

Using Canva to create graphics

Updated: December, 2020

From Canva's resources.

More can be found at [Designschool.canva.com](https://designschool.canva.com)



DETROIT

WHERE
IT
LEADERS
CONNECT



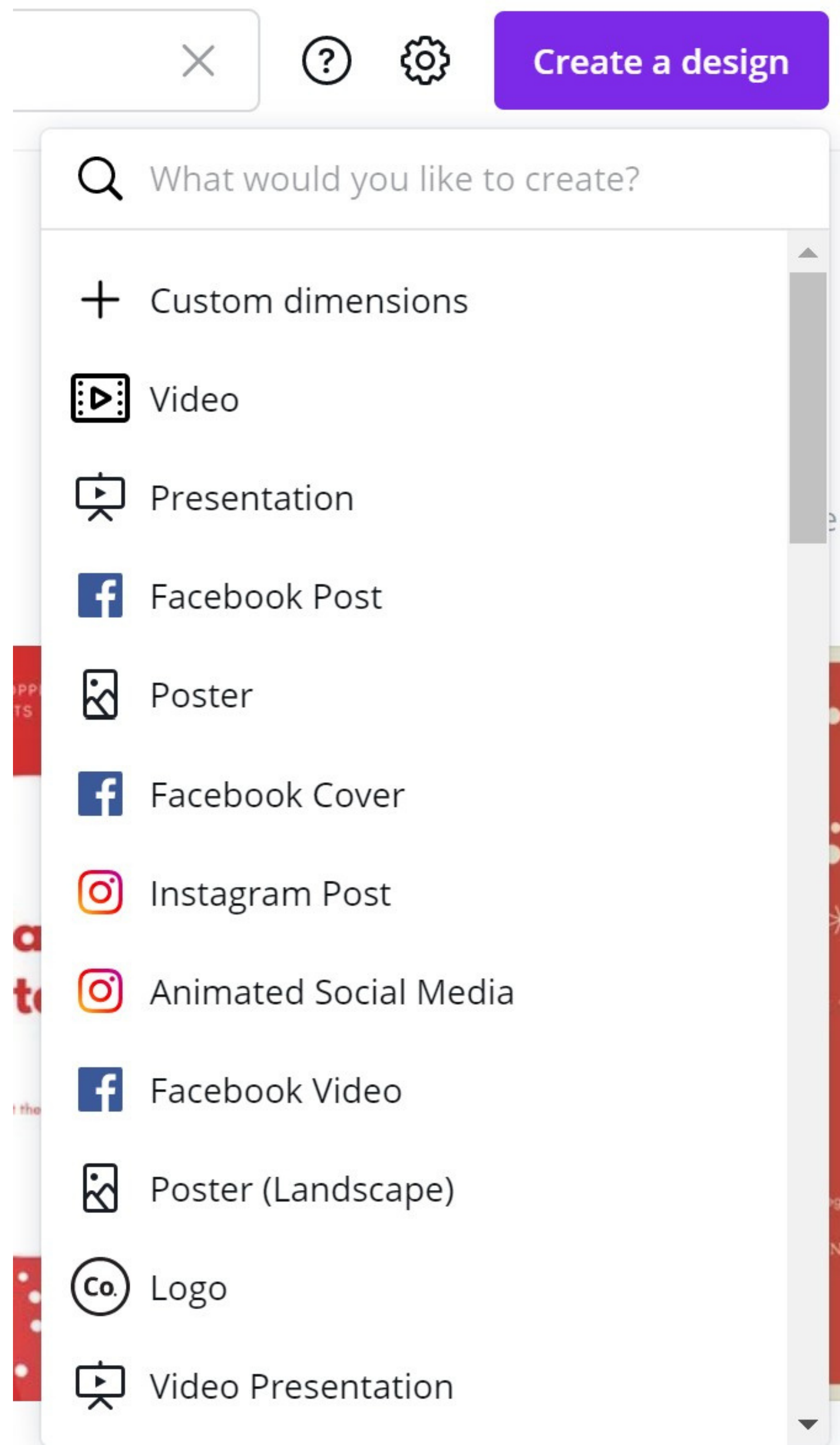
Choose the right dimensions for your design

- 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, flyer, or more.

- Alternatively, you can use custom dimensions by searching for “custom size”.

- You can choose from pixels, millimeters, or inches.



Choose a background

The background for your design could be a color/image

Background colors

To choose a color, use the Color Picker tool in the toolbar at the top of the editor.



Background photos - To use a photo as a background, first add a grid. Once placed on a grid, photos can be resized, cropped, flipped, and layered to create various visual effects.

Next, search Images or upload your own. 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.

Add your Elements

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

Design Tips

- Harness the power of negative space. Negative space, also known as white space, can be any area within a design that is free from text, images, or embellishments (it doesn't have to actually be white).
- Designers love it because it can help create a grouping, add emphasis, and improve legibility.
- Refrain from using stock images with text if you can retype it cleaner in your graphic
- Canva has stock images available that are cleaner than lifting from a Google search

Typography

The look of your fonts can have a huge impact on your design.

Take a look at this playful typeface

Perfect for a fun beauty brand. Not ideal for a law firm.

Design Tips

- Choosing one font is hard enough. But your design may need more than one typeface. Canva suggests never using more than two fonts in a design, as too many fonts tend to make a design look “messy.” You’ll want to choose complementary fonts, which add visual interest while working well together.
- **Simple is best:** if you’re choosing an elaborate font, ensure you pair it with a simpler font, so your design is balanced.