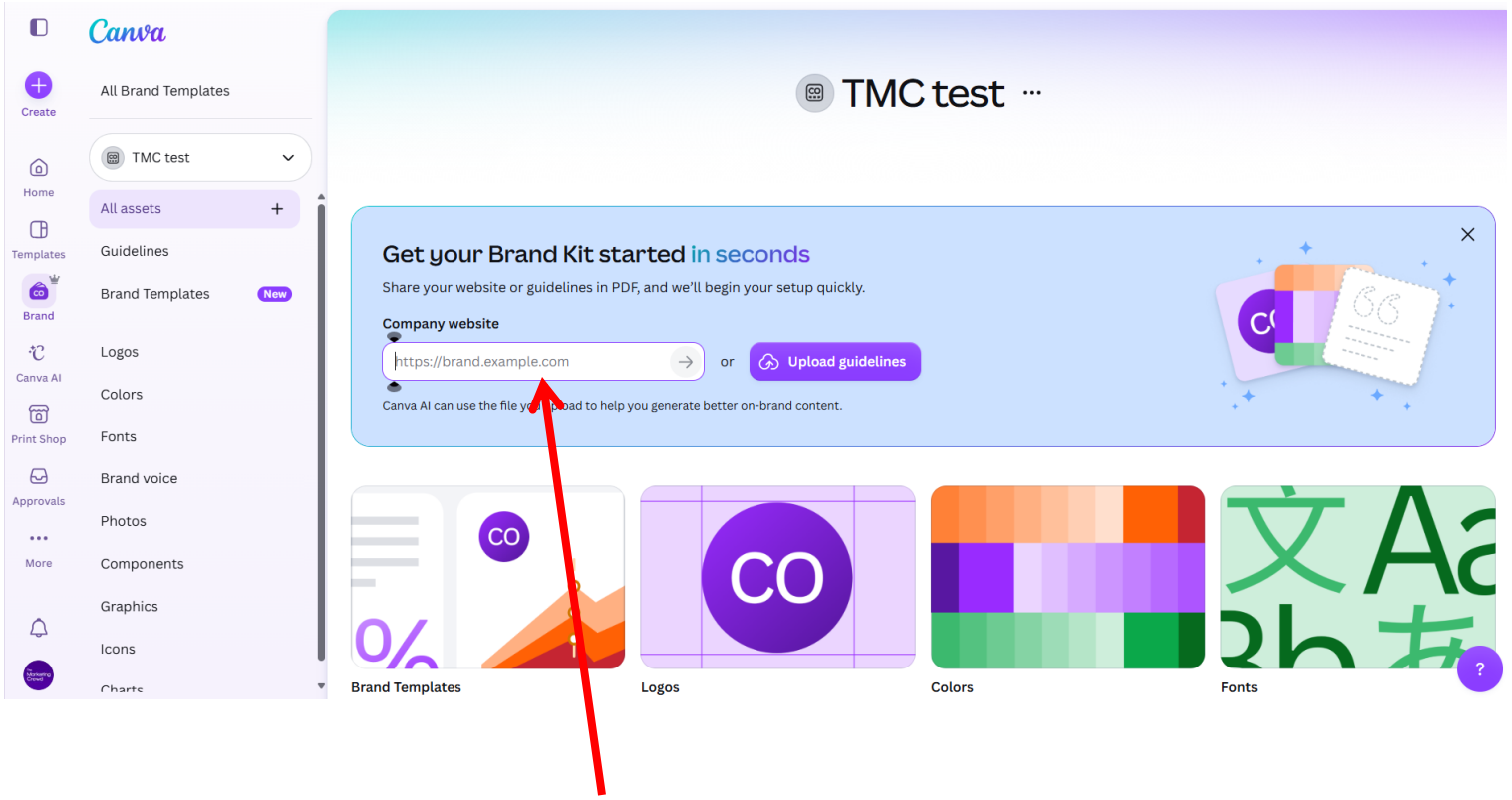
How to create a brand Kit



Click on Create brand Kit

Then name your brand Kit

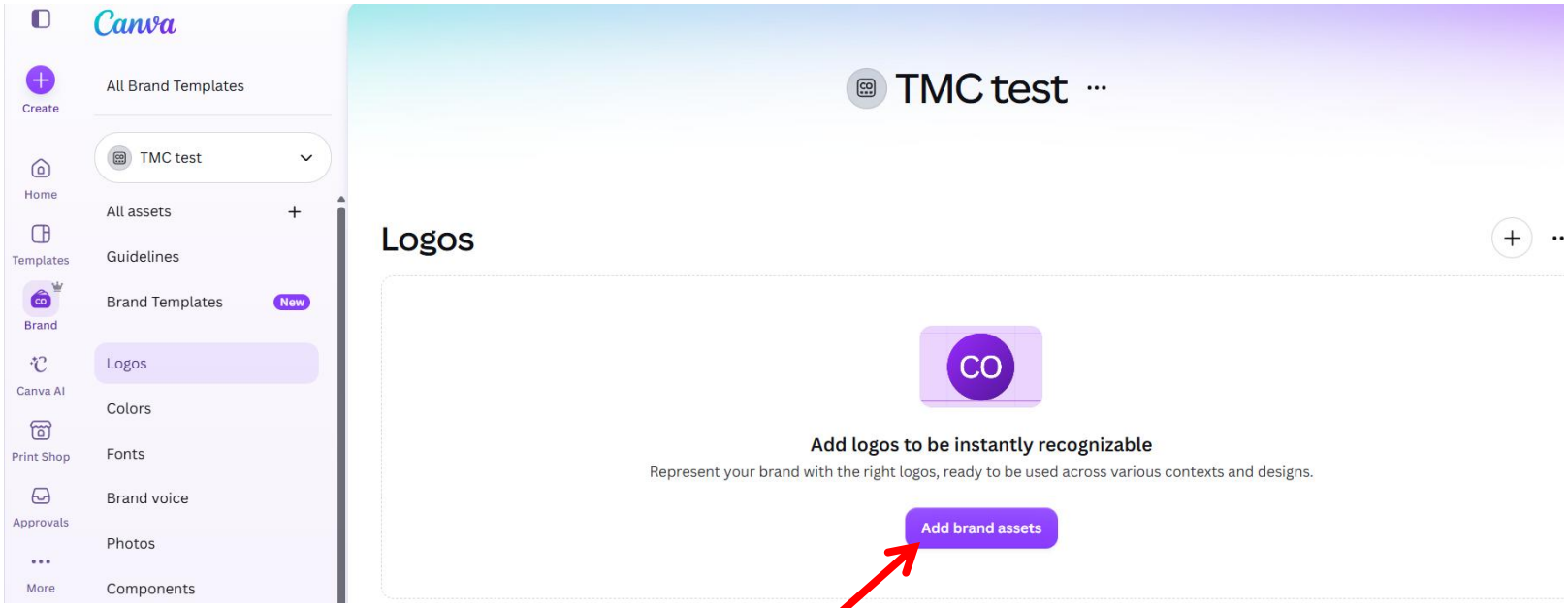
How to create a brand Kit



To get started you could enter your website url and it will pull your logo and colour palette

The other option is to click on Logo and upload your logo

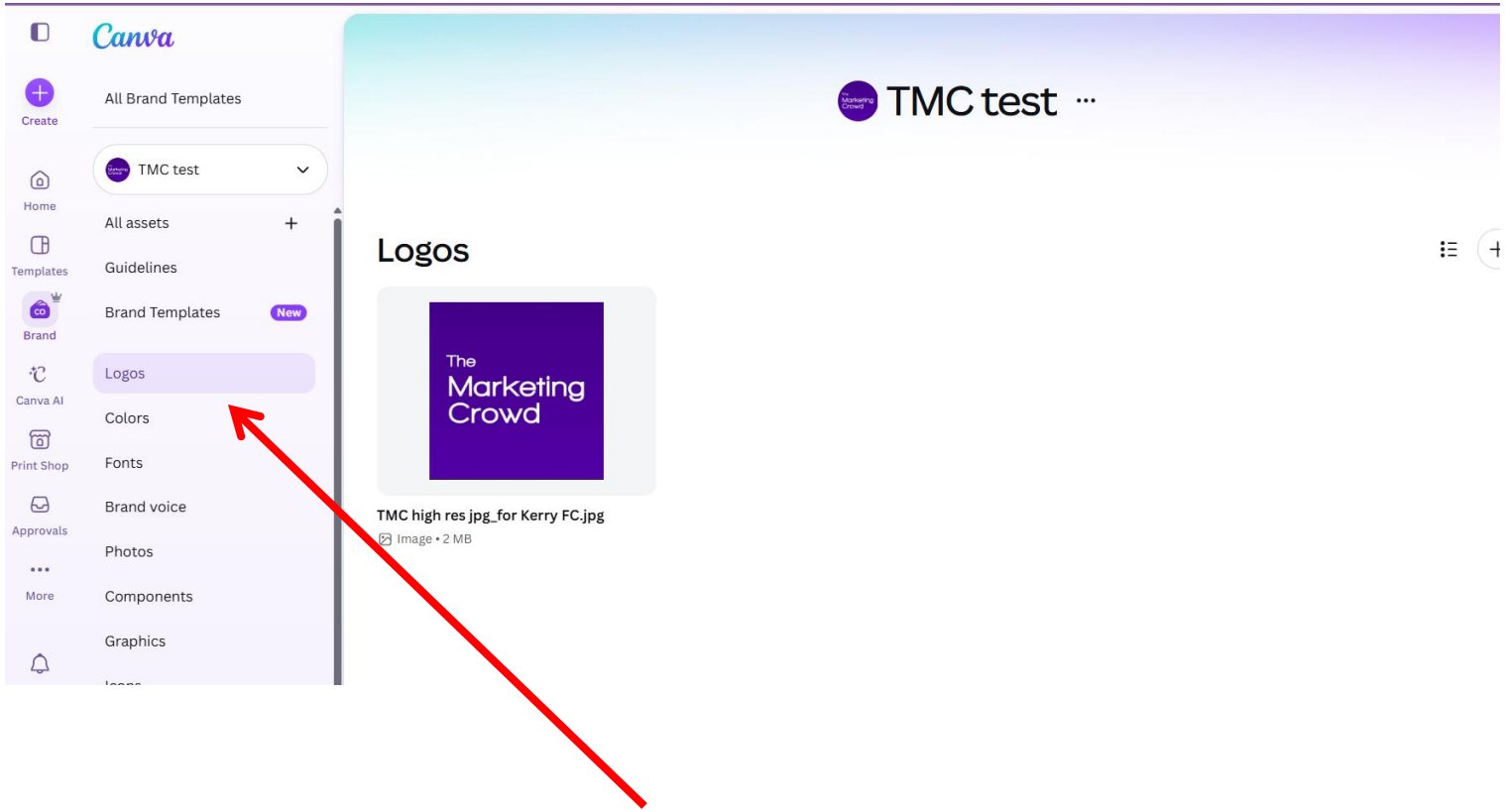
How to create a brand Kit



If you have different versions of your logo attach them all

If you only have one attach the one

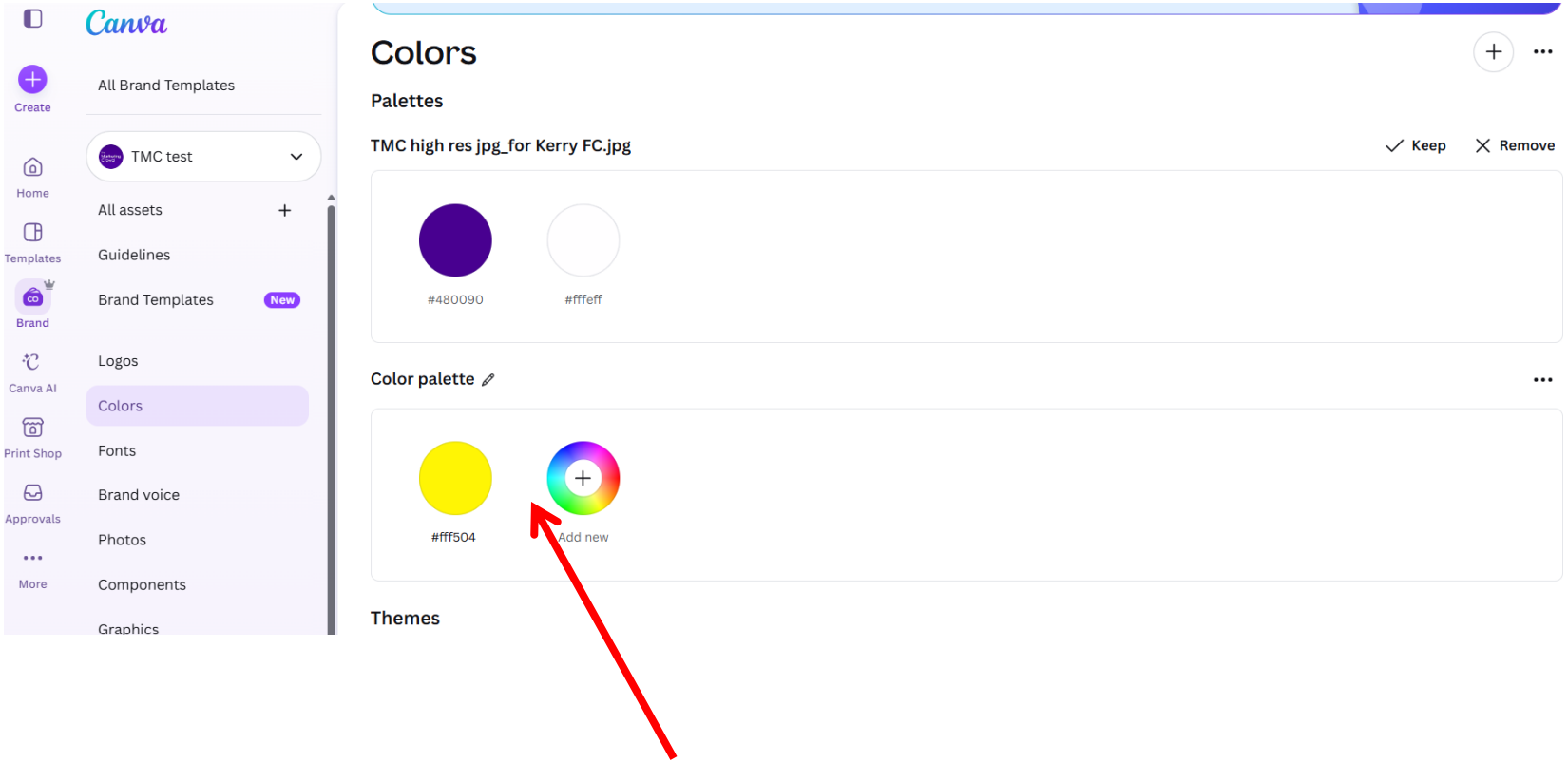
How to create a brand Kit



Once you logo is uploaded you should then work your way through the menu on the left

Click on Colours

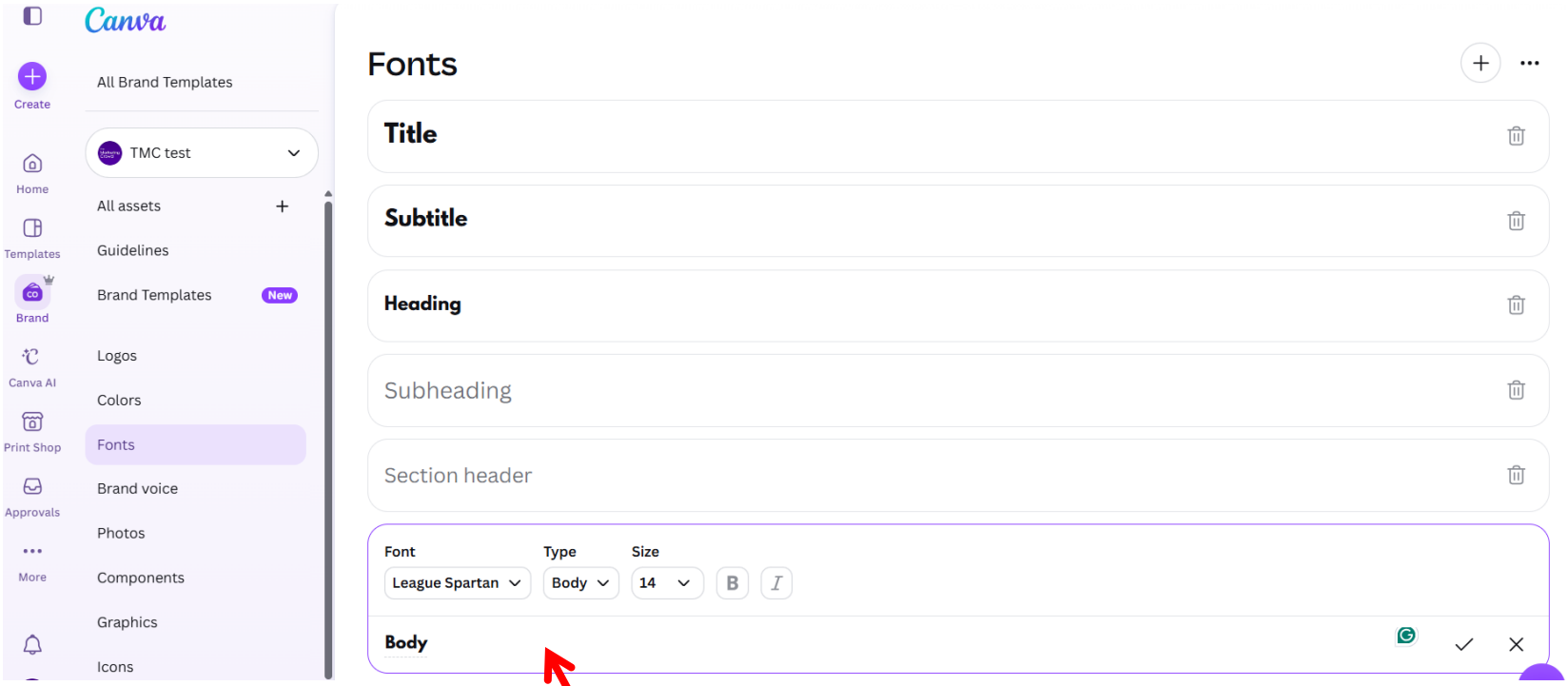
How to create a brand Kit



It will extract the colour or colours from your logo

You can also add extra colours that you might want to regularly use in designs

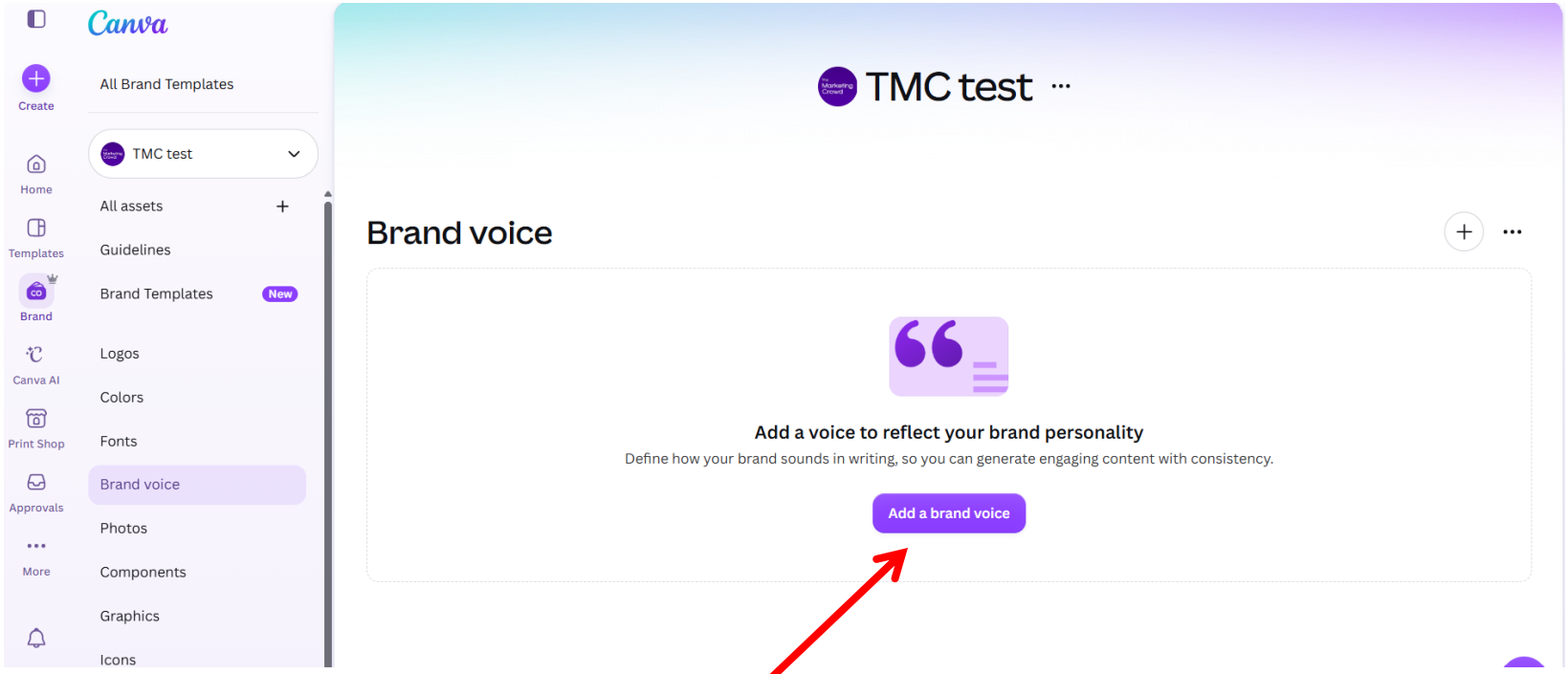
How to create a brand Kit



Click on Fonts

Then choose the font and size you want for each of the options

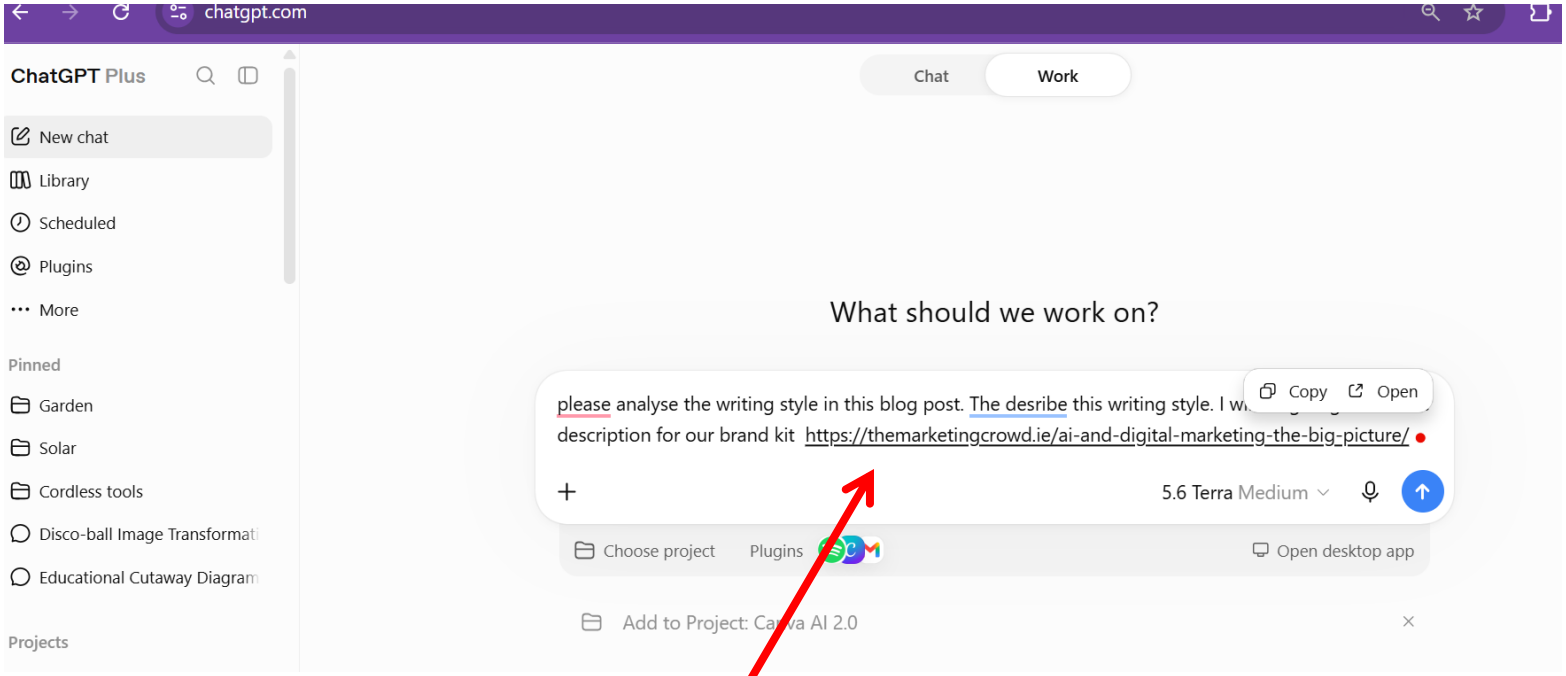
How to create a brand Kit



Click on Brand Voice

You can give it details of your writing style.
I gave chat gpt examples of my writing, asked it to summarise it and then gave it to Canva

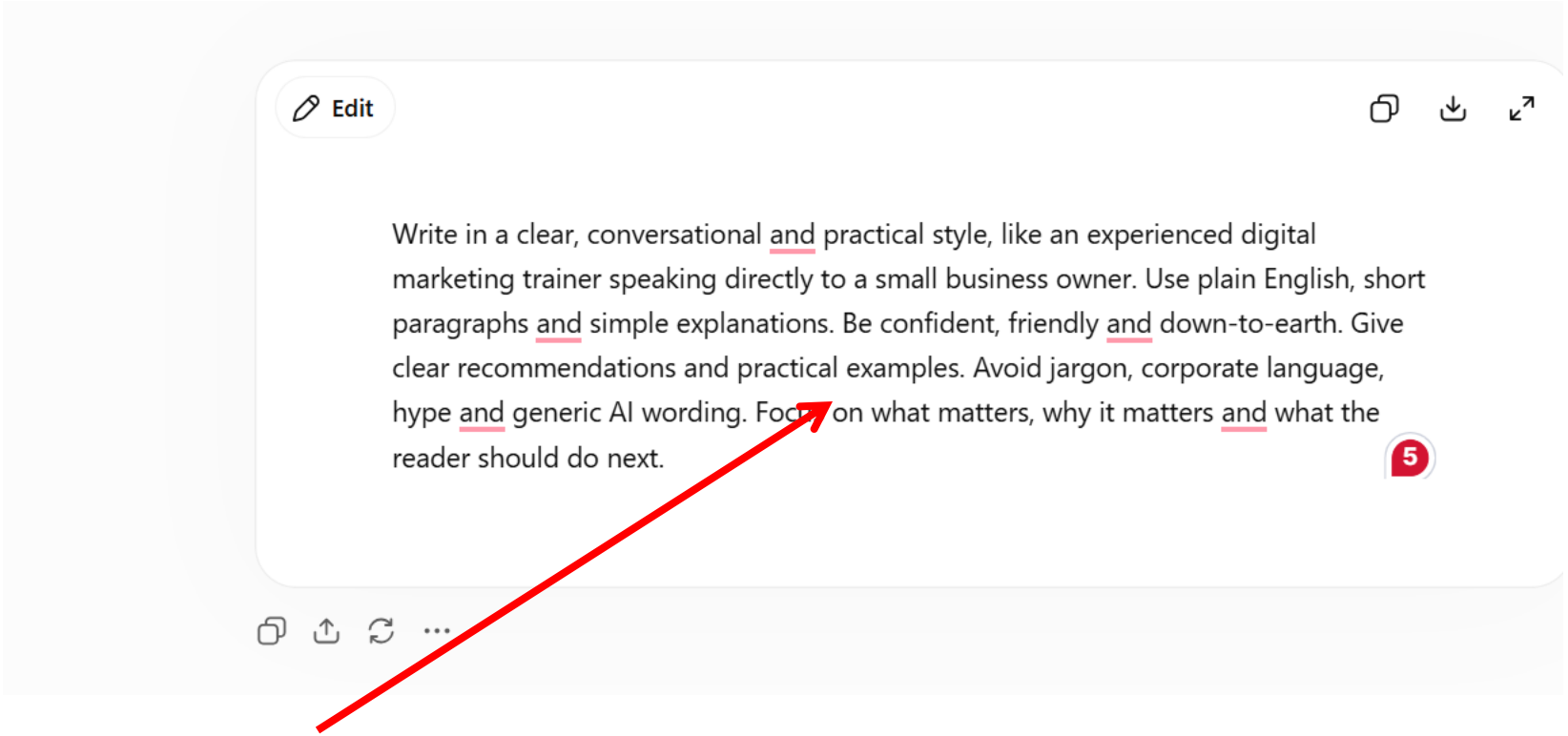
How to create a brand Kit



Prompt:

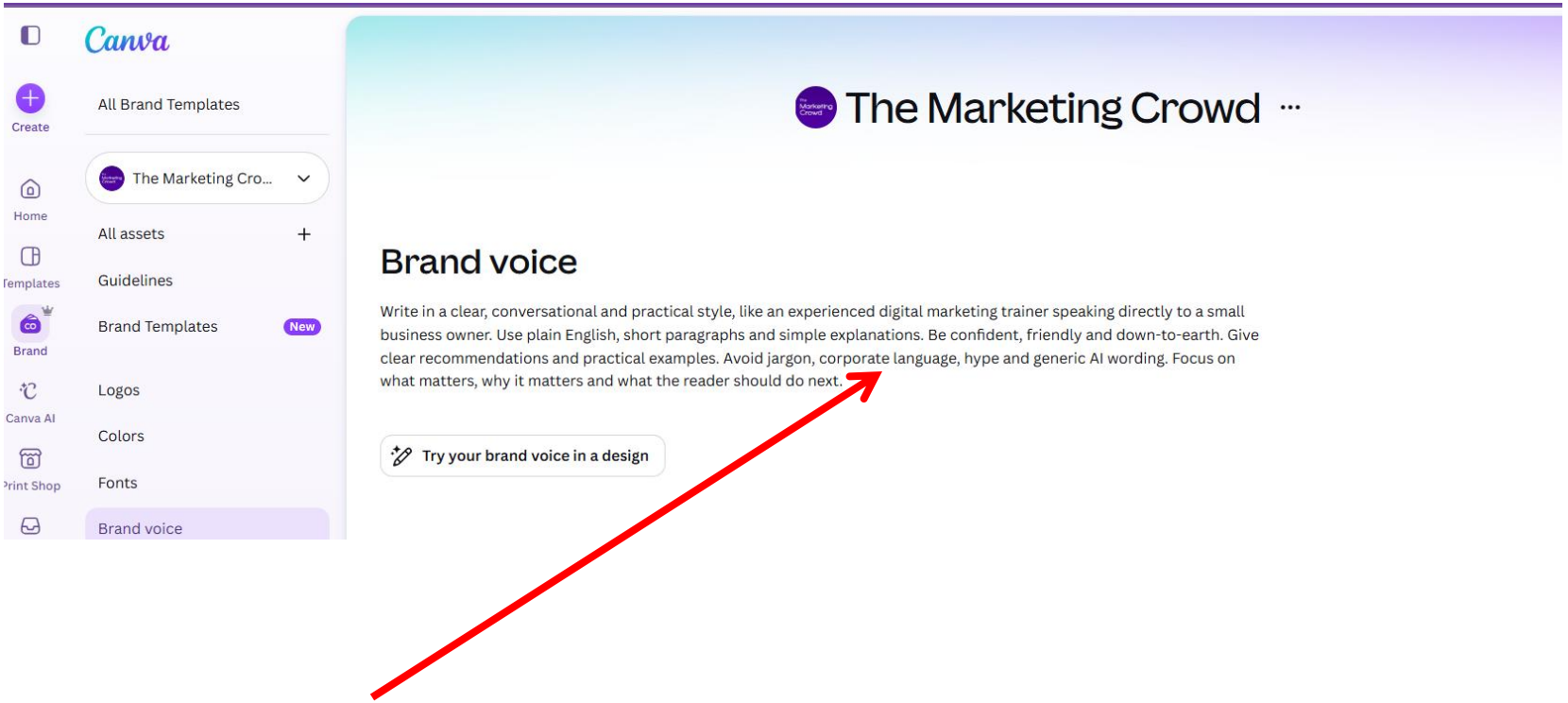
please analyse the writing style in this blog post. Then describe this writing style. I will be giving Canva the description for our brand kit. Stick the 500 character limit

How to create a brand Kit



Chat GPT provided a description

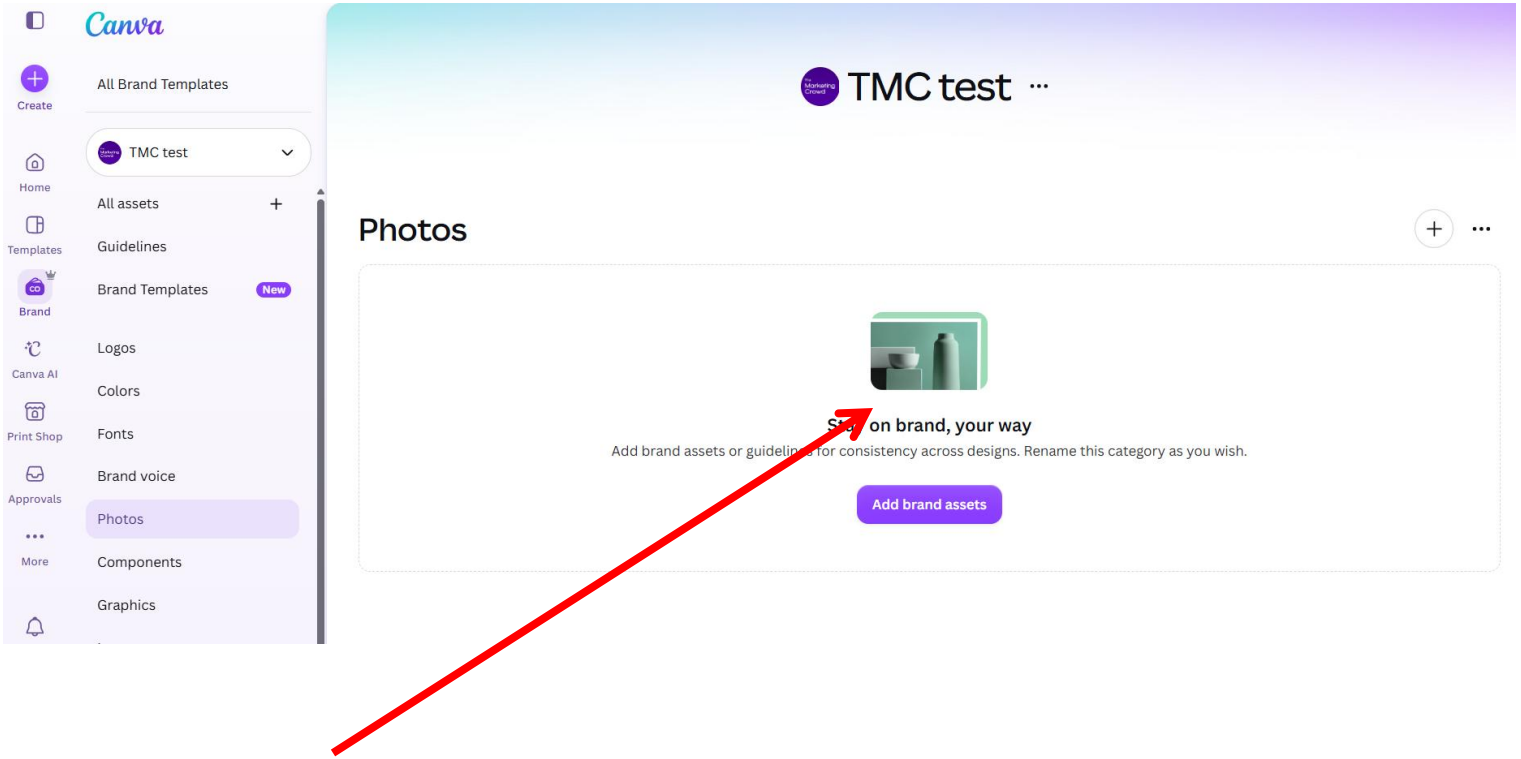
How to create a brand Kit



I then pasted this into the brand voice section

This brand voice will be used by Canva when you “Ask Canva “ or use AI to design something for you

How to create a brand Kit



Click on photos

You can attach images of staff, your products, your premises – any images that you think you might want to regularly use in designs so it will be easy to quickly get them

What We Will Cover

1. How to design graphics starting from a blank canvas
    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

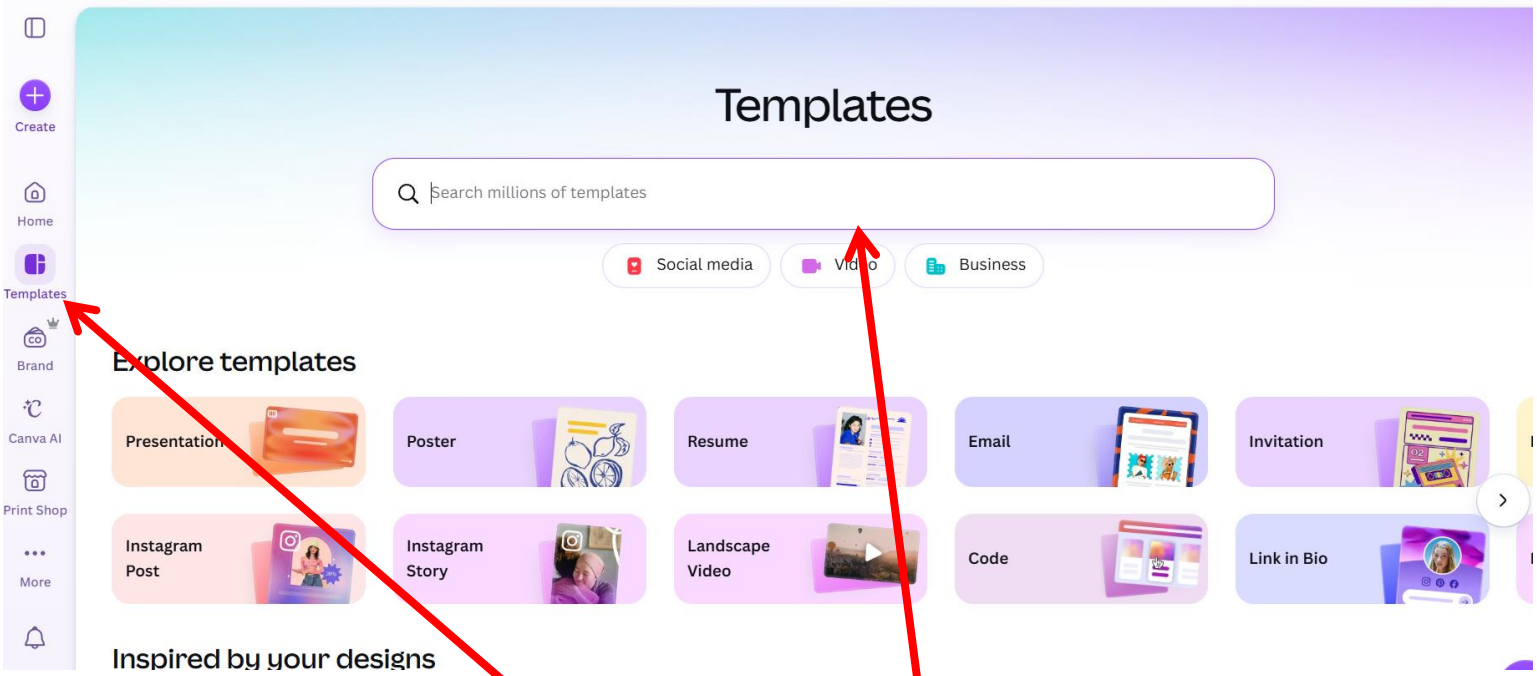
2. How to create a Brand Kit (paid version only)

3. How to find and edit Canva templates

4. How to design using Canva AI

- Setup AI personalisation
- Understand AI usage credits
- Create using the Canva AI section
- Use AI tools when designing form scratch or using templates
- Ask Canva is an AI option when you are designing from scratch or using Templates

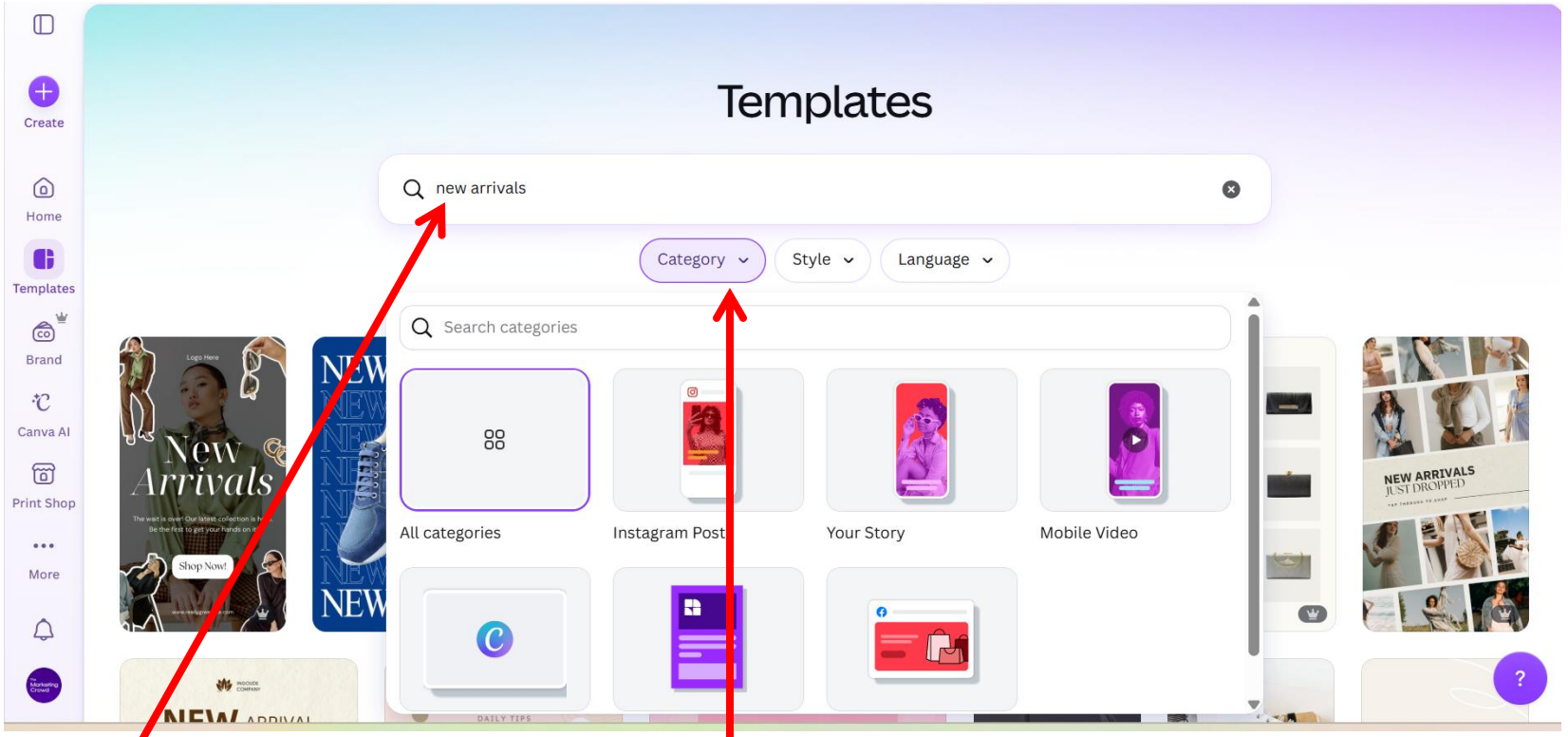
New Template area and options



There is now a much improved area for Templates
Click on Templates in the left hand menu
You can now either

1. Type in a topic that you want to see templates for
2. Or choose from one of their suggested topics e.g. Social media or Instagram post

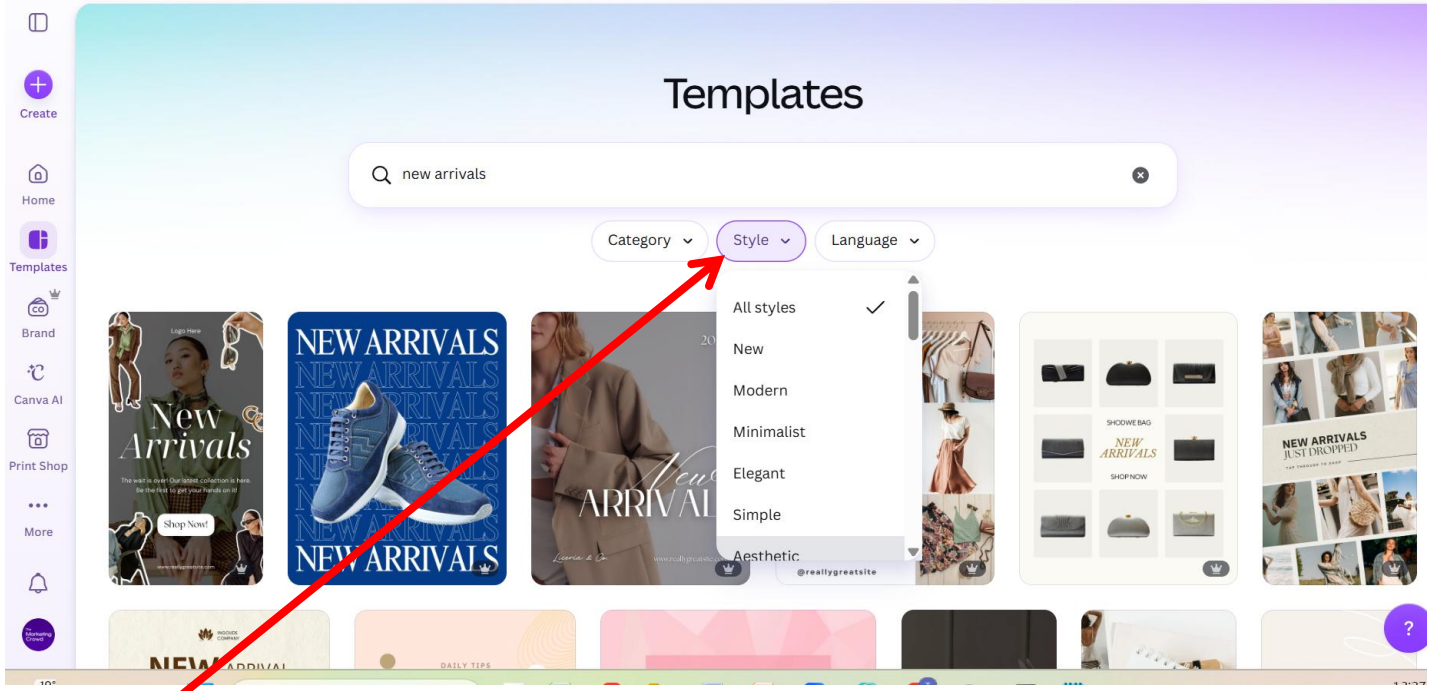
New Template area and options



Type in a topic that you want templates for e.g. New arrivals

It will then present lots of templates to choose from. However, you can also
1. Click the category dropdown and choose a format e.g., Instagram post, flyer. Poster etc.

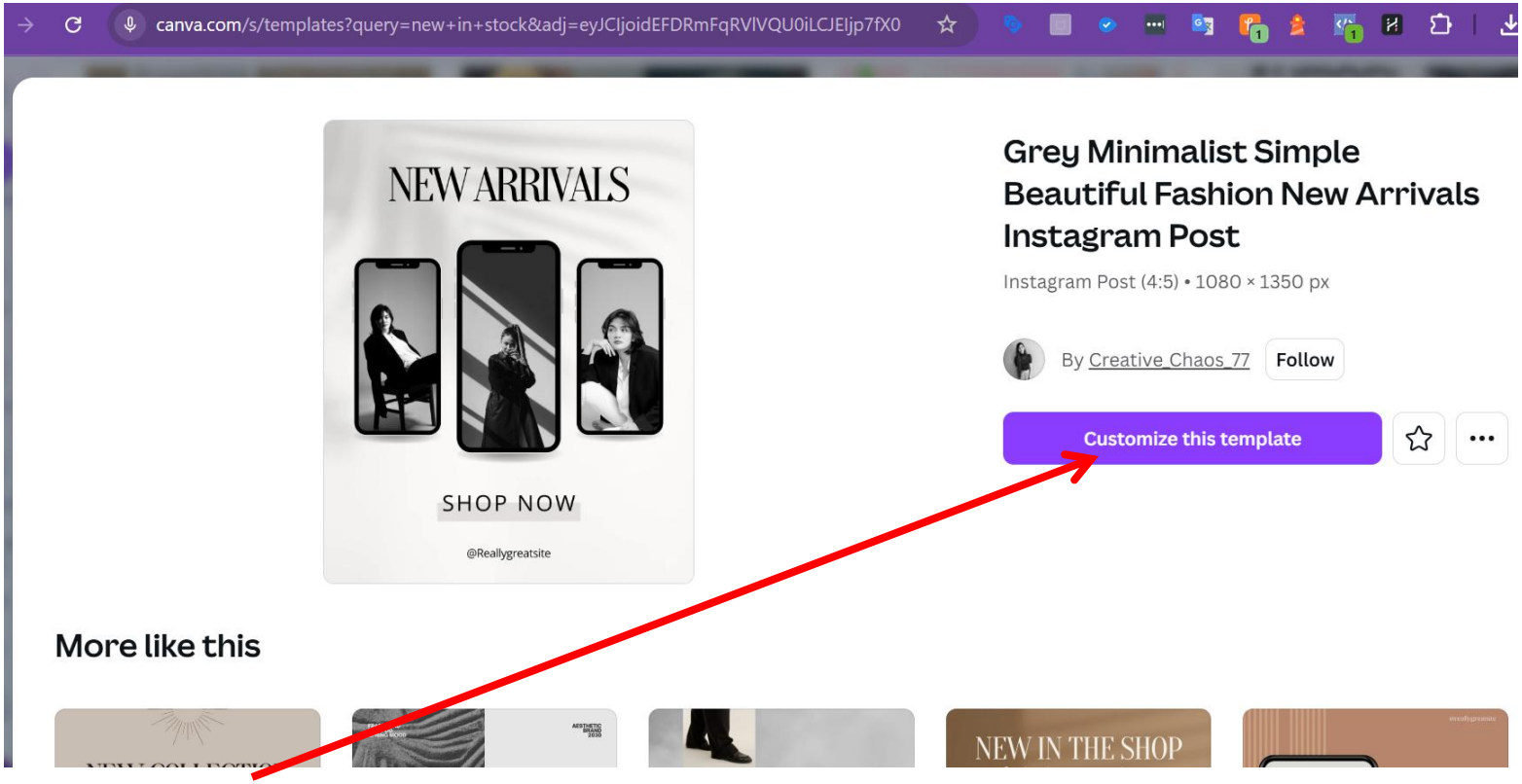
New Template area and options



2. You can also click on Style and then you can choose Modern, minimalist or elegant etc

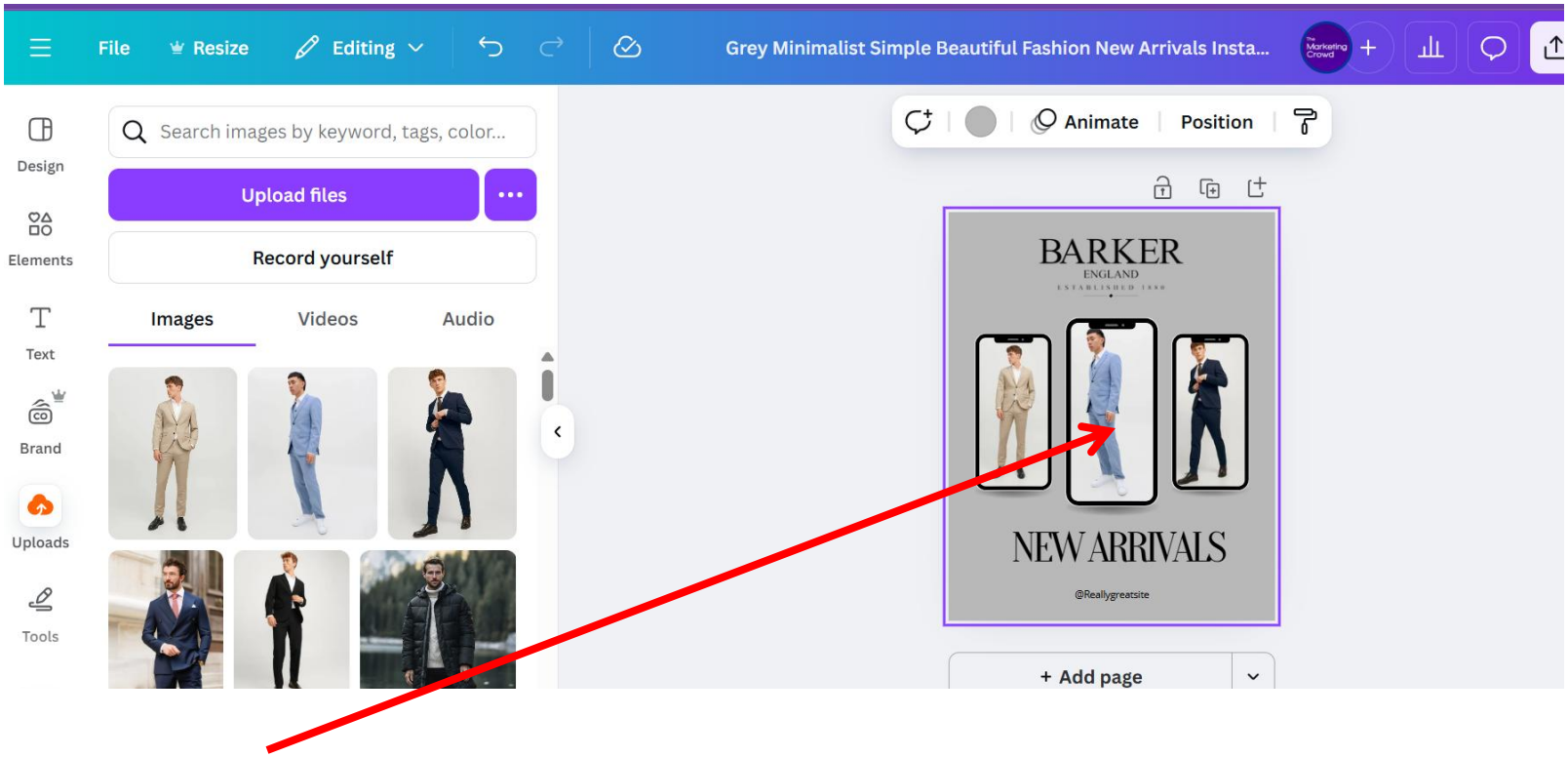
Then click on a template that you want to tailor to you (note – paid users can use any template)

New Template area and options



Then click on Customise

New Template area and options



Then change the images colours text to be what you want

Name your design
Download

What We Will Cover

1. How to design graphics starting from a blank canvas
    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
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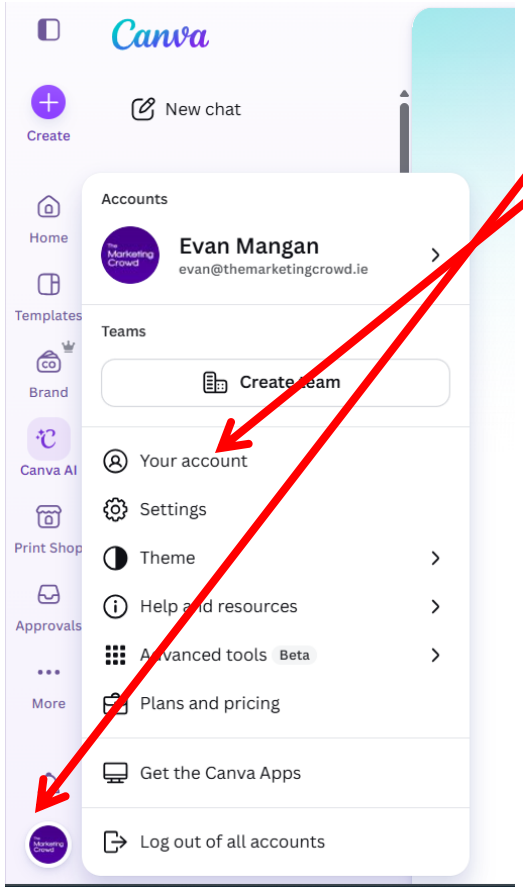
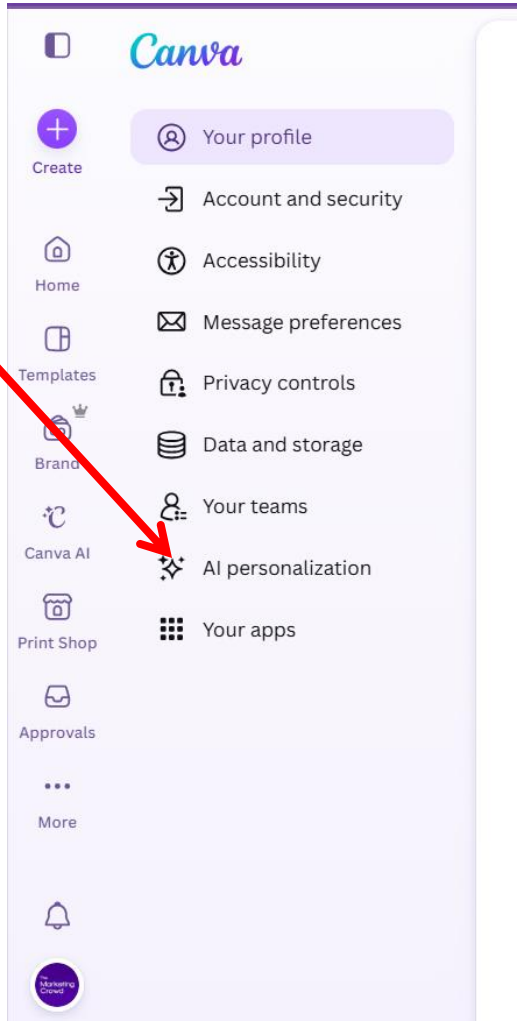
4. How to design using Canva AI

- **Setup AI personalisation**
- **Understand AI usage credits**
- **Create using the Canva AI section**
- **Use AI tools when designing form scratch or using templates**
- **Ask Canva is an AI option when you are designing from scratch or using Templates**

There is now an AI personalisation section



- Click on the circle bottom left
- Click on Your Account
- Click on AI personalisation



There is now an AI personalisation section

Personalisation allows you to give Canva context about you and your business so the AI can tailor designs to you.

Canva describes this newer approach as **Living Memory**: Canva AI can use your About Me information, saved memories and previous conversations to make future suggestions and designs more relevant to how you actually work.

One important distinction for your course: **AI Personalisation does not replace the Brand Kit.** You would use them together.

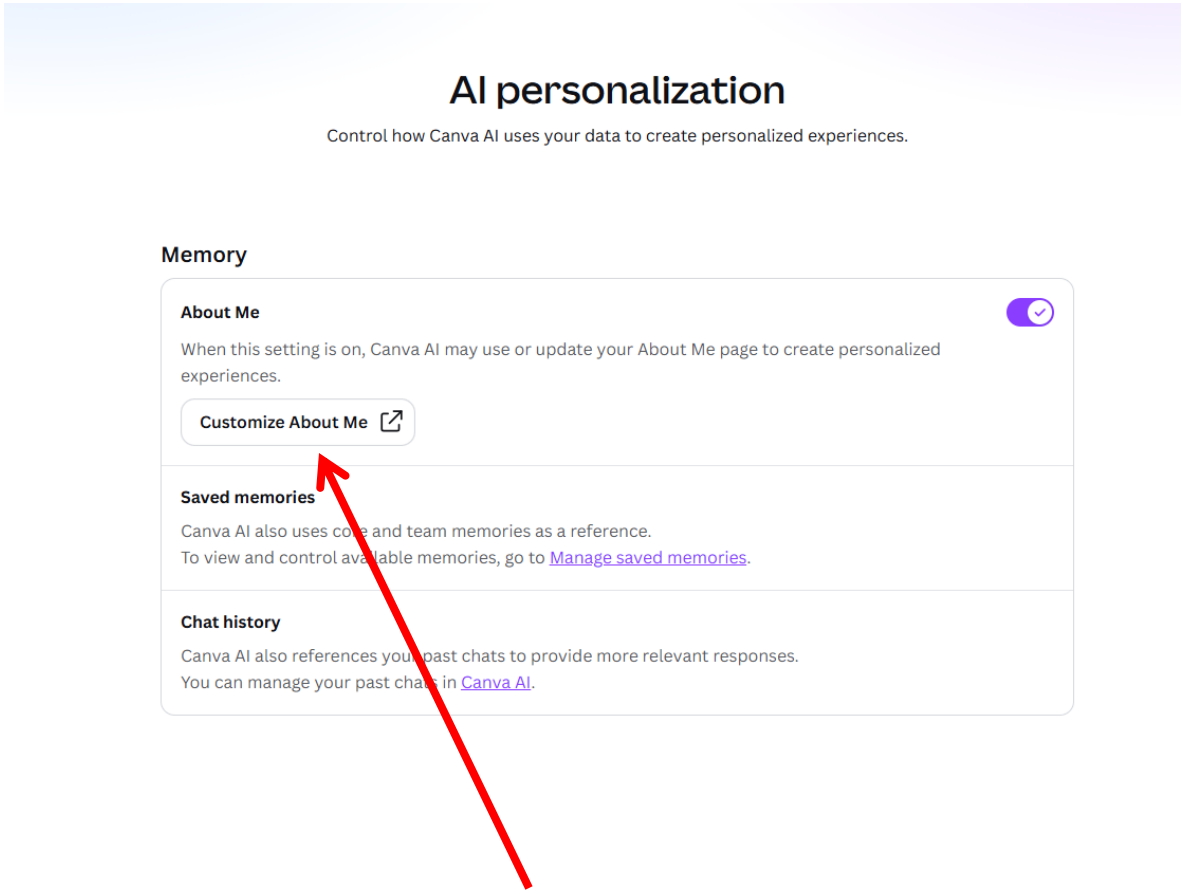
Brand Kit = how the business should look.
Logo, fonts, colours, visual identity.

AI Personalisation = what Canva should know about the business.
Customers, products, objectives, priorities and preferences.

This personalisation will be drawn upon by Canva AI when you ...

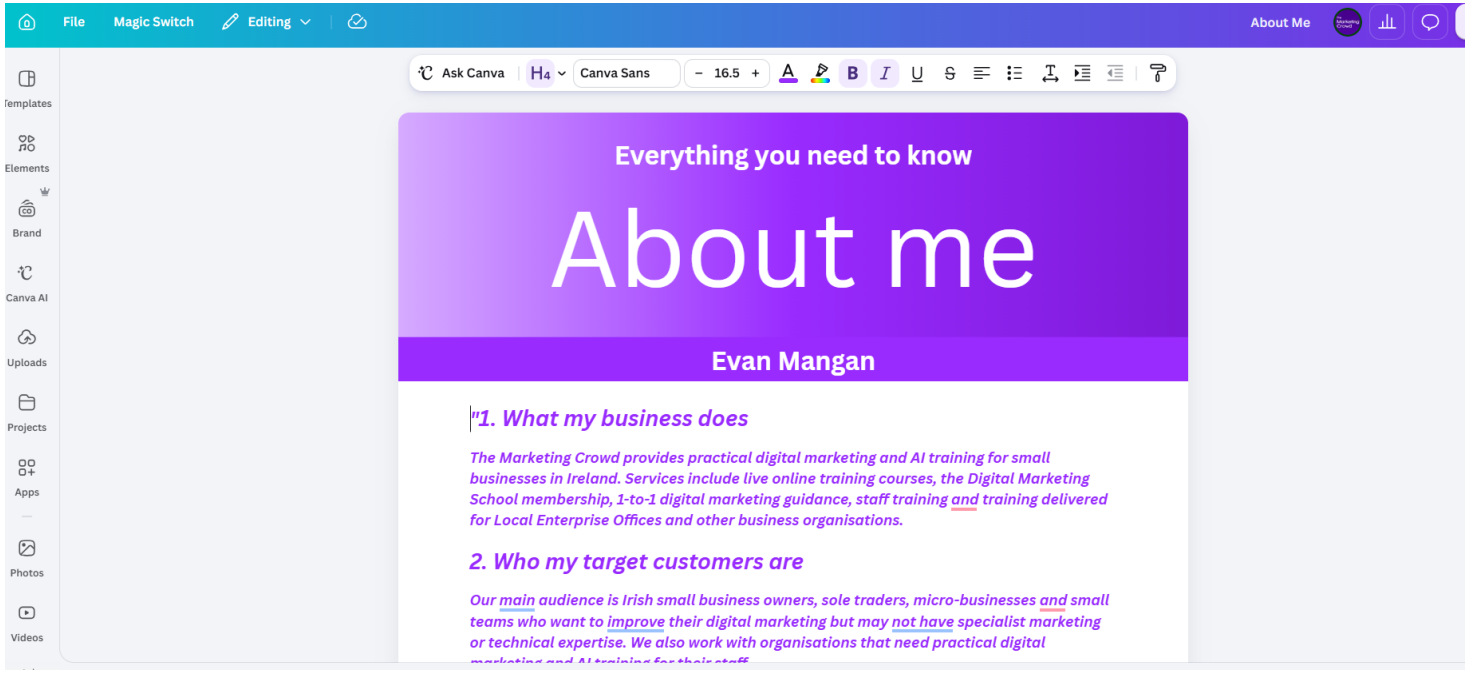
1. Click on Ask Canva and ask it to create things for you
2. Go to Canva AI and then design and ask it to design things for you

There is now an AI personalisation section



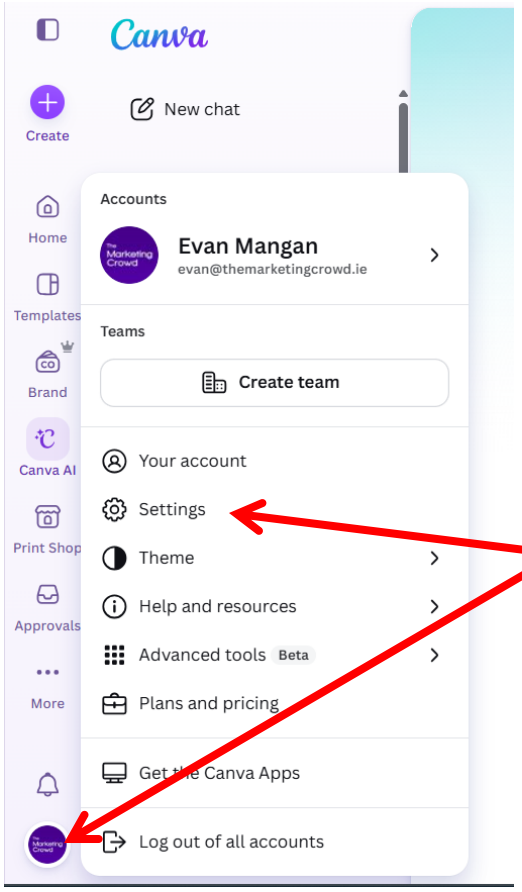
To setup this AI personalisation, click on Customise about me

There is now an AI personalisation section



In order to fill in this section I have developed a prompt which you can use in Chat GPT if you have already given Chat GPT some context / personalisation or you have setup a project and attached a deep research report

There is now an AI credit system

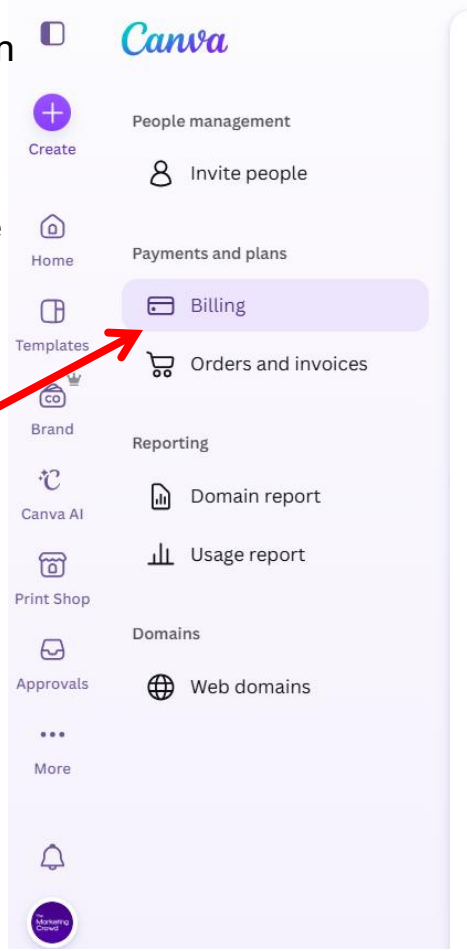


Just like in Claude and the paid version of Chat GPT there is now a usage / credit system

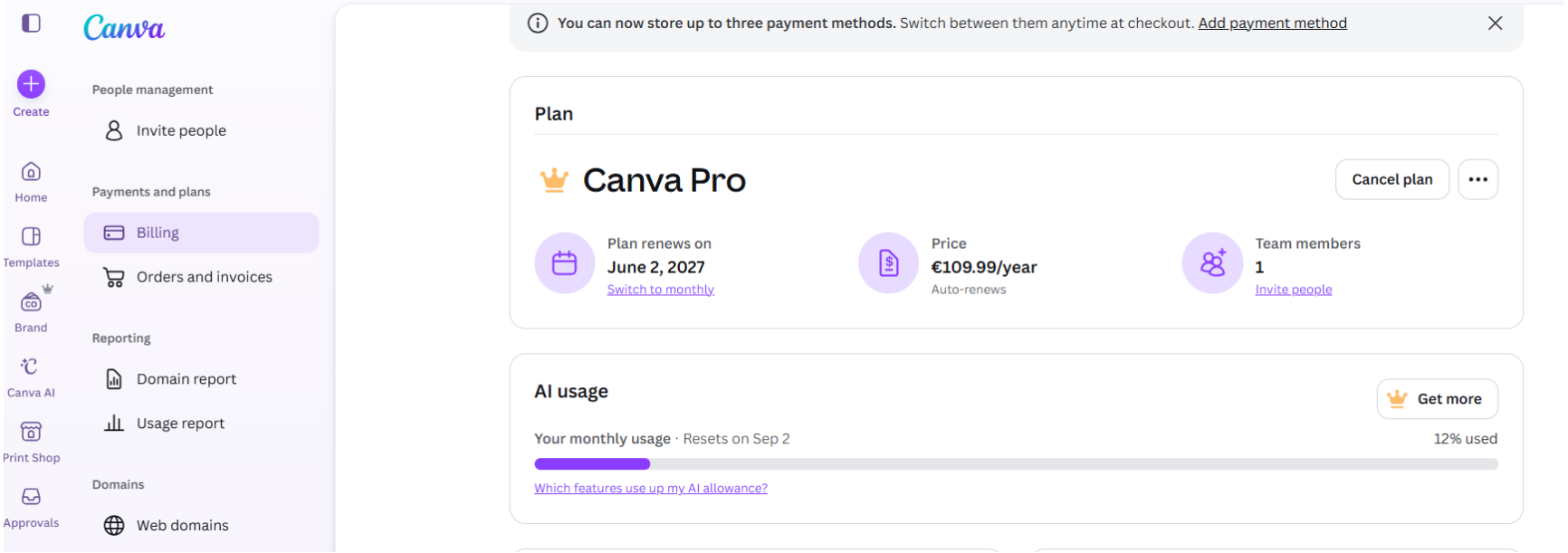
The more you use the AI and the more intensive your usage the more credits you will use.

To see you usage limits:

Click the circle bottom left
Then click settings
Then click billing



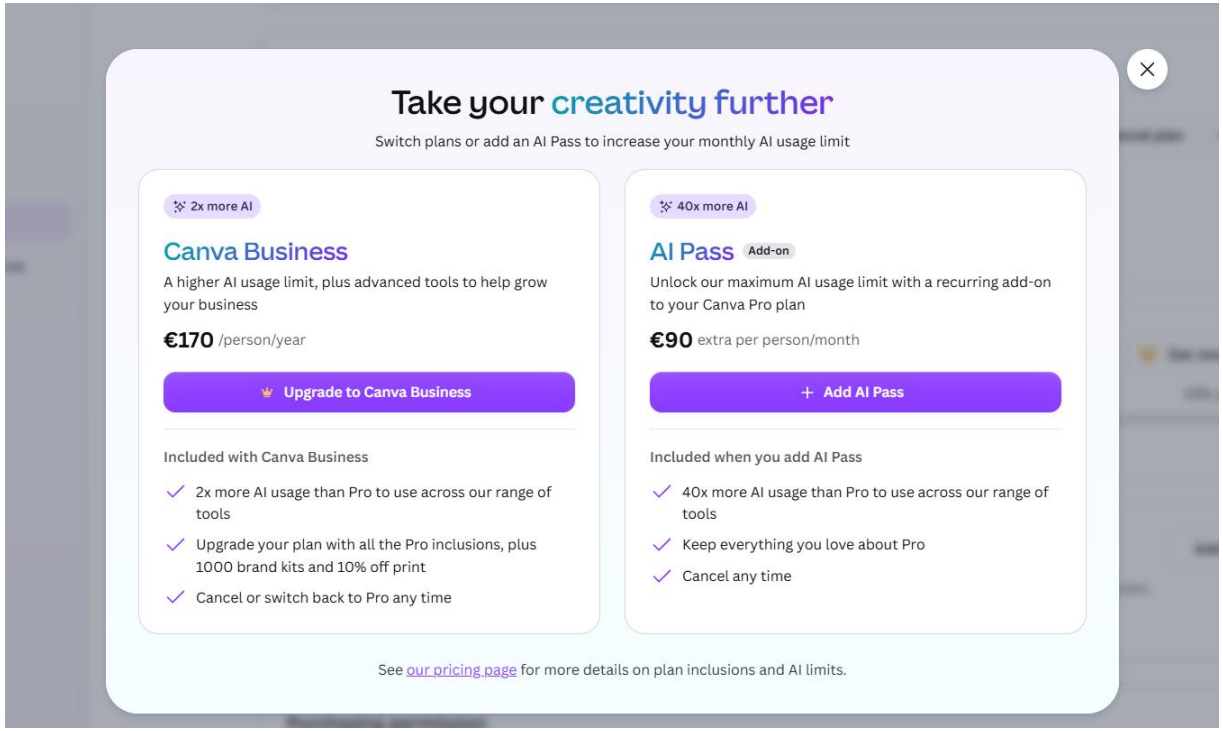
There is now an AI credit system



You will then see how much usage you have left for the month

If you click the link it will explain how the usage works

There is now an AI credit system



If you run out of AI credits you can buy more. However, it is expensive

There is now an AI credit system

What are Standard AI tools?

Standard AI tools are part of your shared AI allowance. AI tools in this tier use the least amount of AI allowance. Standard AI tools include:

- Magic Formulas
- Magic Write for SEO

What are Premium AI tools?

Premium AI tools are part of your shared AI allowance. AI tools in this tier are more advanced, and use more of your AI allowance for image, video, interactives, design generation, and more. Premium AI tools include:

- Magic Layers
- Generate a design with Canva AI
- Create an image with Canva AI
- Build interactive experiences with Canva Code
- Generate elements with Canva AI (shapes, 3D, charts, forms, and more)
- Music and Sound Effect Generator
- Form generator
- Premium AI tools in Affinity, including Generative Fill, Expand, Edit, Generate Images and Vectors. Premium AI tools in Affinity are not available to Canva Free accounts.

There is now an AI credit system

What are Ultra AI tools?

Ultra AI tools are part of your shared AI allowance. AI tools in this tier use the latest cutting-edge AI models, and use the most AI allowance. Ultra AI tools include:

- Conversational design with Canva AI 2.0
- Create a video clip with Canva AI
- Create an image with Canva AI

There is now an AI credit system

Plan	Standard AI	Premium AI	Ultra AI
Canva Free	Up to **200 uses/month**	Up to **20 uses/month**	Not available
Canva Pro	Up to **2,000 uses/month**	Up to **200 uses/month**	Up to **20 uses/month**
Canva Business	Up to **4,000 uses/month**	Up to **400 uses/month**	Up to **40 uses/month**

There is now an AI credit system

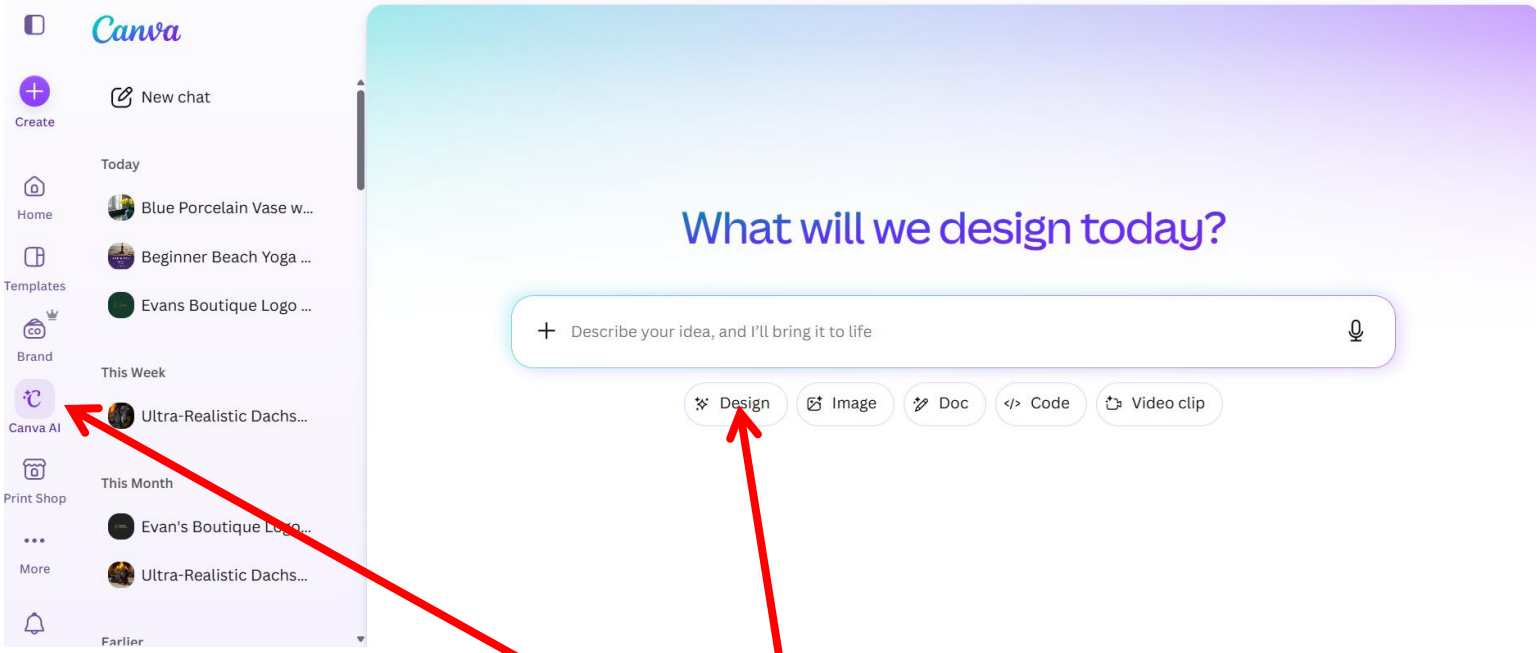
Monthly usage by plan

- **Canva Free:** Up to 200 uses for Standard AI tools, OR up to 20 uses for Premium AI tools. **No access to Ultra AI tools**.
- **Canva Pro/Teams/Nonprofits:** Up to 2,000 uses for Standard AI tools, OR up to 200 uses for Premium AI tools, OR up to 20 uses for Ultra AI tools
- **Canva Business:** Up to 4,000 uses for Standard AI tools, OR up to 400 uses for Premium AI tools, OR up to 40 uses for Ultra AI tools
- **Canva Enterprise:** Up to 4,000 uses for Standard AI tools, OR up to 400 uses for Premium AI tools, OR up to 40 uses for Ultra AI tools
- **Canva Education** - Up to 2,000 uses for Standard AI tools, OR up to 200 uses for Premium AI tools, OR up to 20 uses for Ultra AI tools
- **Canva for University Student** - Up to 200 uses for Standard AI tools, OR up to 20 uses for Premium AI tools. **No access to Ultra AI tools**.

For Canva Teams, Business, Nonprofits, Education, and Enterprise, each member has their own allowance. Allowances aren't shared or pooled across the team or organization.

Here is their breakdown of typical monthly usage per plan

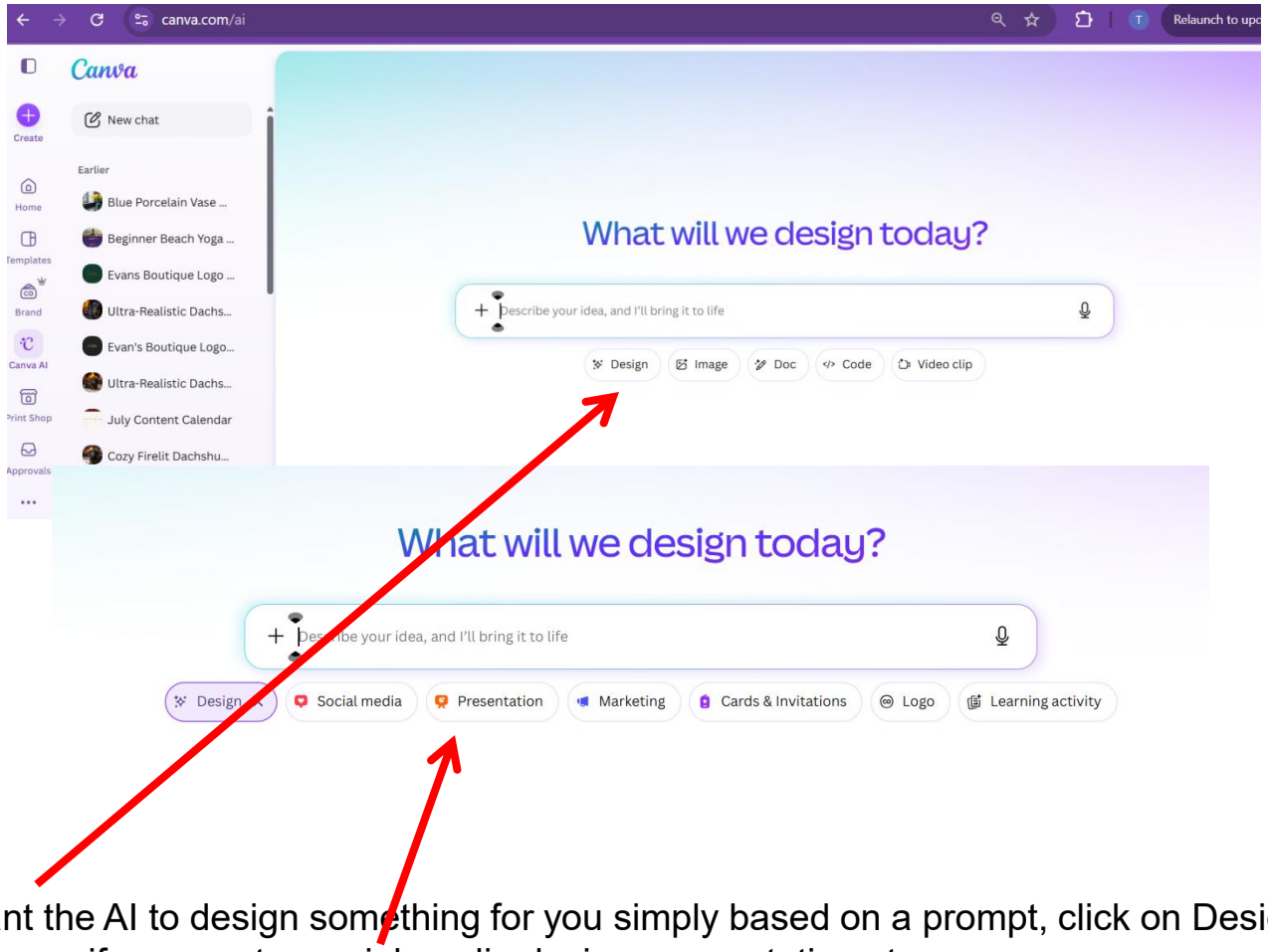
Canva AI can design things for you



On the left hand menu click on Canva AI and you can get the AI to design for you

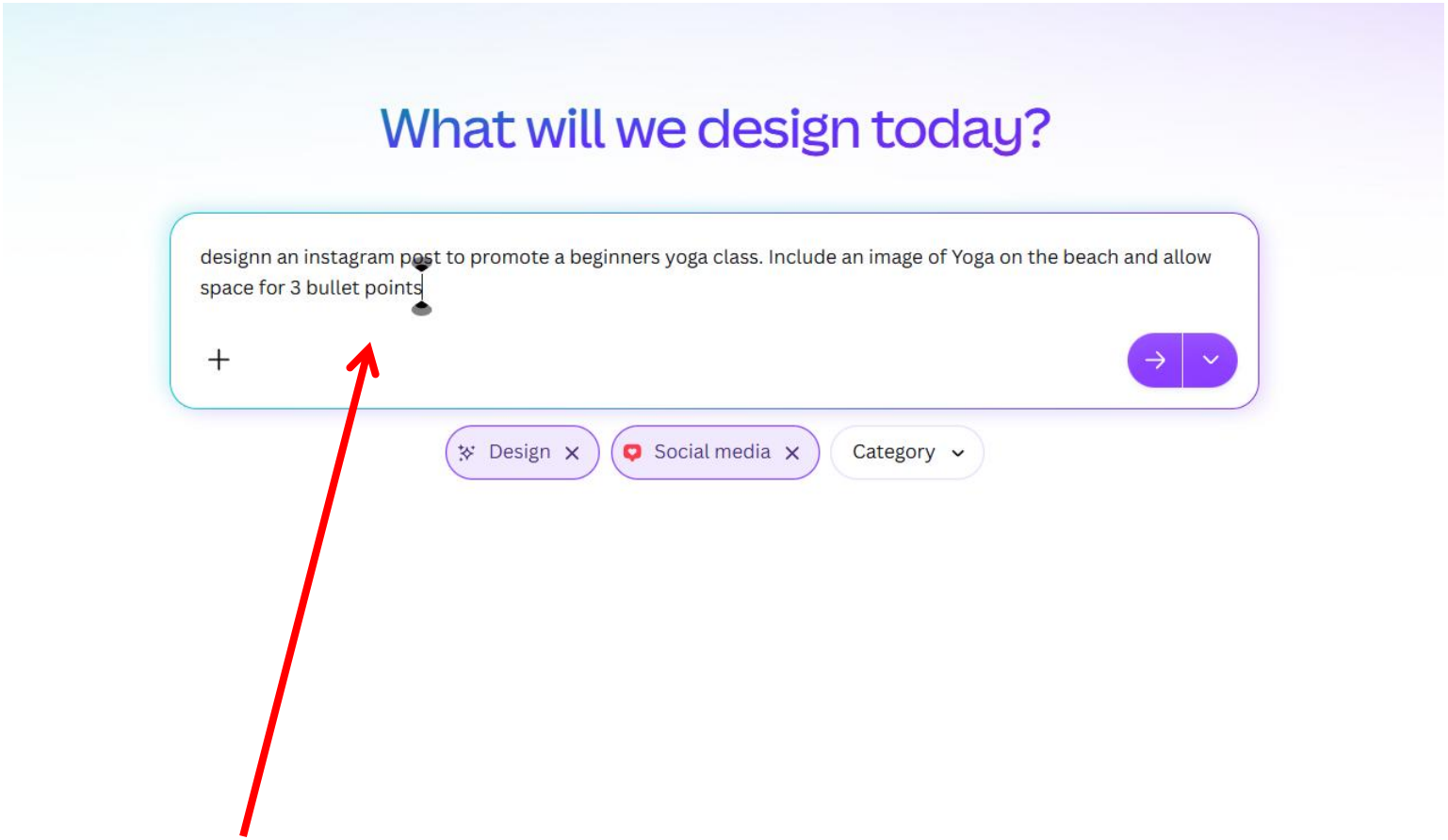
1. If you want the AI to design for you click on design
2. Then choose Social Media or Logo

Use the Design option to get the AI to design something based on a prompt



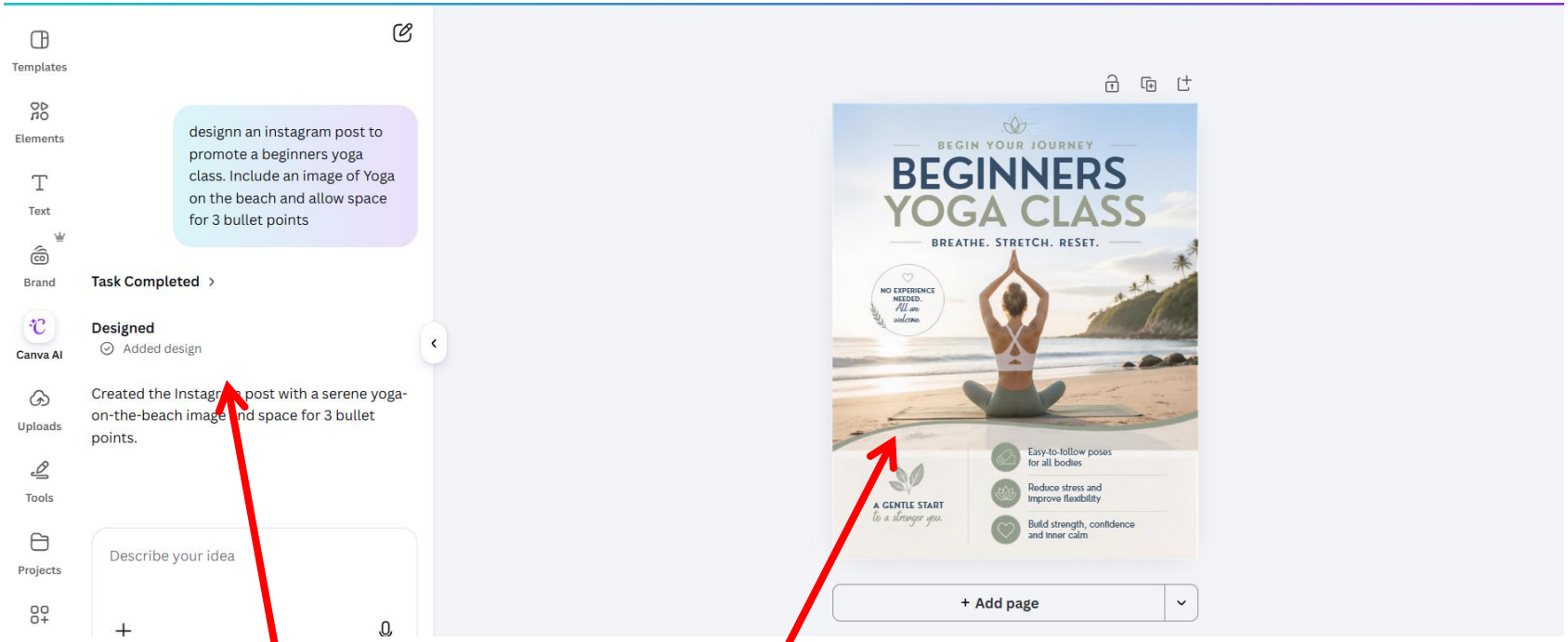
- If you want the AI to design something for you simply based on a prompt, click on Design
- Then choose if you want a social media design, presentation etc.

Use the Design option to get the AI to design something based on a prompt



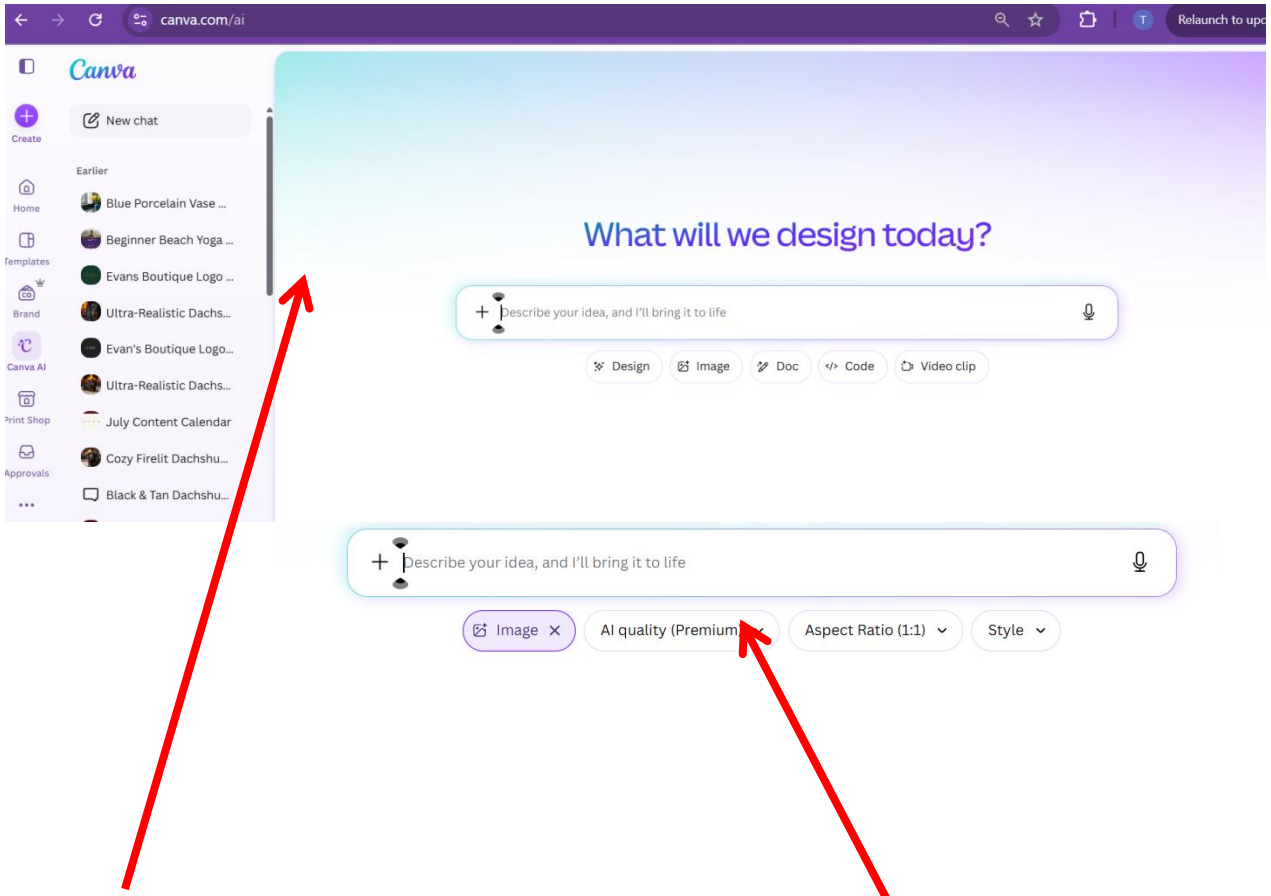
- Then write or speak a prompt describing what you want,

Use the Design option to get the AI to design something based on a prompt



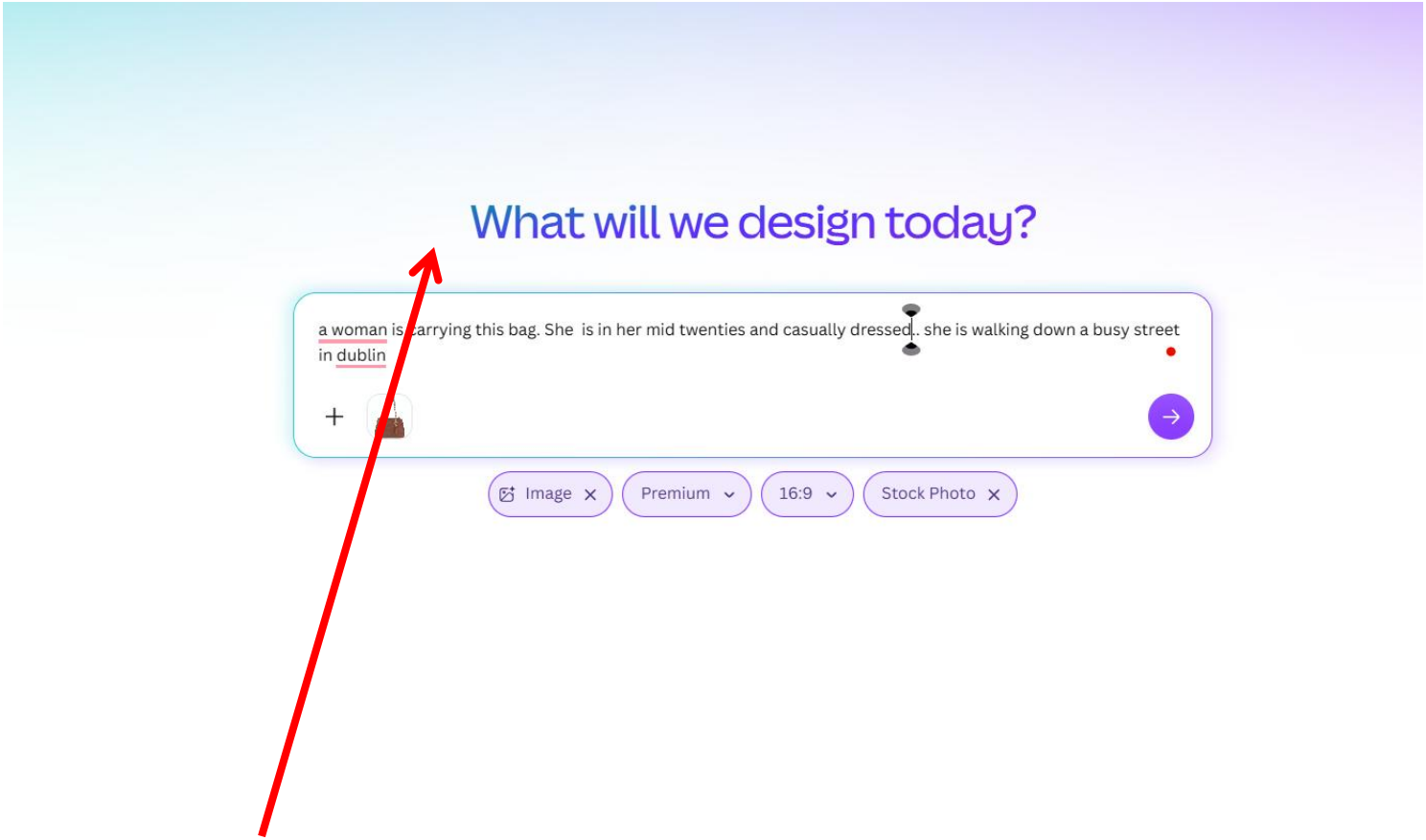
What is new is that it will then generate a panel on the left hand side where you can have an over and back chat and ask for revisions.
The design will appear on the right hand side

Use the Image option to create an image



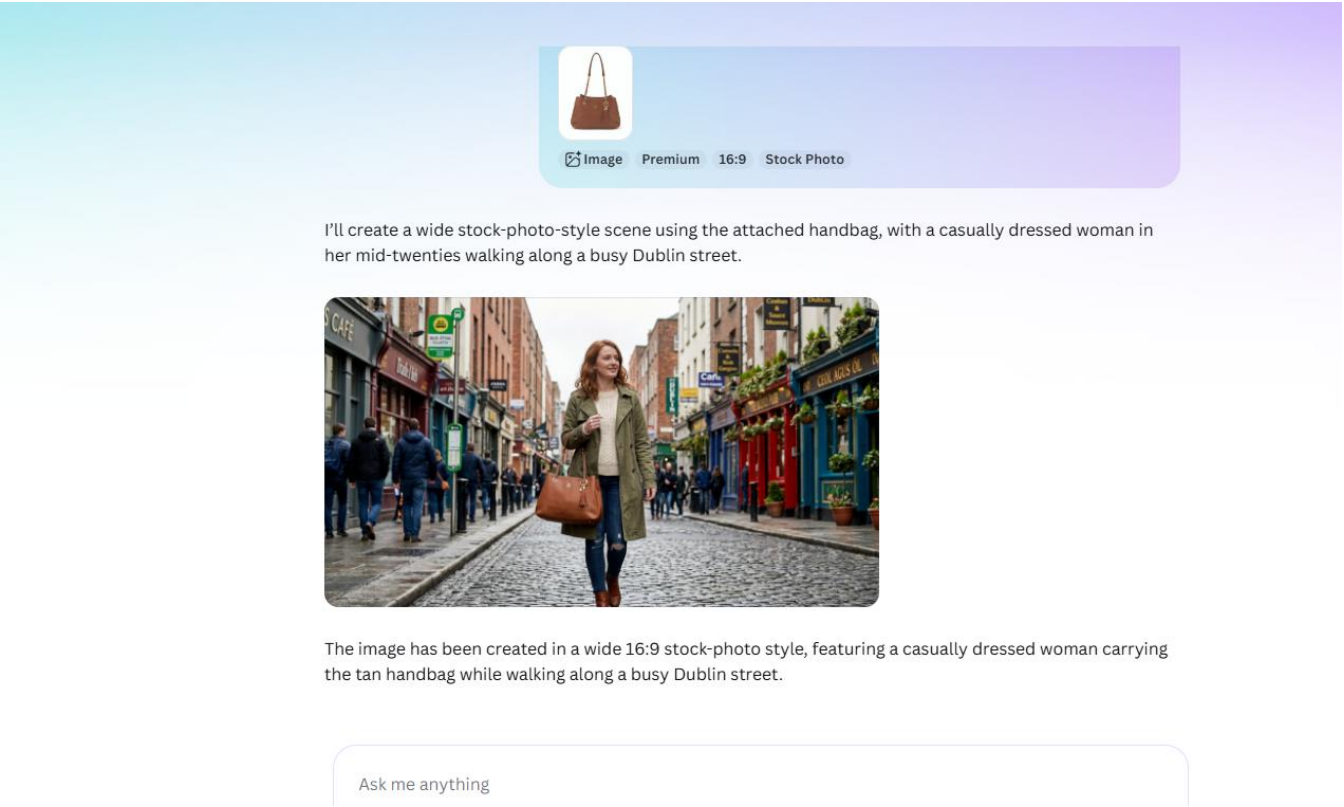
- If you want Canva to create an image for you choose Image
- You now get the option to choose the AI quality – this has an impact on how quickly you use your AI credits

Use the Image option to create an image



- I attached an image of a handbag and asked for a an image of a woman in her mid twenties carrying the handbag and walking down a street in Dublin.

Use the Image option to create an image



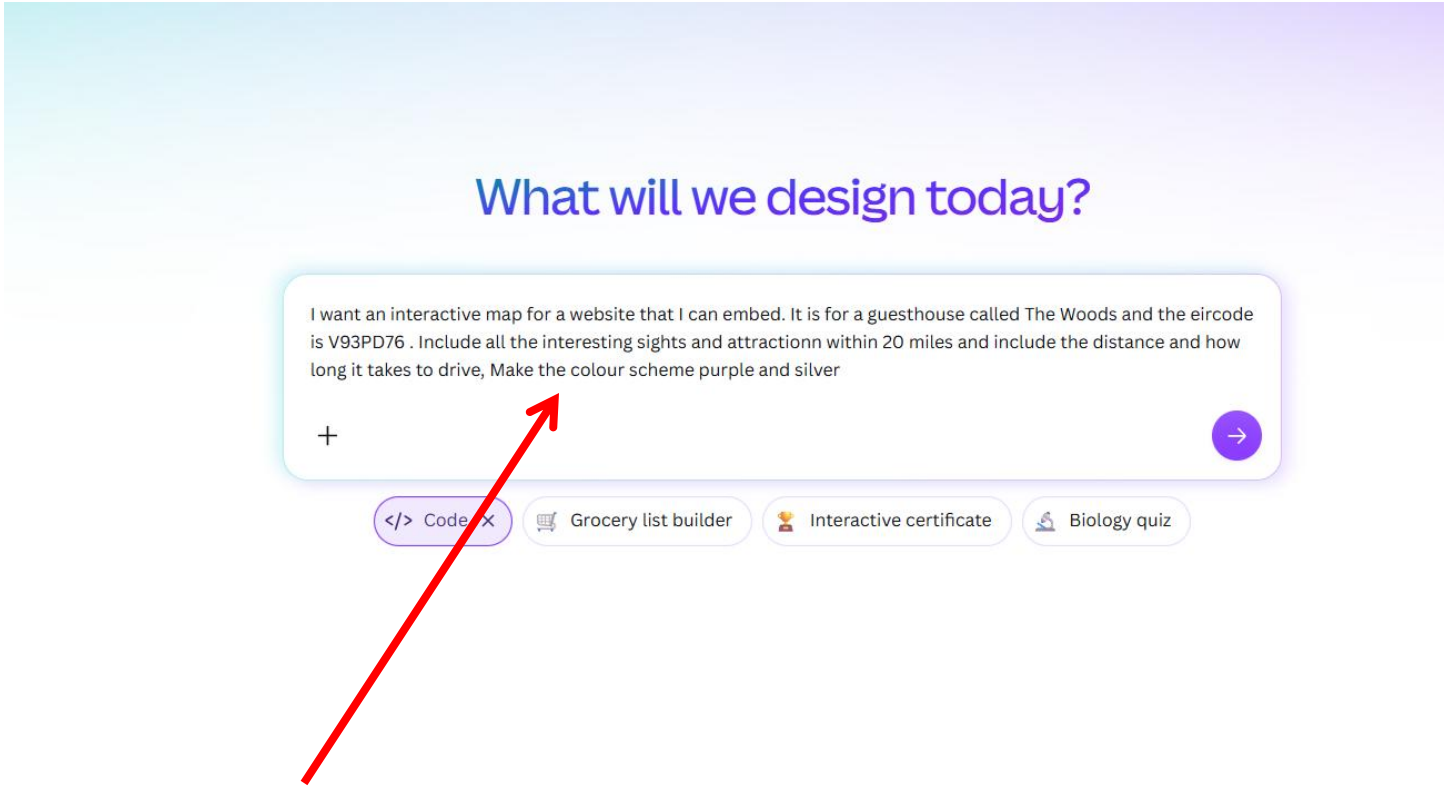
It was able to create the image

Note – this is an alternative to Google Nano banana and Chat GPT image tool. You might find for your images that Gemini and Chat GPT produce better images

Use the Image option to create an image

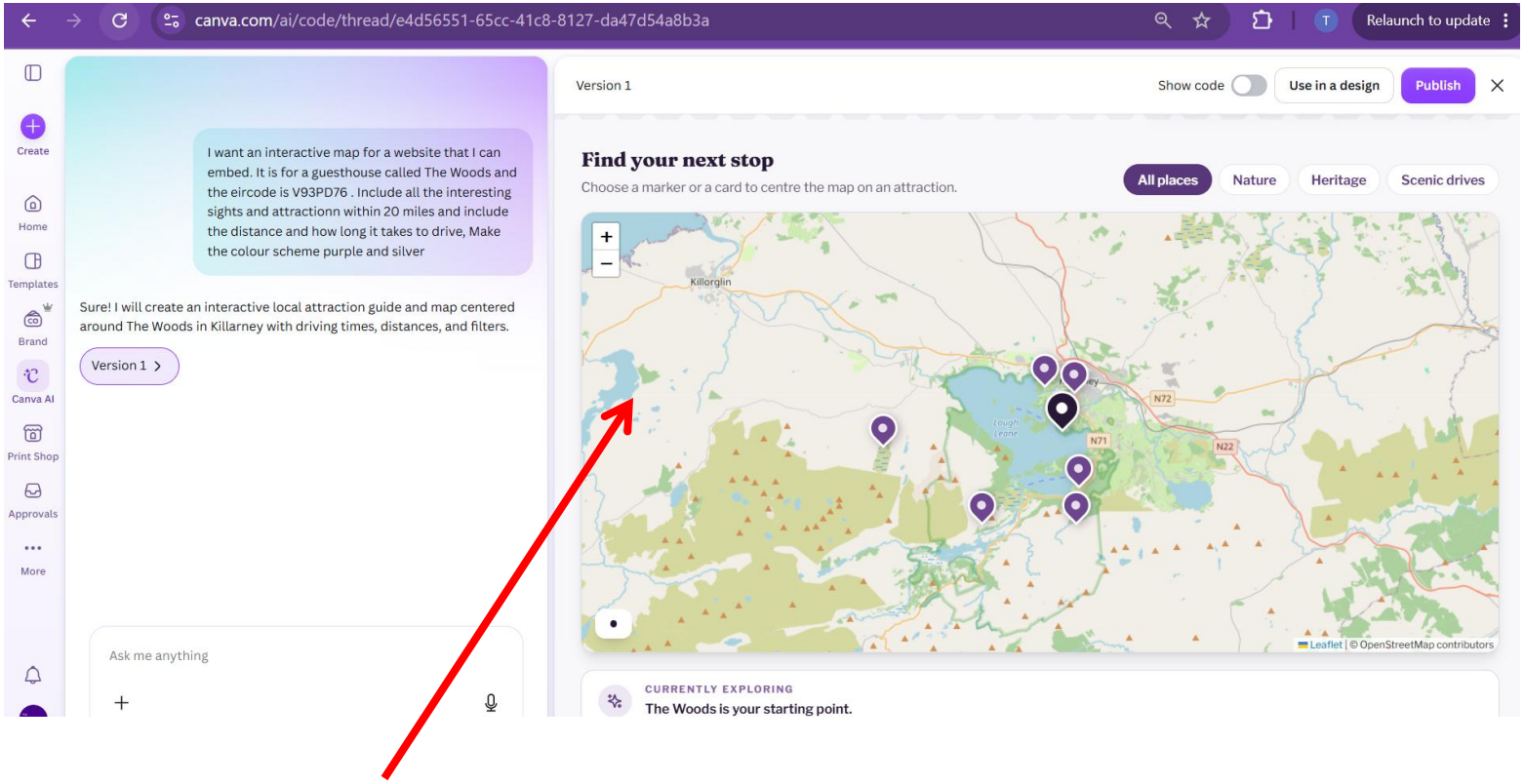


Use Code to vibe code tools / maps / apps



My prompt was: I want an interactive map for a website that I can embed. It is for a guesthouse called The Woods and the Eircode is V93PD76 . Include all the interesting sights and attraction within 20 miles and include the distance and how long it takes to drive, Make the colour scheme purple and silver

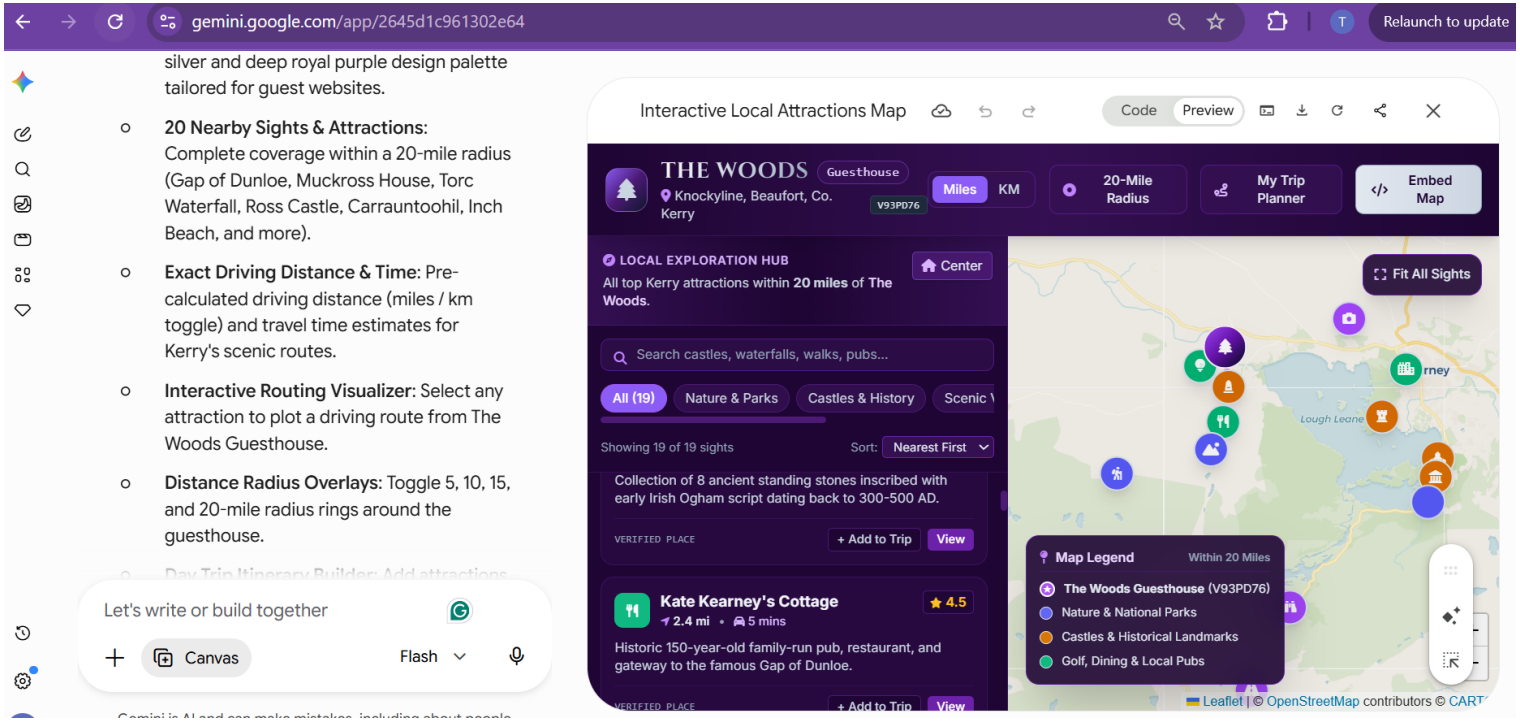
Use Code to vibe code tools / maps / apps



The result:

It did a very good job
https://themarketingcrowd.my.canva.site/the-woods-local-attraction-map

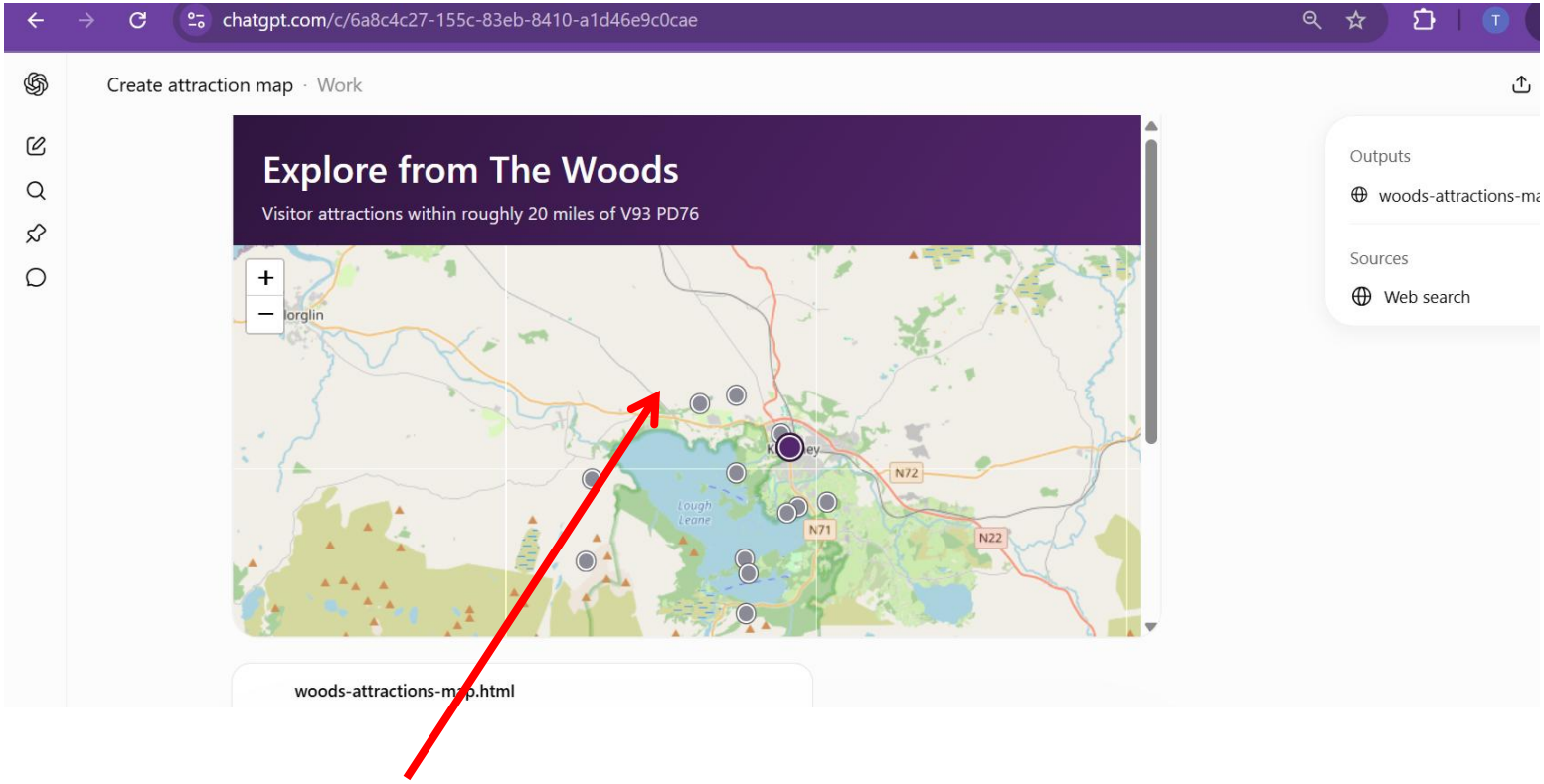
I asked Gemini to do the same thing (using Canvas)



The result:

It did a very good job – you can see it here https://share.gemini.google/cBXivsi1OrZx

I asked Chat GPT Work to do the same thing

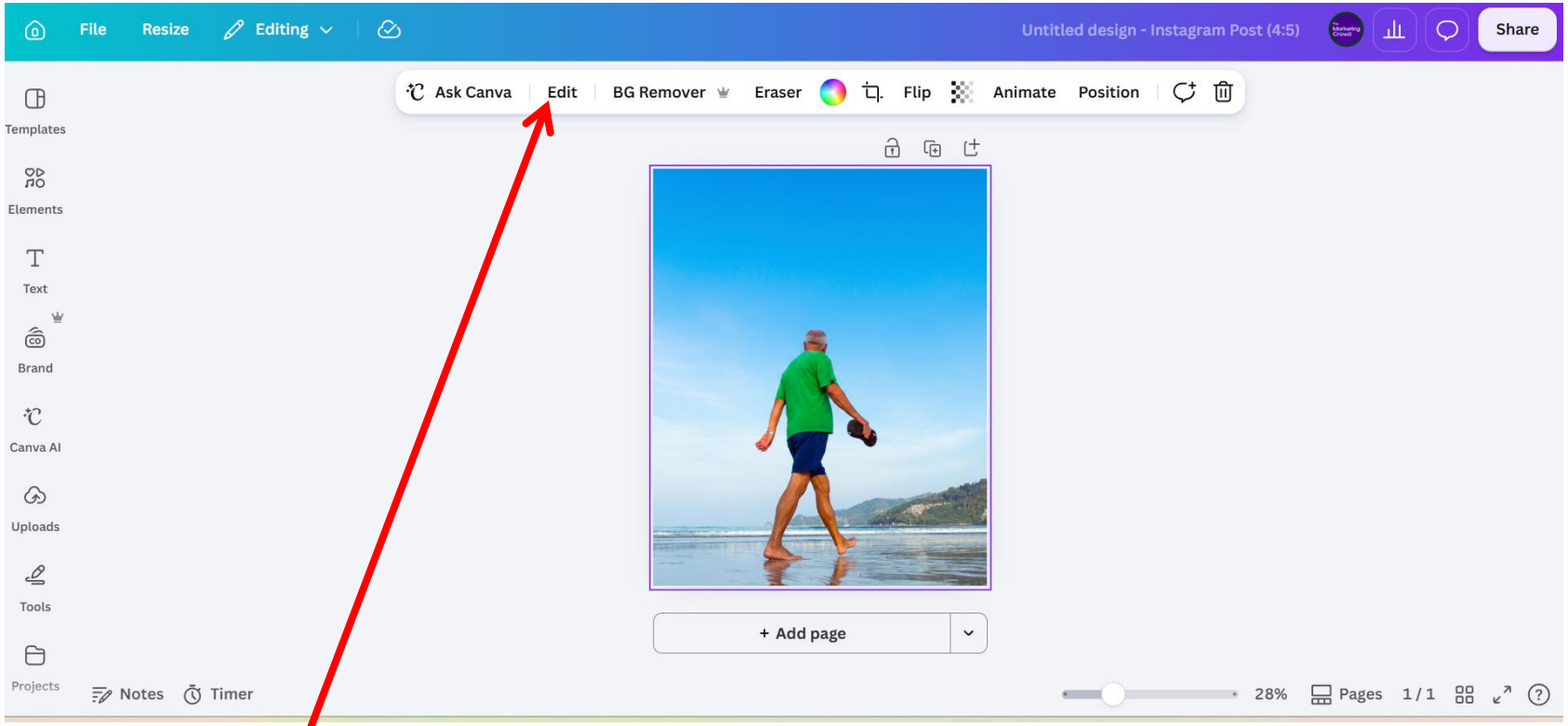


The result:

This was more basic than the other 2 in terms of design and functionality

https://chatgpt.com/share/6a8c4ea0-6768-83eb-a705-7cacd4732a54

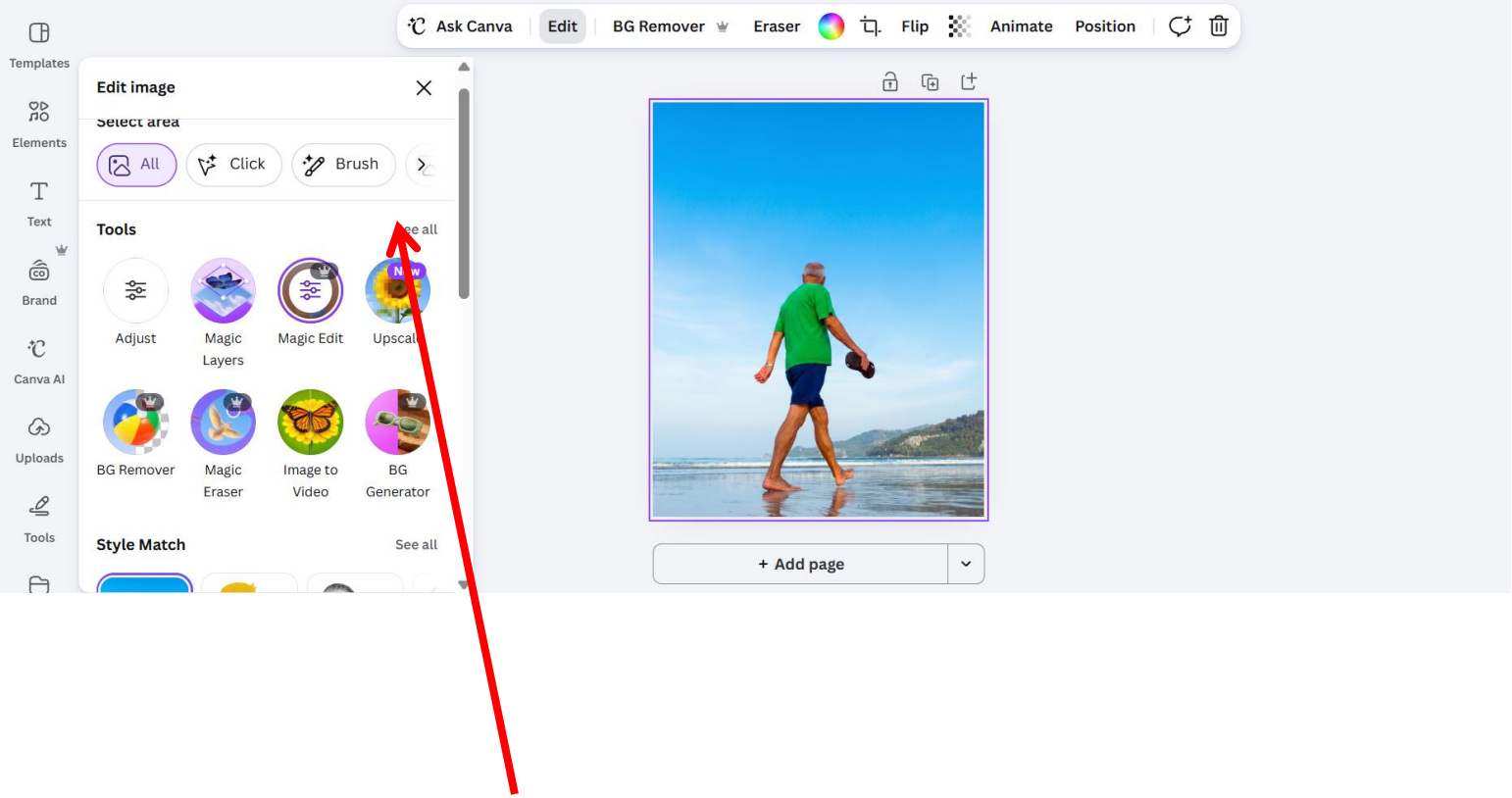
2nd way to use AI – when you are designing, Canva has Ai tools



When you are designing form scratch or editing a template you can use Ai tools

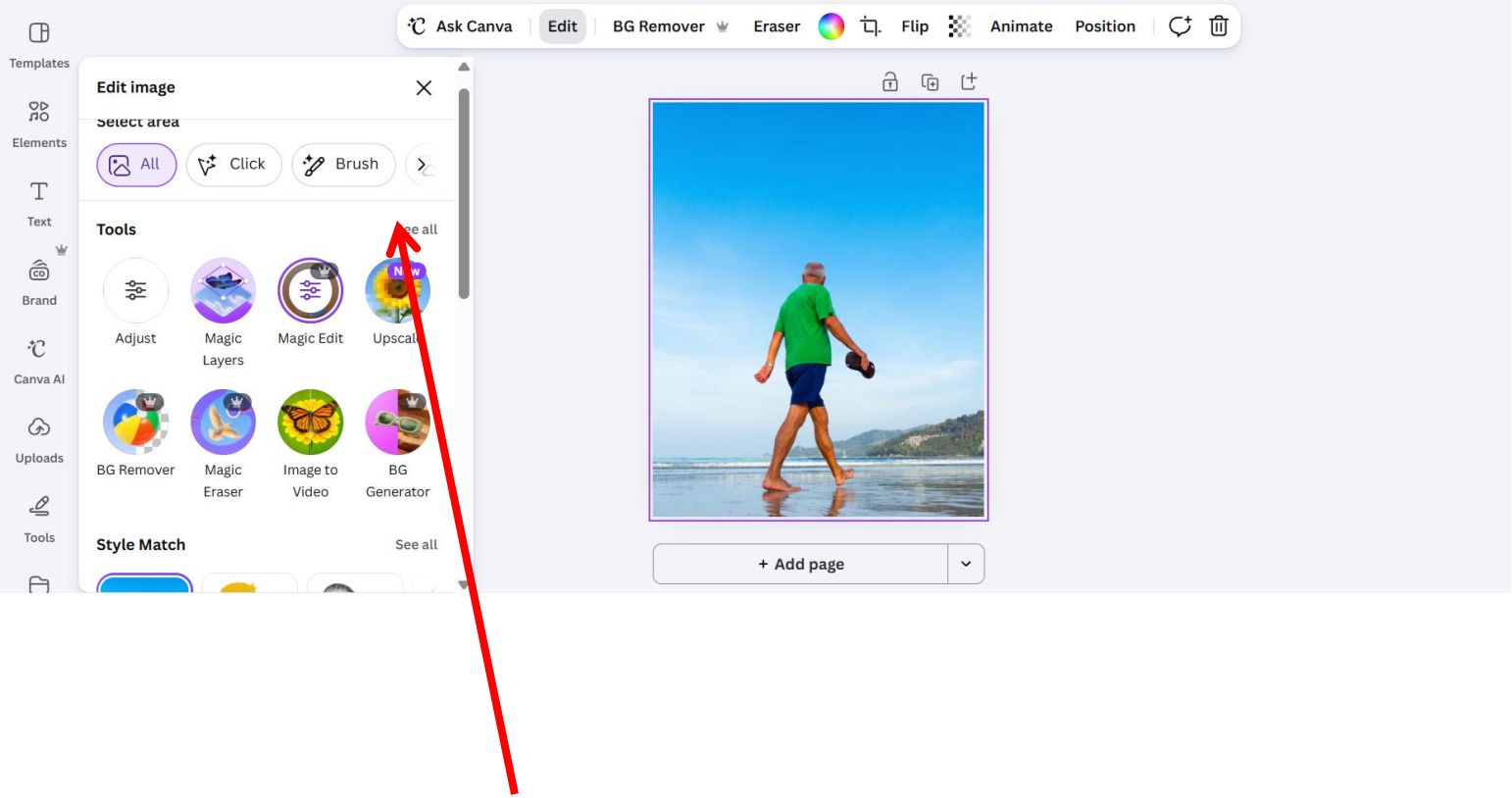
Click on your image
Then click edit
When asked if you want to edit image or page select image

2nd way to use AI – when you are designing, Canva has Ai tools



You can now choose one of their AI tools
To see all of them click see all

2nd way to use AI – when you are designing, Canva has Ai tools



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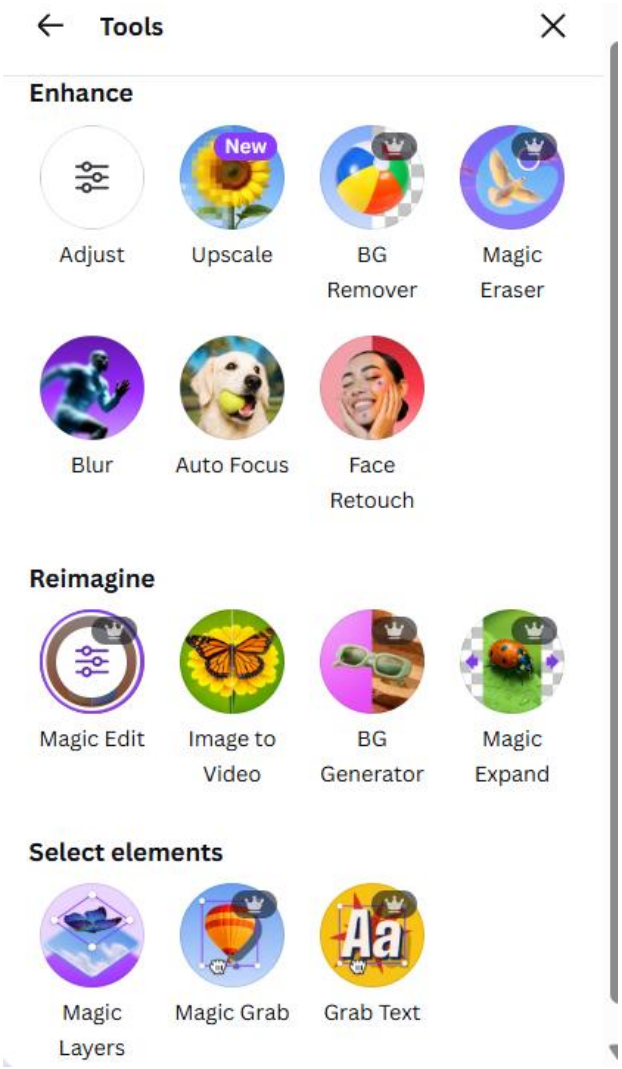


Upscale = it will increase the resolution of your image
BG Remover – it will remove the background of your image
Magic eraser – you can erase something in your image

Blur = Blur an area of your image or the entire image
Autofocus = The person or object is in focus and the background is blurred

Image edit = change the colour of something or replace something in an image

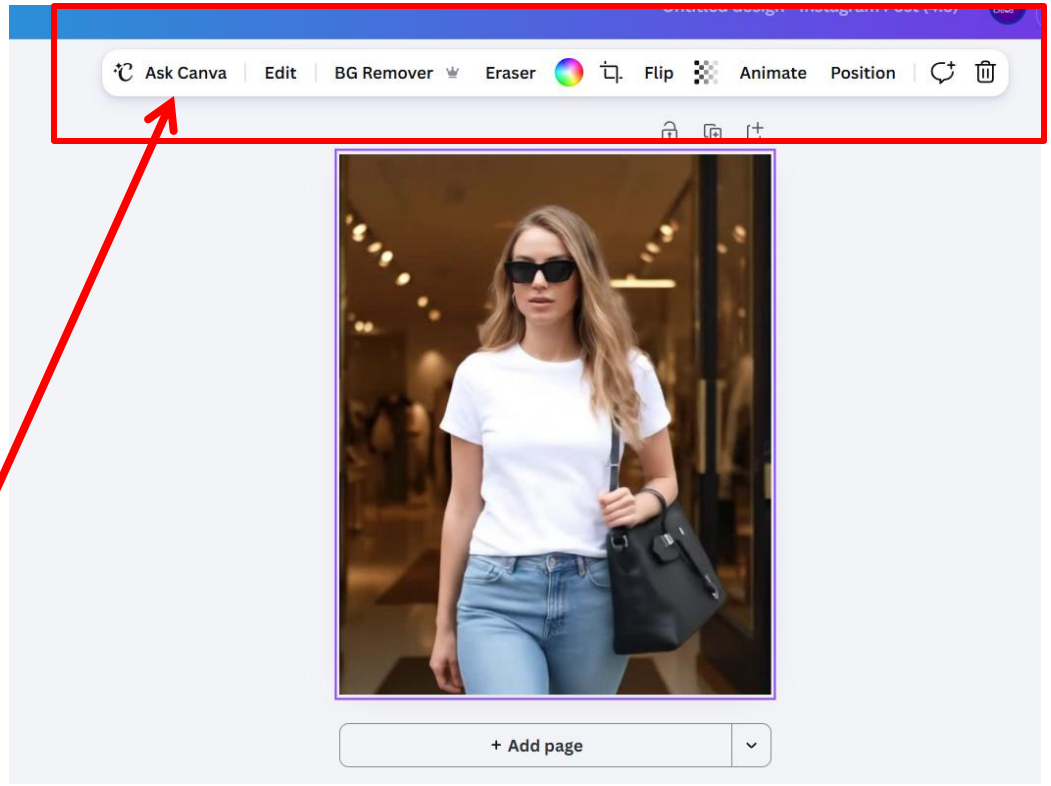
Image to video – turn this image into a 6 second video

BG Generator – replace the background with something that you describe

Magic expand – the Ai will make your image wider or taller by imaging what could be in it

Magic layers – it will allow you to edit all elements in an image
Magic grab – you can extract anything from the image
Grab text – it will extract the text form an image you can edit it

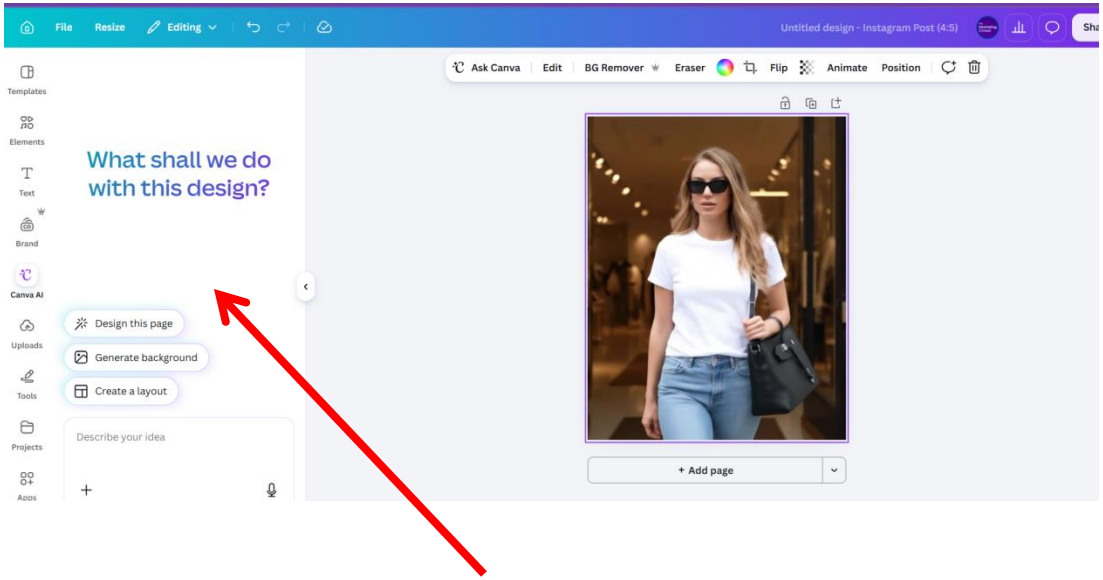
Ask Canva is an major AI option when you are designing from scratch or using templates



Ask Canva is one of their main New AI features.

If you would like the AI to work on your design click it

Ask Canva is an major AI option when you are designing from scratch or using templates



Here are some examples of things you might want to Ask Canva

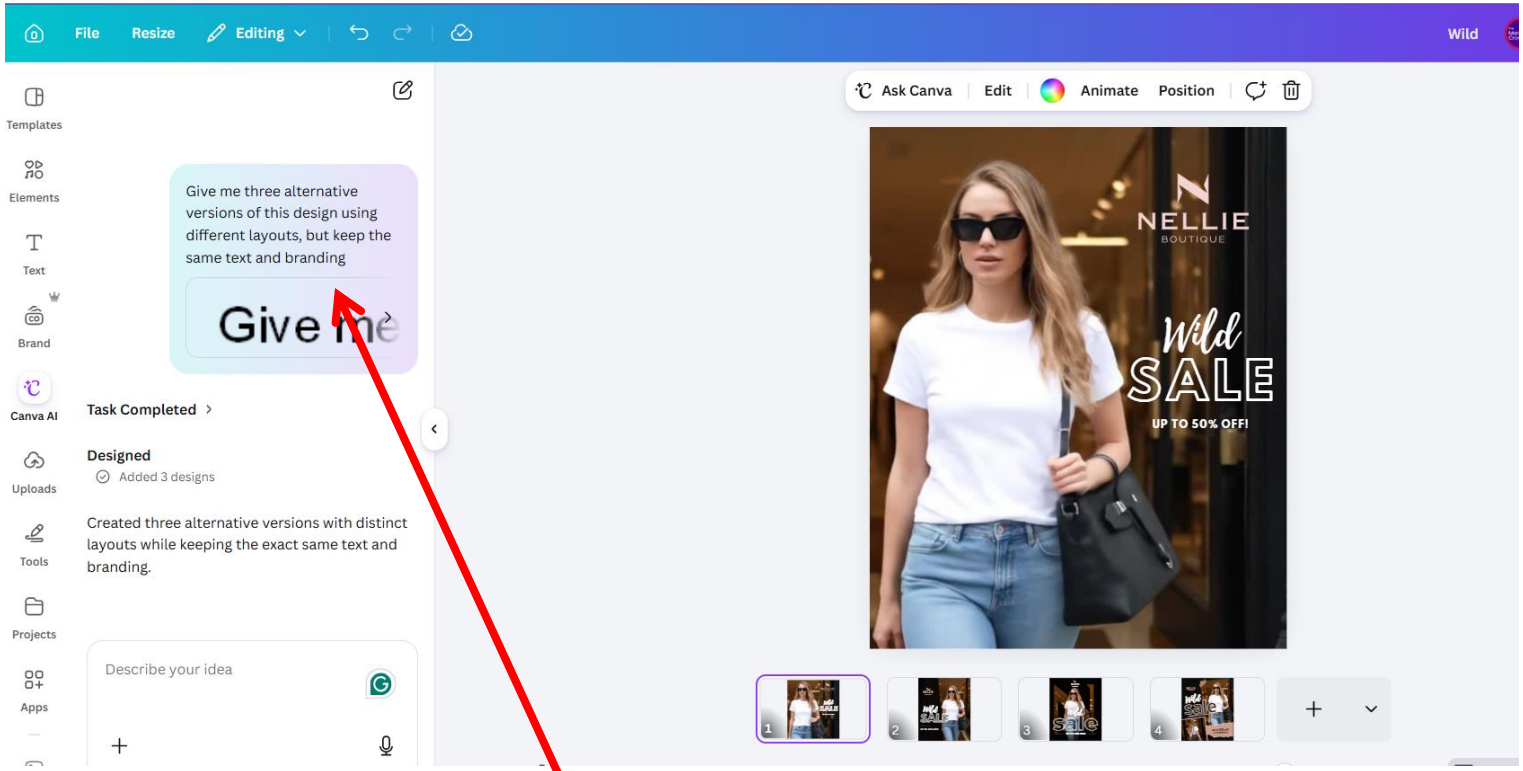
“Make this design look more professional .”

“Keep the layout, but make the headline easier to read and give it more visual impact.”

“Give me three alternative versions of this design using different layouts, but keep the same text and branding.”

“Make this design match my Brand Kit. Use my brand colours, fonts and overall style.”

Ask Canva is an major AI option when you are designing from scratch or using templates



I asked it to create 3 alternative versions of this design

Ask Canva is an major AI option when you are designing from scratch or using templates

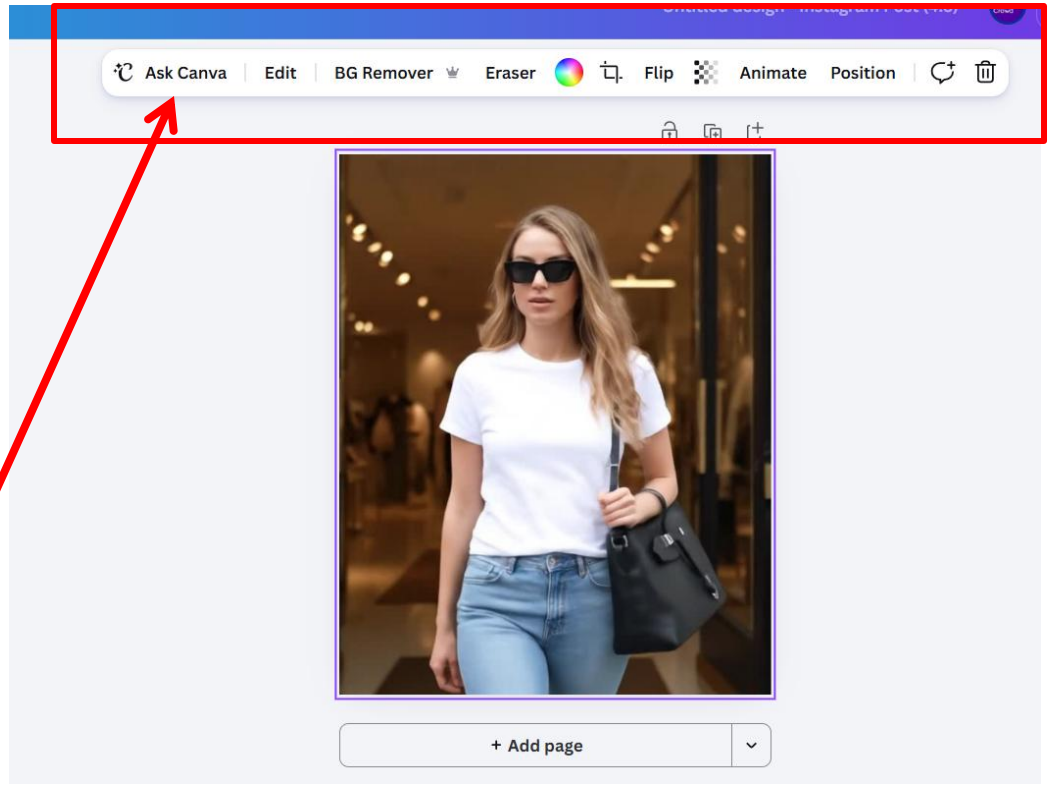






Here are the results

Ask Canva is an major AI option when you are designing from scratch or using templates



Ask Canva is one of their main New AI features.

If you would like the AI to work on your design click it

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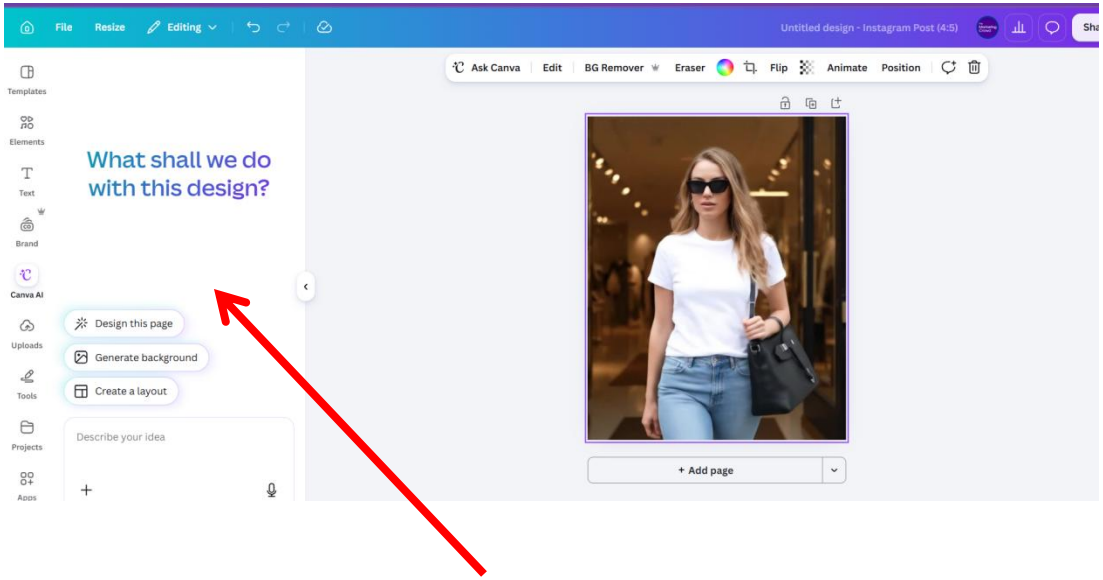

Here are some examples of things you might want to Ask Canva

“Make this design look more professional .”

“Keep the layout, but make the headline easier to read and give it more visual impact.”

“Give me three alternative versions of this design using different layouts, but keep the same text and branding.”

“Make this design match my Brand Kit. Use my brand colours, fonts and overall style.”

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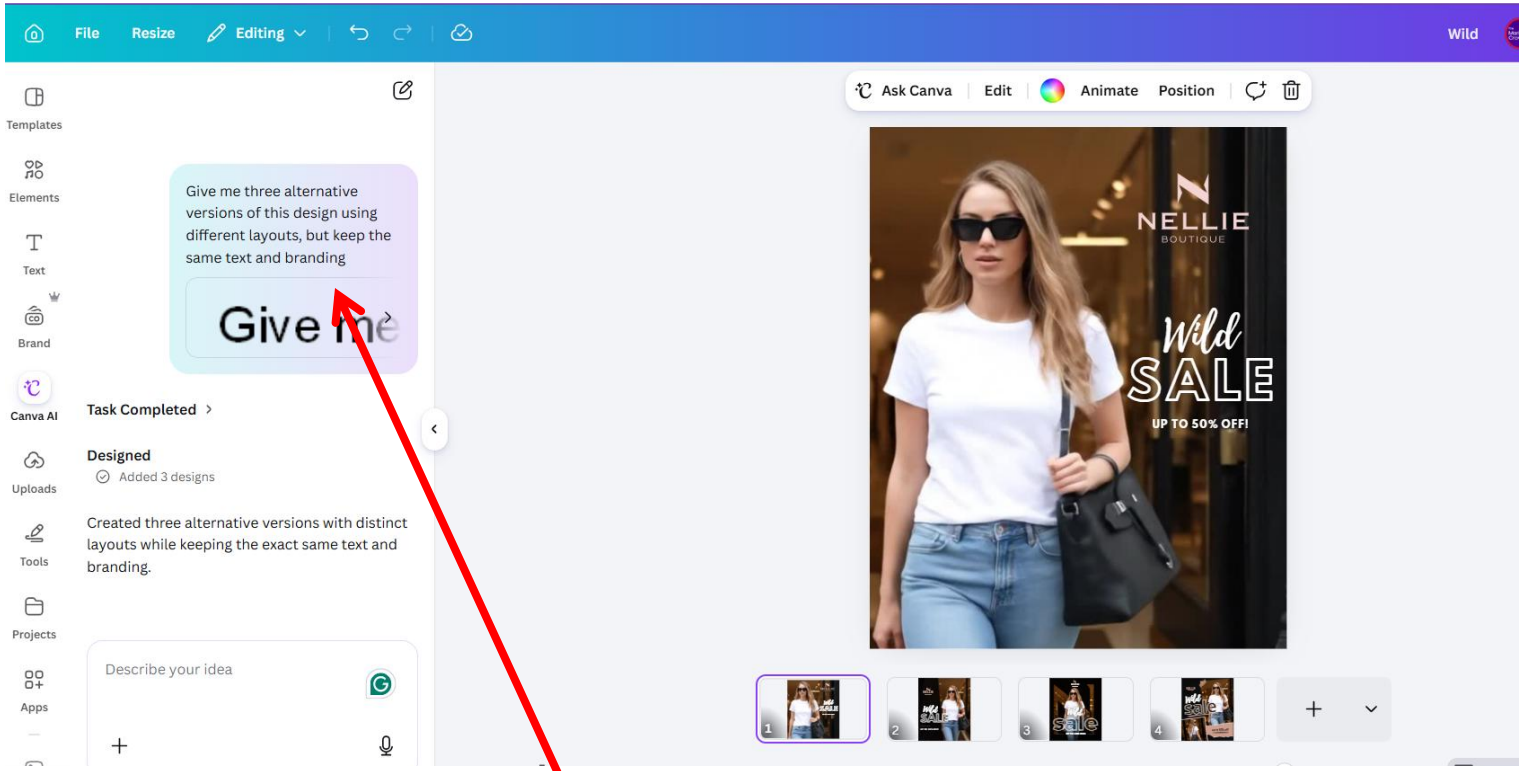

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