



Canva Basics for Writers



– The #1 Thing to Remember about Canva –

You cannot break Canva.
Don't be afraid to play around, experiment,
mess up, and start over again.

– Getting Started –

- Go to www.canva.com
- Sign up and create an account.
- Download the app to your desktop. (This option should pop up when you first create your account. If it does not, go to www.canva.com/download.)
- For Canva tutorials on *everything*, go to <https://www.canva.com/learn/>.

– The Home Page –

- Across the Top
 - Account settings (top right)
 - Create a Design
 - Notifications, Settings, Help
 - Home
 - Canva logo – click to get back to the main Home Page





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— The Home Page . . . Continued —

- In the Middle
 - Search Bar
 - Design Categories
 - Learn and Play tutorials
 - Recent Designs
- Side Menu
 - Home
 - Your Projects
 - Templates
 - Trash
 - Discover Apps
 - "Crowned Items"

— Creating an Instagram Post from a Template —

- From the Home Page, click on either Social Media or Create a Design.
- Select Instagram Post and click to create a blank post.
- From the sidebar, select Templates.
- Type in your search term and select a template.
- Edit as much or as little as you'd like.





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— The Editor Page —

- File
 - Show rulers and guides, margins, print bleed
 - Save, though Canva does Autosave after every change
 - Save to Folder
 - Make a Copy
 - Download
- Resize (Pro)
- Undo and Redo
- Title
- Share

Across the Bottom

- Notes
- Magnification
- View
- Fullscreen (hit "escape" to return)
- Help

All the editing options . . .

Note: Canva uses the same keyboard shortcuts for Copy, Paste, and Select All as other computer programs.





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— Creating an Instagram Post from Scratch —

- From the Home Page, click on either Social Media or Create a Design.
- Select Instagram Post and click to create a blank post.
- Now, you're ready to build . . .

— Downloading Your Design —

- Click on Share.
- Select Download.
 - Note: You can share directly to social media, if you have linked your accounts. But it is *immediate* sharing. Scheduled sharing is pro feature.
- Canva will suggest the type of file to use.
 - PNG for social media posts.
 - MP4 for videos or posts with animation.
- Choose where you want the file to download to on your computer.





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— Resizing Your Design for Other Platforms with Canva Free —

- Create a new document in the size you want.
- Keep the original document open in another tab.
- In the original, click and drag your cursor over the whole design, selecting all the elements. (Or use the control/command+A keyboard shortcut.)
- Hit command/control+C to copy all the elements.
- Open the new document and hit command/control+V to paste.
- This will copy all the elements of your original design into the new document, except the background. You'll have to manually add that.
- You will still need to rearrange the elements to fit the new size, but at least you aren't starting from scratch.

— Popular Sizes for Other Social Platforms —

- Instagram post — 1080 x 1080
- Facebook post — 1200 x 1200 for best impact, but 1080 x 1080 also works well so you can use the same post for Facebook & Instagram
- Twitter post — 1600 x 1900

Social Media Image Size Guides:

- <https://www.canva.com/sizes/social-media/>
- <https://blog.hootsuite.com/social-media-image-sizes-guide/>





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— A Few Style Tips —

- Fonts:
 - Don't use more than two fonts on a piece. Very rarely you may sneak in a third as a display font for emphasis or decoration.
 - Choose one serif and one sans serif.
 - Serif = These have a decorative stroke or "little feet" added to the letters, for example:

Playfair Display

- Sans Serif = Does not have the extra stroke or flourish, for example:

Open Sans

- Display Fonts — Bolder, fancier fonts; may appear like handwriting or calligraphy. Use these sparingly, for example:

Pacifico

- <https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>
- Space — Leave some empty space in your design. It gives the eye a place to rest and helps the reader focus on your main point.
- Colors — Try to create a palette of roughly five to six colors as your brand colors.
 - <https://www.canva.com/learn/choose-right-colors-brand/>

