



## Create a Social Media Post with Canva!



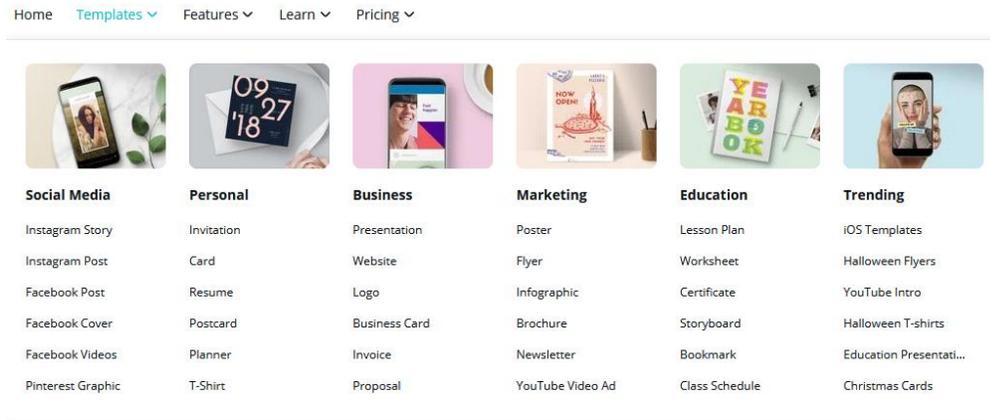
Canva is an online editing program that allows users to create dynamic and eye-catching graphic designs. For today's class, we will be creating a social media post using the free version of Canva.

### By the end of today's class, you will be able to:

- Log into Canva and view templates
- Choose a background
- Add pictures and text
- Download Image (PNG, JPEG, PDF)

### Log into Canva and View Templates

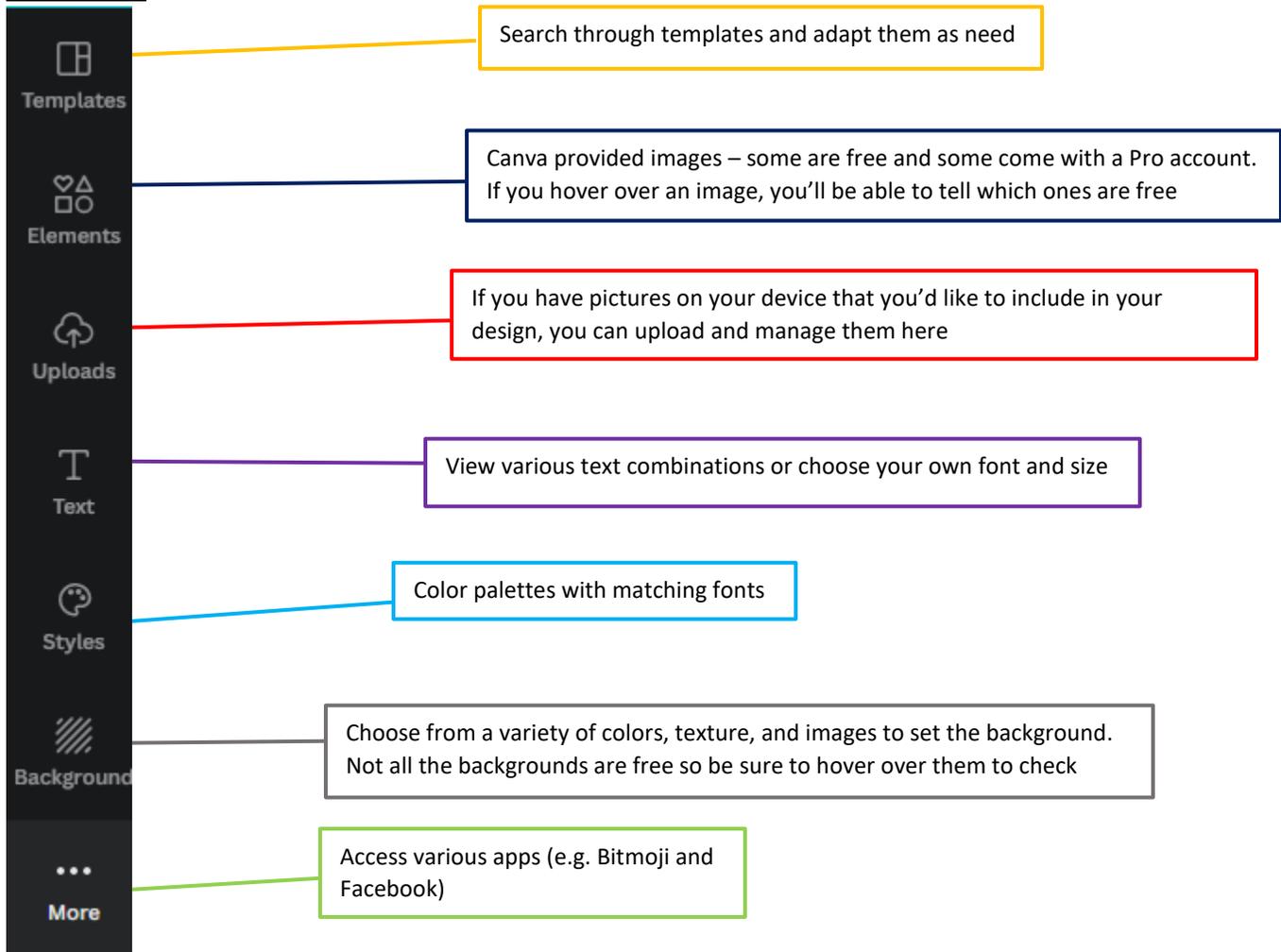
1. Go to [canva.com](https://canva.com) and create an account. A basic Canva account is free and all you need to do is sign up with an email. If you would like to upgrade, a Pro account is \$12.99/month for up to 5 team members.
2. Once in Canva, you can browse for templates in several ways.
  - a. You can hover your mouse over the Templates tab and see categories and types.



- b. Alternatively, you can scroll through the homepage and see many different templates and ready-made graphic designs. If you choose a ready-made graphic design, you can adapt the design to your specific needs.
  - c. You can also type in the type of graphic you would like to create in the search bar.
    - i. For this class, we are going to search "Instagram". You should see a page with Instagram templates.
3. Click on "Create a blank Instagram Post".

## Choose a background

### Side Toolbar



1. You can scroll through the templates that are provided on the left and see if you'd like to adapt any of them for your needs. You are also able to search for themes such as "holiday" or "voting"
2. To choose a background, click on Background at the bottom of the side toolbar. It's a good idea to choose a background first because you will have to adapt the text font and color to it throughout your project
  - Note: Not all the provide backgrounds are free so hover your mouse over it to see the word Free at the bottom. If you do choose a Pro background, you will see diagonal watermarks that can only be removed if you upgrade to Pro.
3. When you choose a themed background and click + Add page, the theme will continue on the second page.

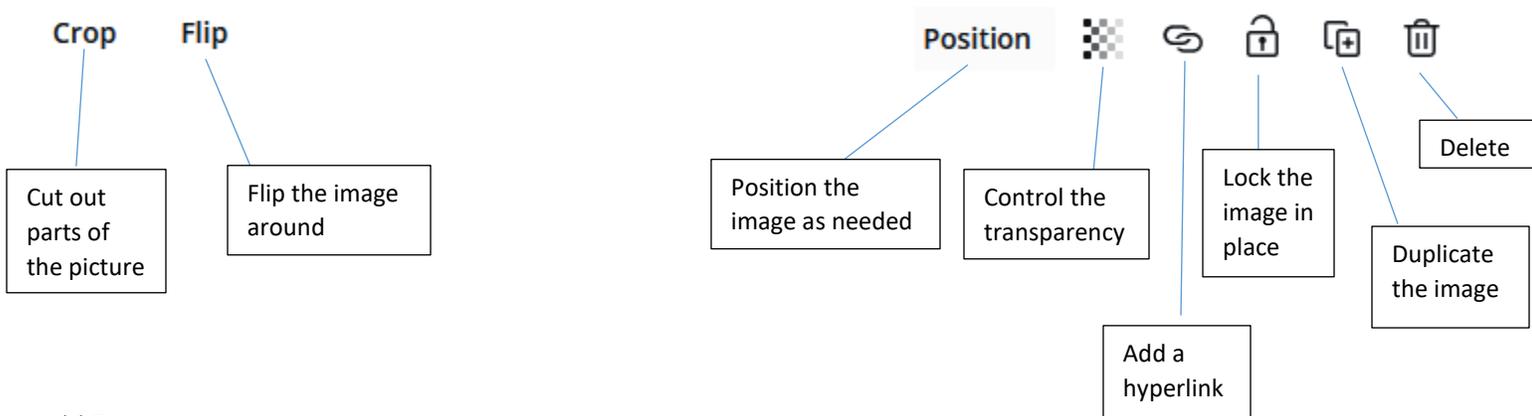
## Add Pictures and Text

### Add Pictures

1. You can add Pictures in three ways –
  - a. Uploads – You can use images from your computer. Click on the Uploads icon on the side toolbar then click "Upload media". From there you should be able to navigate to the image you would like to upload on your computer.

NOTE: If you're using this graphic for business purposes, be sure that the image is licensed and paid for OR is your own original image.

- b. Photos – Click on the Elements icon on the side toolbar and you will be able to view preloaded images from Canva. Not all the images are free – hover of the image to see if it is Free or Pro. If you choose a crown over the image you are hovering over, diagonal lines will appear over the image that can only be removed if your account is upgraded to Pro or you pay the price for the specific image. The price is usually \$1
2. Once you have chosen a picture, you can resize by clicking and holding onto one of the white circles at the corners. (If this an image that you uploaded, be mindful of the size. If the image file is small, expanding it too much will ruin the quality of your project especially if you plan to print.)
3. To move the picture, simply click, hold, and move the image to the desired location.
4. To change the angle of the image, click on the picture and you should see a circular icon below with arrows in rotation. Click and hold on the icon then move it into your desired angle.
5. You are also able to adjust your picture through the options provided at the top of your screen when you click on the picture -



### Add Text

1. Click on Text in the side toolbar. You can choose to add a Heading, Subheading, or Body Text which depend on the size
  - a. You can also choose a text templates and rewrite the words
2. Once you choose a text type, you should see the following options at the top of your screen -



These options are similar to *Microsoft Word* and *Google Docs*.

Note – Not all fonts are free. If you see that a font isn't bold or has a crown icon next to it, then it isn't free.

3. To move the text around, click on the text box then hover your mouse over a line of the text box. When a directional icon appears, click, hold, and drag the text box to the desired location
4. To resize, click on the text box, click on one of the white circles at the corners and hold, then drag it to the desired size. The font usually adjusts to the box size.
5. To adjust spacing, click on *the icon right before* Effects. You can adjust the spacing between letters and lines by moving the toggle along the bar.
6. The Effects option allows you to add more design elements to your text such as Shadow, Lift, or Hollow.

## Download Image (PNG, JPEG, PDF)

1. To download your project, click on the **Share** icon at the top right then click Download. From there, you have the choice to various formats such as PNG or JPEG which are the best for post to social media. If you are printing, the recommended format is PDF.

