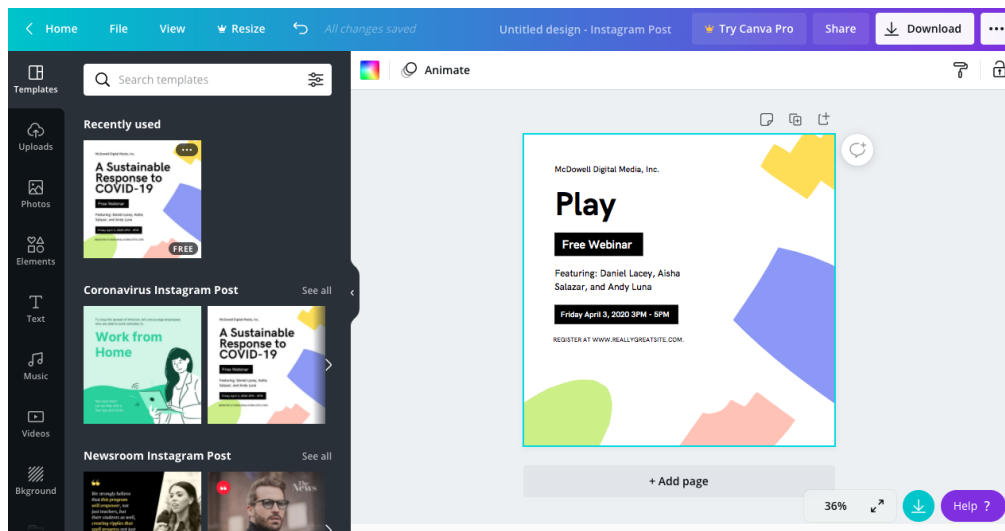


Canva Walkthrough

Creating graphics for Marketing on Social Media (ie Instagram and Facebook) for a Small Business with a Small Budget.

Canva



Creating your first graphic

1. On the homepage click the **Create A Design** icon to open a new project.
2. Next you will choose what type of project you want to do. For this example we will choose “Instagram Post”
3. You’ll be brought to a blank canvas where you can either choose one of the following:
 - a. Templates
 - i. Will show a preexisting project that was created by the program that includes a graphic and text that you can alter.
 - b. Uploads
 - i. Allows you to upload images, videos and audio from your computer.
 - c. Text

- i. This will allow you to create text on your graphic and choose specific font styles to make it stand out.
 - d. Photos
 - i. These will be stock photos you can drag into your project.
 - e. Icons
 - i. Simplistic drawings of people, objects and events.
 - f. Elements
 - i. Extra elements such as borders, textures and filters.
 - g. Backgrounds
 - i. A premade background that can range from solid colour to repeated designs.
 - h. Music
 - i. Royalty free and Pro Canva subscription music that can be used in your project.
 - i. Folders
 - i. A collection of items that you liked or you want to quickly reference for a specific project.
- 4. Click on “Templates”, “Photos” or “Backgrounds” to choose a background photo for your project.
- 5. Once you’ve chosen your background photo you can work on resizing it and adjusting it using the bard located at the top of the screen choosing the following:
 - a. Effects
 - i. Gives your images a specific look. Background remover is also included but can only be accessed for paid for members.
 - b. Filter
 - i. Pre-made filters that can be applied to your project if you look for a quick specific style like B/W.
 - c. Adjust
 - i. Allows you to change the following:
 - 1. Brightness

2. Contrast
 3. Saturation
 4. Tint
 5. Blur
 6. X-Process
 7. Vignette
- d. Crop
- i. Allows you to crop/resize the image so only the portion you want to be shown is visible.
- e. Flip
- i. This will flip the image horizontally or vertically.
6. At this point you can drag and drop whatever you wish to add to your project just remember though when you drag an item onto the canvas (your work area) white circles will appear in the corners of the thing you dragged. If its too big just grab one of the circles to resize it.



Saving and Exporting

1. Click “Download” located in the upper right hand corner of the screen.
2. Choose your preferred file type. If your doing an image JPG or PNG is acceptable.
3. Click download again and it will export to your computer for you to access freely offline.