AN INTRODUCTION TO

Canva

Making IT... Remotely

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Get Your Free 30 Day Trial of Canva Pro

This guide is part of my Digital Product Blueprint course that shows you how to start selling digital products. If you're interested in taking the course, you can access it by clicking here.

However, You don't have to take the course to use this guide. Get started by setting up a Canva account so that you can start creating digital products in the course. You can set up a **free** account or sign up for a free 30 day trial of the **pro** account. Watch this video to see how easy it is to sign up.

Affiliate Disclosure

This guide may contain affiliate links. If you use these links, I will receive a small commission. However, using these links will have no effect on you or your purchase in any way.

About Me

Hello, I'm Marvelyn Brown of Making It Remotely. I'm a blogger and digital marketer, focusing on topics surrounding online sales and marketing, digital products, crafting and web design.

I hope you'll find this guide helpful in starting your graphic design journey. Feel free to contact me with any questions.

What is Canva?

Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and best of all digital products. I recommend this tool because of its ease of use and simple navigation, that enables even beginners to create digital products they can earn from.

When it comes to making digital products, (in my opinion) Canva is the easiest tool to use for beginners. Because it's free it's available to anyone with access to the internet. The free version that gives you quite a lot of features that will get you started.

There's a pro account that allows you to have the full range of all the tools Canva has to offer and they are adding new features as we speak. These features and tools will allow most anyone with the ability to create any document or graphic image imaginable.

Other Tools You Can Use to Make Digital Products

If you have tools like Adobe Photoshop, Illustrator, or InDesign and you're comfortable using them feel free to use those as well. You can even use tools like Microsoft Word, Excel and PowerPoint, Google Docs, Sheets and Forms to create digital products.

How Canva is Organized

This guide is organized to help beginners create amazing digital products as part of the Digital Products Blueprint course. If you're not familiar with the course, you can access it here.

Canva is organized into two primary sections. The left side allows you to select the elements you want to work with and the main section is where you actually work with your document.

As a beginner, you can **start with a template**.

1. Click the Create a Design button.
2. In the search drop down, type the name of the kind of design you want to create. Template keywords that you can type into the search bar can include social media, stories, worksheet, checklist, invitation, booklet, etc.
3. Choose a template.
4. Make changes to the template to make it your own. Change fonts, colors, add images, clipart, your logo, etc.
5. Download or share the design.

Here are the steps to take as a beginner, to create a **document from scratch**.

1. **Start with a background**. Choose from colors, to gradients, patterns, photos and more.
2. **Choose a primary element.** You can choose from graphics, photos, audio or video
3. **Choose text.** Choose from the fonts available in Canva or upload your own if you have a pro account.
4. **Choose accessories.** Add things like links, additional graphics, text, etc. to your liking.

Canva Color Palette Tools

If you're not sure which colors to use or the colors that work well together, Canva has a color palette generator, color wheel, color palette ideas, and color meanings that you can use to help you with the right colors to use in your projects. These color tools can also be used to help you select your brand colors.

Canva Video Playlist

Click this video to see the playlist and learn more about Canva. You'll learn how to set up your Canva account and some items you can make using your Canva account. Take your time going through the videos and if you have any questions, contact me at your convenience.

What You'll Find in This Playlist:

1. How To Get Started with Canva
2. Setting Up Your Canva Account and Branding Colors
3. Creating A Business Brand Logo with Canva
4. A Quick Canva Tutorial for Beginners
5. Things You Can Create in Canva with No Effort
6. How To Make a Lead Magnet Using Canva

Getting Around in Canva

Top Navigation - This is the set of menus across the top of the page. You will use these menus to work with the image you're creating. As you select an element on your image the menu will change with options you can change in that element.

1. **Edit Image** - Opens a new window with lots of options for things you can change for the selected element.

2. **Crop** - When you only want to use part of the image you can cut pieces of it out and only use what's needed.

3. **Flip** - Changes the orientation of the image from right to left, and/or up to down.

4. **Animate** - Use this when you want the selected element to move. A window will open with options you can use for movement and transitions.

5. **File Name** - To create a name for your image or document, just start typing in the name you want for the file in the box.

6. **Position** - Also known as orientation or alignment. For the selected element you can center, left or right align the item.

7. **Links** - You can add links to other websites, blogs, articles and more using this element.

8. **Paint Roller** - Use this tool to copy the formatting on the selected element. For example, if you want to copy the font used on one of the elements on the page, click the text with the desired font, then click the paint roller. Then touch the new text you want to apply the font to.

9. **Transparency** - Adjust the transparency of the selected element using this tool.

10. **Lock** - You can lock elements so that they can't be changed by the end user.

11. **Share Button** - Click this tool for a whole menu of things you can do with your document from downloading it, creating a PDF, sharing it on social media, or saving it as a PNG or JPG.

12. **New Blank Page** - Click on the icon to create a new blank page that you can work with. You can also add a new page by clicking the bar below the image.

13. **Duplicate Page** - You can click on this icon to duplicate the current page.

Left Side Navigation – This is the menu where you select the elements you want to work with to create your image.

1. **Home** – The area of Canva where you create your document or graphic image.

2. **Templates** - It's also where you can search for templates so that you don't have to start from scratch.

3. **Elements** - This includes graphic (clipart), photos, videos, and audio that you can use in your document.

4. **Uploads** - If you have items like pictures, logos, graphics, videos, etc., that you want to include in your document, you can upload them here.

5. **Text** - This is where you will find different fonts you can use in your document. If you have a pro account, you can upload fonts to your brand account.

6. **Styles** - This is where you will find ready-made color and font combinations that you can use in your document. If you have a pro account, you can also create styles that support your brand.

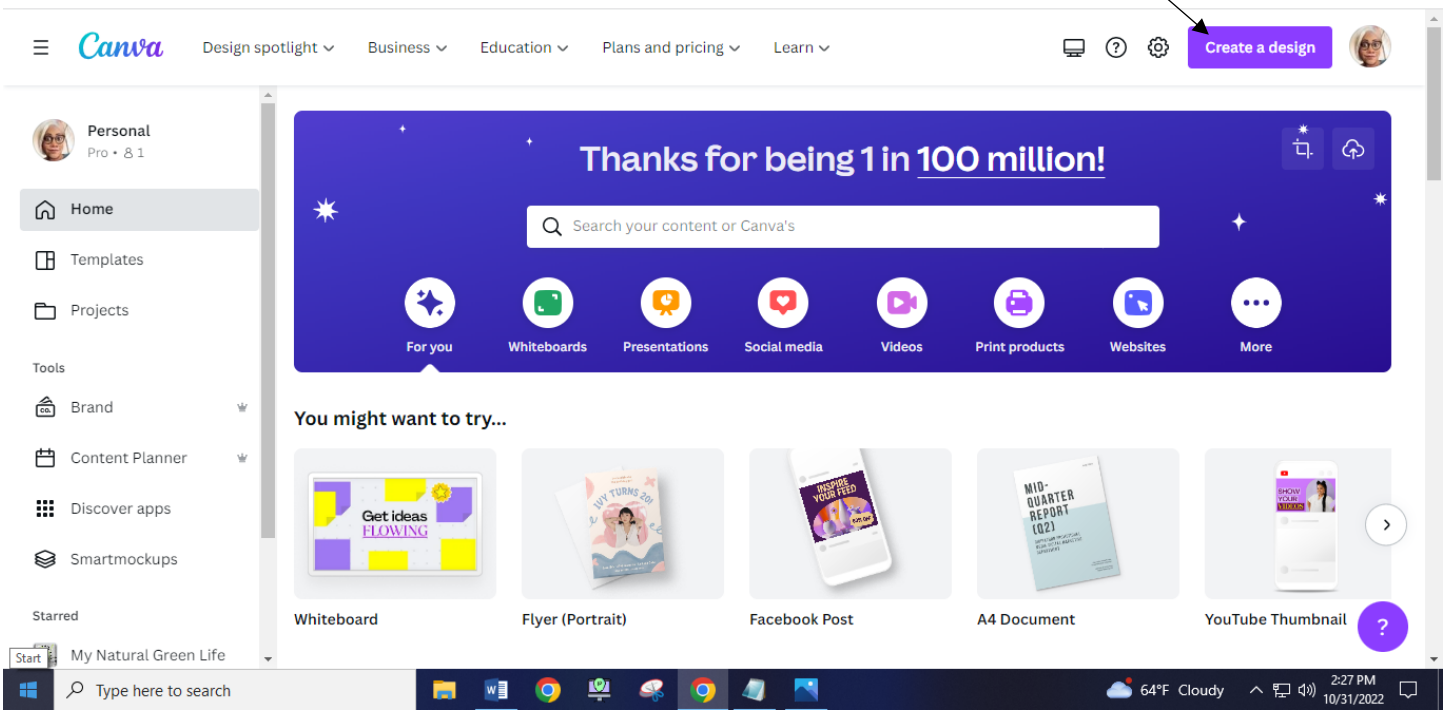
7. **Background** - You can find background, patterns, gradients and more in this section. You can also find backgrounds in the elements section.

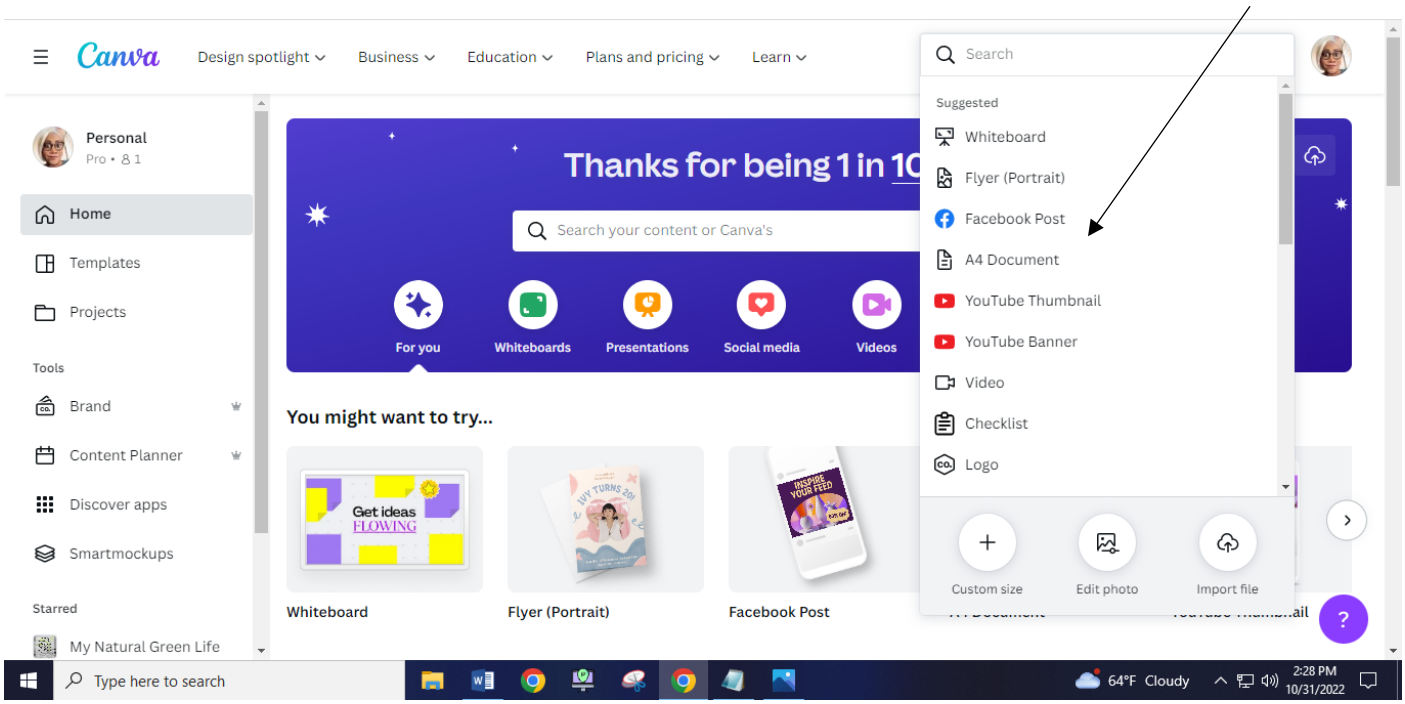
8. **Folders** - If you have a pro account you can create folders for your designs to keep them organized.

9. **All Your Designs** - This is where all your designs are kept. If you don't have folders they will be arranged in the order that they were created.

Creating a New Design

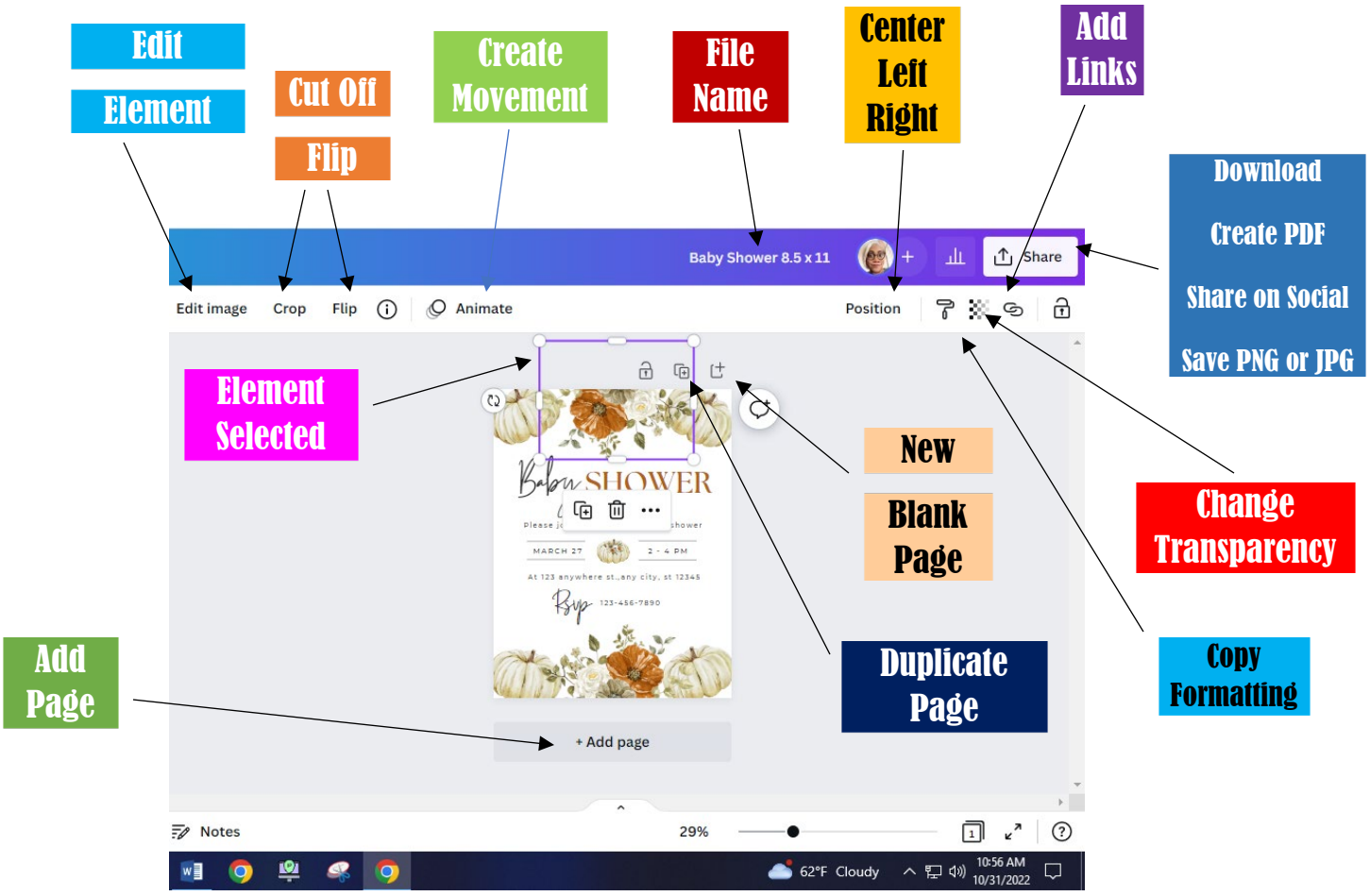
1. Sign into your account.
2. Click the button to create a new design.

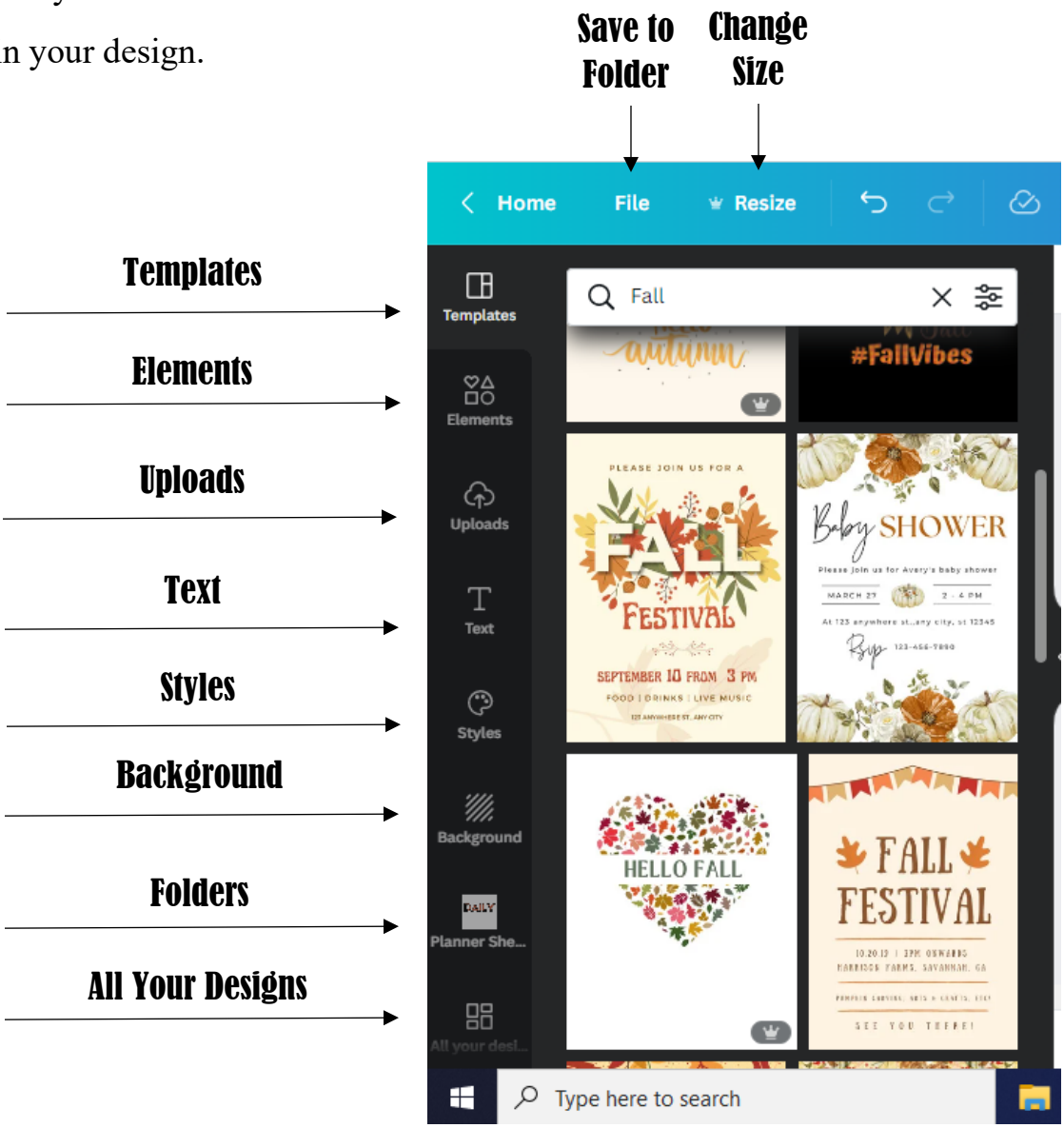



Canva
Design spotlight
Business
Education
Plans and pricing
Learn
Search
Suggested
Whiteboard
Flyer (Portrait)
Facebook Post
A4 Document
YouTube Thumbnail
YouTube Banner
Video
Checklist
Logo
Custom size
Edit photo
Import file
Personal
Pro • 1
Home
Templates
Projects
Tools
Brand
Content Planner
Discover apps
Smartmockups
Starred
My Natural Green Life
Thanks for being 1 in 10
Search your content or Canva's
For you
Whiteboards
Presentations
Social media
Videos
You might want to try...
Get ideas FLOWING
Whiteboard
Flyer (Portrait)
Facebook Post
Type here to search
64°F Cloudy
2:28 PM
10/31/2022

The Workspace

This is where you work with your design based on the elements selected in the left side menus. As each element is selected the white menu will change to accommodate options available for that element. The blue menu on the top basically stays the same.



Adding Items - Left Side

This is where you select the items you want in your design.