Introduction to

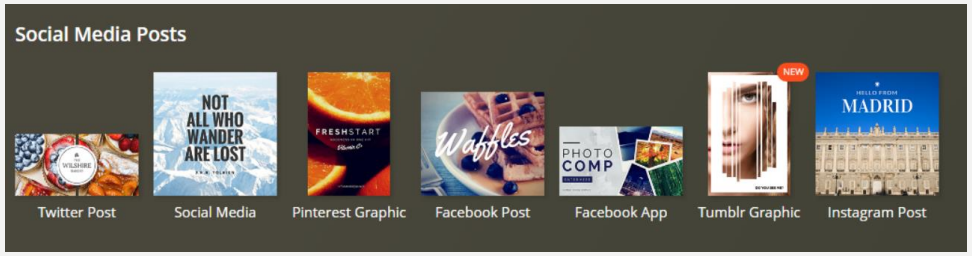
CANVA

Presented by
@waOSPI
@niquettekelcher

WHAT IS CANVA?

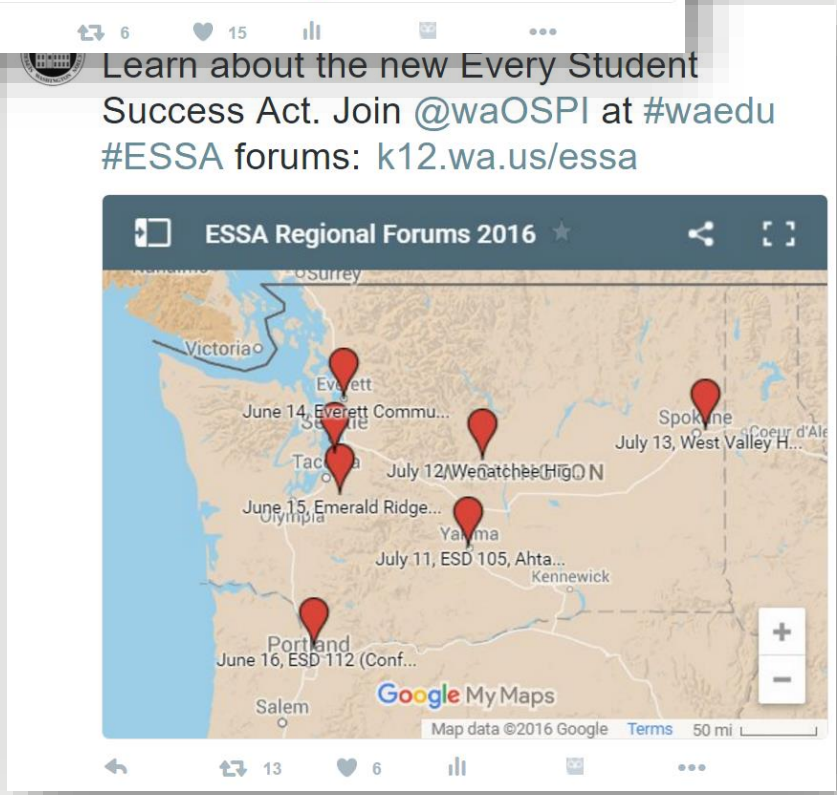
Free, online tool for creating:

- Social media posts
- Documents
- Blogging and eBooks
- Marketing materials
- Social media and email headers
- Events
- Ads
- Presentations



WHY USE CANVA?

- People retain 80% of what they see, compared to 20% of what they read, 10% of what they hear
- Visual content is 40x more likely to get shared on social media than other types of content



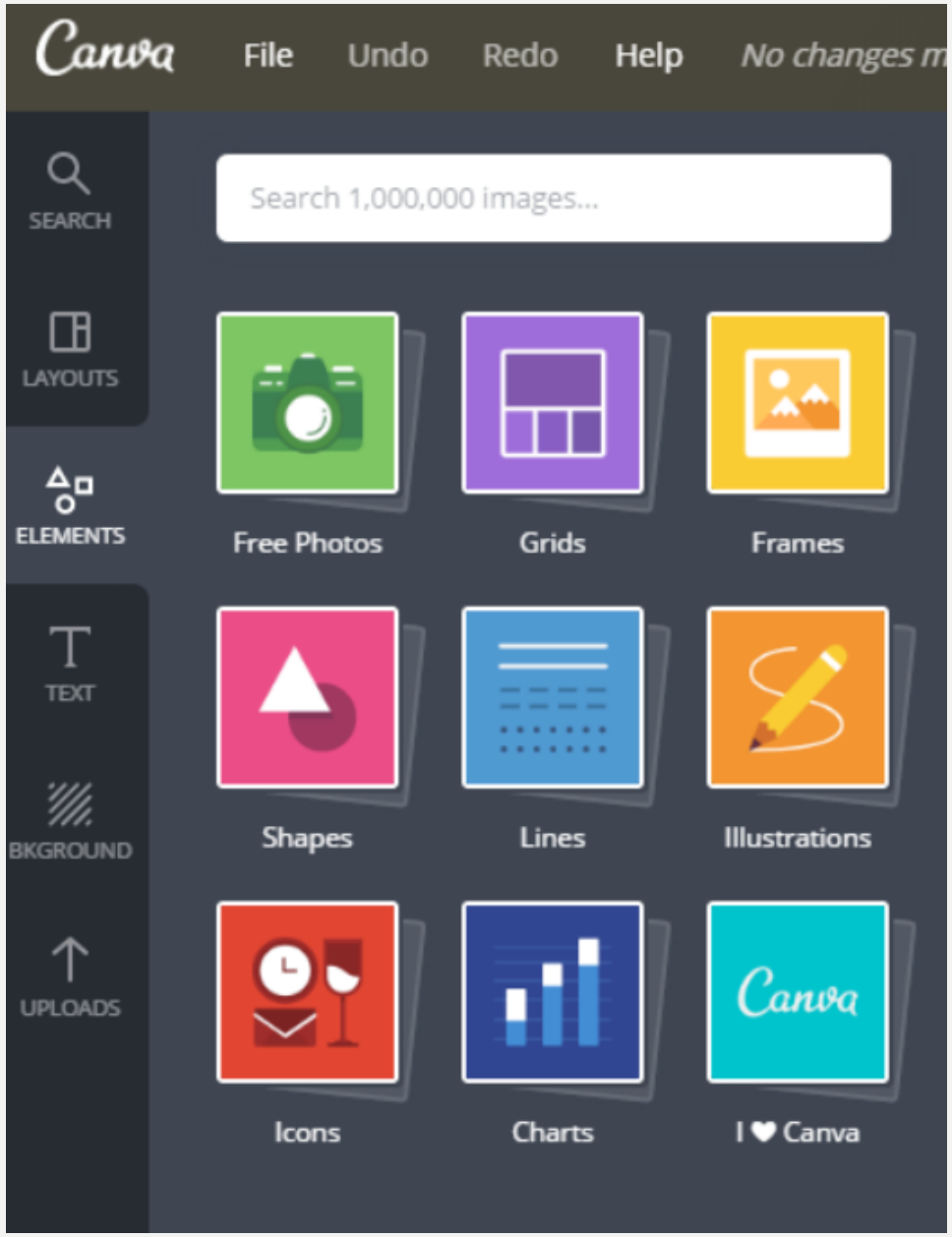
Source: https://blog.bufferapp.com/infographics-visual-content-marketing

WHY USE CANVA?

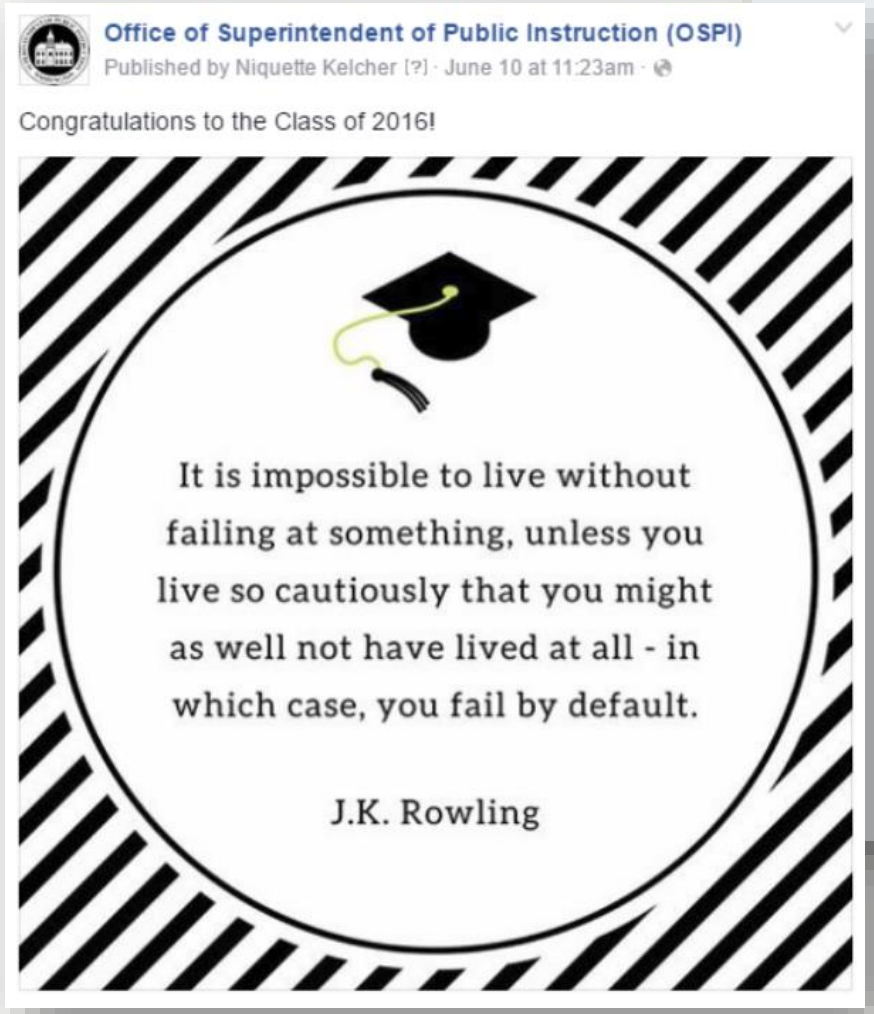
- Select from templates created by design pros
- Small learning curve (compared to other programs like InDesign, Photoshop)
- Cloud software requires internet, but no bulky software to install on computer
- Low cost

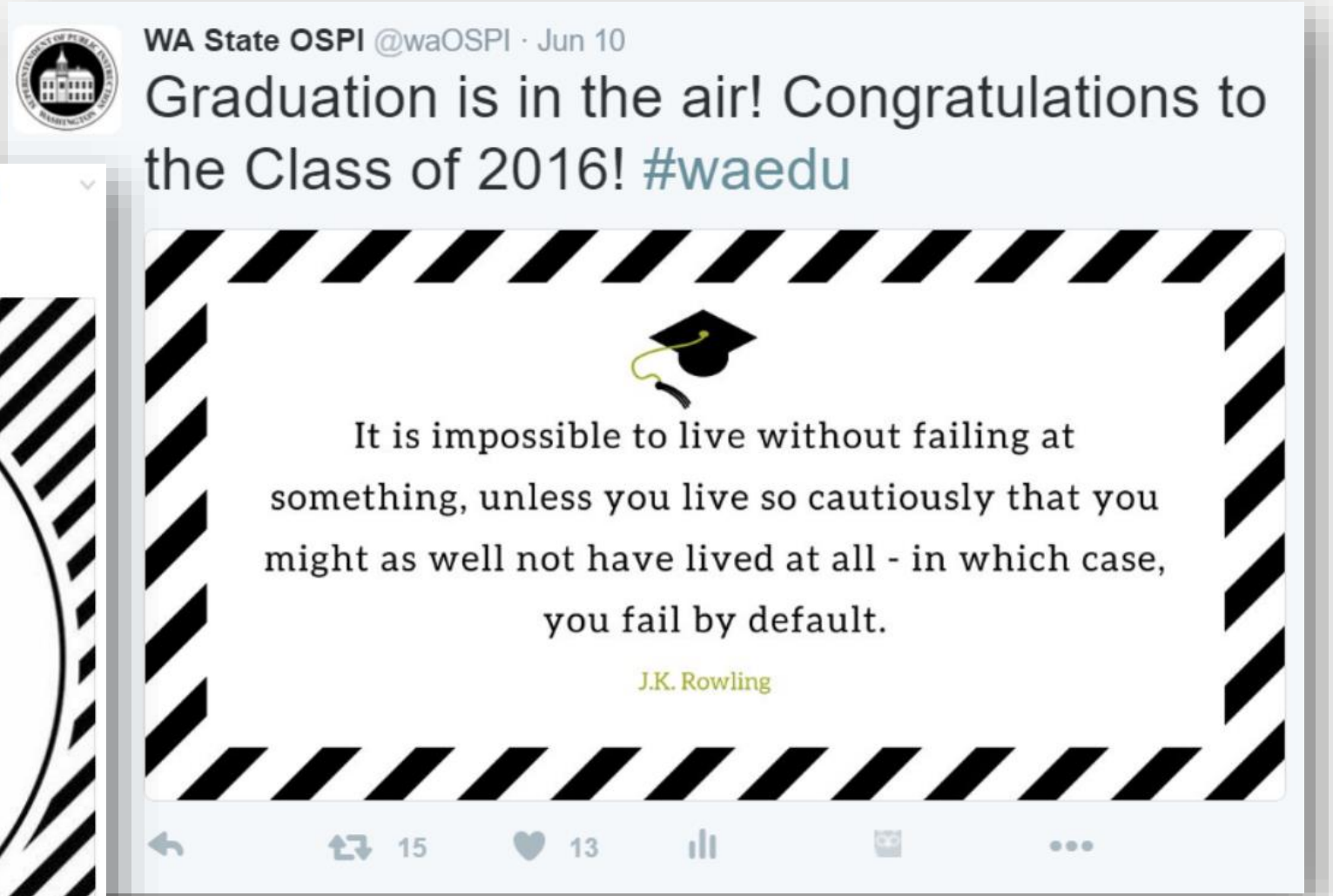
DESIGN FEATURES

- Search
- Layout
- Elements
- Text
- Background
- Uploads

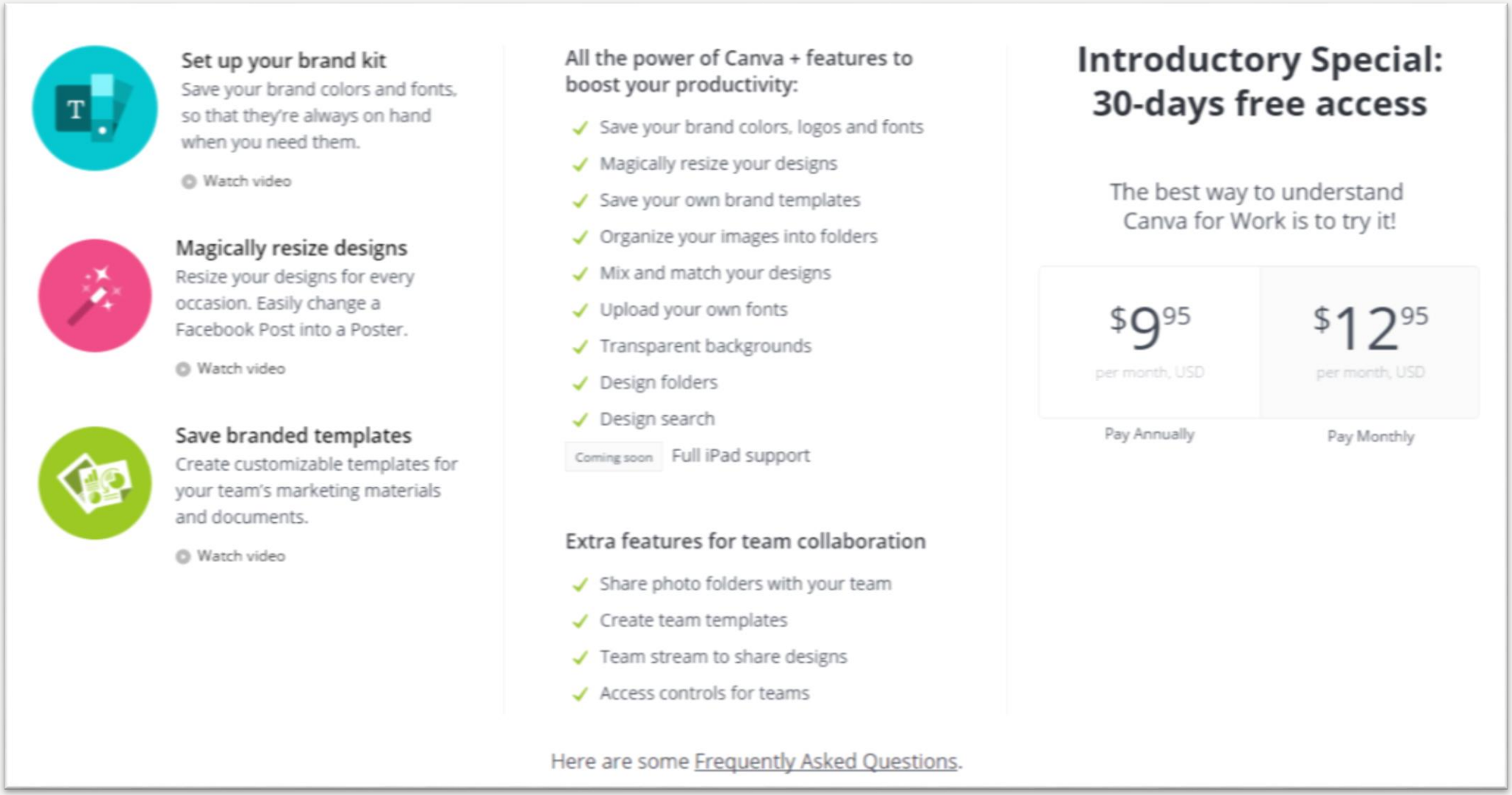


LIVE DEMO


Office of Superintendent of Public Instruction (OSPI)
Published by Niquette Kelcher [?] · June 10 at 11:23am ·
Congratulations to the Class of 2016!
It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all - in which case, you fail by default.
J.K. Rowling


WA State OSPI @waOSPI · Jun 10
Graduation is in the air! Congratulations to the Class of 2016! #waedu
It is impossible to live without failing at something, unless you live so cautiously that you might as well not have lived at all - in which case, you fail by default.
J.K. Rowling
15
13

CANVA FOR WORK



Set up your brand kit
Save your brand colors and fonts, so that they're always on hand when you need them.
Watch video

Magically resize designs
Resize your designs for every occasion. Easily change a Facebook Post into a Poster.
Watch video

Save branded templates
Create customizable templates for your team's marketing materials and documents.
Watch video

All the power of Canva + features to boost your productivity:

- Save your brand colors, logos and fonts
- Magically resize your designs
- Save your own brand templates
- Organize your images into folders
- Mix and match your designs
- Upload your own fonts
- Transparent backgrounds
- Design folders
- Design search

Coming soon Full iPad support

Extra features for team collaboration

- Share photo folders with your team
- Create team templates
- Team stream to share designs
- Access controls for teams

Introductory Special: 30-days free access

The best way to understand Canva for Work is to try it!

$9.95 per month, USD — Pay Annually

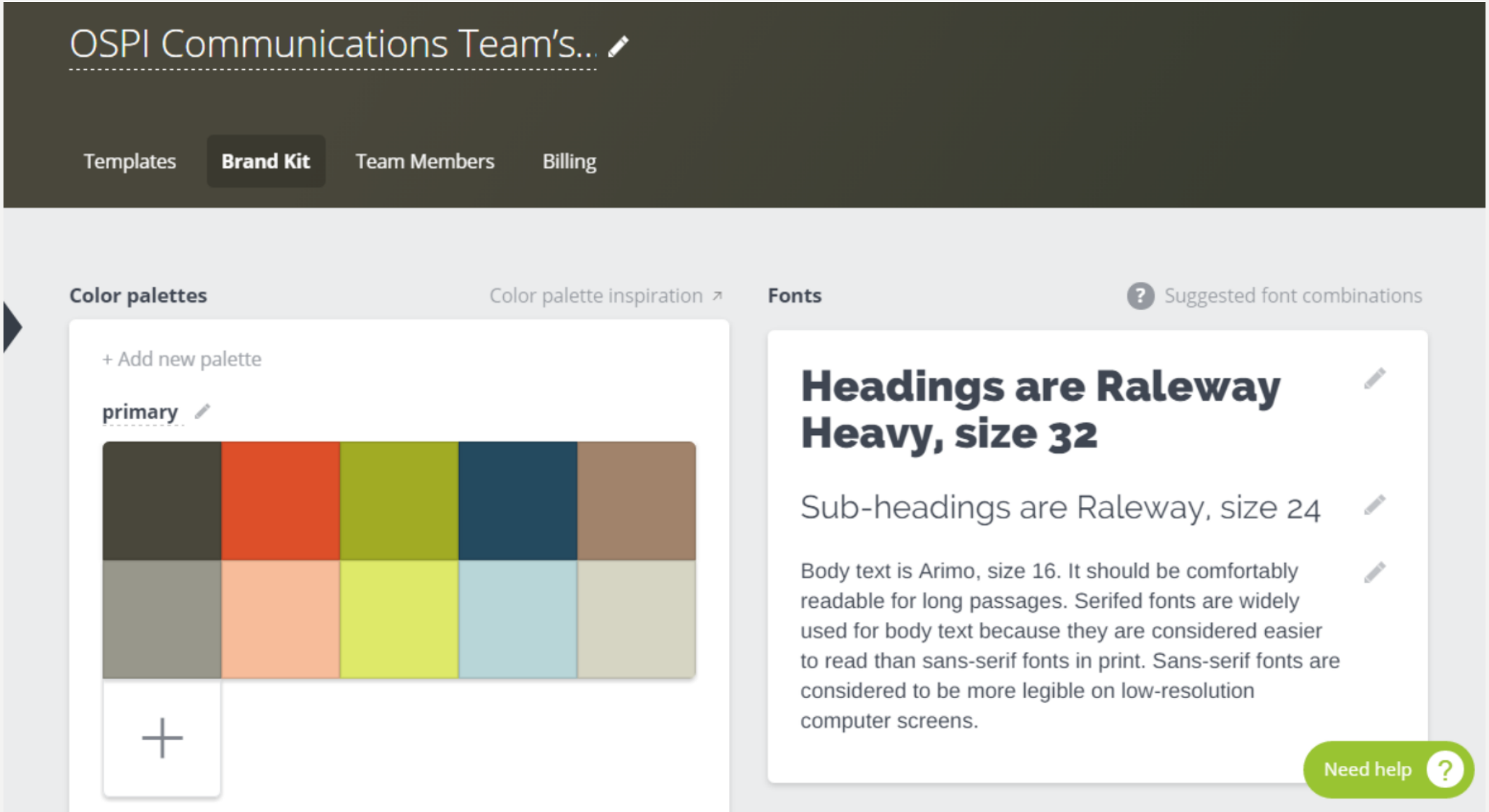
$12.95 per month, USD — Pay Monthly

Here are some Frequently Asked Questions.

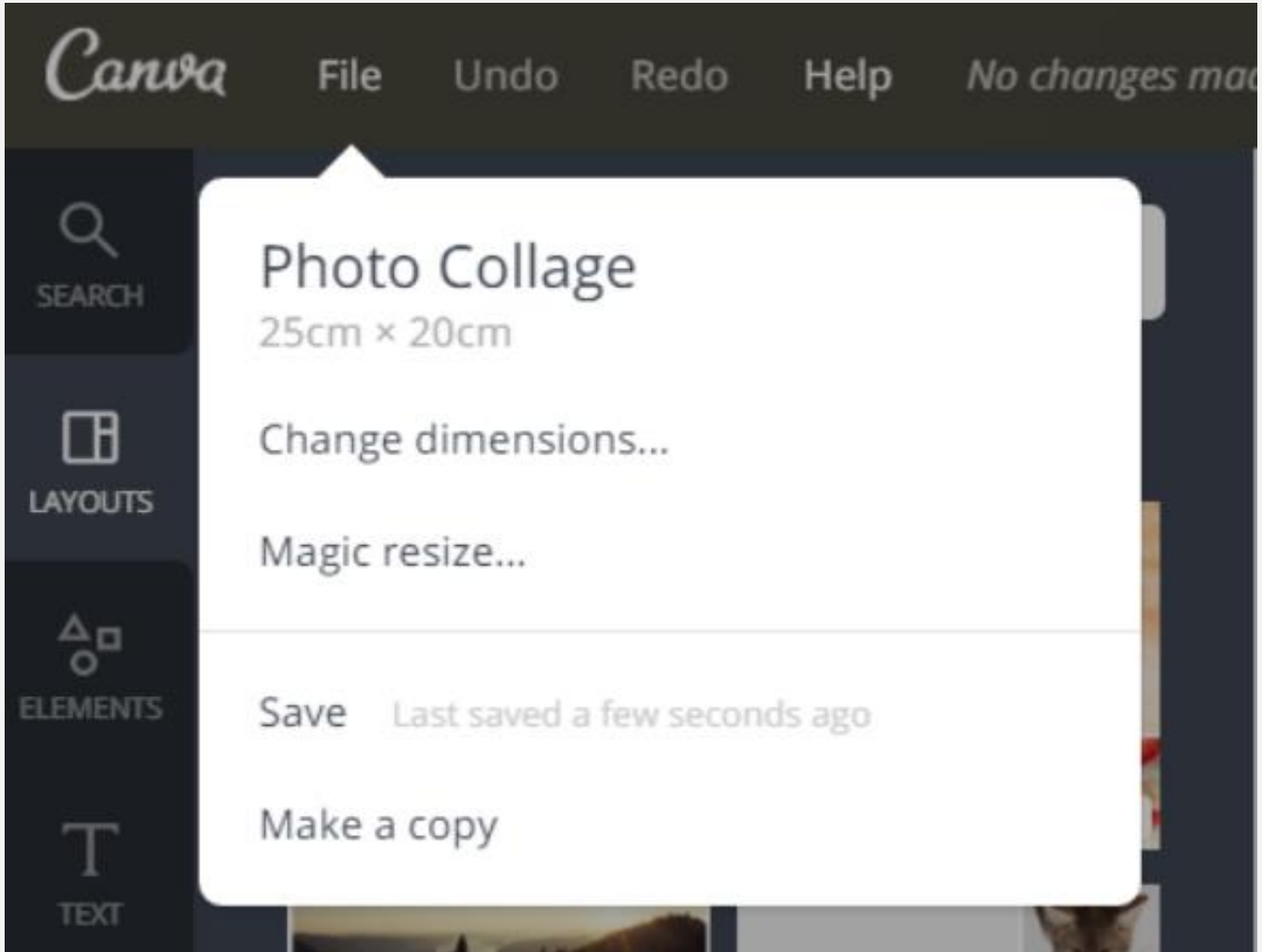
https://about.canva.com/work

BRAND KIT

Note: Requires
Canva for Work

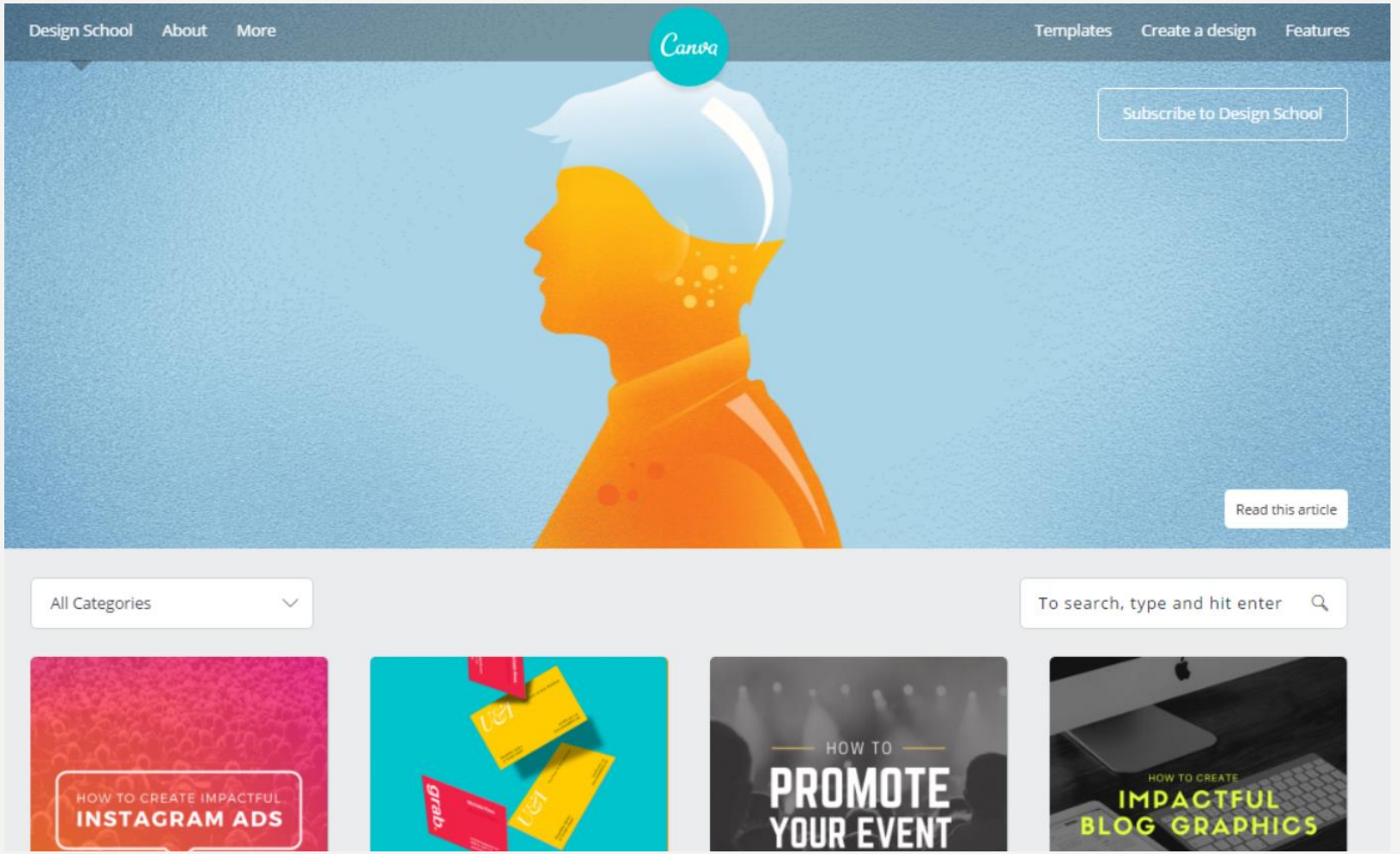


CHANGE DIMENSIONS & MAGIC RESIZE



Note: Requires *Canva for Work*

DESIGN SCHOOL (BLOG)



This is free!

https://designschool.canva.com/

TUTORIALS

Shapes and Icons

Harness the creative power of shapes and icons. Learn how to use these versatile elements to create visual flair in your layouts.

Designing with Shapes
See details

Introduction to Infographics
See details

Starting with Scale
See details

Layout

Arranging all the elements in your designs skillfully is vital to create beautiful and effective compositions. Take control of your layouts by learning these essential design principles.

The Art of Alignment
See details

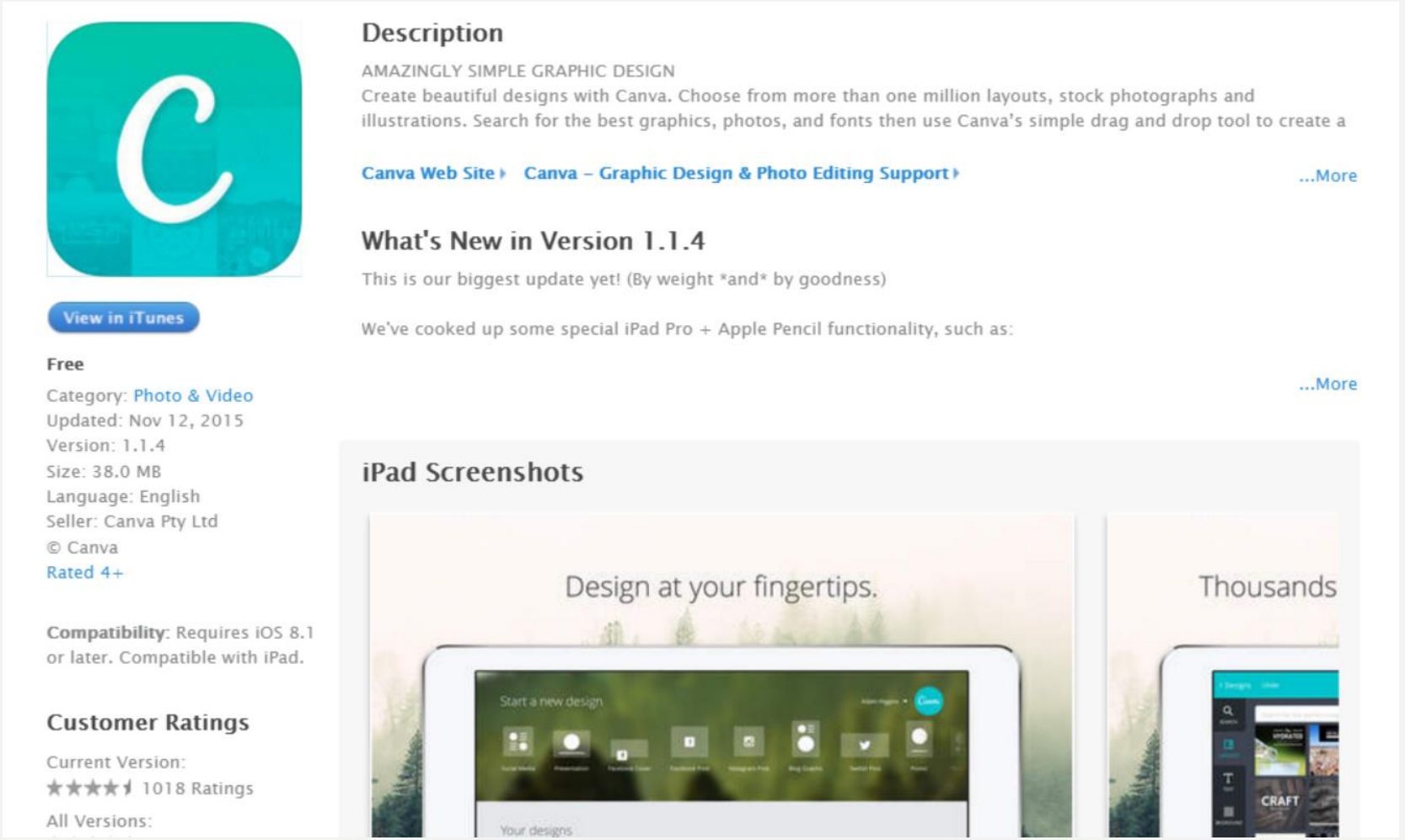
Working with White Space

Harnessing Hierarchy
See details

This is free!

https://designschool.canva.com/tutorials/

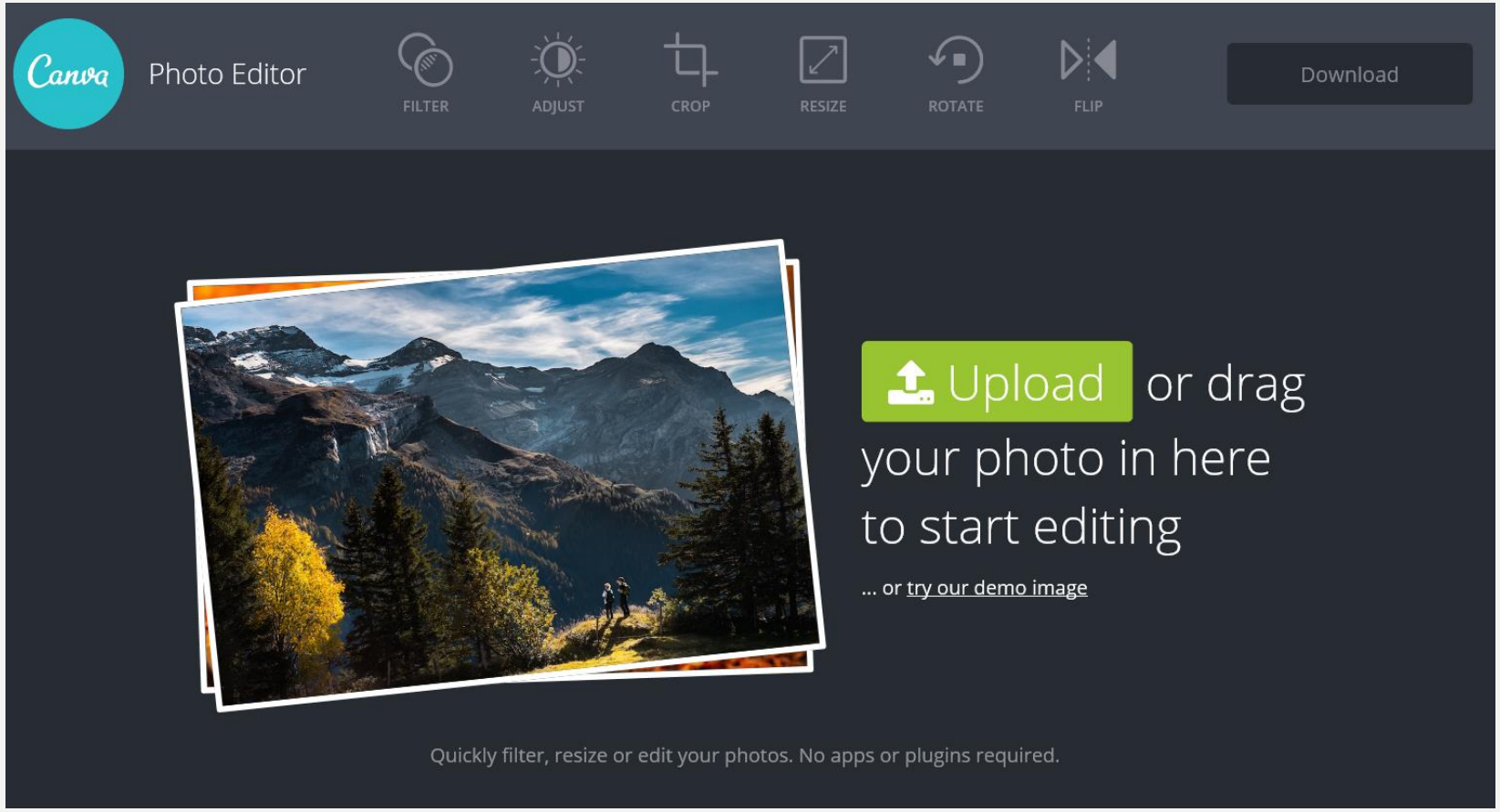
CANVA FOR IPAD



This is free!

https://about.canva.com/ipad

PHOTO EDITOR



This is free!

https://photo-editor.canva.com

QUESTIONS?

Twitter: @NiquetteKelcher