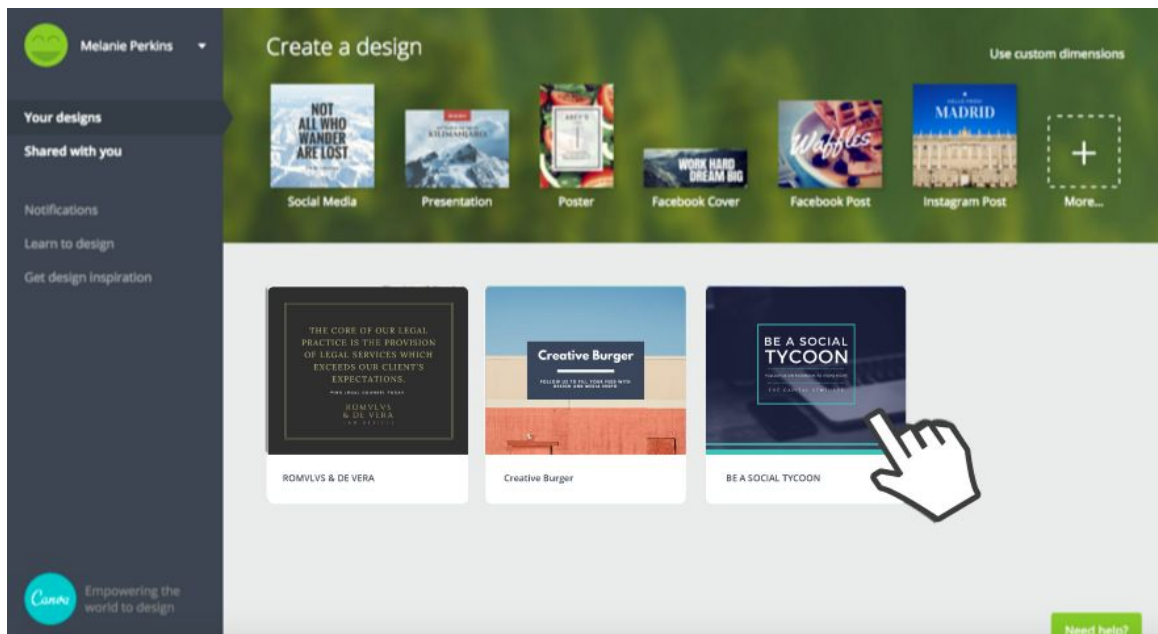HubSpot · Canva

Welcome to Canva

Canva has been designed to empower you to create incredible designs - everything from social media graphic to posters, presentations and marketing materials. Whether you're entirely new to design or a seasoned professional, we hope you find yourself at home designing in Canva.
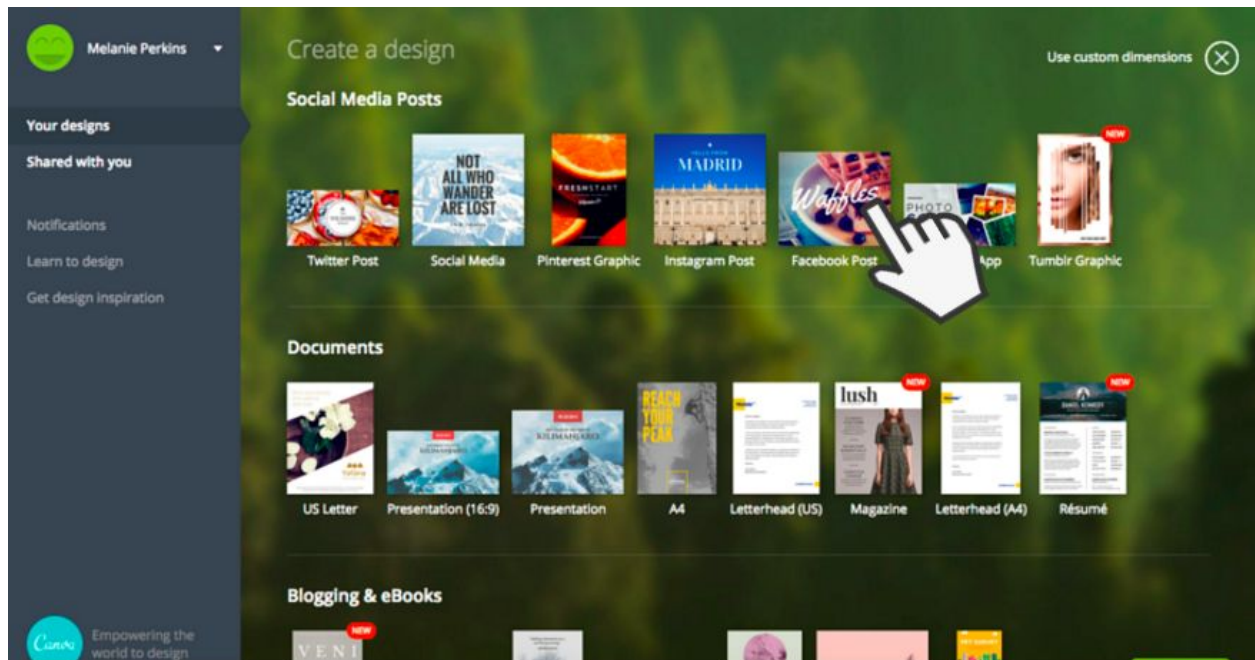

Presentations   Social Media   Posters   Resumes   Photo Collages

01. Your design's new home
The Canva homepage is where all of your designs will be saved. You can come back here and access them at any time. To visit your home page go to www.canva.com.
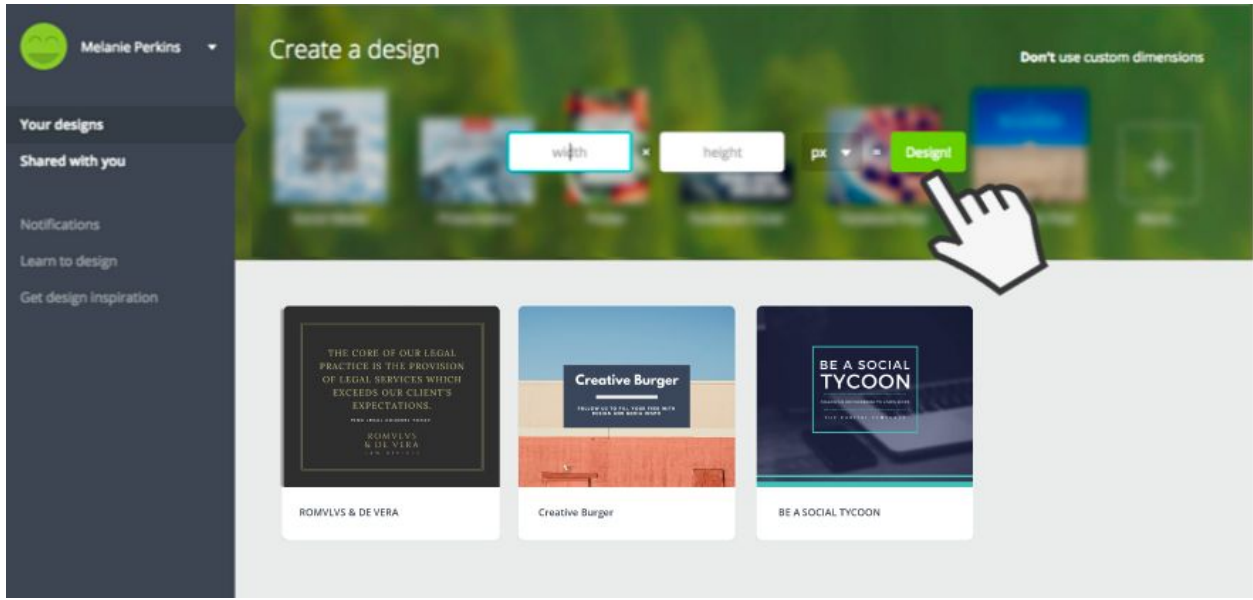
02. **Starting a new design**

To create a new design, simply click on the icon of a design type such as 'social media',
'presentation' or 'poster'. If you don't see the design type you're looking for, click on the
'more' button (right-hand side) and you'll see a huge array of other design types that you
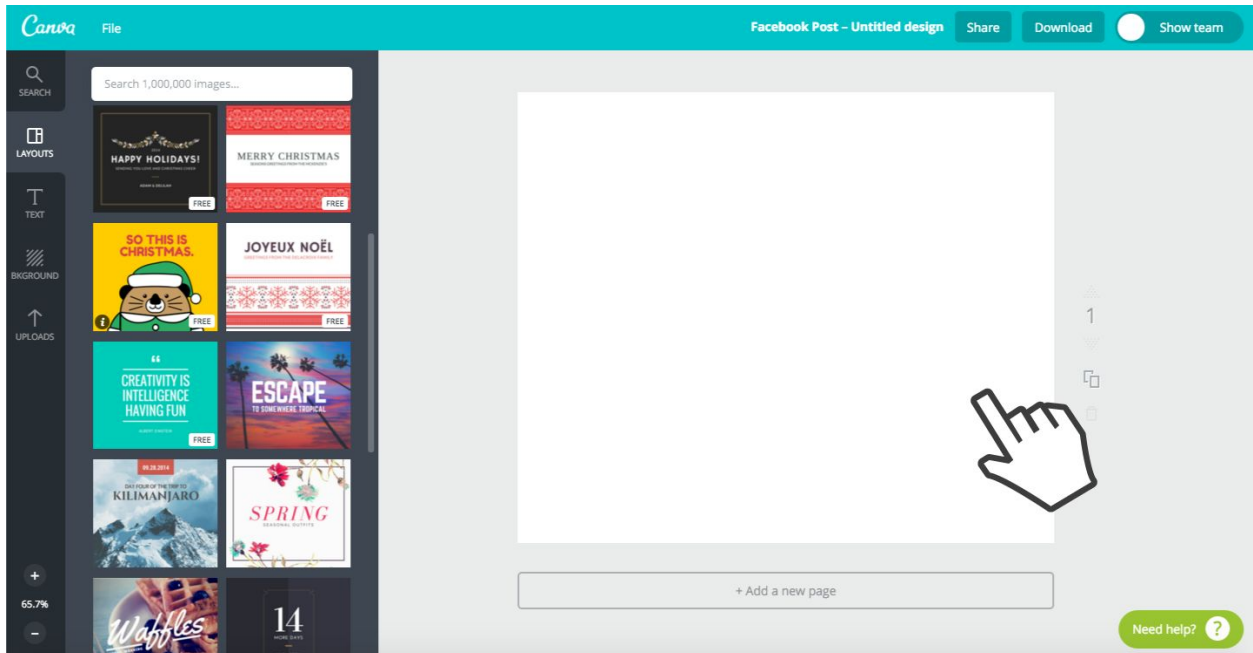can select.

03. **How to use custom dimensions**

You can also create a design with your own 'custom dimensions' by clicking the button
in the top right-hand corner of your page. Use the drop down menu to choose 'pixels',
'mm' or 'inches'. This is particularly helpful if you're trying to design a graphic for a blog
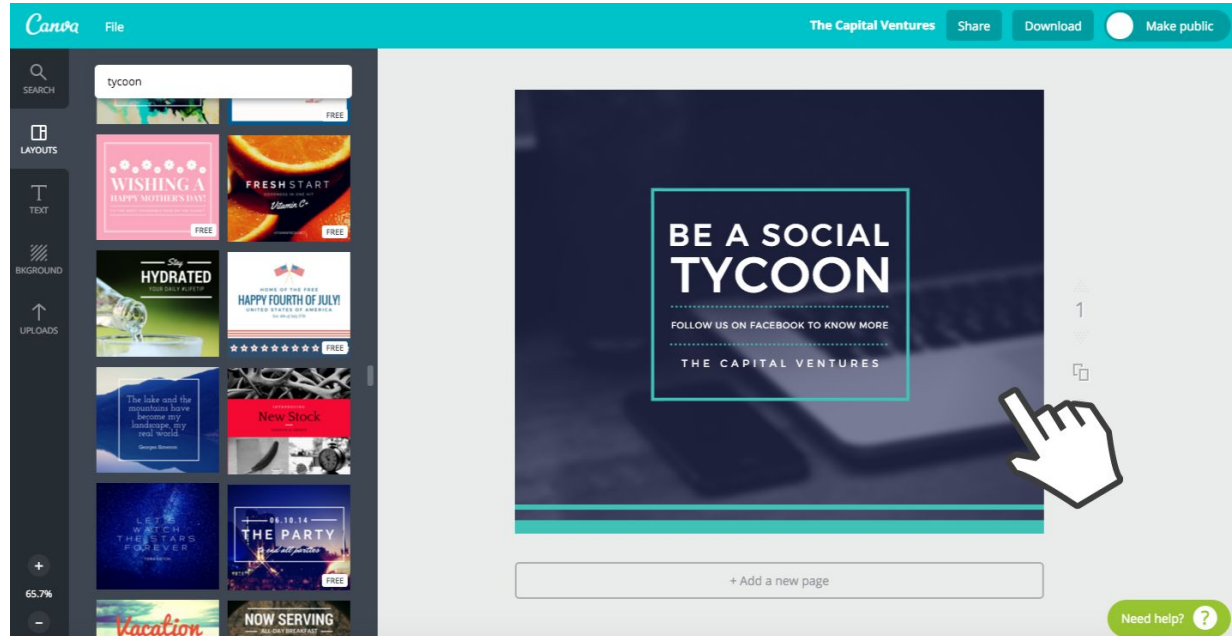or website.

04. Creating your first design

To create your first design, simply click on a design type. In this example, 'Facebook post' has been selected. You can see it will open a new tab with the dimensions perfectly suited to Facebook posts.
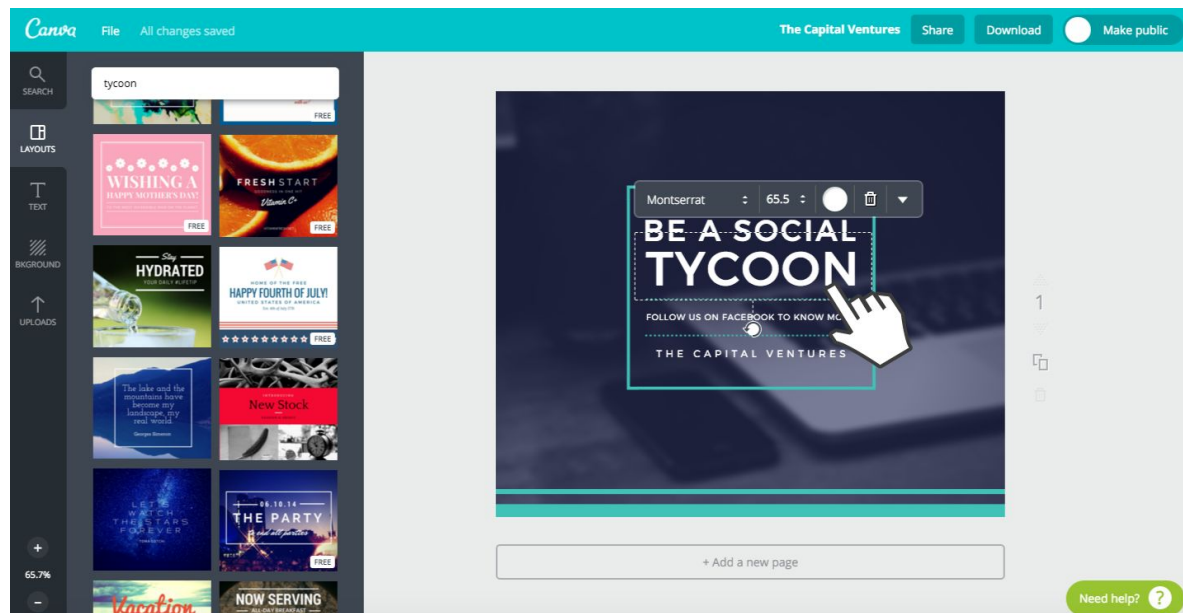
05. Choosing a layout

On the left you'll see a number of 'layouts' that have been specifically designed for a

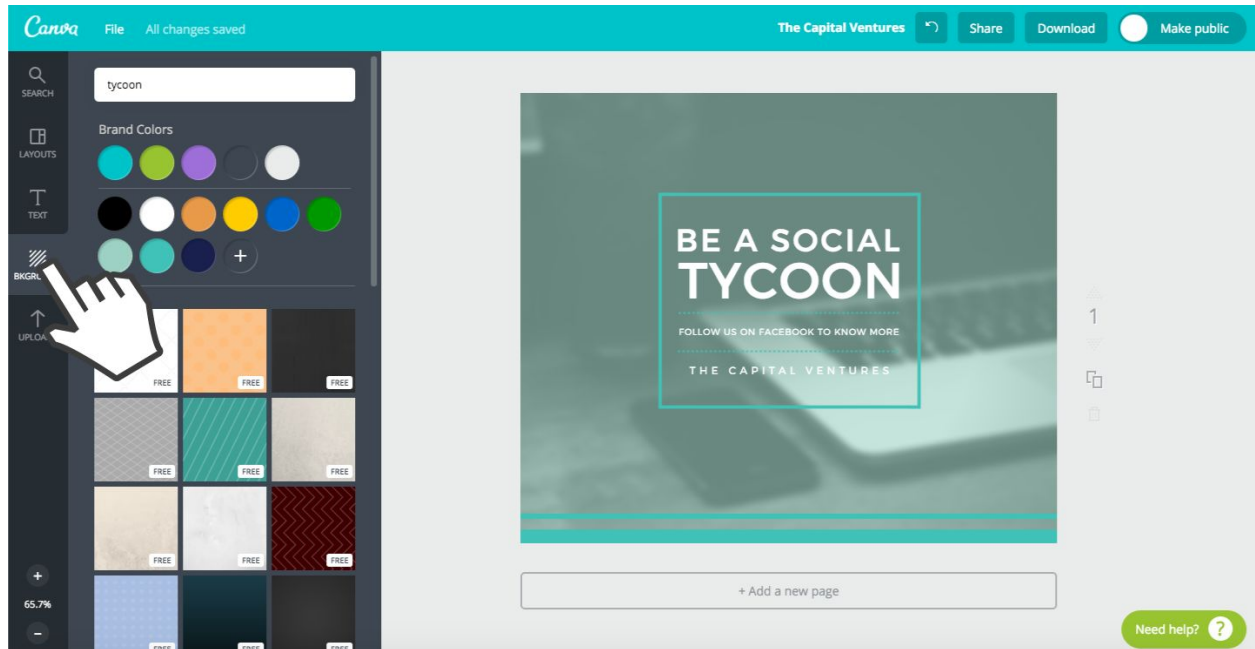Facebook post. Choose any of the layouts by dragging them onto the page.

06. Edit your text

You can easily edit any aspect of your layout. For example, to edit the quote, click on

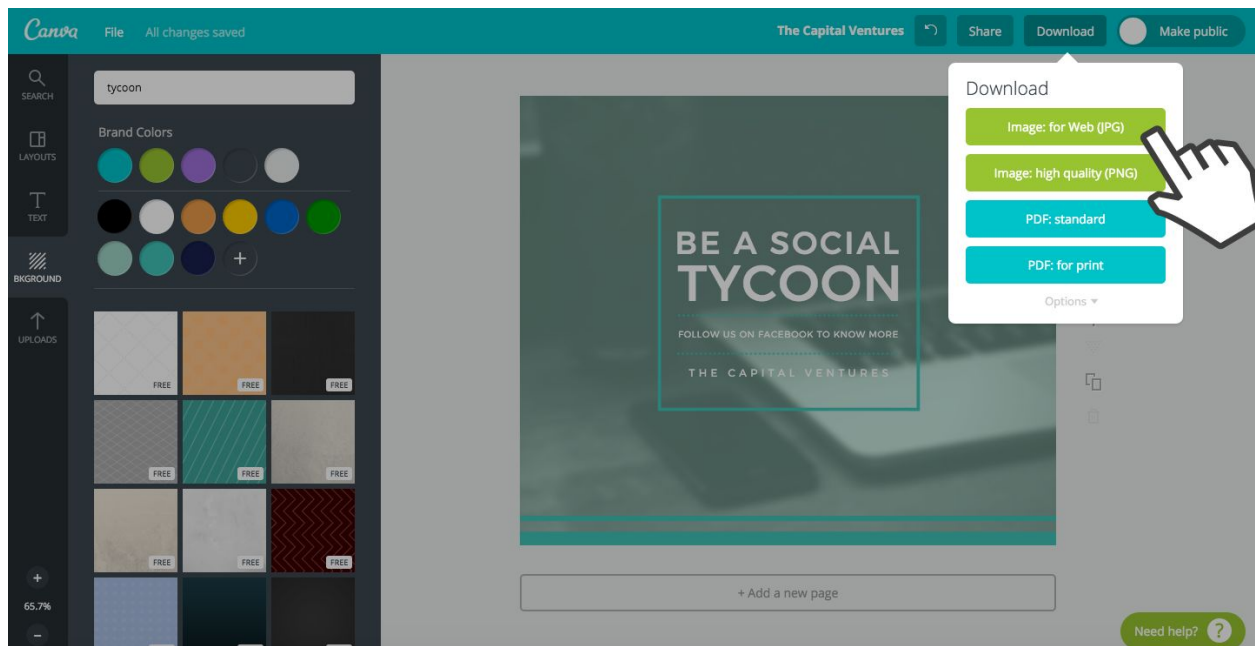the text and edit the words to suit your needs.

07. Edit your background

You can also edit the background color, by simply clicking on the 'background' tab and

choosing a different color.

08. Downloading your design

You can easily download your design as a JPG, PNG or PDF by clicking the 'download'
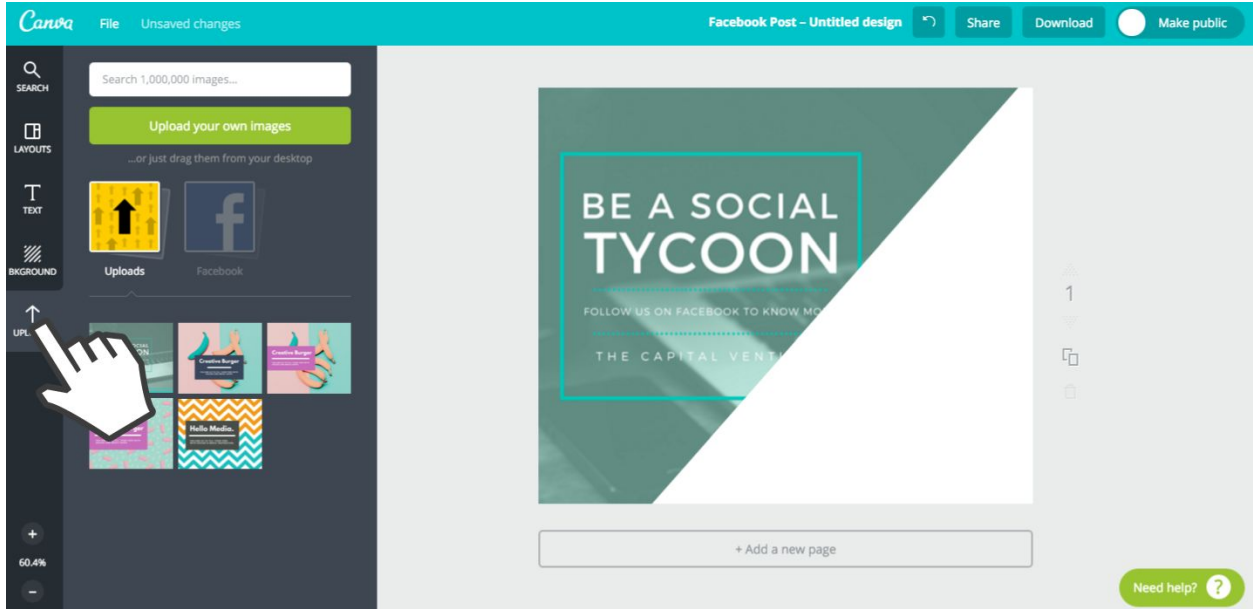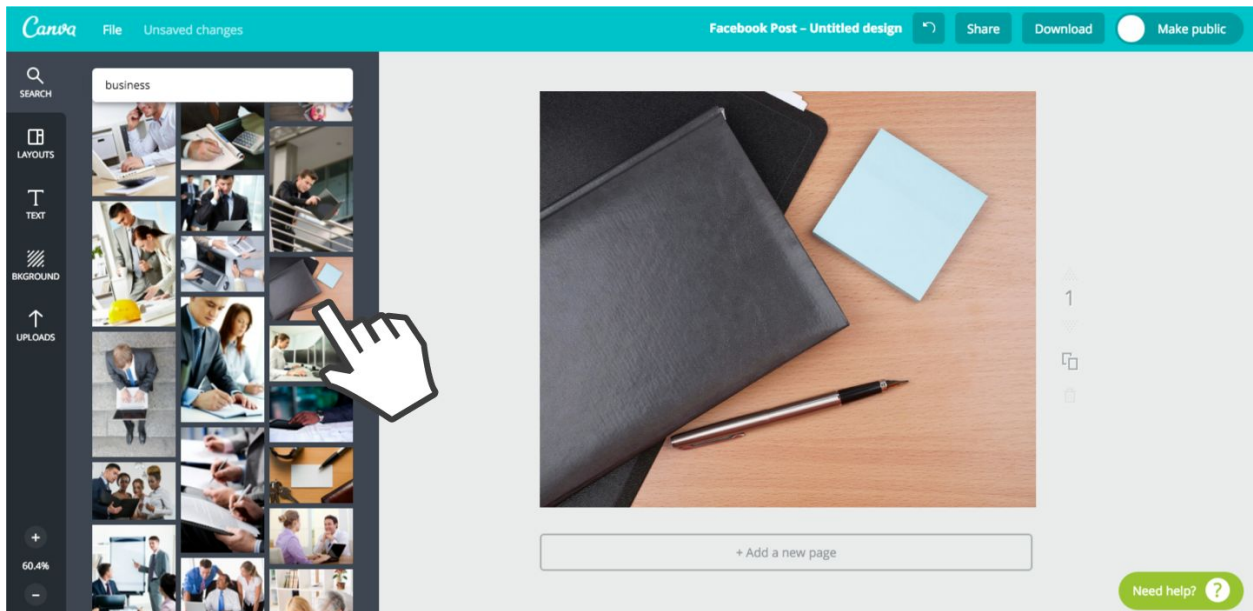
button.

#FirstDesignComplete

09. **Upload your own photos**
You can upload your own images by clicking the 'upload' tab and then the big green button 'upload your own images'. Any images that you upload will automatically be saved in your Canva account so you can use them later.

10. **Searching for images**

You can also search for images inside Canva's library. Conducting a search for a

picture of 'business' will return a collection of business-themed images that you can

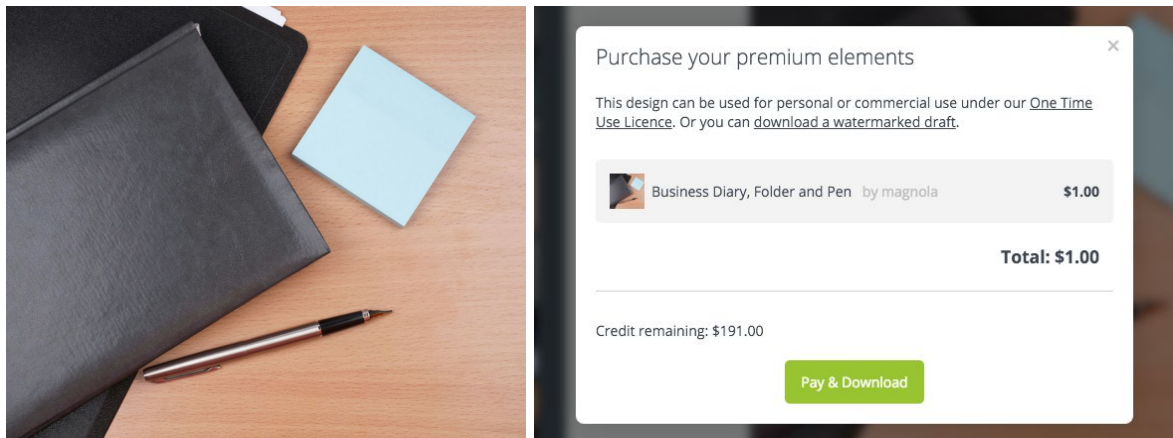drag onto the page and enlarge so it takes up the entire background.

11. **Using premium images**

The image chosen was a 'premium' image; you can see there is a Canva watermark on the image below. Premium images cost $1 to 'download' in a design without the watermark.

When you are finished designing and are ready to 'download' the image, you will be prompted to pay $1 for the image. You will have 24 hours to use the image in your design, and if you don't use it within the timeframe you will be charged again if you want to use it a second time.

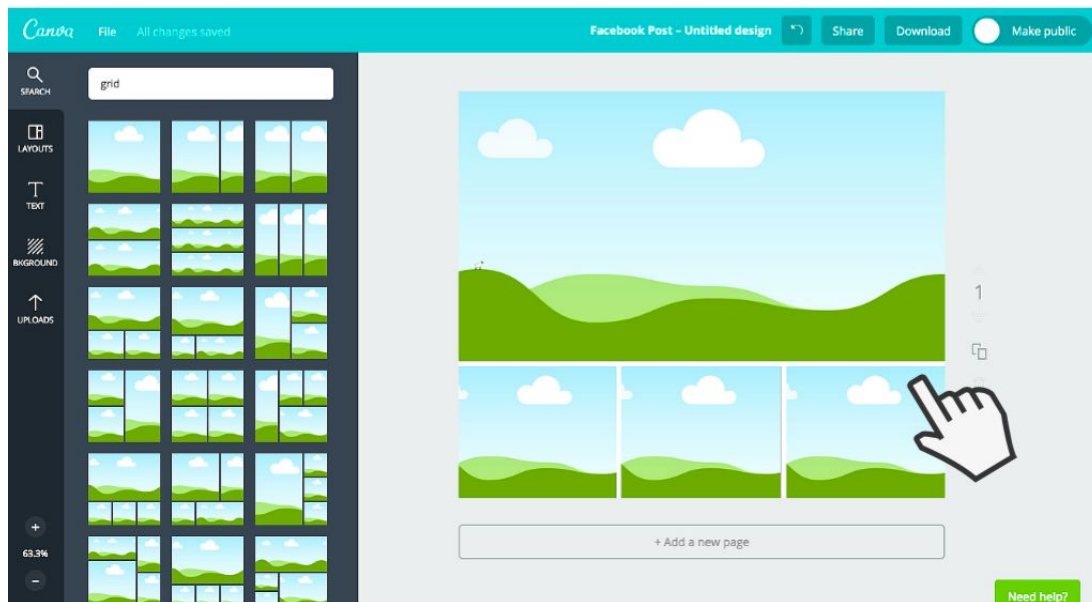Here you can also purchase a bundle of image credits to save money.

#LookingSnazzy

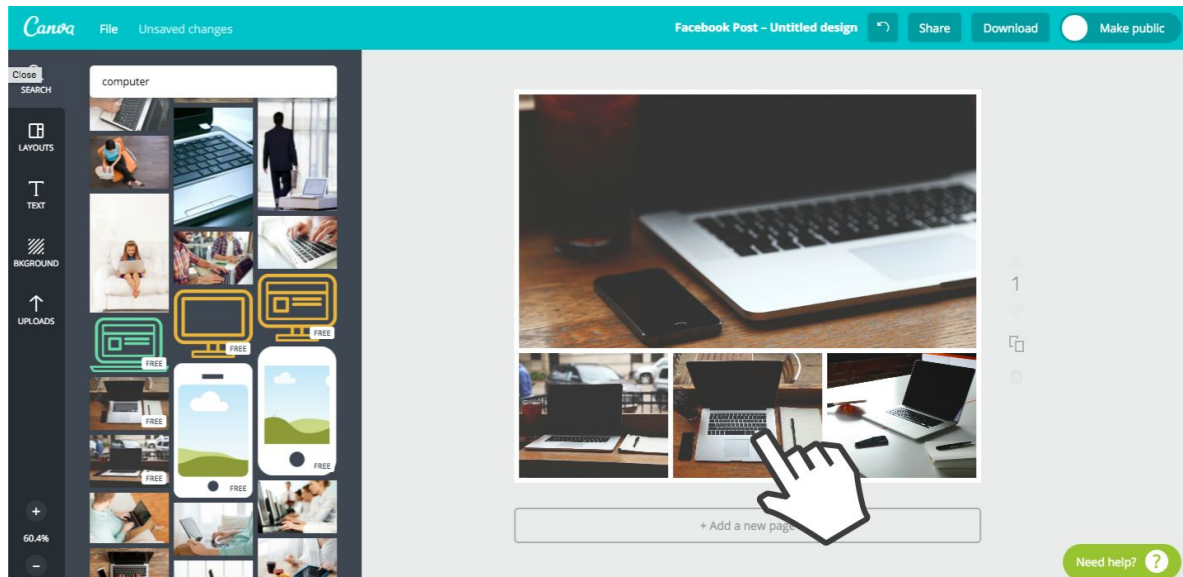*(See there's no watermarks when I download the image)*

12. **Grids are your new best friend**

One of the most important staples for any new Canva designer is to learn how to use

'grids'. Simply search in Canva for the word 'grid' and then drag one onto your page.
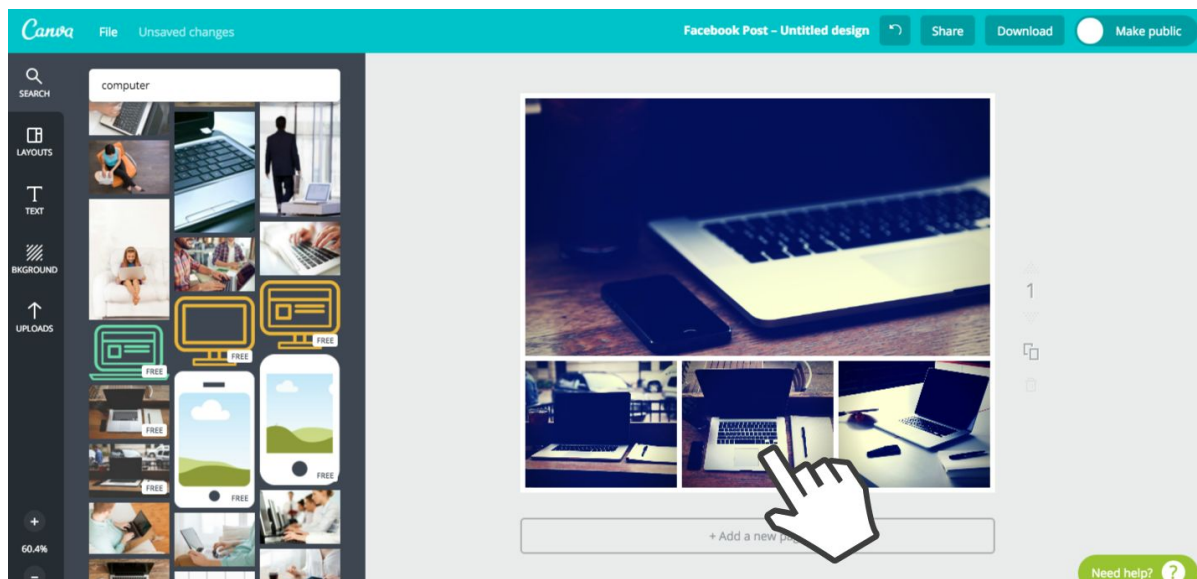
13. Use free photos

If you are after some free photos for your designs, simply search for 'free photos' in Canva and you will have hundreds of beautiful images to use. Once you have chosen one, simply drag it into your grid.
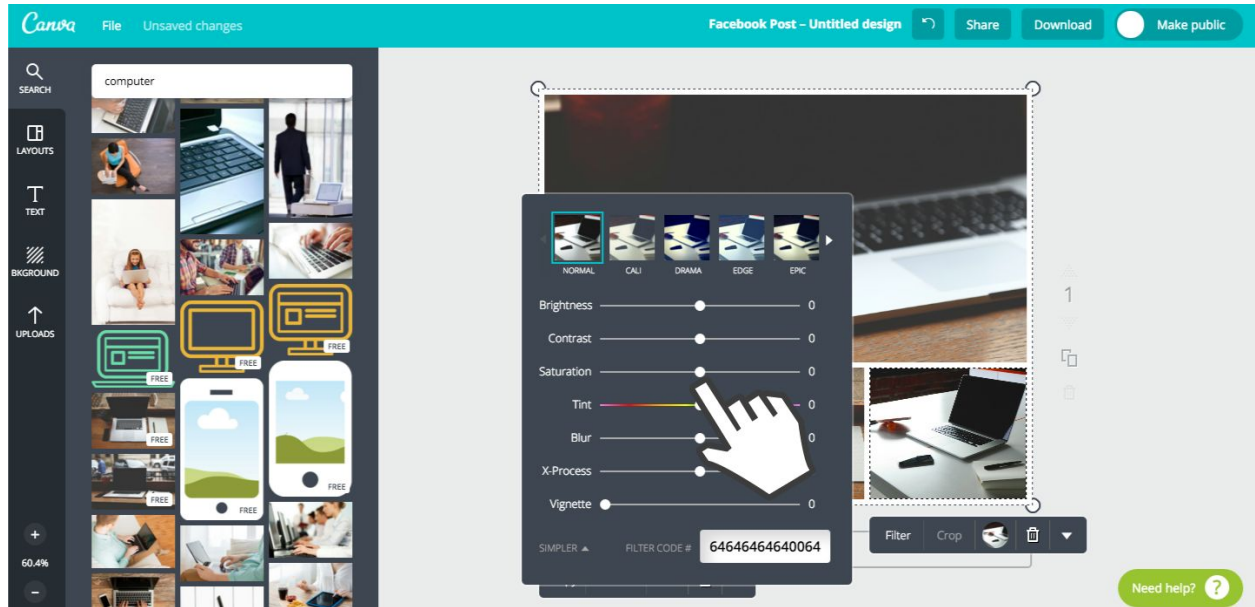

14. Use photo filters

Once you have an image in your design, you can easily apply filters. Simply click on the image and filters will appear. In the design below I have added the filter 'drama' to each of the images, which looks quite effective.
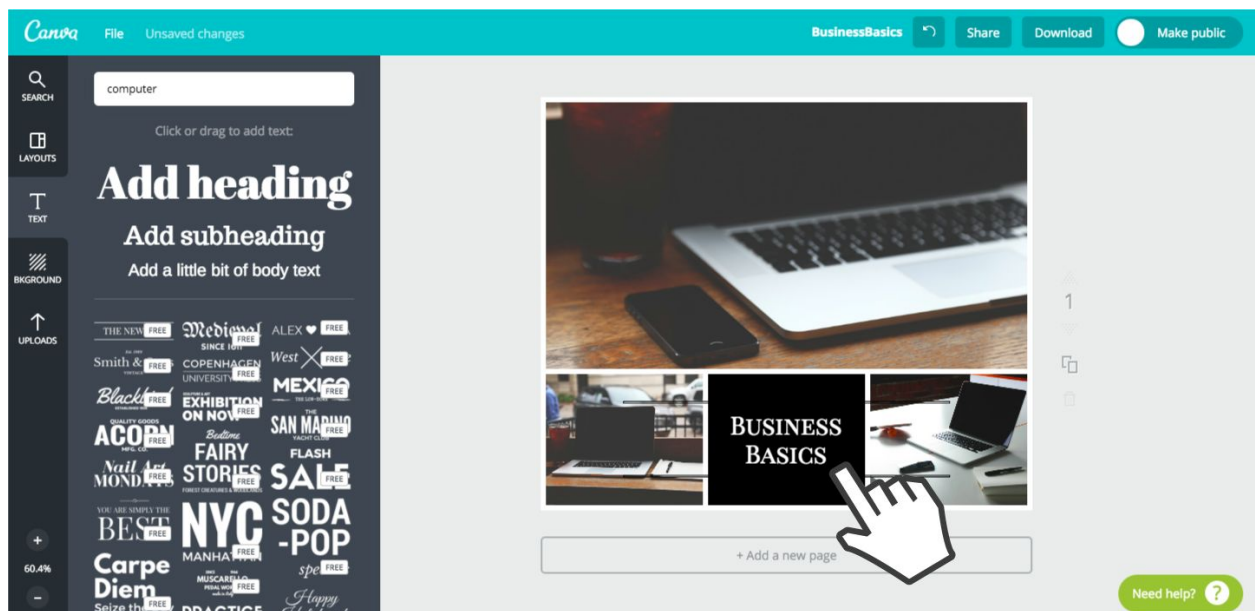
15. Use advanced photo filters

There are also 'advanced options' available for filters. Simply click on the filter menu and then click 'advanced options'. You will be able to edit the images 'saturation', 'tint', 'blur' and more.
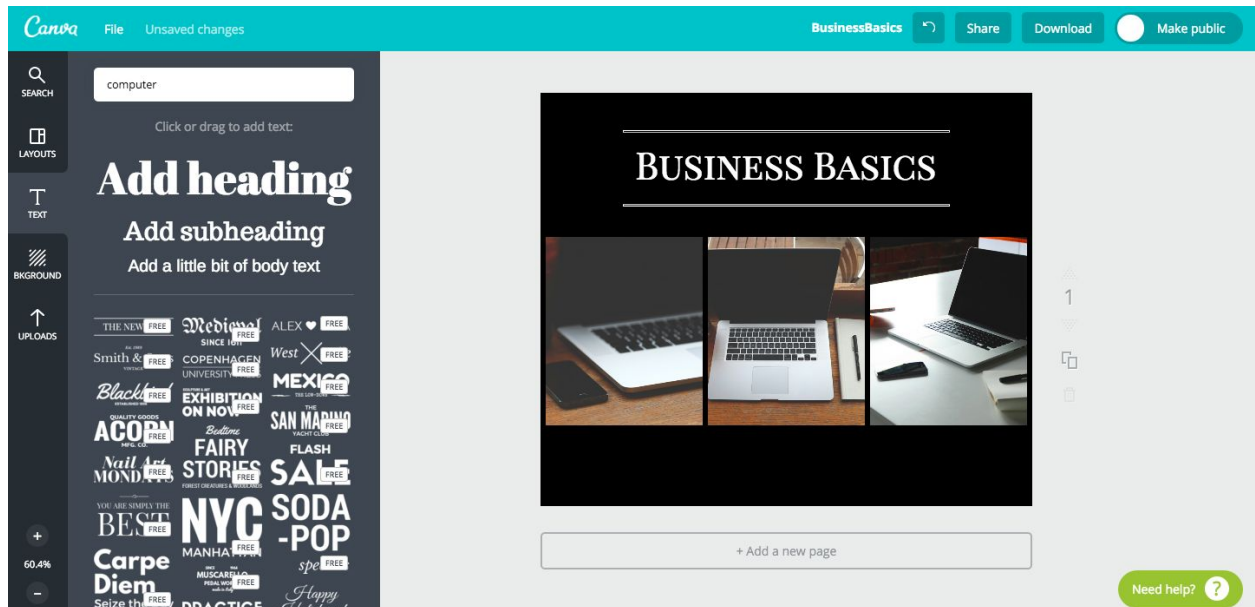

16. Turn a grid into a solid color

If you want to include a little copy in your grid, you can turn a grid into a solid color by simply clicking on the grid, choosing a solid color and then adding text.

17. Get creative with grids

Grids are extremely versatile. You can easily resize them like in this design below so that they only take up part of your design. For example, this design was created by resizing a '3 x 1 grid'.
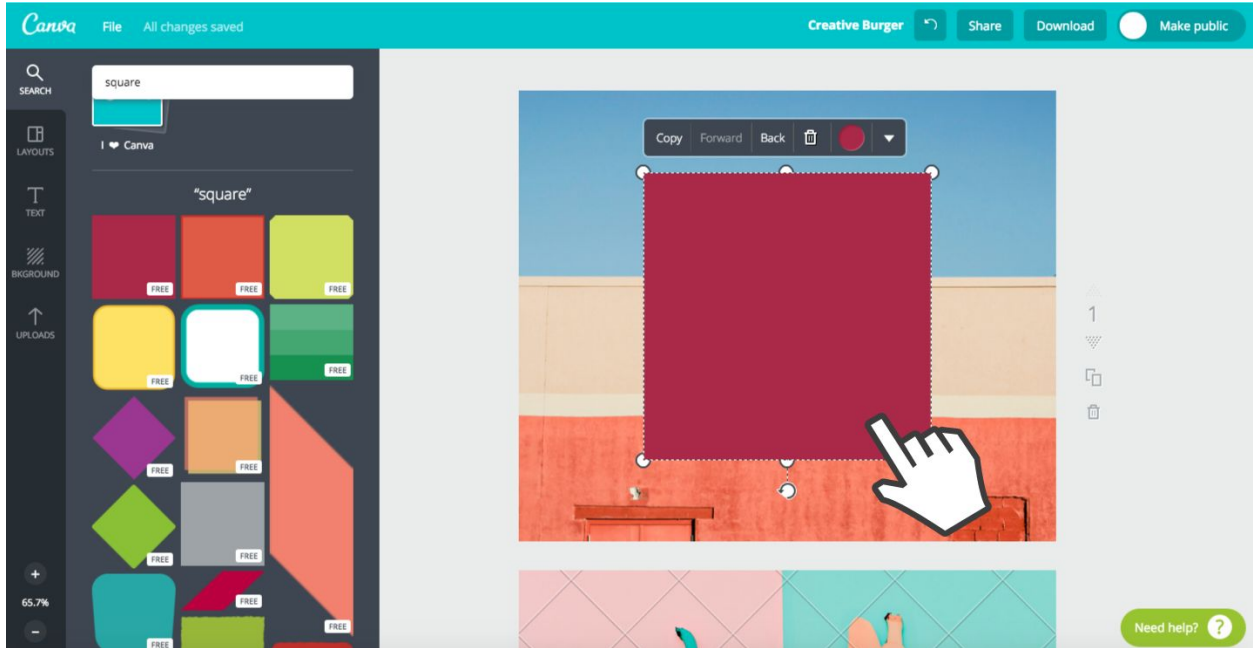

18. Five steps to use stunning shapes

If you are feeling a little more adventurous, you can create a design from scratch in Canva. There are some important building blocks to learn about that will make all the difference to your design.
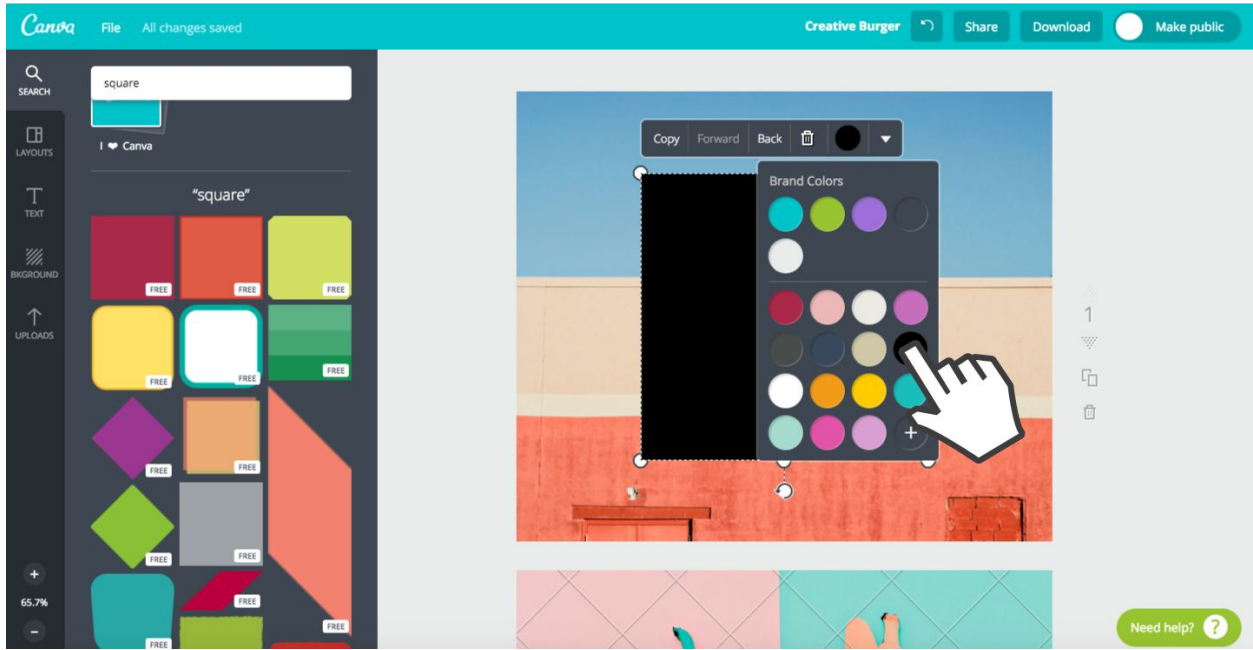
Select a shape

Start by choosing an image from our library or uploading your own image and covering the whole background of your design. Then search for a 'square' and drag one onto your page.
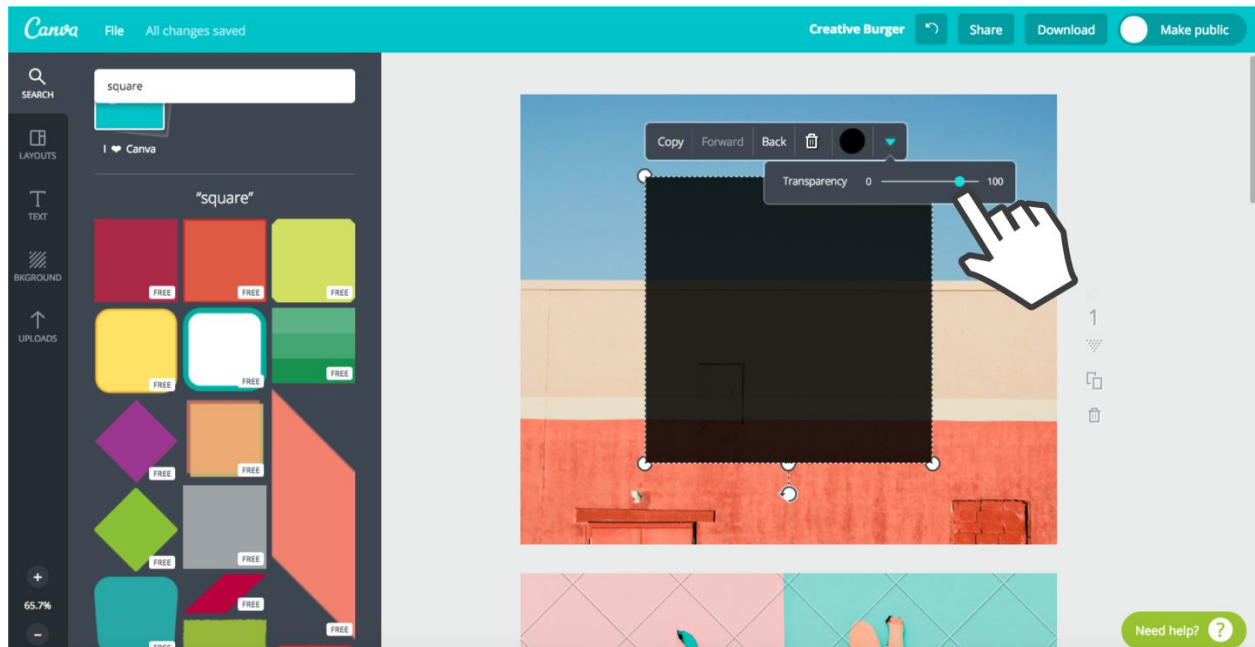
Change the square to black

Change the color of your square to black by clicking on the square, choosing the color picker, then choosing the color black.
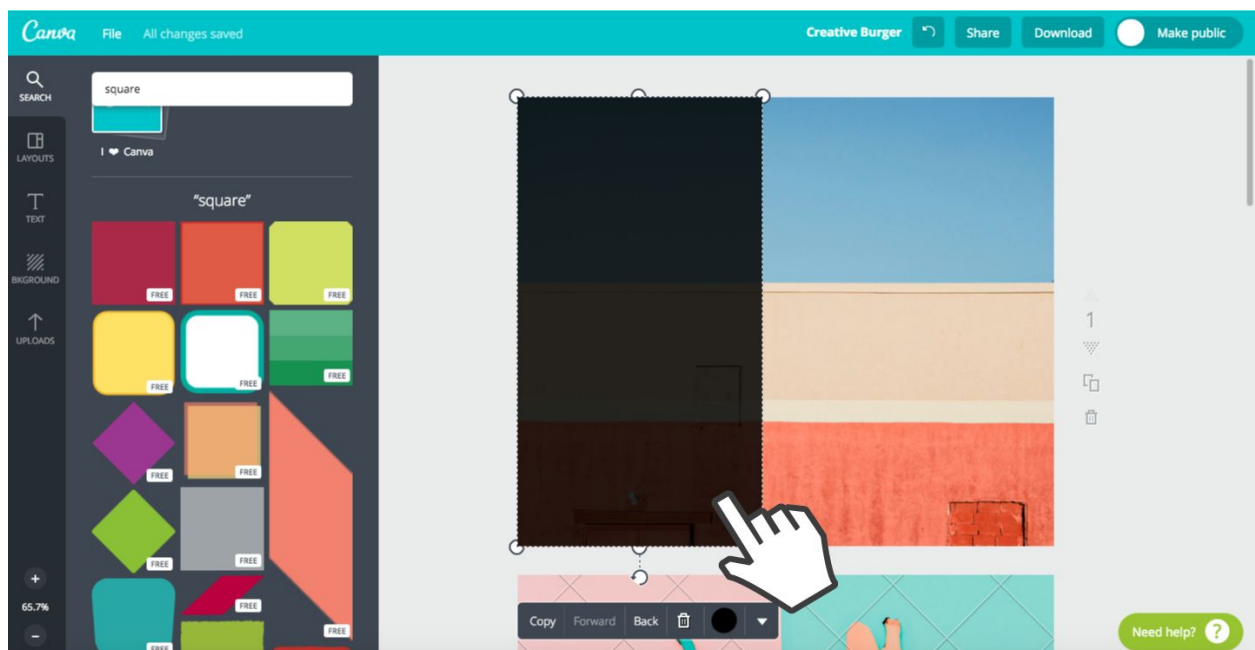
Reduce transparency

Add some 'transparency' to your square, as below:
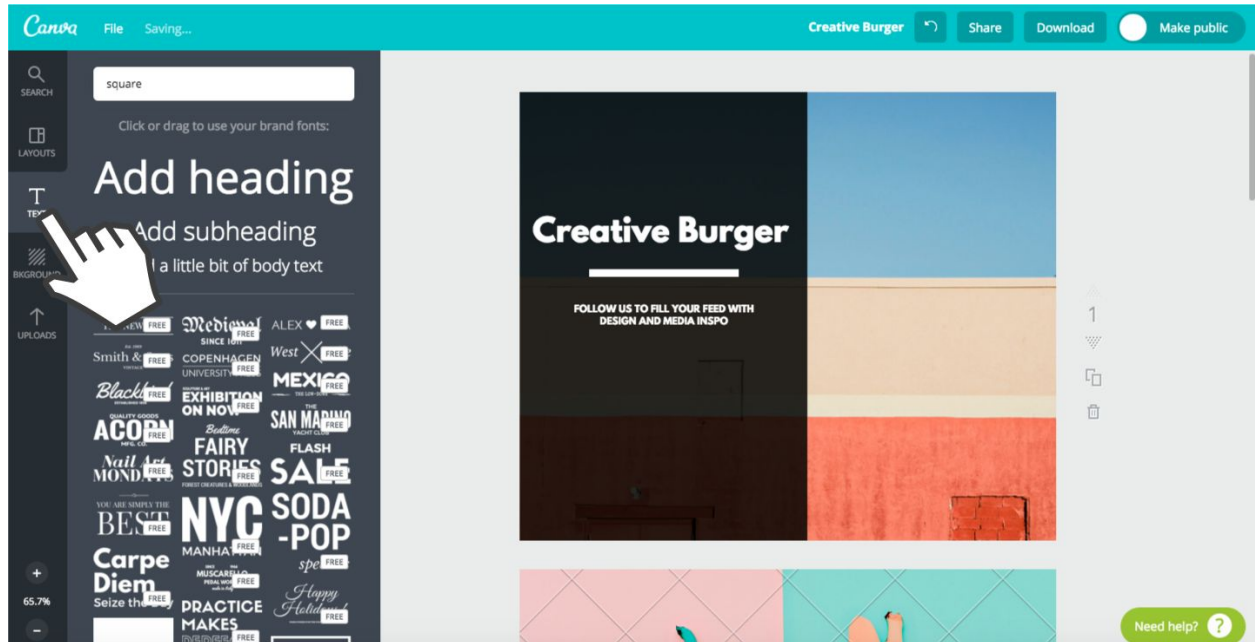

Resize your shape

Now resize your square to take over a section of your background, as below. This will become the perfect background to apply text on top.
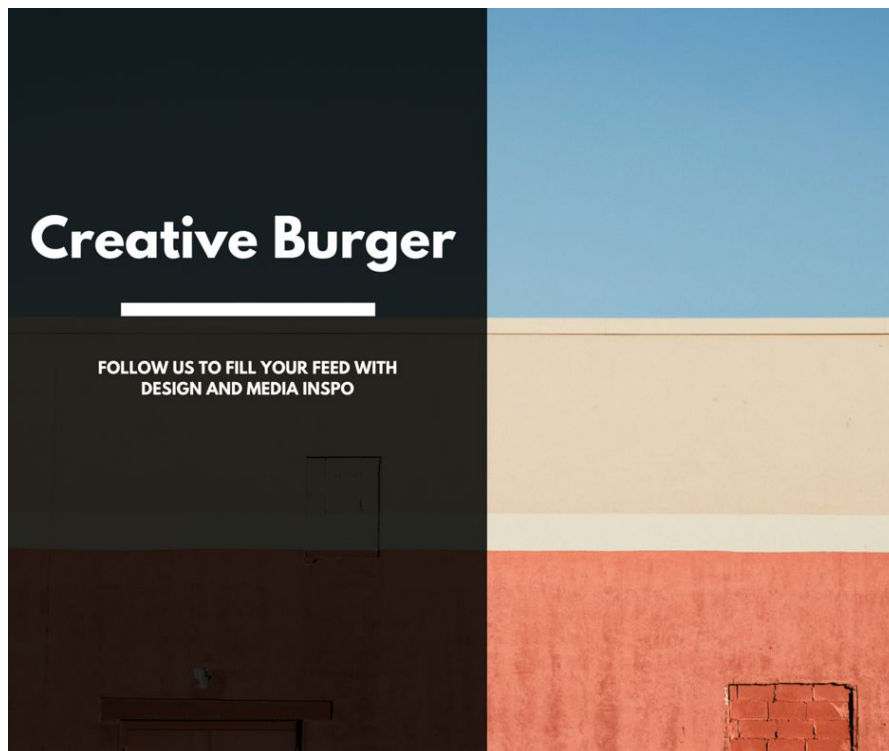
Add text to your design

Go to the 'text' tab and add some text to your page by clicking 'add heading'. You can easily change the text font, size and color. Then drag it into position.
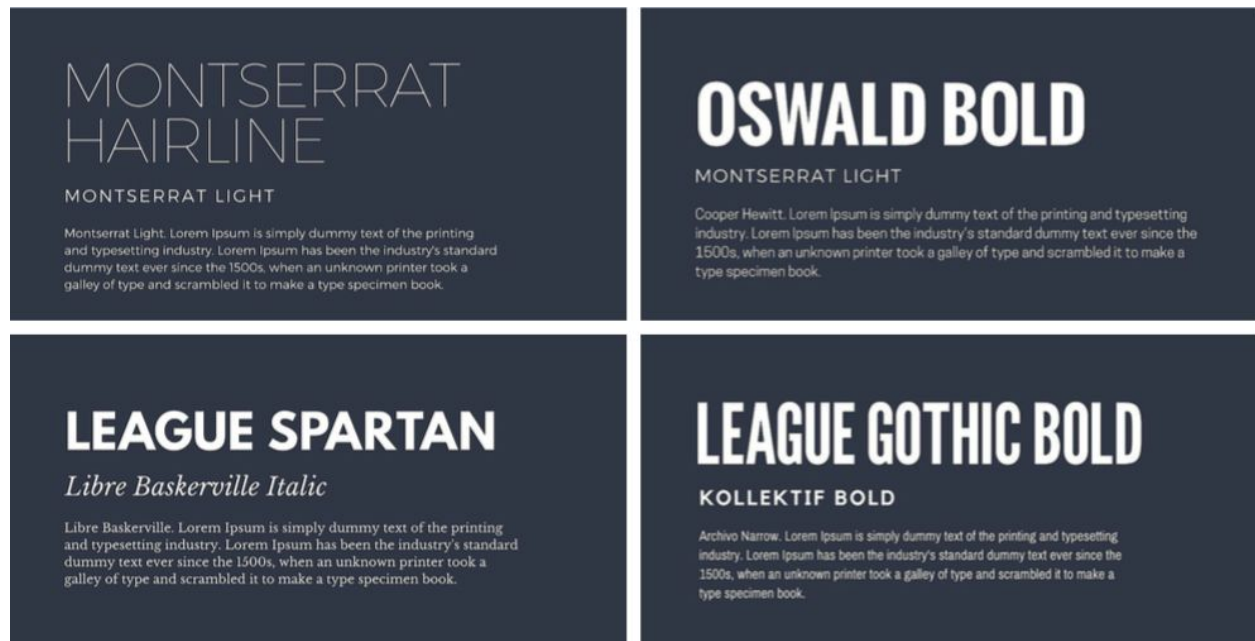

#DesignComplete!

19. Perfect font pairs

The fonts you choose will make or break your design, so we've created a few winning combinations you can use.

20. Want to learn more?

If you are keen to learn more about design, everything from matching colors, to pairing fonts - check out the [free tutorials](#) and [blog articles](#) on our Design School. Each of the thirty tutorials takes less than five minutes to do and by the end of it you will feel like a design pro (and you get a cool certificate too!)

Canva

Design
ESSENTIALS

Learn graphic design with these quick and simple tutorials.
No experience required. And it's completely free.

Start your first tutorial

Getting Started

No design experience? No problem!
Let's start from scratch and get
familiar with the basic Canva tools
that will help you create amazing
designs.

Beginner's Challenge
See details

Essential Canva Tools
See details

Less is More
See details

Fonts

Fonts bring your words to life. Learn
how to easily choose fonts that
emphasize your message and make