A STEP-BY-STEP GUIDE TO DESIGNING FROM SCRATCH

HOW TROCANGE

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SUMMARY OF CONTENTS WHAT WE COVER

• Create a design from scratch • Quick tips to make your designs look good • Choose the dimensions for your design • Create a background for your design • Add text, images and more

STARTING FROM SCRATCH

Canva's templates are an alternative to flat and impersonal design: they are fully customizable, adjusting the colours, images and more to suit your taste and fit any purpose.

However, sometimes you start with a template and then realize that you need something tailored to your demands.

How to make sure you get off on the right foot?



CHOOSE THE RIGHT DIMENSIONS

flyer or more. from pixels, millimetres or inches. 3. There you go: start create!

1. Choose your design type from the Canva homepage: these are set to the optimal dimensions for each graphic, whether it's a social media post, presentation, business card,

- 2. Either you can use custom dimensions by
 - searching for "custom size", and then choose



CHOOSE A BACKGROUND **COLOUR BACKGROUND**

Design tip: Different colours tell different stories. Purple is associated with individuality and arts, orange relates to activity, blue is about trust and business, while green conjures images of nature.

You can read more about how colours challenge us and think about what colours best suit your needs.

If you don't know where to start:

- Combinations tool;
- - your palette.

choose a colour palette based on Canva's <u>Colour</u>

• begin by uploading a picture to the <u>Colour Palette</u> <u>Generator</u> to use the hues in the photo to create

CHOOSE A BACKGROUND **BACKGROUND PHOTO**

- To use a photo as a background, first, add a grid. From the sidebar, pick the preferred grid (from 1 to 9 slots in multiple sizes combinations)
- - Once placed on a grid, photos can be resized, cropped, flipped and layered to create a variety of visual effects.
 - Next, search Photos or upload your own from your device, social channel or cloud folder.
 - Then drag and drop your image onto the grid: it will snap to fit.
 - You can add filters to change the brightness, saturation and clarity of the photo. This can help when layering text and elements.

CHOOSE A BACKGROUND **BACKGROUND PHOTO**

Design tip: Add background images or feature images to your design.

content.

When you are choosing a background image for your design, consider texture over structure.

You can crop images to find texture areas that work best with each other –this way, you can also remove any space or hallmarks in the picture that creates too much noise.

A background image supports the message of the

If there's too much going on in the background, it's hard to overlay things like text or illustrations.

BACKGROUND PHOTO

A feature image becomes the focus of your design: this image sits high in the order of visual hierarchy. Visual hierarchy is the order in which humans process information on a page.

> It's a system to prioritize elements so that they are easily understood.



STAND TALL WEAR A CROWN AND BE SWEET ON THE INSIDE

#ExecSecTech 2020 - Canva:design made easy. Michela Luoni The Assistant Academy

• Use a single, or split, cell grid to apply catchy feature images and help your content shine.

• Use Transparency plus an extra light or dark layer, to write on the picture

ADD YOUR ELEMENTS





Your design might include text, icons, photos or illustrations. These need to be combined in a visually appealing way.

When you're laying out your elements, are the elements balanced?

- image.

 Don't overload your design with too many pieces, as it can confuse the visual message of the

• Following the visual hierarchy, is the arrangement of elements according to their importance?

• Try playing with size, colour, and placement to see what works best.

• If you want to add an element to your design, go to the "Elements" folder in the side panel.

CHOOSE THE RIGHT FONT **NEVER USING MORE THAN** TWO FONTS IN A DESIGN.

The look of your fonts can have a significant impact on your design: if choosing one font is hard enough, consider that your design may need more than one typeface.

choose from.

- "messy".
- Font Pairing.

Simple is best: fell in love with an elaborate font? Ensure you pair it with a simpler one, to keep your design balanced.

Canva has hundreds of pre-set font combinations to

• Go in the Text tab in the side panel. • Create your own combination, keeping in mind that too many fonts tend to make a design look

 To learn more about which fonts look good together, and why, read Canva's Ultimate Guide to

• Try Canva's Font Combination tool.

CHOOSE THE RIGHT FONT

Design Tip: Don't forget about readability: if your fonts are too complicated, they can detract from your message.



ARE YOU MORE FAMILIAR WITH **DESIGN**?



Try adding from the side bar:

Again, play with Effects: • on picture, try the Color Mix, the Glitch or Duotone to give a touch of glam • on text, try the Shadow, the Echo or Neon to make your text **bold**

• a video clip to grab the attention of the reader • a music for your social media content • a style to change colour and font simultanously

ARE YOU READY TO CANVA?

It may seems easy create a design, when flipping through templates, untill you need to create something that works for you. Like most things in life, you'll get better with practice, so don't be disheartened: keep practicing and keep creating.



QUESTIONS? COMMENTS? LET US KNOW!





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Add a plus to your business

Design is the silent ambassador of your brand.

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