

Introduction to

CANVA

Presented by

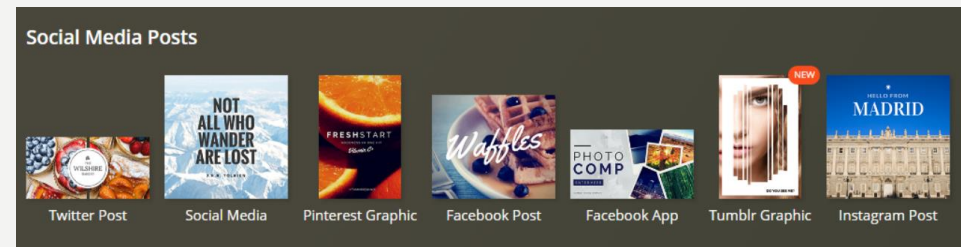
@waOSPI

@niquettekelcher

WHAT IS CANVA?

Free, online tool for creating:

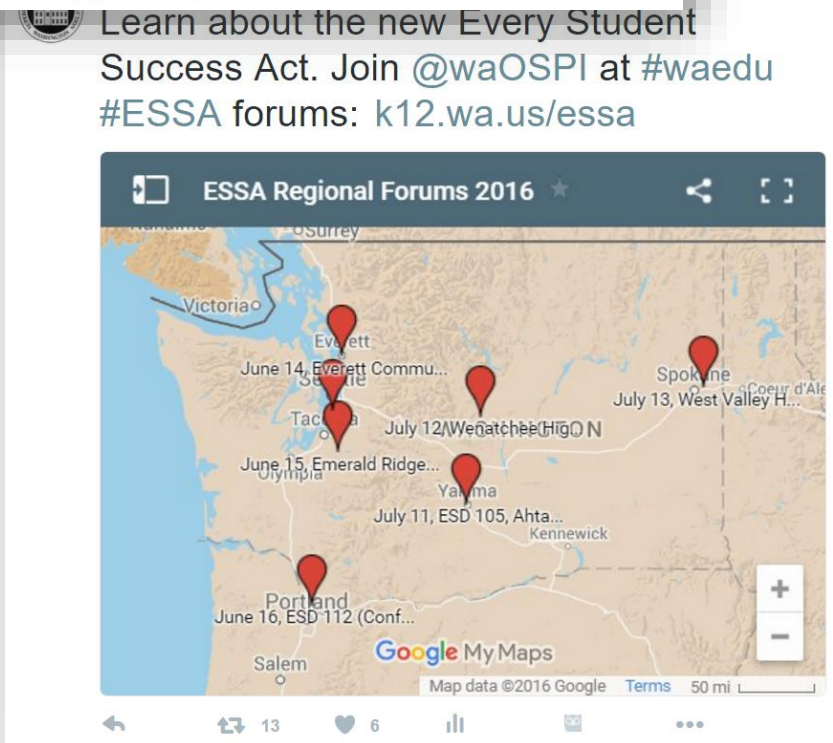
- Social media posts
- Documents
- Blogging and eBooks
- Marketing materials
- Social media and email headers
- Events
- Ads
- Presentations



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>

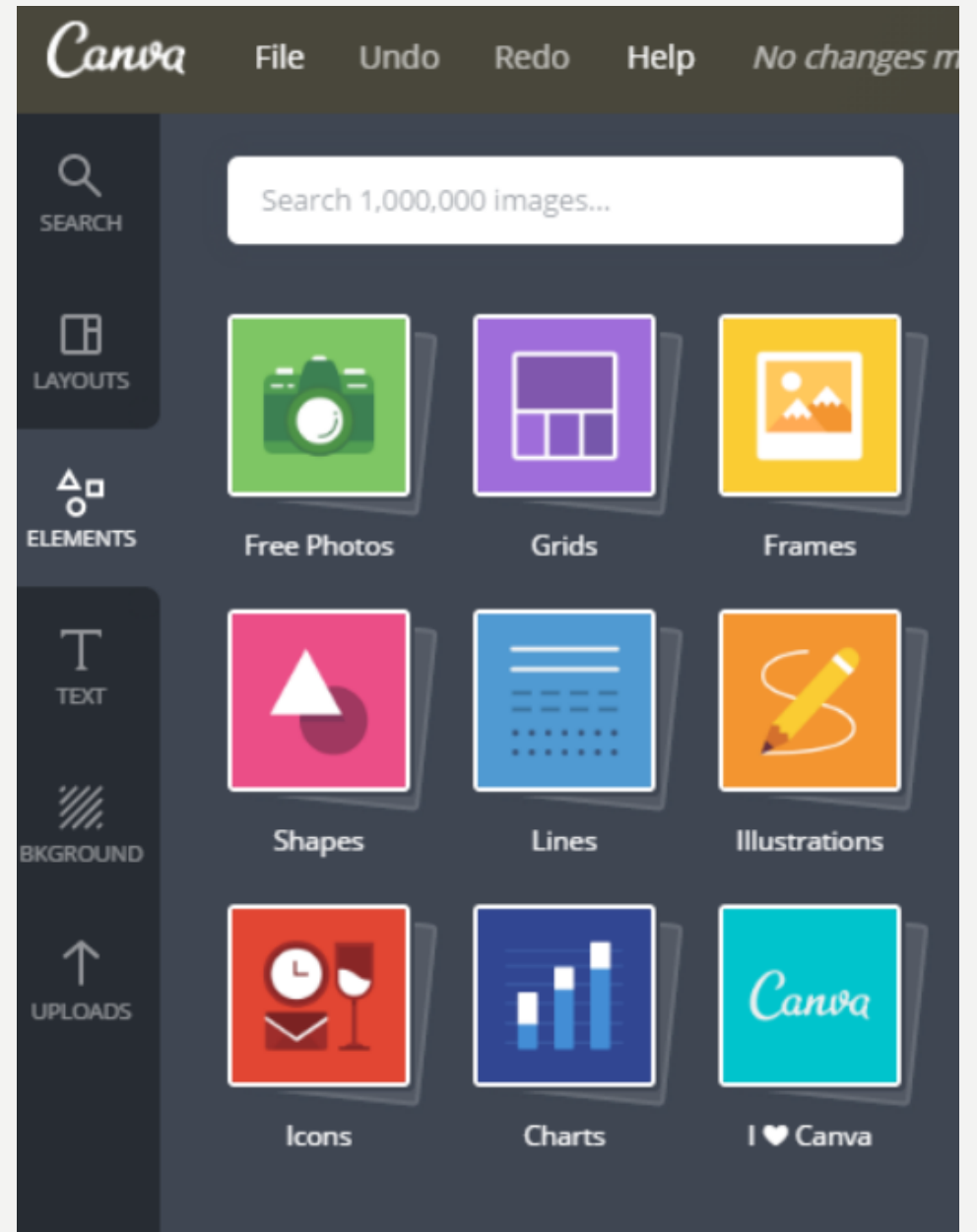


WHY USE CANVA?

- 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



WA State OSPI @waOSPI · Jun 10

Graduation is in the air! Congratulations to the Class of 2016! #waedu



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



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J.K. Rowling



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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!

\$9⁹⁵

per month, USD

Pay Annually

\$12⁹⁵

per month, USD

Pay Monthly

Here are some [Frequently Asked Questions](#).

<https://about.canva.com/work>

BRAND KIT

Note: Requires
Canva for Work

OSPI Communications Team's... ✎

Templates

Brand Kit

Team Members

Billing

Color palettes

Color palette inspiration ↗

Fonts

? Suggested font combinations

+ Add new palette

primary ✎



**Headings are Raleway
Heavy, size 32** ✎

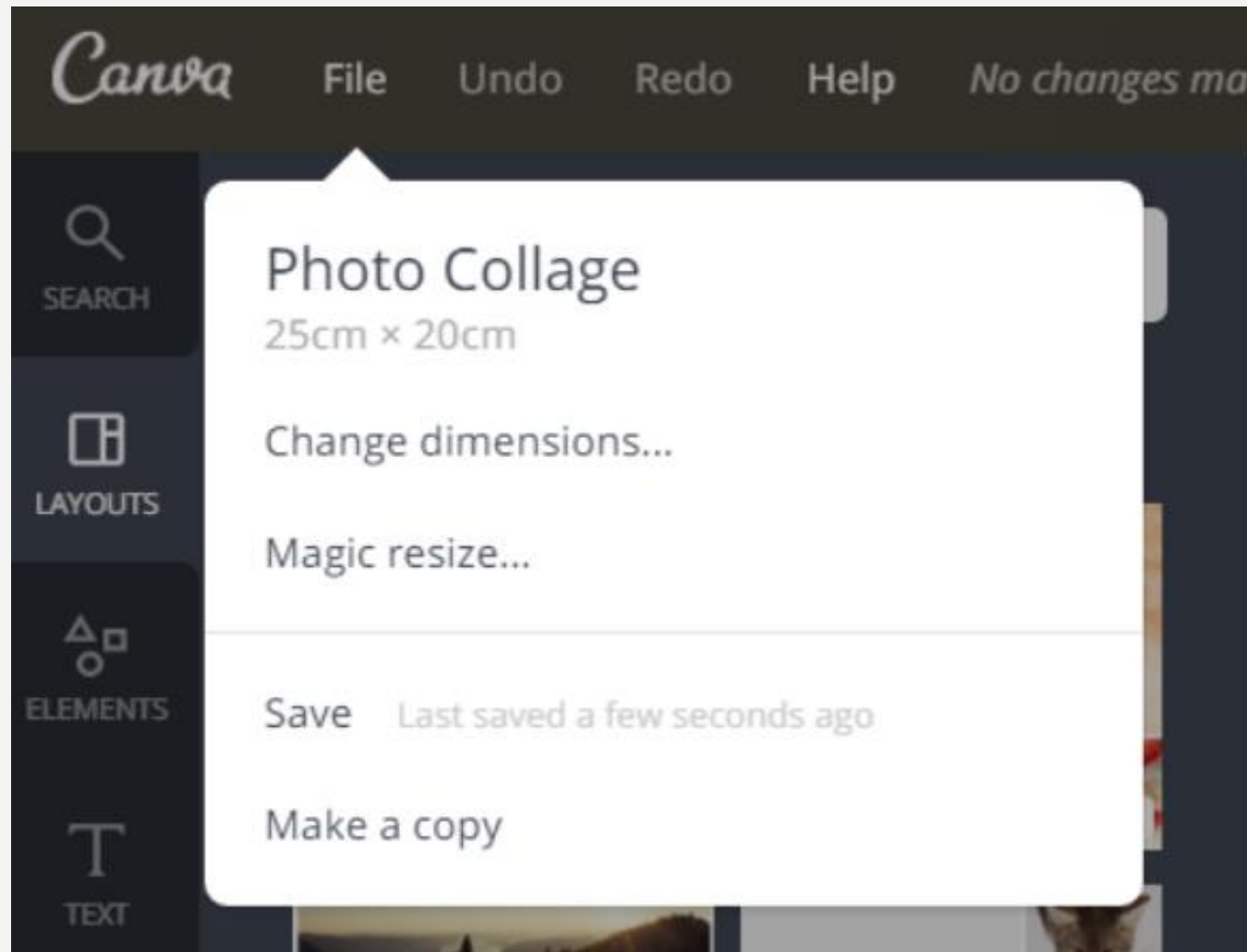
Sub-headings are Raleway, size 24 ✎

Body text is Arimo, size 16. It should be comfortably readable for long passages. Serifed fonts are widely used for body text because they are considered easier to read than sans-serif fonts in print. Sans-serif fonts are considered to be more legible on low-resolution computer screens. ✎

Need help

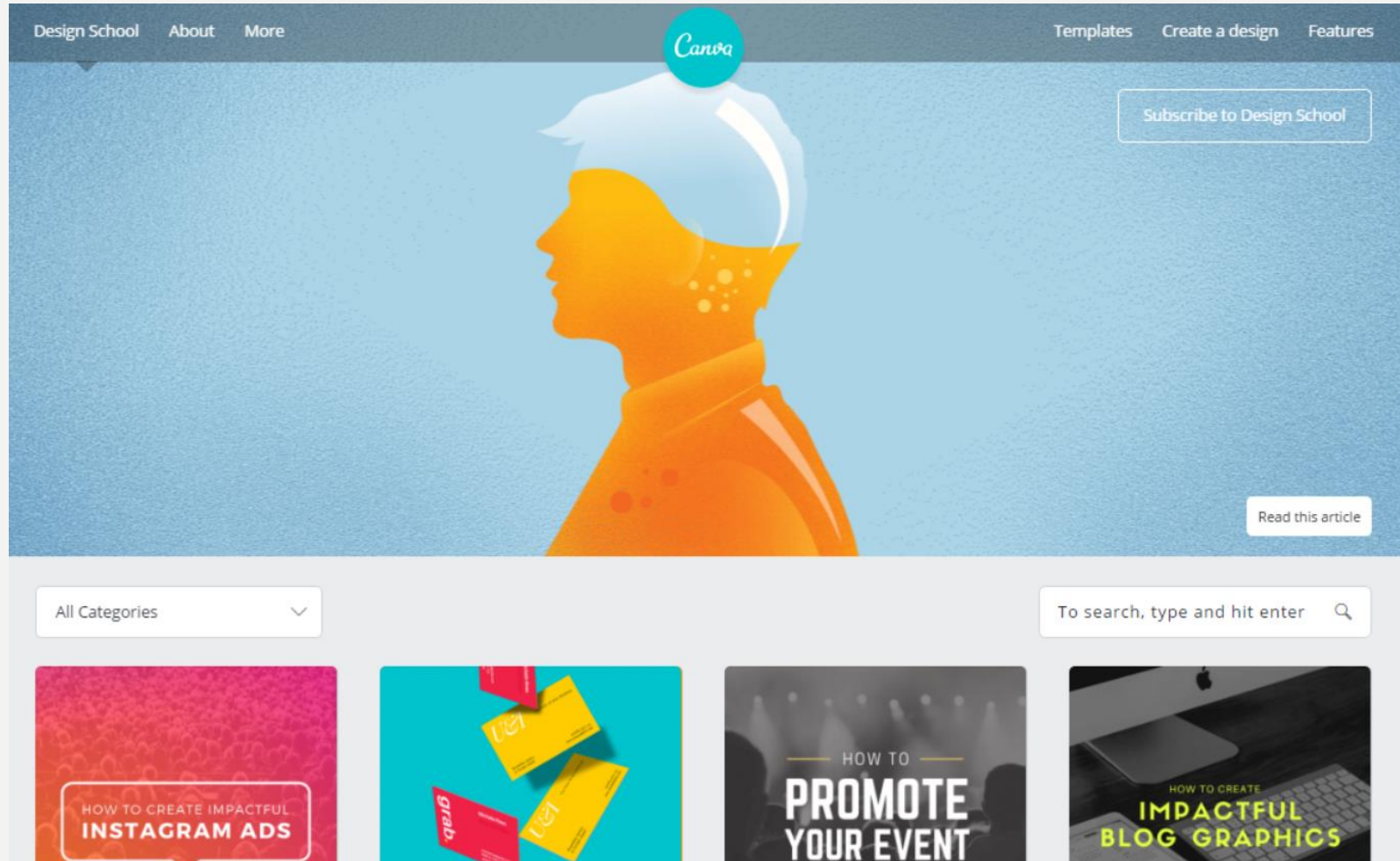


CHANGE DIMENSIONS & MAGIC RESIZE



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



[View in iTunes](#)

Free

Category: [Photo & Video](#)

Updated: Nov 12, 2015

Version: 1.1.4

Size: 38.0 MB

Language: English

Seller: Canva Pty Ltd

© Canva

Rated 4+

Compatibility: Requires iOS 8.1 or later. Compatible with iPad.

Customer Ratings

Current Version:

★★★★☆ 1018 Ratings

All Versions:

Description

AMAZINGLY SIMPLE GRAPHIC DESIGN

Create beautiful designs with Canva. Choose from more than one million layouts, stock photographs and illustrations. Search for the best graphics, photos, and fonts then use Canva's simple drag and drop tool to create a

[Canva Web Site](#) ▶ [Canva – Graphic Design & Photo Editing Support](#) ▶

[...More](#)

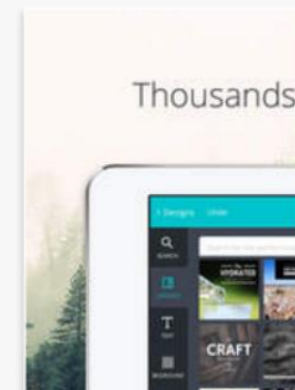
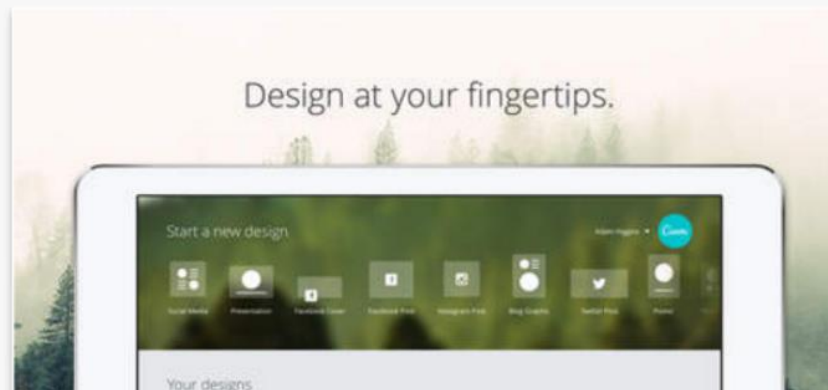
What's New in Version 1.1.4

This is our biggest update yet! (By weight *and* by goodness)

We've cooked up some special iPad Pro + Apple Pencil functionality, such as:

[...More](#)

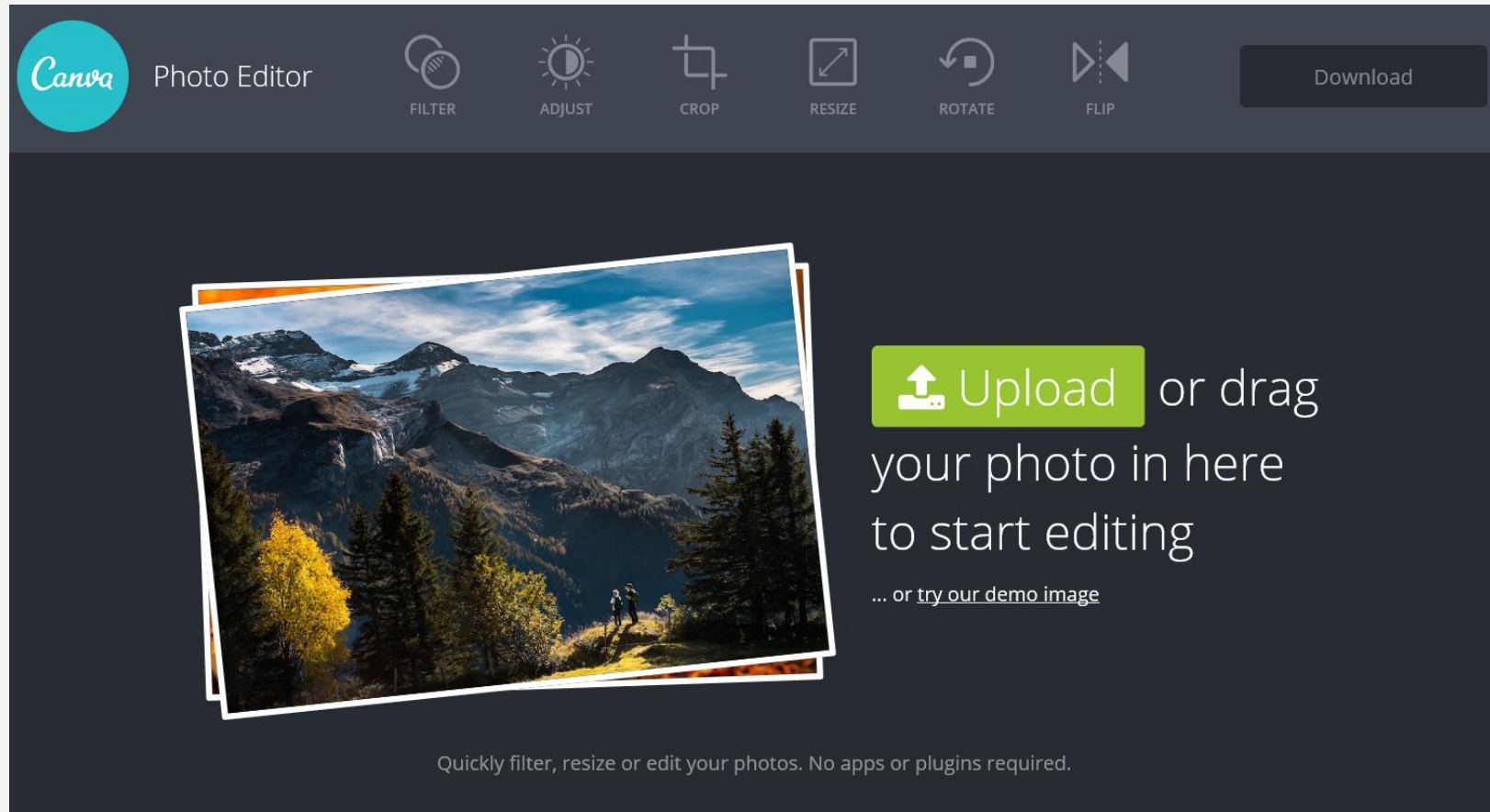
iPad Screenshots



This is free!

<https://about.canva.com/ipad>

PHOTO EDITOR



This is free!

<https://photo-editor.canva.com>

QUESTIONS?

Twitter: @NiquetteKelcher