

DESIGNING WITH CANVA

This guide sheet explores the basics of Canva and how you can use this design software to create your own designs and branding.

If you need any further support in addition to this guide, please contact connect@growbiz.co.uk

PART 1: INTRODUCTION

Canva is a graphic design tool that makes creating your own images and brand simple. It has a user-friendly drag and drop feature that makes it one of the easiest design tools to use and provides access to a huge range of photographs, fonts and graphics

This enables you to create designs that can be used for everything from business cards to social media posts and presentations.

You can browse thousands of templates to customise to suit your needs, or you can start a design from scratch. The templates are all the exact size for you to use once your design is complete.

BENEFITS OF CANVA

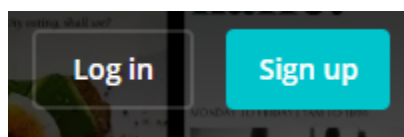
- You don't need design skills to use it
- It's easy to use
- There are thousands of templates for you to customise
- Use on your desktop or with the app on your phone
- Publish your design directly to your social media or download
- It's (mostly) free



SET UP YOUR ACCOUNT

There are three ways to set up an account, depending on the type of app you wish to access. You can choose between the desktop or mobile apps on Apple or Android products

- On the desktop app, you can easily access the sign-up page by accessing Canva's [homepage](#)

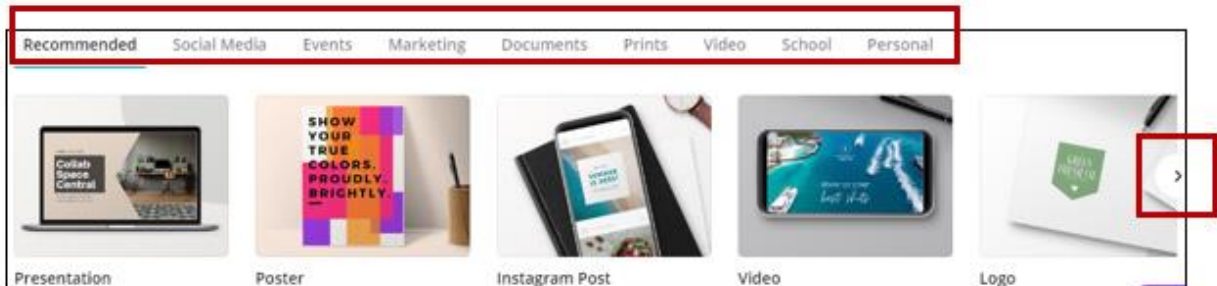


- To know more about creating an account on a desktop browser, this [article](#) will help
- For the mobile apps, you first need to download the apps from the [App Store](#) or [Google Play](#)

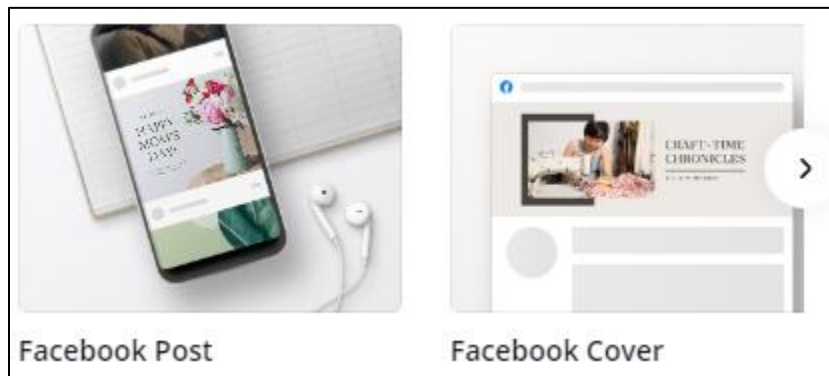
TEMPLATES

You can browse thousands of templates to customise to suit your needs, or you can start a design from scratch. The templates are all the exact size for you to use once your design is complete for example;

- Leaflets, posters, postcards and business cards
- Facebook posts, stories, covers and event covers
- Instagram posts, stories and highlight covers
- Presentations, blog posts, adverts, and invitations



- Click on the categories along the top or the scroll arrow on the right hand side for design options



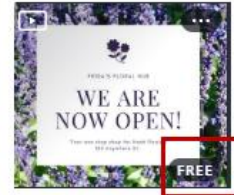
- Canva allows for specific design sizes depending on what you are wanting to create, for example a Facebook Post has different dimensions to a Facebook Cover photo

PART 2: CREATING YOUR DESIGN

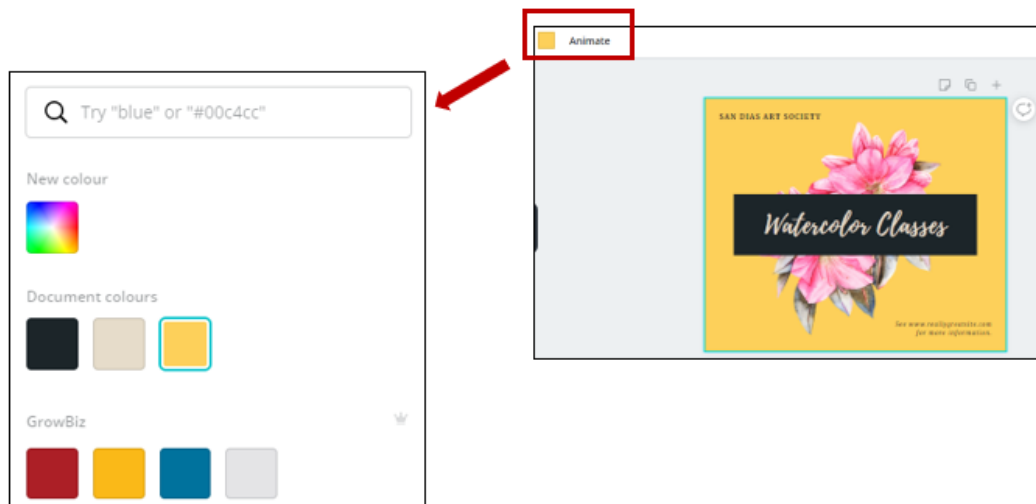
Once you have selected the type of template you want to use, you can then create your design

PRE-DESIGNED TEMPLATES

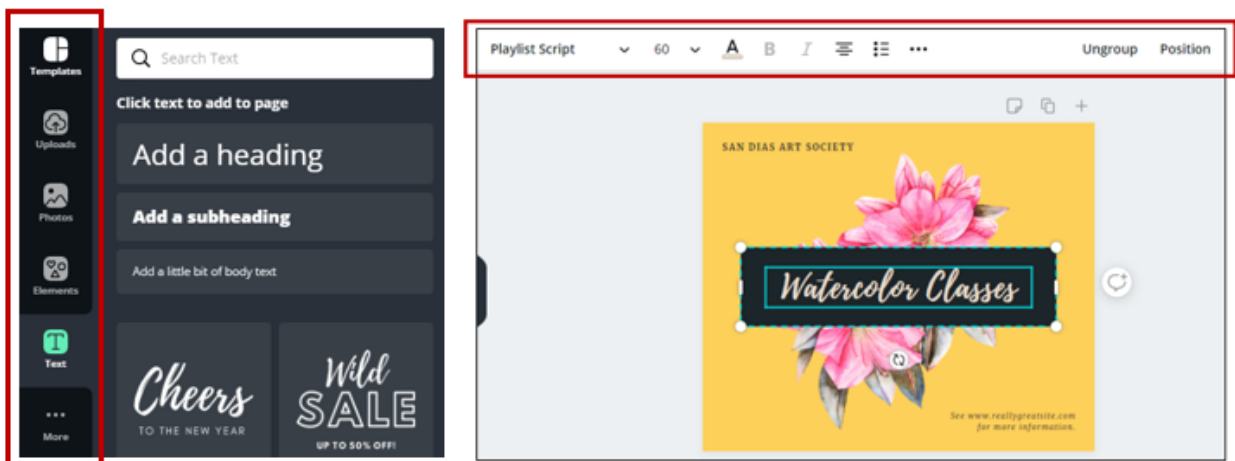
You are always given a variety of different template types, often categorised (for example seasonal) most of which are FREE to use. If you hover your mouse over each template thumbnail, you can find out which ones are free to use. Once you select your design you can;



- **Change the background colour**



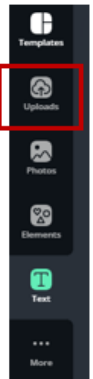
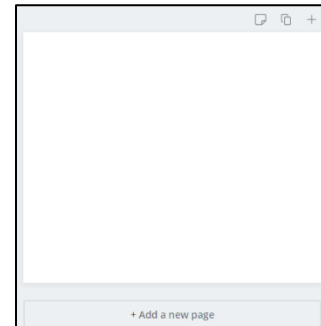
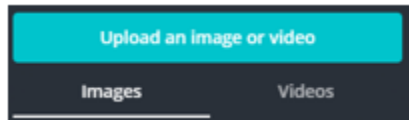
- **Edit the font style and size**
- **Delete or add shapes and text boxes**



OWN DESIGNS

You can browse thousands of templates to customise to suit your needs, or you can start a design from scratch. As well as the thousands of stock images, illustrations, icons and fonts to choose from, you can also upload your own images to incorporate into your designs. There are other copyright free sites such as <https://pixabay.com/>, so it's worth doing a bit of research to find out about copyright free photo sites

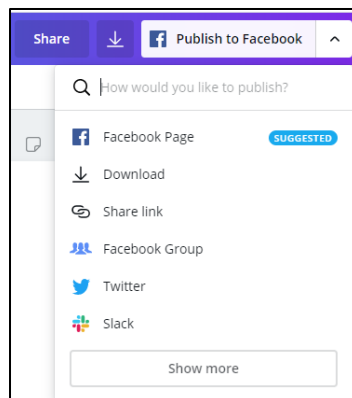
- If you don't click on a pre-designed template, you will still see a blank template



- You can upload your own images such as your logo and photographs etc.

SHARING YOUR DESIGN

Once completed your designs can then be shared directly to your social media accounts including Instagram Story, Instagram Post, Facebook Story and Facebook Post, Twitter, Pinterest, or downloaded to your device.



FURTHER SUPPORT

Please contact connect@growbiz.co.uk or via the contact [form](#) if you have any questions.

Alternatively, phone our office on **01828 627790**.

Information on GrowBiz can be found on our website at www.growbiz.co.uk or via our [Facebook page](#).

