**Design Document: Canva**

Class Description

Learn how to use the free graphic design website Canva to make marketing materials such as fliers or brochures, specially formatted graphics for posting to social media, and even menus and invitations.

**Curriculum Track**

Software and Applications: Creating Online

**Audience**

Adults or teens

**Course Length**

120 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To introduce new users to the free graphic design website Canva and guide new users through the site’s various tools.

Equipment Requirements

Projector and projection screen or SmartBoard, computers with internet connections for instructor and participants,

Software Requirements

Windows 7, a web browser (preferably the latest version of Chrome, Firefox, Safari, Internet Explorer or Edge.)

Material Requirements

Pens or pencils, activity sheets (if applicable), handouts, participant surveys, any other specifics….

**Learning Objectives**

At the end of the session, learners will be able to:

* Navigate Canva’s website to locate designs they’ve already made as well as find templates for making new creations.
* Upload and add a picture to a Canva design
* Add text to a Canva design and change the text’s font, size, and color
* Search for images, icons, and illustrations within Canva
* Identify which images and templates are free on Canva and which can be accessed through paying extra.
* Download and print their designs.

**Assessment Technique(s)**

Successful completion of class activities

Content Outline

**Agenda (2 mins.)**

* Outline the following topics that will be covered in class:
  + Defining and Accessing Canva
  + Tour and Finding Templates
  + Navigating the Design Screen
  + Naming and Downloading Designs
  + Navigating the “All Your Designs” Screen

***Talking Points, Topics, and Activities (115 mins)***

* **Defining and Accessing Canva**
  + **Define Canva** as a free web-based graphic design software that can help you easily create fliers, social media posts, and more.
    - Explain that while additional features can be accessed for payment, there are many, many templates and images available for free.
  + **Accessing Canva**:show participants how to find Canva’s homepage by typing the word “Canva” into their browser’s search/address bar and help them create an account if they do not already have one.
* **ACTIVITY:** Have participants complete **Activity #2** on the *Activity Sheet* (see tips below!)
  + Help participants determine which Canva option (Education, Business, Personal, etc) to select if they’re unsure
  + Help participants sign up using their email addresses. (Consider asking participants to pull up their email on the computer or their phones before completing the sign up process so that they are ready to receive the confirmation email).
* **Tour and Finding a Template**
  + **Tour:** Give participants a brief tour of the landing screen, or “All your Designs” page, explaining that
    - The ribbon at the top shows suggestions of blank templates to use
    - The area below the ribbon will hold thumbnails of all the designs they create using Canva
    - The gray side bar provides access to further aspects of Canva: a place to see who is on your Team (other accounts linked to your account), designs your Team has shared with you, a place to design your brand, and a place to find templates.
  + **Finding a Template**
    - Explain that there are multiple ways to access the various templates (green “Create a Design” button, “Find Templates” hyperlink in gray sidebar, and “Create a Design” options in the ribbon.
    - Use a live demo to show participants what happens when they choose each of these options. Explain that no option is necessarily better than another but that they should use whichever option they find the easiest or most useful.
* **Navigating the Design Screen**
  + **Select a Template:** From whatever template option screen you end up on, show participants how selecting a template works.
    - Use a live demo to select the “Modern Flyer” option
    - Use a live demo to show how selecting the “Modern Flyer” option opens a menu to all of the templates available within that category
      * Show participants that they can scroll up and down within the gray side bar to see all the options
      * Make sure to point out to participants that some templates are only available as a part of Canva Pro or for an extra cost. If they want free designs, they should look for the “Free” mark in the bottom right of each template’s thumbnail
    - Use a live demo to select one of the options (presentation uses the “Winslow Construction Company” flyer, but it is possible that this will not be available in future versions of Canva)
  + **Editing a Template**
    - Explain to participants that by clicking directly on any of the words on the template they’ve selected, the Text editing toolbar will automatically open at the top of the design pane.
    - Use a live demo to point out the different aspects of the Text editing toolbar:
      * Font
      * Font size
      * Pick a color
      * Bold and Italic
      * Text Align
      * Uppercase
      * Spacing
      * Ungroup (separates the components of the design so they can be moved or edited independently from one another)
      * Copy
      * Arrange (allows the designer to send components of the design “forward” or “back”)
      * Transparency
      * Link
      * Delete
* **ACTIVITY:** Have participants complete **Activity #2** on the *Activity Sheet*
  + - Explain to participants that by clicking on various elements of the background, the toolbar will change to allow different editing options
    - Explain to participants that they can change any of the elements of the design using the buttons along the gray sidebar. Use a live demo to point out these different buttons and what happens when they are selected:
      * Search
      * Layouts
      * Elements (Consider explaining that there are too many Elements options to explain each in depth, but there will be some time for participants to explore and ask questions in the next activity)
      * Text
      * Background
      * Uploads
* **ACTIVITY:** Have participants complete **Activity #3** on the *Activity Sheet*
* **Naming and Downloading Designs**
  + **Naming a design**
    - Explain to participants that they can rename their design by clicking on the default design name in the teal ribbon at the top of the page and typing in a new name.
  + **Downloading a design**
    - Explain to participants that they can download a design (for printing, posting on social media, emailing, etc) by clicking the “Download” button.
    - Once the Download box has dropped down, use a live demo or the presentation to show them how to select their preferred download format.
* **ACTIVITY:** Have participants complete **Activity #4** on the *Activity Sheet*
* **Conclude** by showing participants that they can navigate back to the Landing Page and see the design they just made in the “All My Designs” pane by clicking on the Canva logo in the upper left hand corner of the design page.

***Wrap Up/Closing (2 mins)***

* Highlight the upcoming technology classes and share the types of topics that will be covered
* Ask if there are questions and answer any that were “parked” during the session
* Thank participants for coming and ask them to complete the class survey before leaving