

# Canva Training Handout

Find the recording from the Feb. 23 Canva Training here.

Find Canva tips and tricks [here](#).

[Why Canva](#)

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## I. Why Canva?

- A. The free version of Canva has the tools available to make social media graphics, flyers, videos, brochures and likely whatever else your or your organization need
- B. Canva Pro offers additional tools like a brand kit, content planner, etc. This may be worth looking into if you work with a communications team.
- C. You can get a [free pro version for nonprofits](#)

## II. Navigating Canva

- A. The sidebar has:
  1. Folders to organize your designs
  2. A space to see the most recent designs you're working on
  3. A space to see all designs at once
  4. Canva pro offers other ways to organize your content
    - a) You can create a brand kit, teams, content planner and scheduled posts
    - b) A brand kit includes things like brand colors, logos and fonts
- B. Top navigation
  1. Templates: social media, flyers, infographics, presentations, newsletters, and education/classroom tools
  2. Features: photos, graphics, and icons
    - a) You can find these things while creating your design.

C. Learn: tutorials

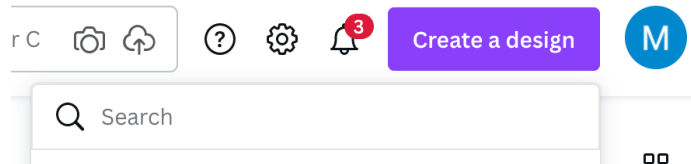
1. Canva has lots of tutorials for people who have never opened Canva before, are looking to up their Canva game and tips for professional graphic designers
2. [Canva 101](#) is a thorough introduction

### III. Making a design

A. The best way to learn how to use Canva is to try it out

1. [Here are some examples of voting graphics the Wisconsin Voting Rights Coalition has made.](#)

B. You can either start from a template on the top navigation or click the “Create a design” button on the top right



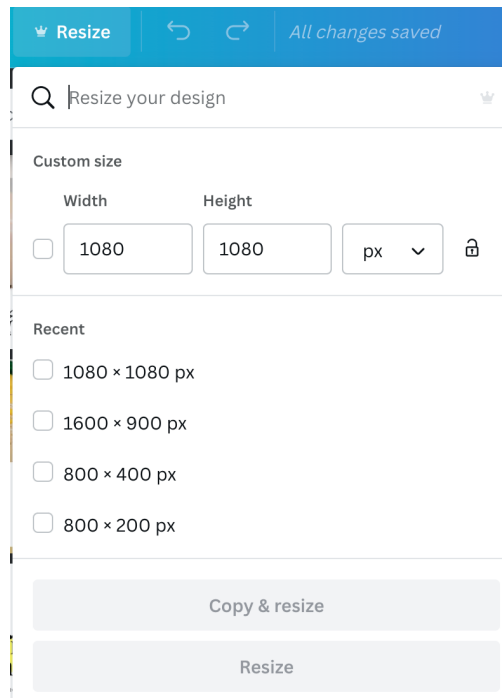
C. Choose the type of design (ex. Flyer, Facebook post, Instagram story, etc) or make a custom size

1. Making different sizes are helpful for different platforms
2. For example, an Instagram post should be 1080 x 1080 to best fit on the platform and ensure your whole design fits properly once uploaded
3. Need some inspiration? Check out these [Spring Primary graphics](#) before you get started trying out your own designs

D. Top navigation in design tab:

1. File naming and saving to folders
  - a) Name your design, whatever makes the most sense to you. This might include the date, campaign, or topic
2. Resize option (this is a Canva Pro feature)
  - a) Let's say you originally sized your design to fit on Instagram and now you also want to include it in your monthly newsletter. You

don't have to recreate it! Just use the resize tool



3. Share with team members

- a) If you want to get your teammate's input, use the share button to send them a link through email. You can give them the option to view, edit or use your design as a template

4. Download: file type and size

- a) Now that you're done with your design, download it to upload or print it. Canva will suggest which file type is best. PNG is great for social media, PDF is great for an online flier and PDF Print is great for printed materials.

5. Post to social media or save to apps

- a) Note: You must enter alt-text on the social media platforms once you post

(1) What alt-text? It's a description of photos or graphics that is read aloud by screen reader software. Your alt-text should describe the context, be concise and should not repeat information from the caption

(2) [More on alt-text](#)

E. Left navigation in design tab

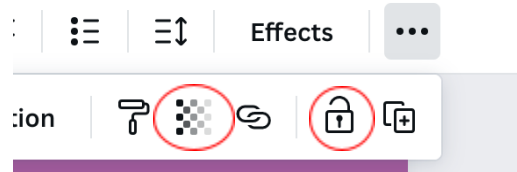
1. Templates: search feature

- a) Design templates can help you make a quick, professional-looking graphic
- 2. Elements: graphics, lines, frames
  - a) Find frames to drop photos in, lines or shapes to add to your design, and fun graphics made by artists
- 3. Uploads: you photos, videos and logos
  - a) Upload photos and your logo to have on hand in this section
- 4. Photos, videos, audio: lots of stock options
  - a) There are stock photos and videos available on the free version of Canva

#### F. Using the design functionality

- 1. Recommend starting with a template
- 2. Click and drag to move around photos, text and elements
  - a) Drag photos or graphics from uploads onto your design
- 3. Photo editing options: adjust and background remover (Canva Pro feature)
  - a) Click on the photo and at the top, there is an option to “edit image.” On the sidebar, you can choose to remove the photo background.
  - b) You can also adjust the photo’s contrast, brightness and saturation
- 4. Group, transparency, send to back, animate, lock
  - a) Group: To keep elements together, drag your cursor over them, right-click and select “group” to combine them into one element
  - b) Transparency: to make a part of your design more or less transparent, click on the chessboard looking icon in the top right
  - c) Send an element to the back or move it forward: right click and simply select where you’d like the element to move
  - d) Animate: select an element, then click “Animate” on the top bar

- e) Lock: to keep a part of your design from moving, you can lock it. Select the part you'd like to lock, click on the three dots next to "Effects" and then select the lock. You can always unlock your design at any point



#### 5. Adding pages

- a) At the top right of your design, you have the option to duplicate your design or add another page

## IV. Videos

- A. Once you get a hang of making designs, try using the video feature
- B. You can turn any design into a video by animating it, adding a page, or dragging a video clip into your design
- C. Canva's new feature is video editing. You can also start a video from a template from the homepage menu
- D. Similar to creating a design, you can add audio and drag the length of clips like a traditional video editor

## V. Accessibility design tips

- A. Add alt text to images on social media platforms (can't do it through Canva)
  - make sure that text describes the context, is concise and not redundant, i.e. don't repeat what was said in the caption
- B. Opt for bigger and bolder font, at least 18 pt
- C. Fewer different fonts—keep them simple and readable
- D. Don't make your design text-heavy
- E. Make your designs spaced and wide
- F. High contrast between background and text
- G. For videos: include captions and/or a transcript in the comments
  - 1. Captions should appear long enough on the screen for people to read. Additionally, no more than two lines of caption text should appear at once

H. Links to resources:

1. [Accessibility Toolkit](#) from Wisconsin Council of the Blind and Visually Impaired
2. [Guide to Accessible Meetings](#) from Independence First

## VI. Recording screen with [Screencastify](#) or other desktop recorders

- A. Screen recording is a good way to create tutorials
- B. Screencastify only works with the Google Chrome browser but there are other options
- C. Simply install the extension on your web browser and click record
- D. Then organize your videos, download them, or save them to Google Drive
- E. [Here is a tutorial](#) on how to use Screencastify