



BEGINNERS GUIDE

CANVA ESSENTIALS:
YOUR QUICK-START HANDBOOK

Mojo to Go
STUDIO

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Chapter 1

GETTING STARTED WITH CANVA

GETTING STARTED WITH CANVA

First, you need an account. Canva has a free and pro version to choose from. The free version is great for beginners who are just testing the waters. I recommend the pro version for serious digital product creators as it has way more features and benefits

Canva Free

For anyone to design anything, on their own or with family, friends, or others. No experience required.

\$0

/month for one person

Features you'll love:

- ✓ Drag-and-drop editor for easy customizations
- ✓ 250,000+ free templates
- ✓ 100+ design types (social media posts, presentations, letters, and more)
- ✓ 1+ million free photos and graphics
- ✓ AI-powered design tools* (Magic Write™, Magic Design™, Magic Edit, and more)
- ✓ Invite family, friends, and others to design together
- ✓ Wide range of printable products to design and get delivered to your door
- ✓ 5GB of cloud storage

*Usage limits and available AI-powered design tools vary between plans

Get started

Canva Pro

For individuals, solopreneurs and freelance designers who want unlimited access to premium content, to create professional designs with ease and scale their productivity.

\$12.99

/month for one person

Everything in Free, plus features you'll love:

- ✓ Unlimited access to premium templates and 100+ million premium stock photos, videos, audio, graphics and more
- ✓ Establish your brand's visual identity with logos, colors and fonts with up to 100 Brand Kits
- ✓ Resize designs infinitely with Magic Switch™
- ✓ Remove image and video backgrounds in one click
- ✓ Full access to Magic Studio, with over 20 AI-powered tools to supercharge your productivity and creativity
- ✓ Convert Presentations or

More ▾

Start your free Pro trial

1

CHOOSE YOUR PLAN

I highly recommend the pro but the free version will be fine to start with

2

FOLLOW THE PROMPTS

to complete registration

3

CONFIRM YOUR ACCOUNT

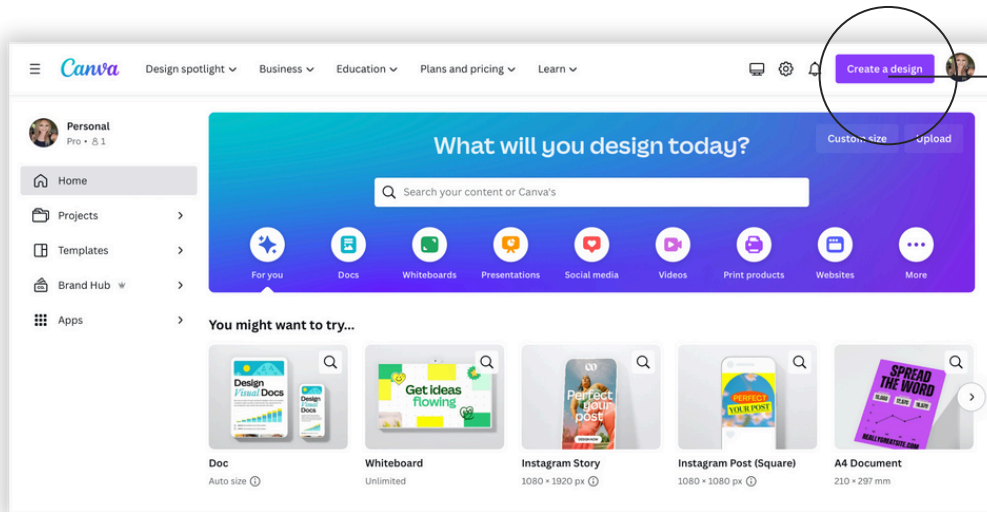
by email and you're all set to go!

GET CANVA



STARTING YOUR DESIGN

After you create your account, your home screen will look something like this and now it's time to start designing!



TO START

Press the **CREATE A DESIGN** button and either choose a pre-sized project or choose **CUSTOM SIZE** and add in your measurements

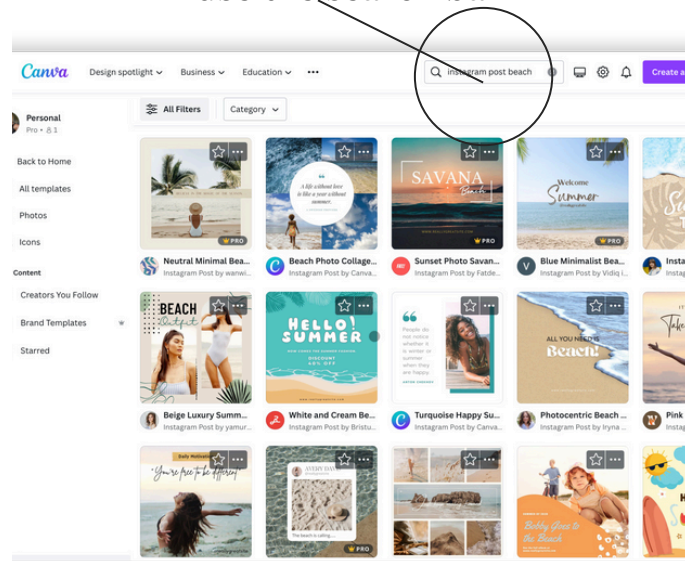
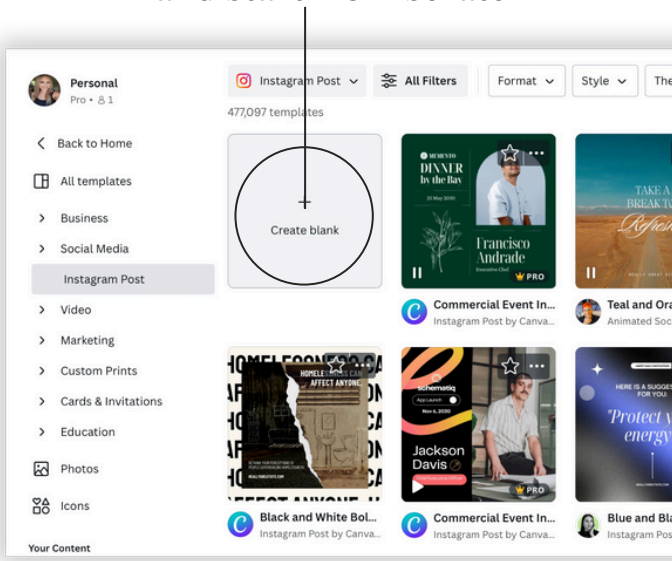
Popular pre-sized projects include:

INSTAGRAM REEL | FACEBOOK POST | ETSY BANNER | E-BOOK | DOCUMENT

CREATE BLANK
and start from scratch

OR

CHOOSE A TEMPLATE
use the search bar



LOADING A TEMPLATE YOU'VE PURCHASED

Make sure you are logged into Canva. Start by clicking the link you were sent with your purchase



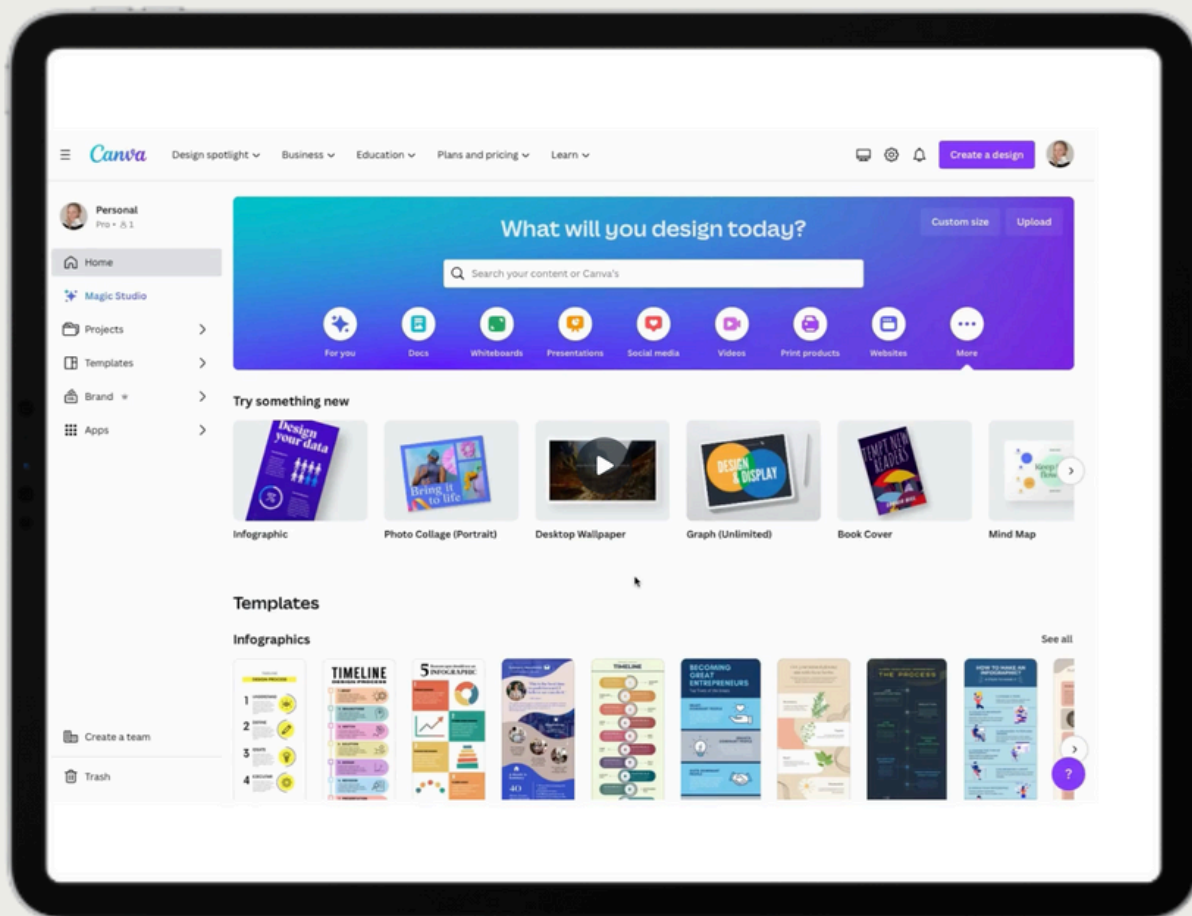
Click on link

Click on **'USE TEMPLATE'** and it will open up ready for you to edit

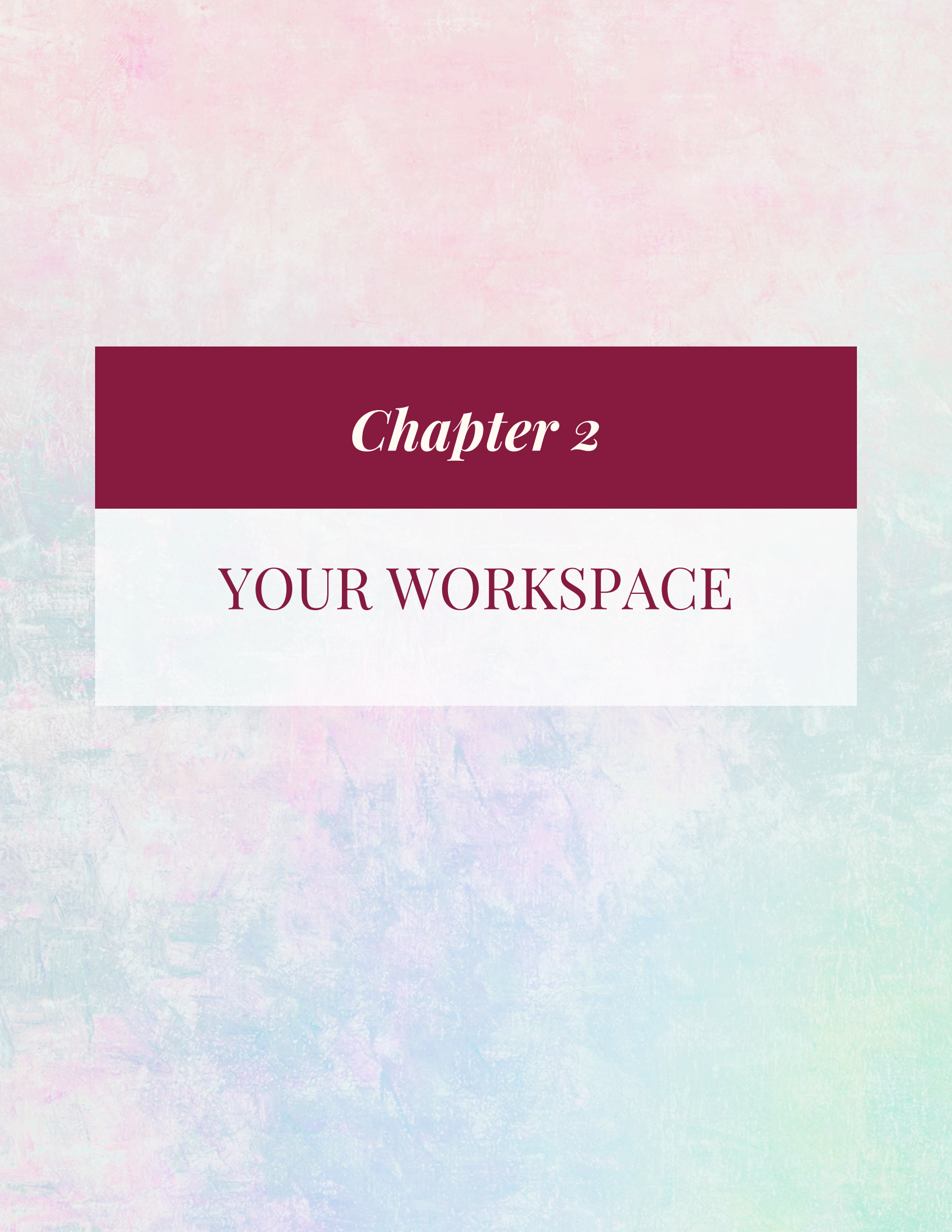
TIP! - I recommend making a copy before you change anything incase you need to revert back to the original!

HOW TO START YOUR DESIGN

VIDEO TUTORIAL



Video will open in browser window.

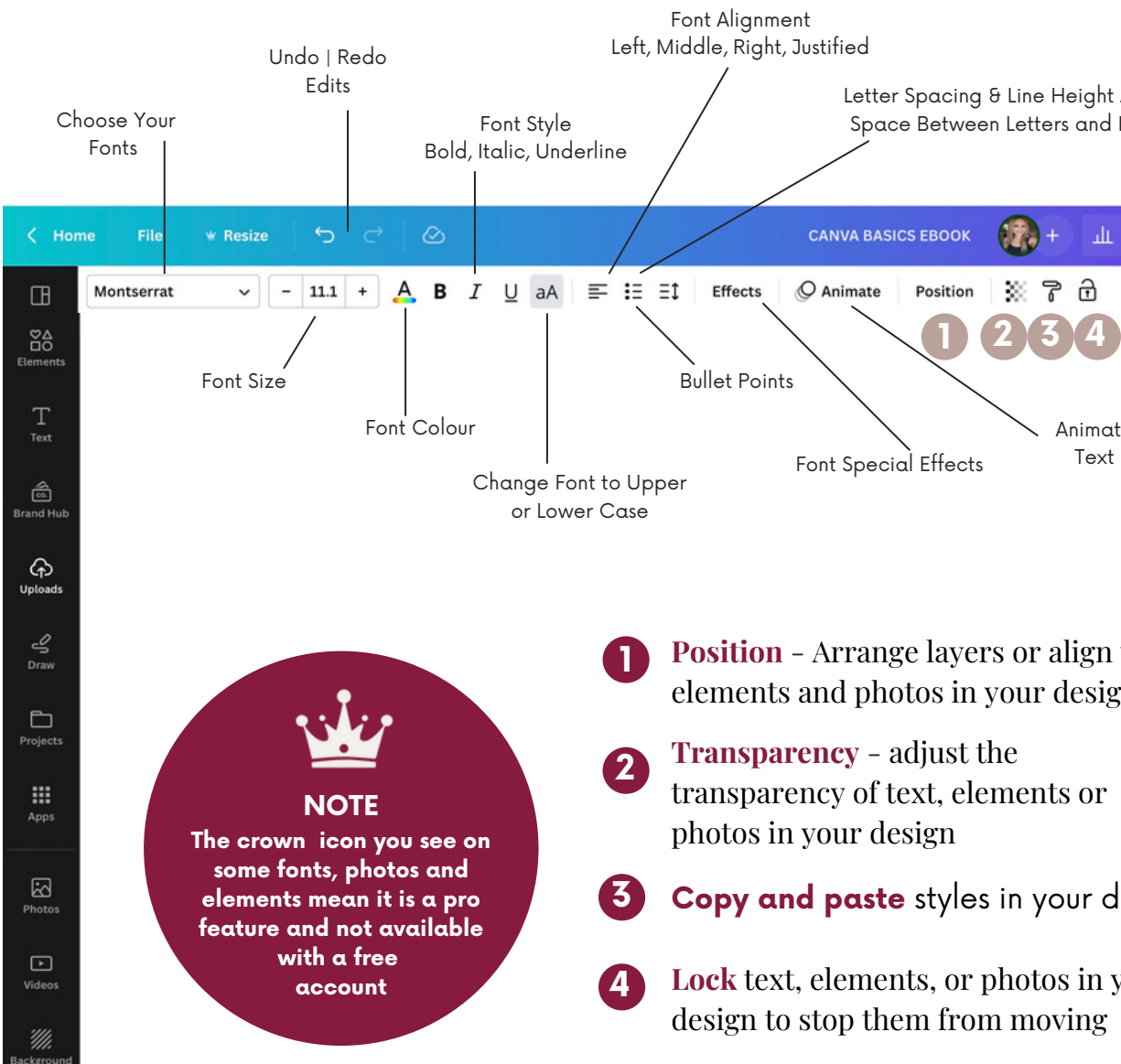


Chapter 2

YOUR WORKSPACE

YOUR WORKSPACE

Learning to utilise the Canva tools will make your designing process faster and easier



The image shows the Canva workspace toolbar with various text editing tools. Annotations point to the following features:

- Choose Your Fonts
- Undo | Redo Edits
- Font Style: Bold, Italic, Underline
- Font Alignment: Left, Middle, Right, Justified
- Letter Spacing & Line Height Adjust: Space Between Letters and Lines
- Font Size
- Font Colour
- Change Font to Upper or Lower Case
- Bullet Points
- Font Special Effects
- Animate Text

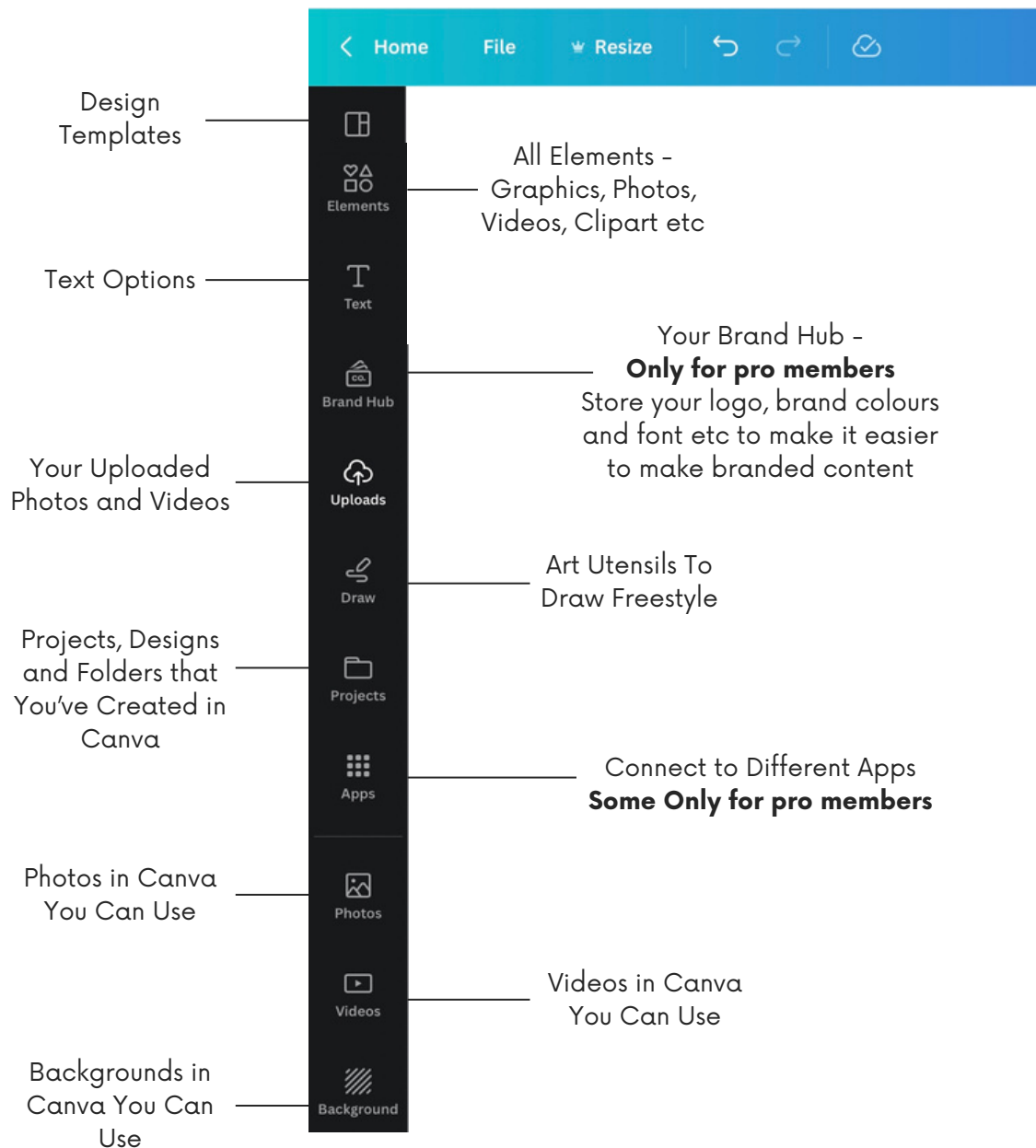
Four numbered circles (1, 2, 3, 4) are placed near the bottom right of the toolbar, corresponding to the list below.

NOTE

The crown icon you see on some fonts, photos and elements mean it is a pro feature and not available with a free account

- 1 Position** - Arrange layers or align text, elements and photos in your design
- 2 Transparency** - adjust the transparency of text, elements or photos in your design
- 3 Copy and paste** styles in your design
- 4 Lock** text, elements, or photos in your design to stop them from moving

YOUR WORKSPACE



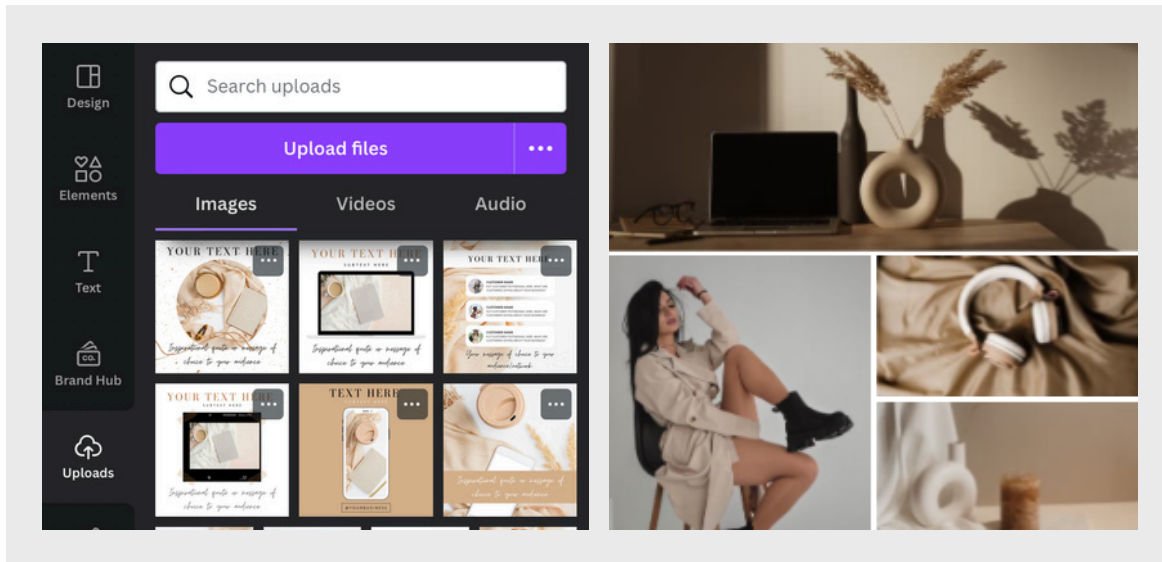
Please note - Some features are only available for pro members



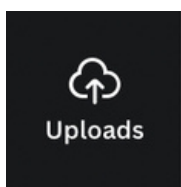
Chapter 3

YOUR TOOLSET

UPLOADING PHOTOS AND VIDEO



Uploading your own photos

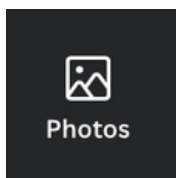


Uploading photos and videos to Canva is easy!

- Tap or click the uploads icon
- Then select **'UPLOAD FILES'**
- Locate the files you want to upload and select **ADD**

Then tap or click the uploaded files to add to your design

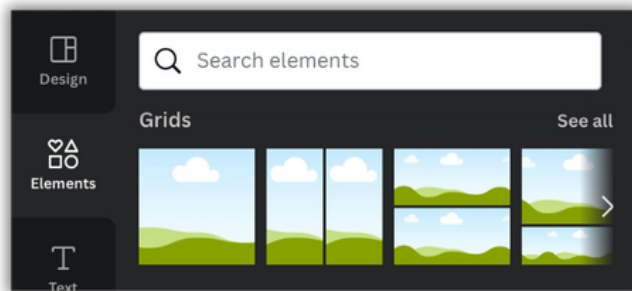
(You can also drag and drop from a mac)



Canva also has a HUGE library of photos and videos you can use in your designs. **Note** - any that have the crown icon are only available for pro users

PHOTO GRIDS

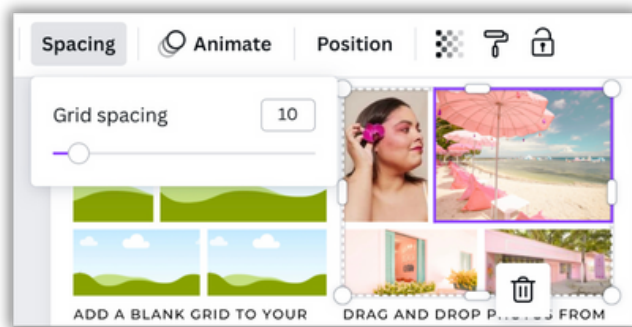
Photo grids are a great tool that will help you create a clean aesthetic to your design for a professional look



1

CHOOSE YOUR GRID

You'll find them in **'ELEMENTS'** tap **'SEE ALL'** to expand



2

EDIT THE SPACING

Adjust the spacing in your photos by clicking **'SPACING'** then slide the bar to the left or right

3

Drag and drop images from your uploads or Canva photos

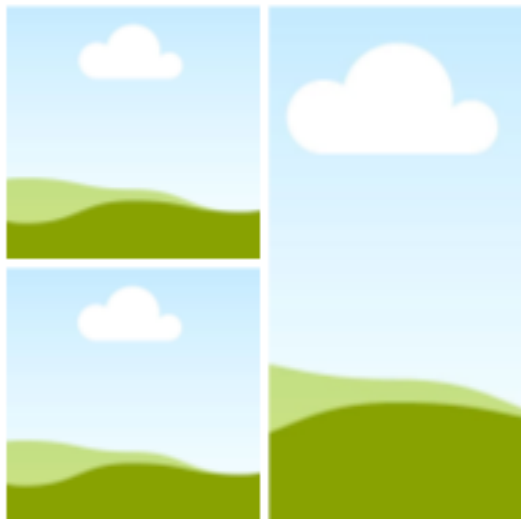
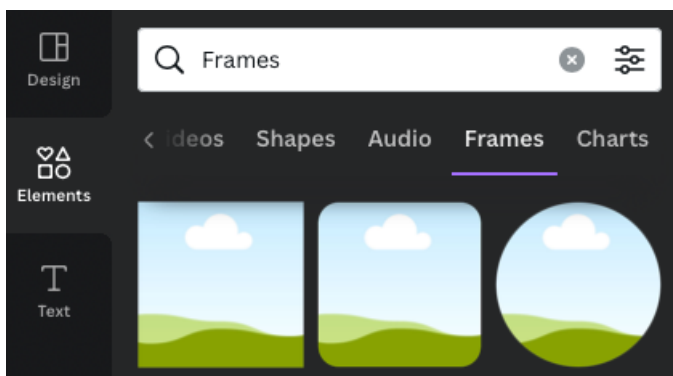
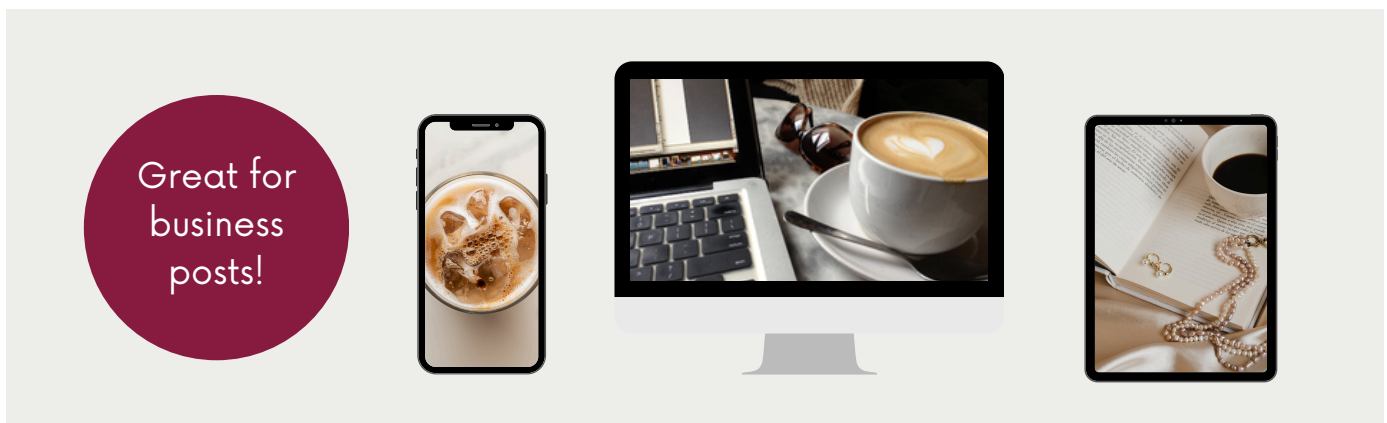


PHOTO FRAMES

Frames allow you to **ADD** or **CROP** images and videos into the shape of the selected frame



Canva has lots of different shape and style frames to choose from, including basic shapes aswell as phone and laptop mockups



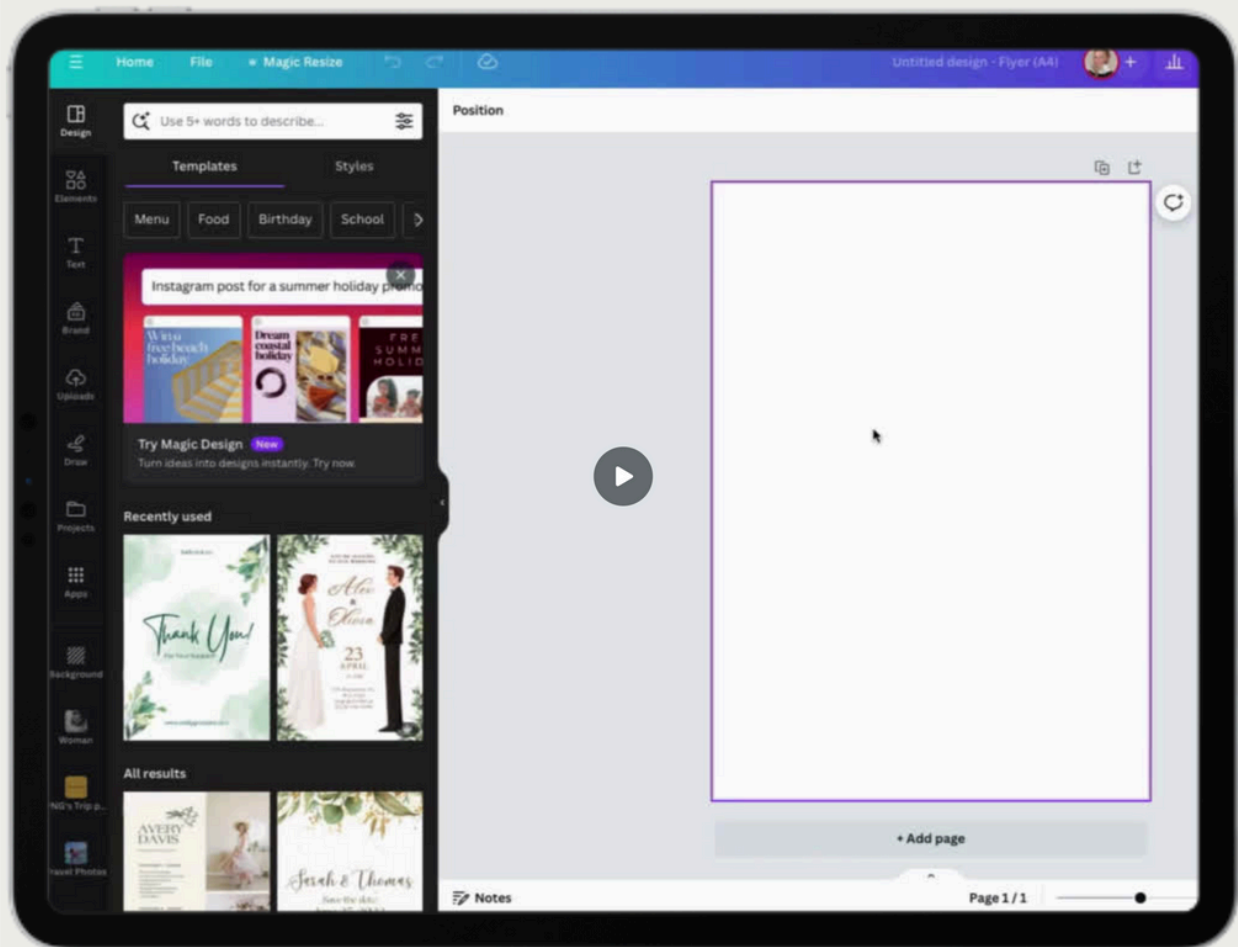
TO ADD A BLANK FRAME

Go to **'ELEMENTS'** then scoll down to **'FRAMES'** (or use the search) click or tap **'SEE ALL'** to expand

You can do the same with video!

PHOTO FRAMES

VIDEO TUTORIAL



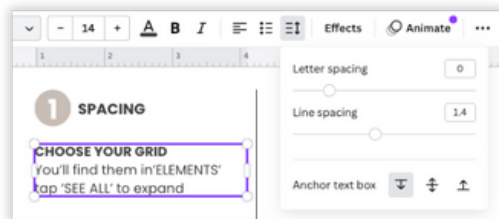
Video will open in browser window.

EDITING TOOLS



1 SPACING

The Spacing tool allows you to increase or decrease the spacing between text and lines

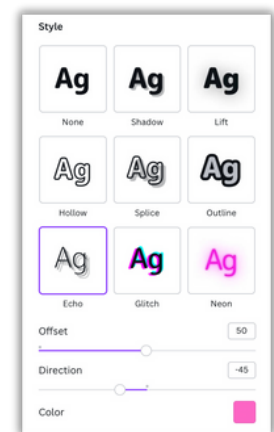


2 EFFECTS

Effects allows you to add some flare and make your text pop

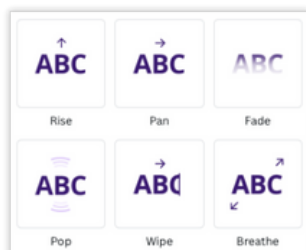
EXAMPLE

(Here I've used the 'SPLICE' option)



3 ANIMATE

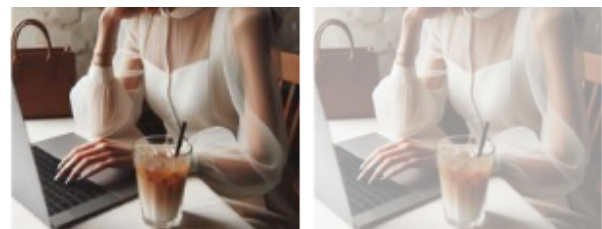
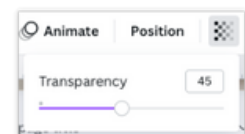
This feature allows you to animate text, photos, elements or your entire design!



Select the text, choose 'ANIMATE' and choose from lots of options!

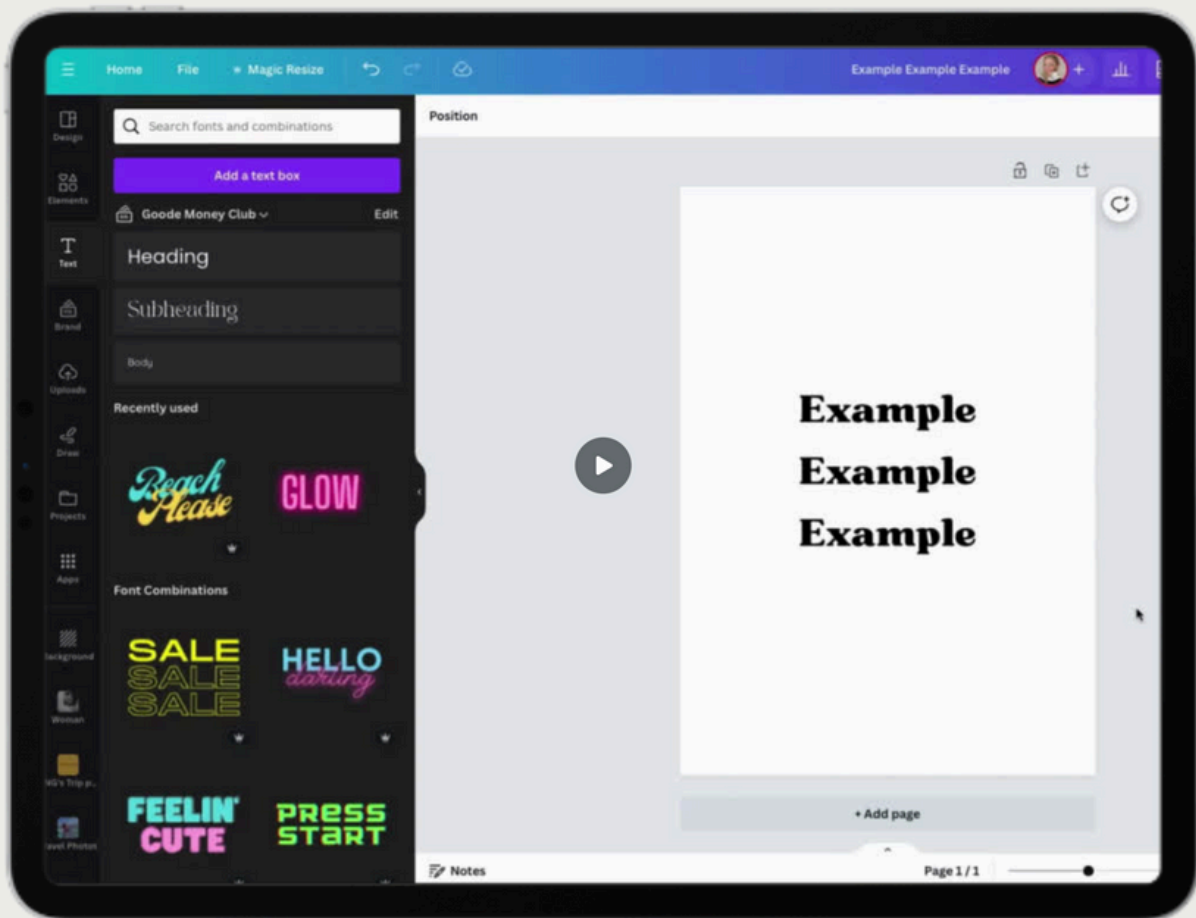
4 TRANSPARENCY

This feature changes the opacity of a photo, text or element



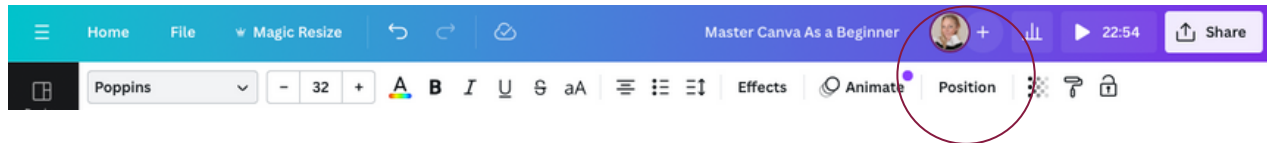
EDITING TOOLS

VIDEO TUTORIAL

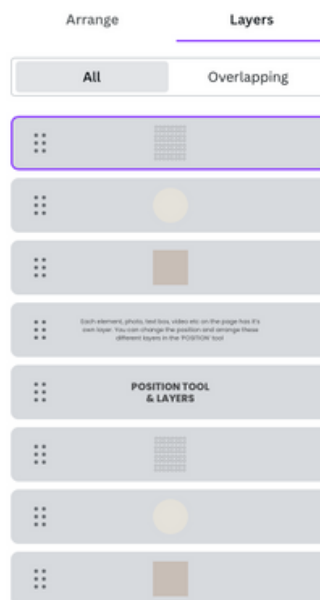
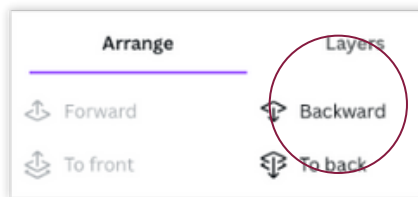
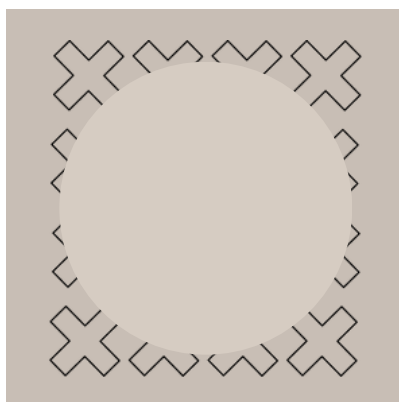
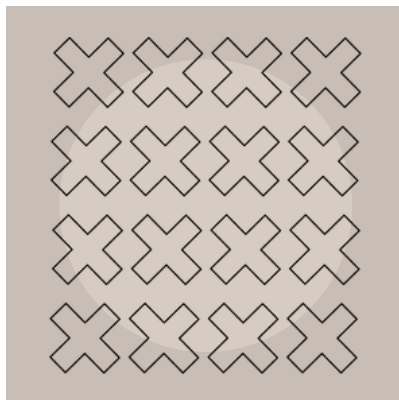


Video will open in browser window.

POSITION TOOL & LAYERS



Each element, photo, text box, video etc on the page has it's own layer. You can change the position and arrange these different layers inside the **'POSITION'** tool



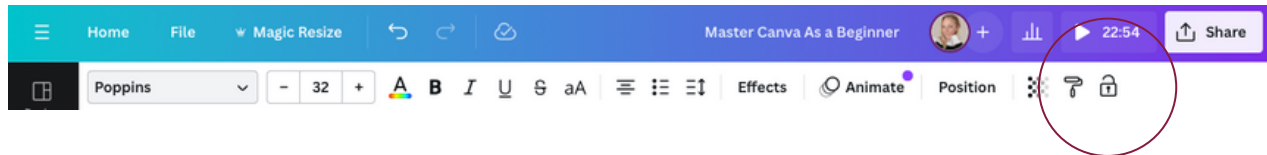
**TO MOVE THE
CIRCLE TO THE
FRONT HERE**

I have selected the cross pattern, Clicked on **'POSITION'** and tapped on **'BACKWARD'** to move it back a layer

You could also drag from the layers panel to re-order

With the **'POSITION'** tool, you can also align different elements

LOCKING DESIGN ELEMENTS



Locking design elements is a great way to keep your design organised and keep parts of your design locked into place so you don't accidentally move them when working on other elements

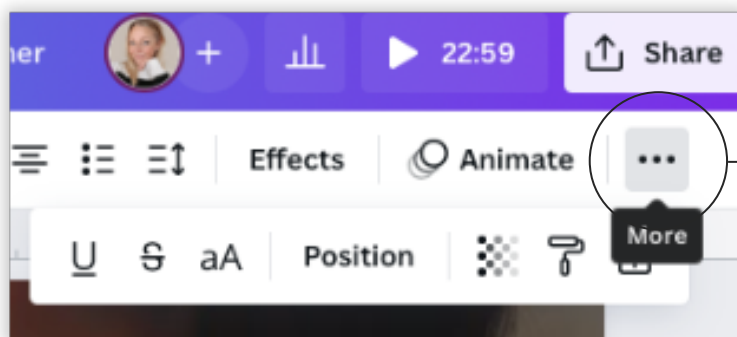
TO LOCK A DESIGN ELEMENT



Simply select the item you want to lock into place and select the LOCK icon

TO UNLOCK A DESIGN ELEMENT

Select the item you want to unlock and select the LOCK icon again

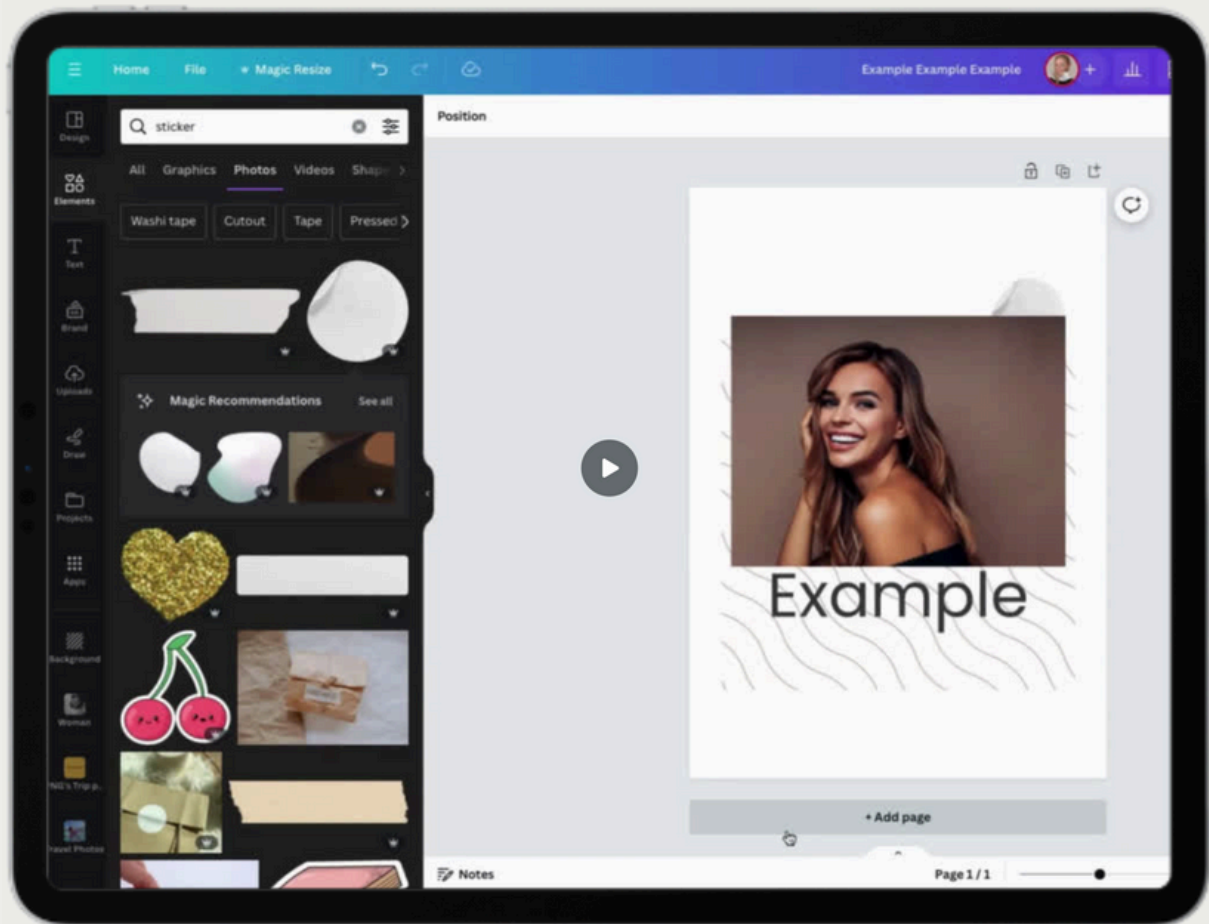


HIDDEN TOOLS

If your screen is low on space it will hide some of these tools. Just click the 3 dots to find them

POSITION, LAYERS & LOCK TOOLS

VIDEO TUTORIAL

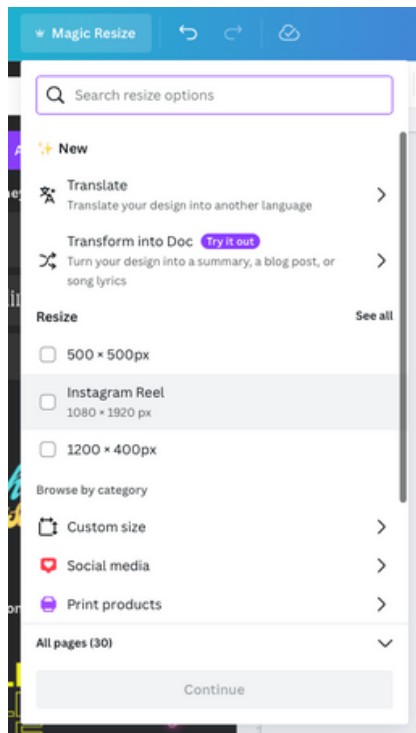


Video will open in browser window.

MAGIC RESIZE



This tool will save you so much time!



TO RESIZE YOUR DESIGN IN SECONDS

Select '**MAGIC RESIZE**' and either choose a size from the list or add your custom dimensions

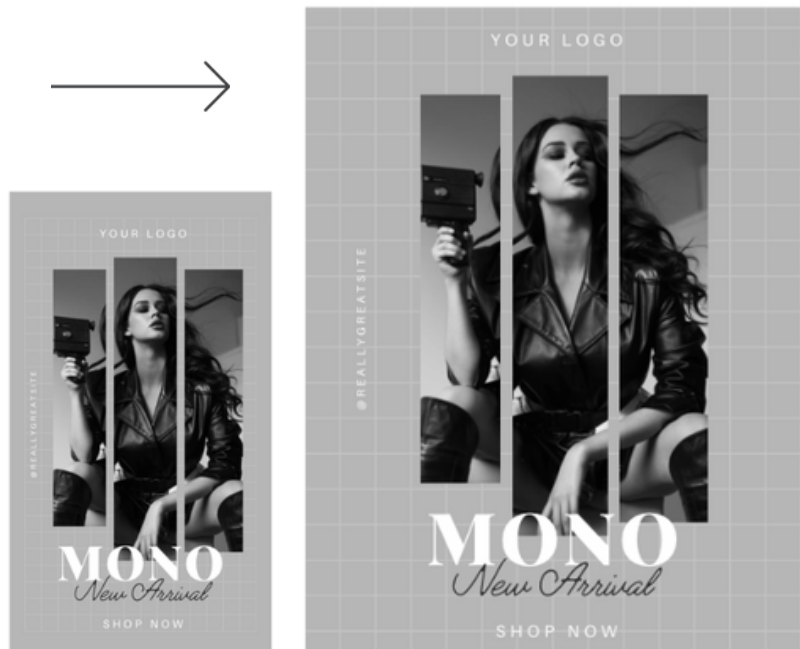
COPY & RESIZE will create a new design

RESIZE will change the current design

NOTE

You may need to make a few adjustments once the design has been re-sized

This feature is only available with a pro account



Chapter 4

FONT PAIRING & HYPERLINKS

FONT PAIRINGS

Choosing the right fonts that pair well is crucial for a good design. Here are some of my favorites!

TAN MON CHERI
OPEN SANS

DM SERIF DISPLAY
DM SANS

PLAYFAIR DISPLAY
LATO

BLACK MANGO
Garet

Safira March
Abhaya Libre

ALATA
POPPINS

BAUER BODINI
BODY GROTESQUE SLIM

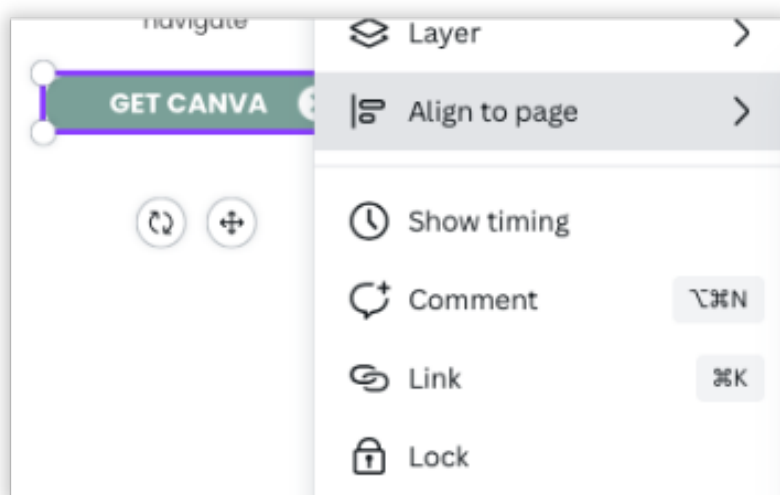
DM Serif Display
Breathing

SIX CAPS
Poppins

Tan Songbird
MOONSHINE

ADDING HYPERLINKS

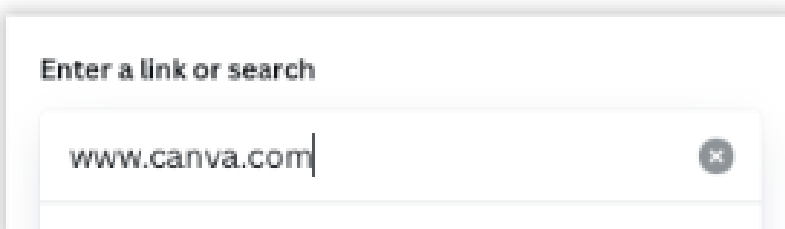
This is a super cool feature you can use to link text, images, elements or buttons to either a website, document or another page of your project. Perfect for if you have a huge document like a 'life planner' so you can make it easier to navigate



GET CANVA >

TO ADD A WEBSITE LINK TO THIS BUTTON ABOVE

Right click on the element and choose **'LINK'** from the dropdown and enter the website in the box - hit **'ENTER'** or **'DONE'**



NOTE

You can also link text or elements to another page of your design. Instead of adding a website link, scroll down and choose the page you want to link to

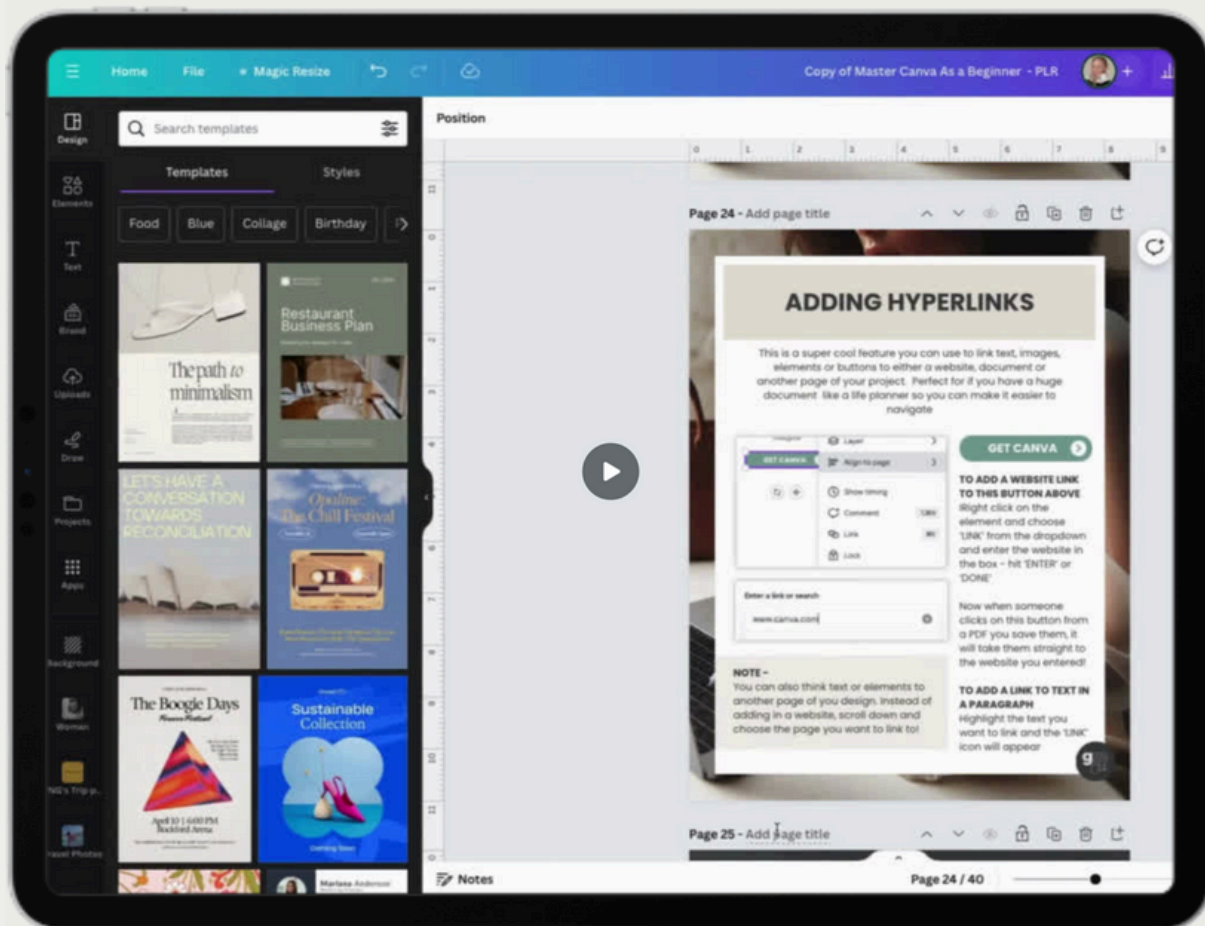
Now when someone clicks on this button from a PDF you send them, it will take them straight to the website you entered!

TO ADD A LINK TO TEXT IN A PARAGRAPH

Highlight the text you want to link and the **'LINK'** icon will appear

ADDING HYPERLINKS

VIDEO TUTORIAL

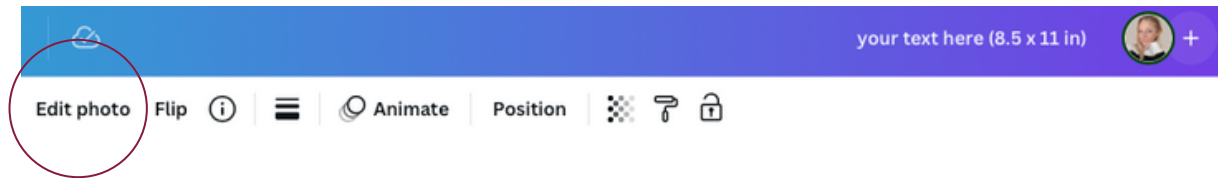


Video will open in browser window.

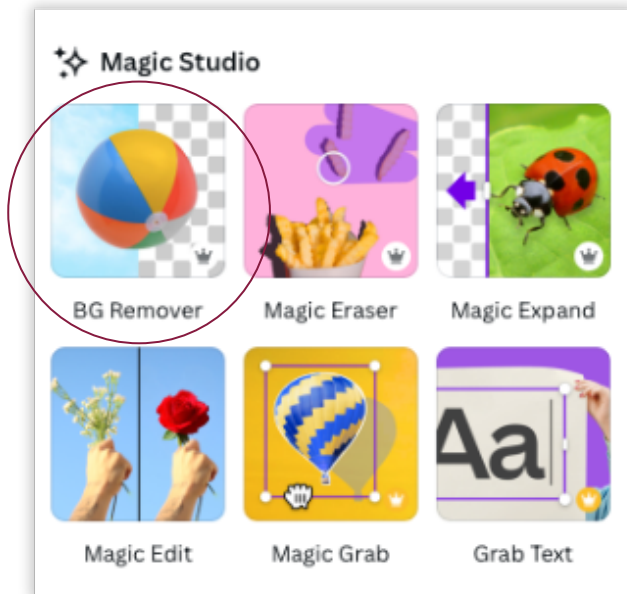
Chapter 5

CANVA MAGIC STUDIO

BACKGROUND REMOVER TOOL



Once of my favourite tools for professional designs!



TO REMOVE THE BACKGROUND OF AN IMAGE IN SECONDS

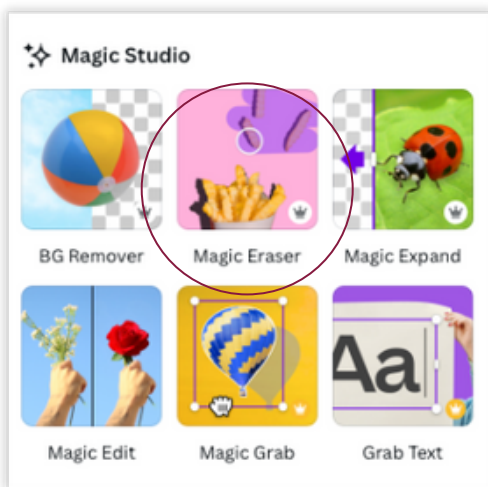
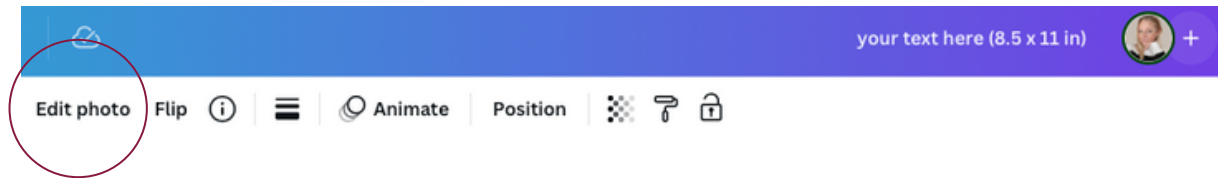
Select your photo and choose **'EDIT PHOTO'** then tap the **'BG REMOVER'**

DESIGN TIP

Create dimension by adding text behind an image. In pic 3 below I have duplicated the photo, used BG remover on the top photo and arranged the text layer to go in between + added a glow



MAGIC ERASER



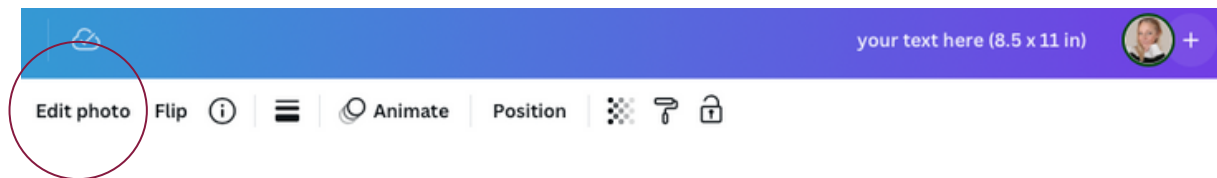
TIDY YOUR IMAGES AND REMOVE UNWANTED PARTS EASILY

Select your photo and choose **'EDIT PHOTO'** then tap the **'MAGIC ERASER'**

Use the brush to to draw over the parts you want to be removed

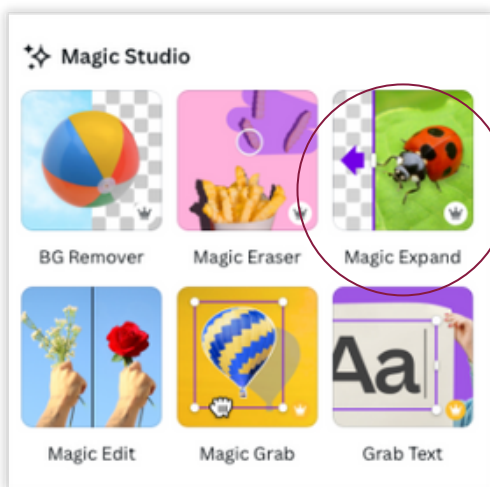


MAGIC EXPAND

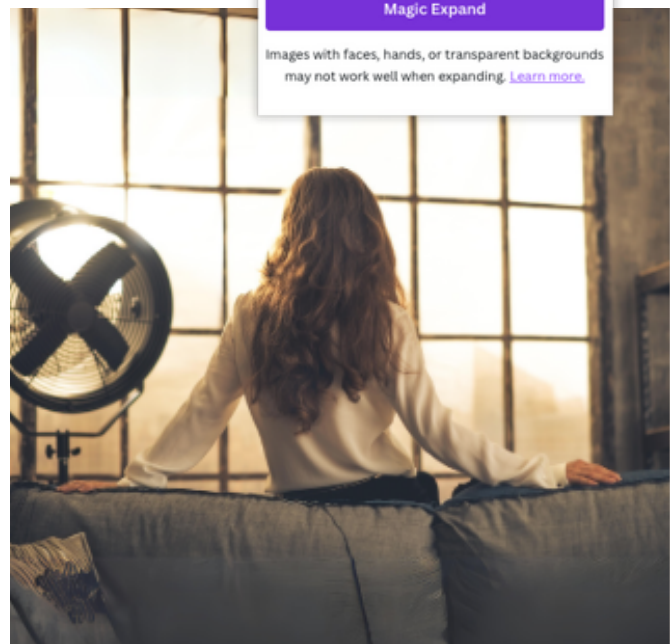
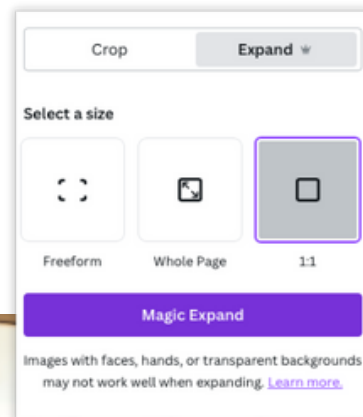


QUICKLY EXTEND THE BACKGROUND OF AN IMAGE

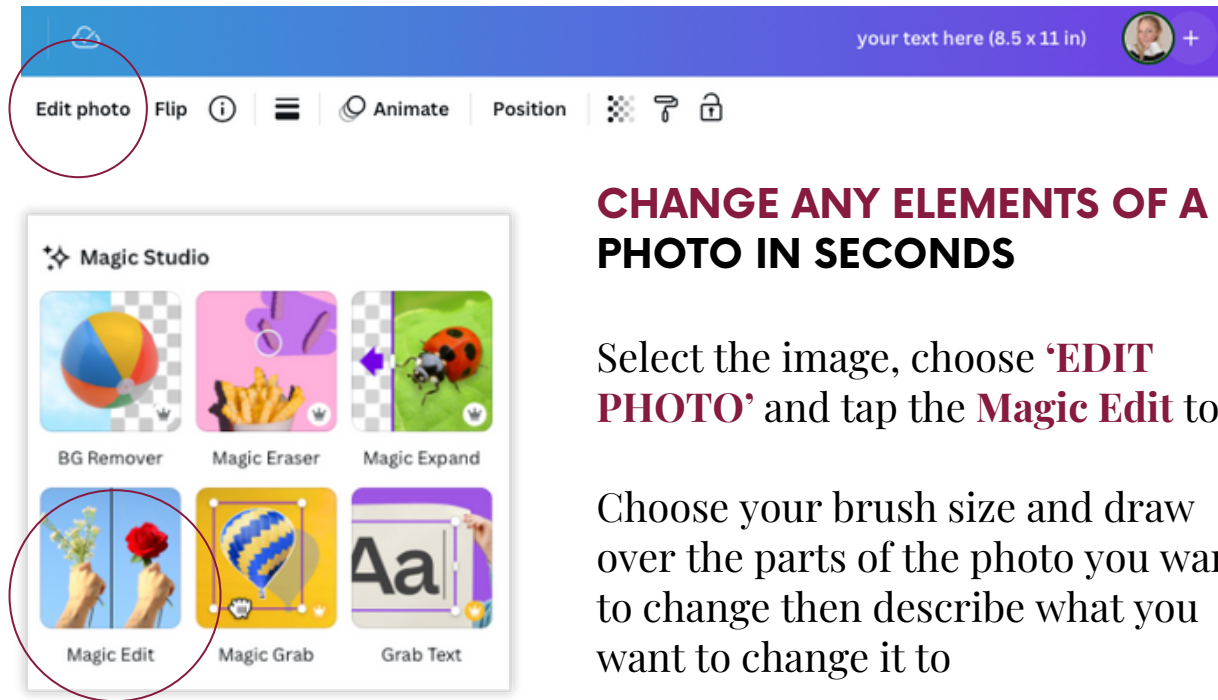
If you have an image that cuts off, use the **Magic Expand** tool and it will extend your background!



Choose 1:1
or whole page



MAGIC EDIT



CHANGE ANY ELEMENTS OF A PHOTO IN SECONDS

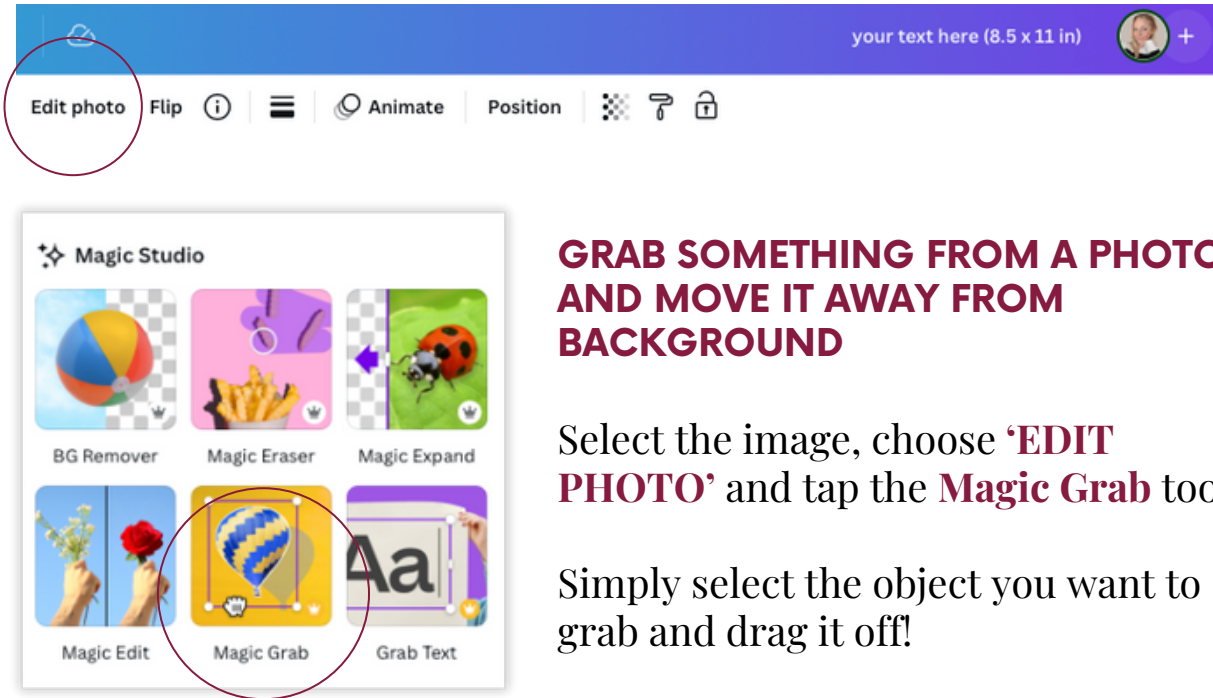
Select the image, choose **'EDIT PHOTO'** and tap the **Magic Edit** tool

Choose your brush size and draw over the parts of the photo you want to change then describe what you want to change it to

On the images below, I drew over the papers and asked for
“a bunch of white roses”



MAGIC GRAB



**GRAB SOMETHING FROM A PHOTO
AND MOVE IT AWAY FROM
BACKGROUND**

Select the image, choose **'EDIT
PHOTO'** and tap the **Magic Grab** tool

Simply select the object you want to
grab and drag it off!



GRAB TEXT

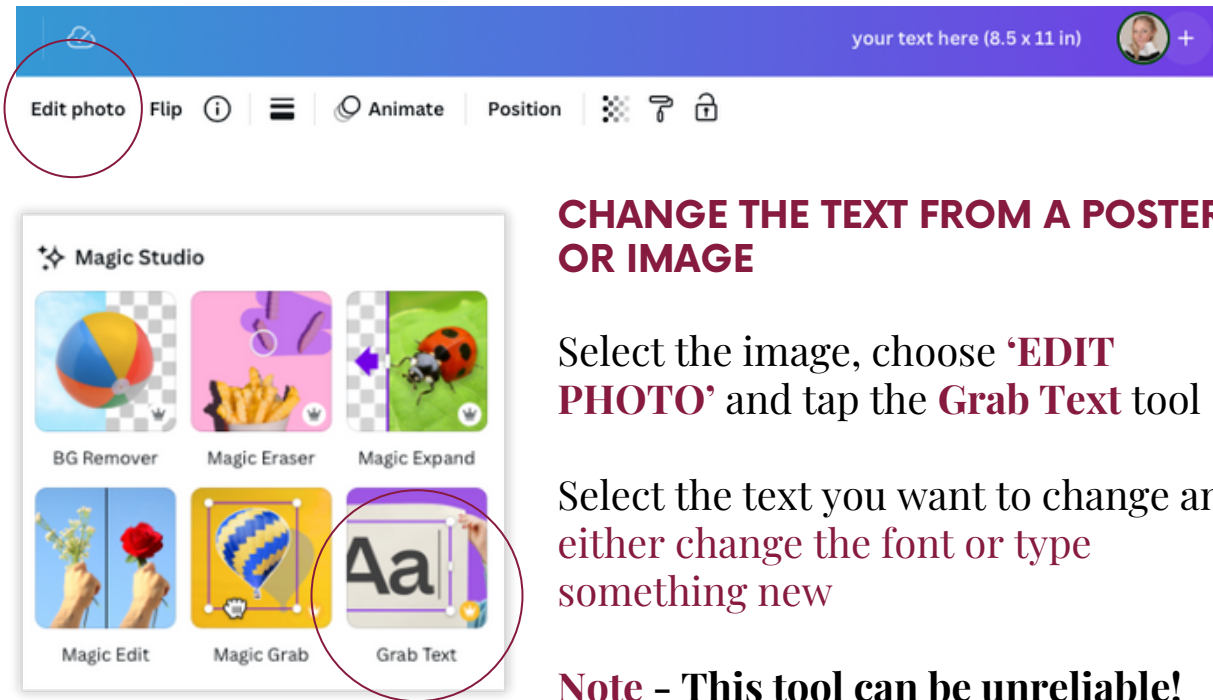
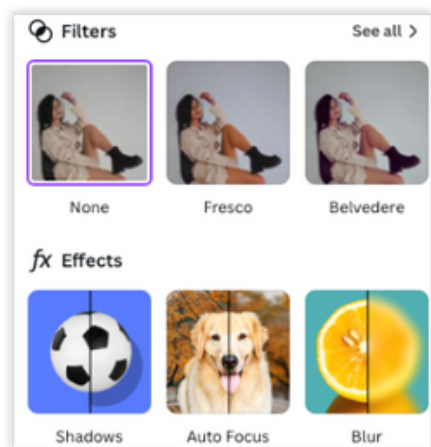
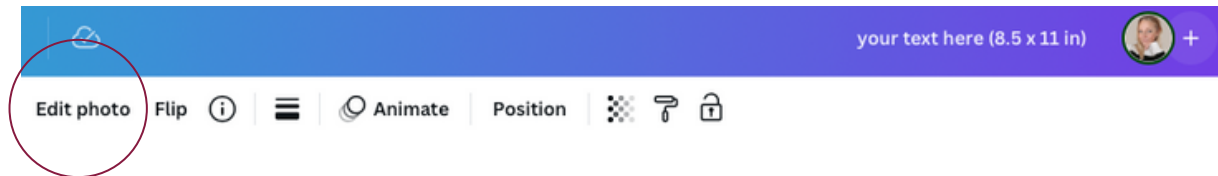


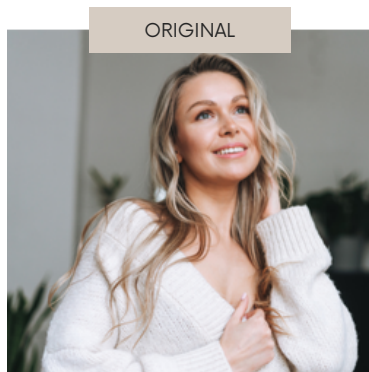
PHOTO FILTERS AND EFFECTS



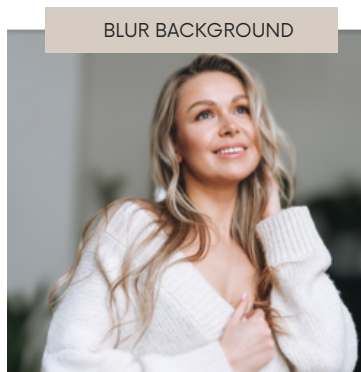
EDIT YOUR PHOTOS BY ADDING FILTERS AND EFFECTS

You can find lots of different filters and effects to add to your images – I have added some examples below

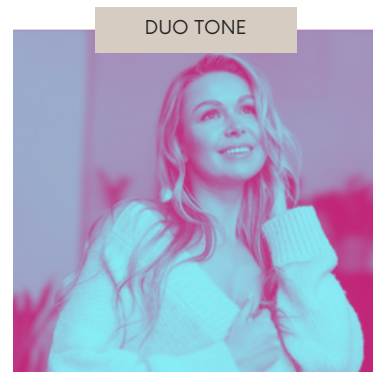
You can also change the intensity



ORIGINAL



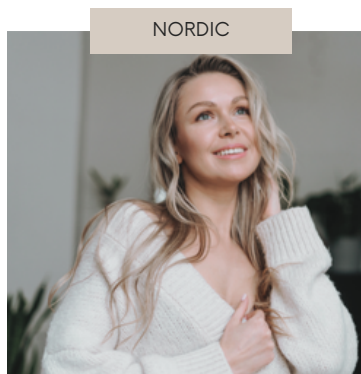
BLUR BACKGROUND



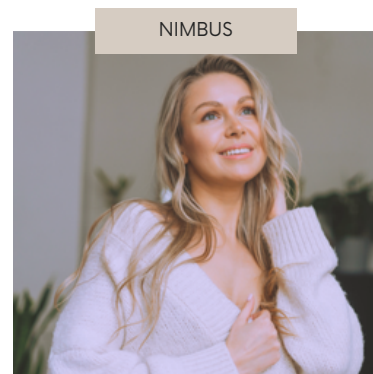
DUO TONE



FRESCO



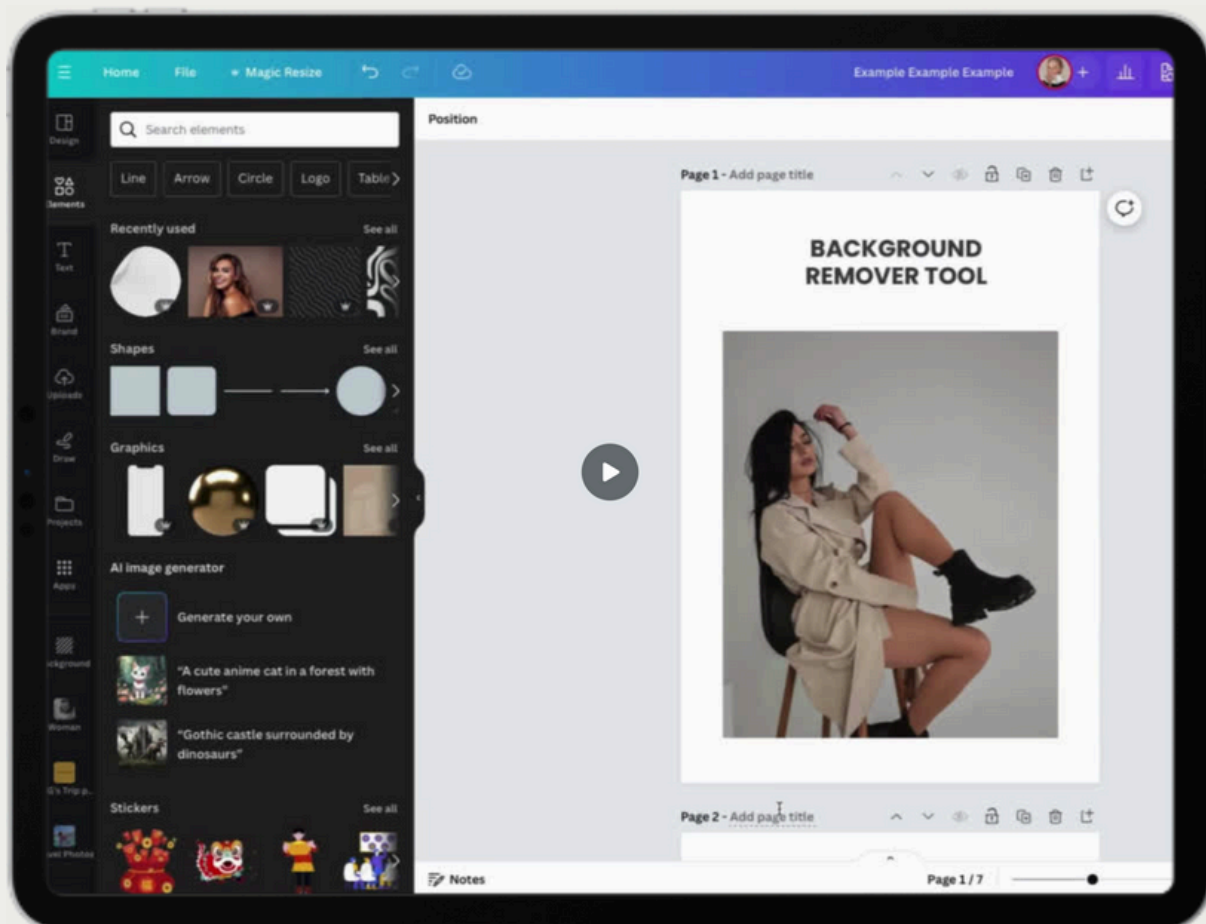
NORDIC



NIMBUS

MAGIC STUDIO

VIDEO TUTORIAL



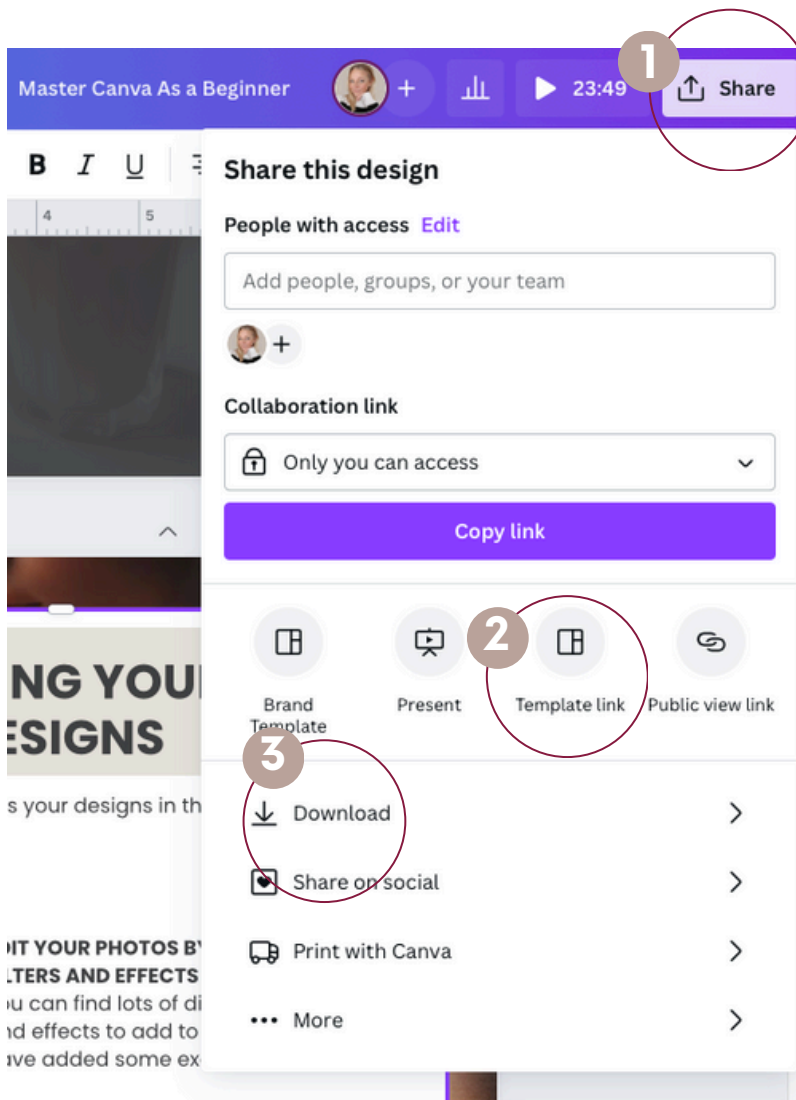
Video will open in browser window.

Chapter 6

SAVING & SHARING YOUR PROJECTS

SAVING AND SHARING YOUR PROJECTS

Canva auto-saves your designs in the app as you edit!



TO SAVE YOUR DESIGN TO YOUR DEVICE OR TO SHARE

There are a few different ways depending on the format you need

1 CLICK THE SHARE BUTTON

On top right

2 TEMPLATE LINK

Use this option if you want to create a link to your template where any user can edit the design - *this will not change your original*

3 CHOOSE DOWNLOAD

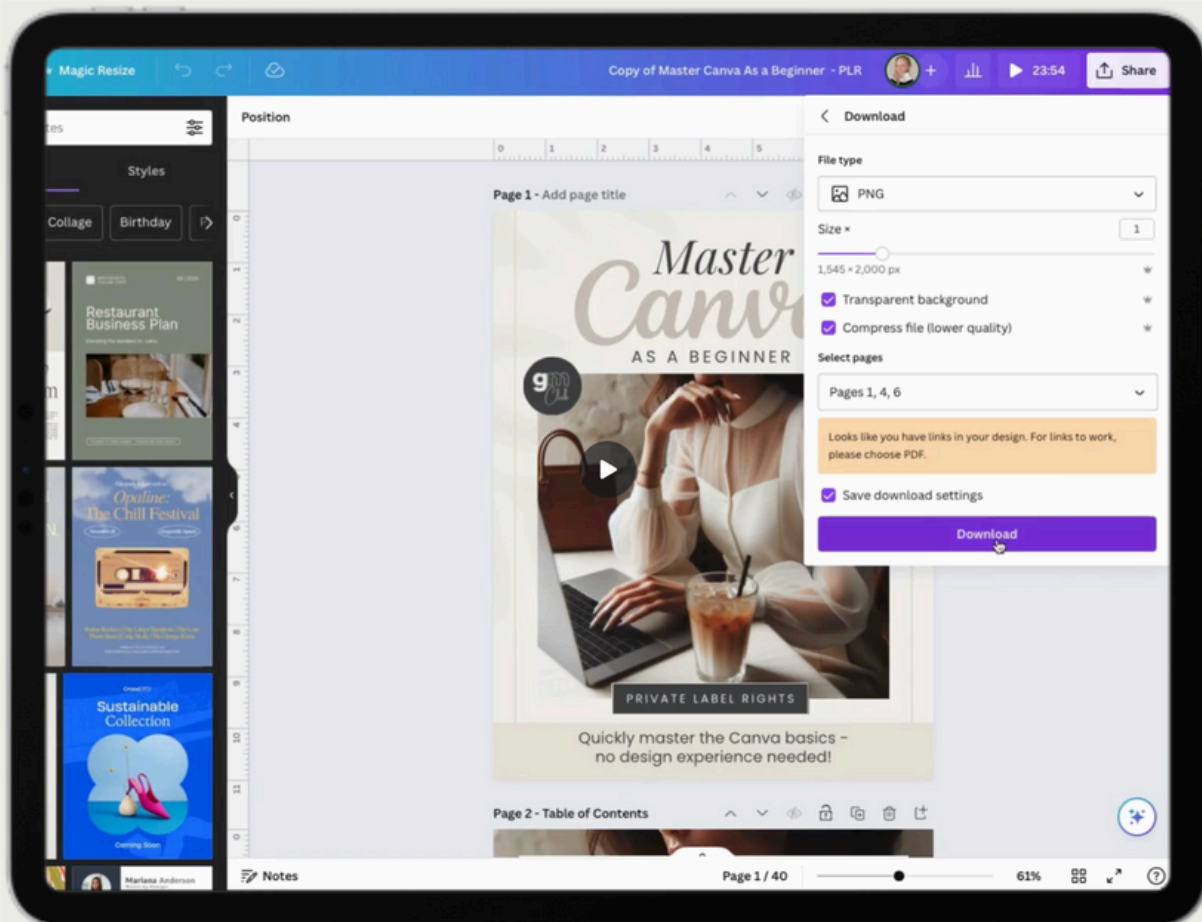
Choose download to save to your device. Canva will suggest the best format depending on the contents but you can always change this

Options include: PDF, JPEG, PNG, MP4

NOTE - Choose a transparent background for things like logos!

FILE TYPES & WHERE TO SAVE

- The file type you choose depends on the type of project you created. If you are saving an image or social media graphics for example, you will download the project and save it as a PNG or JPG
- If you are saving a document or guide, download as a pdf
- If you are selling your projects as templates, or PLR templates (that your customer will need to edit), you will share the **template link**. (As show on the previous page and in video tutorial below)



Video will open in browser window.

Best wishes!

Thank you for embarking on this creative journey with us. You now have the tools and tips to create something unique in Canva.

Remember, every great project starts with that first inspired step.

Happy designing!

Deb Duquette