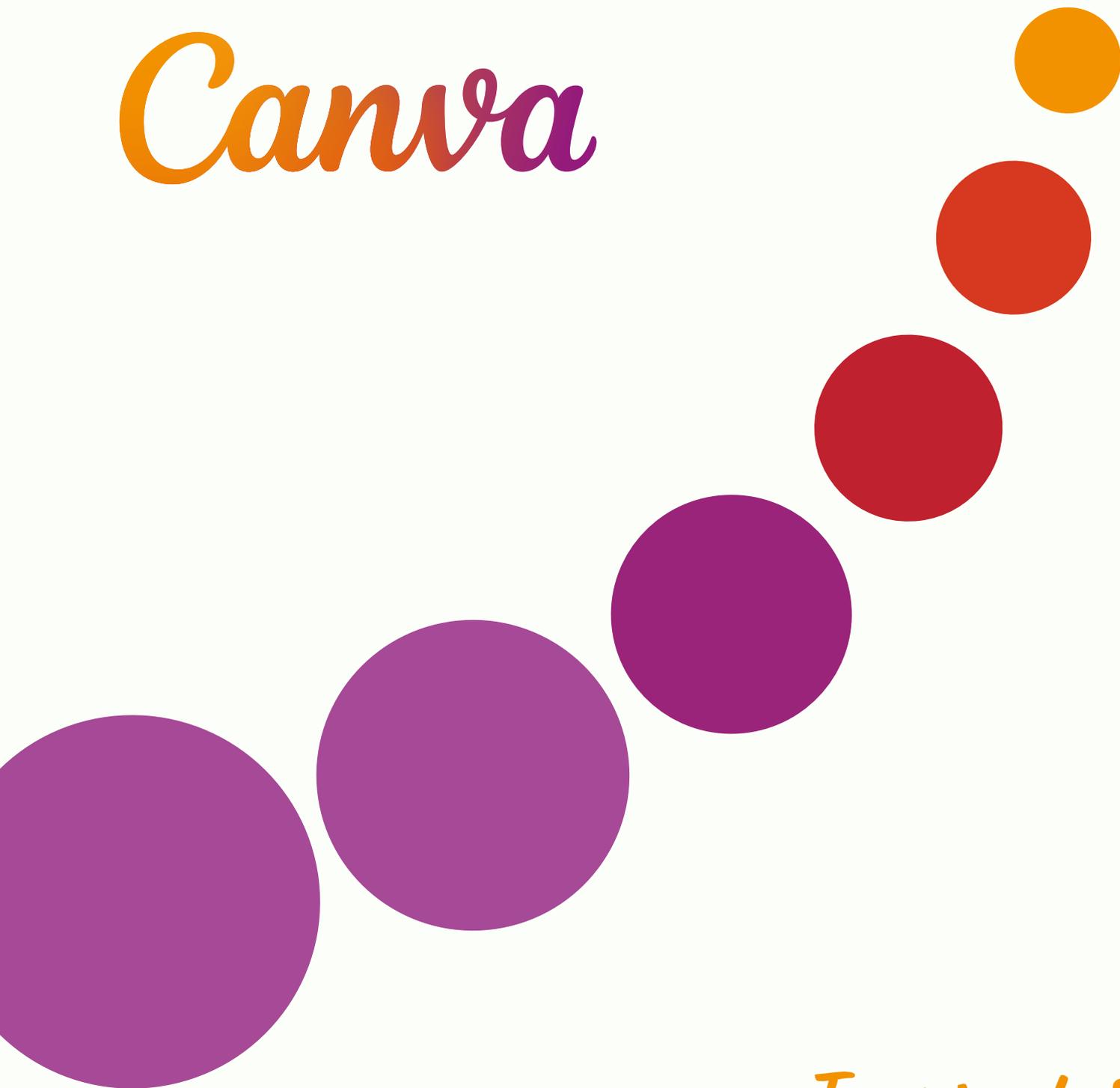


Canva



May 2022

Inspired :
to care ●●●●●
Your journey to a career in social care

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To access our members area scan the QR code above or visit: www.inspiredtocare.co.uk/members-area/

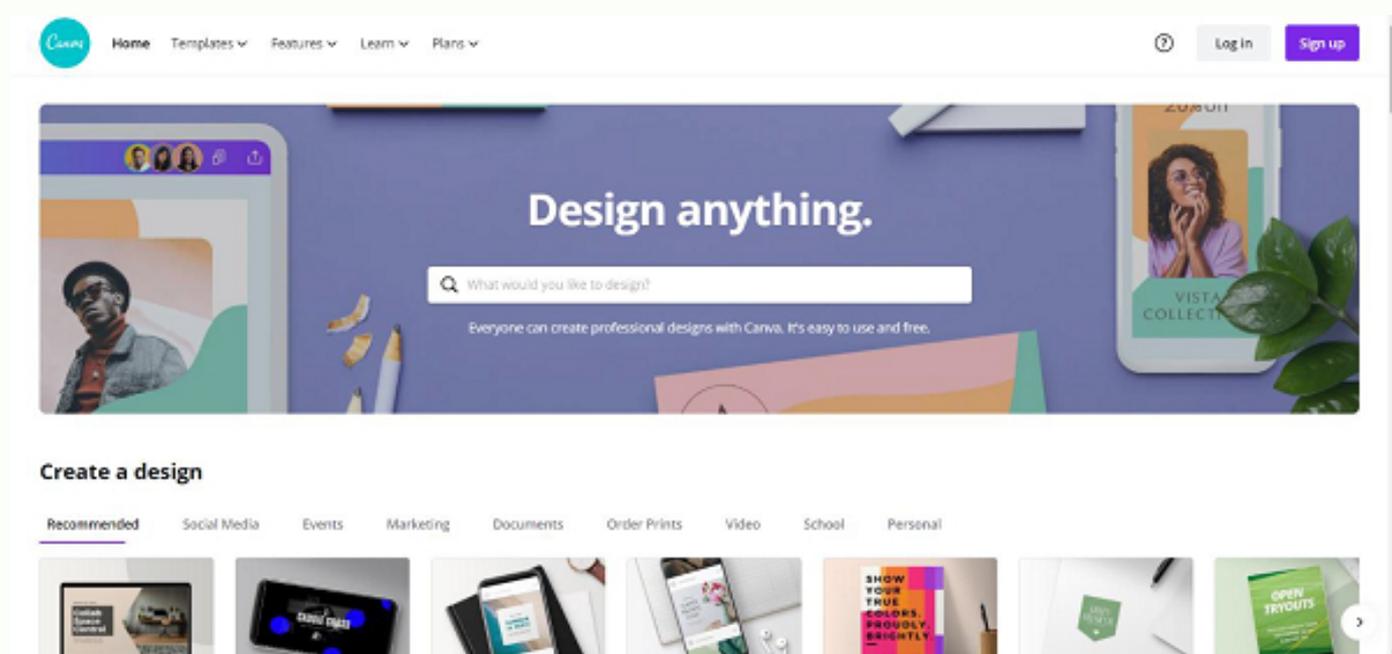
Canva is a free online service which is easy to use and great to create your own social media posts as well as an easy way to make your marketing more exciting.

We will take you through each of the core aspects when using Canva to allow you to create unique pieces of work which will fit your companies branding and image.

Creating your account

Open your browser and go to www.canva.com.

This is how the main page looks.



On the homepage on Canva, click on Signup. The signup button is on the rightmost top corner of the page.

You can create a Canva account in three ways –

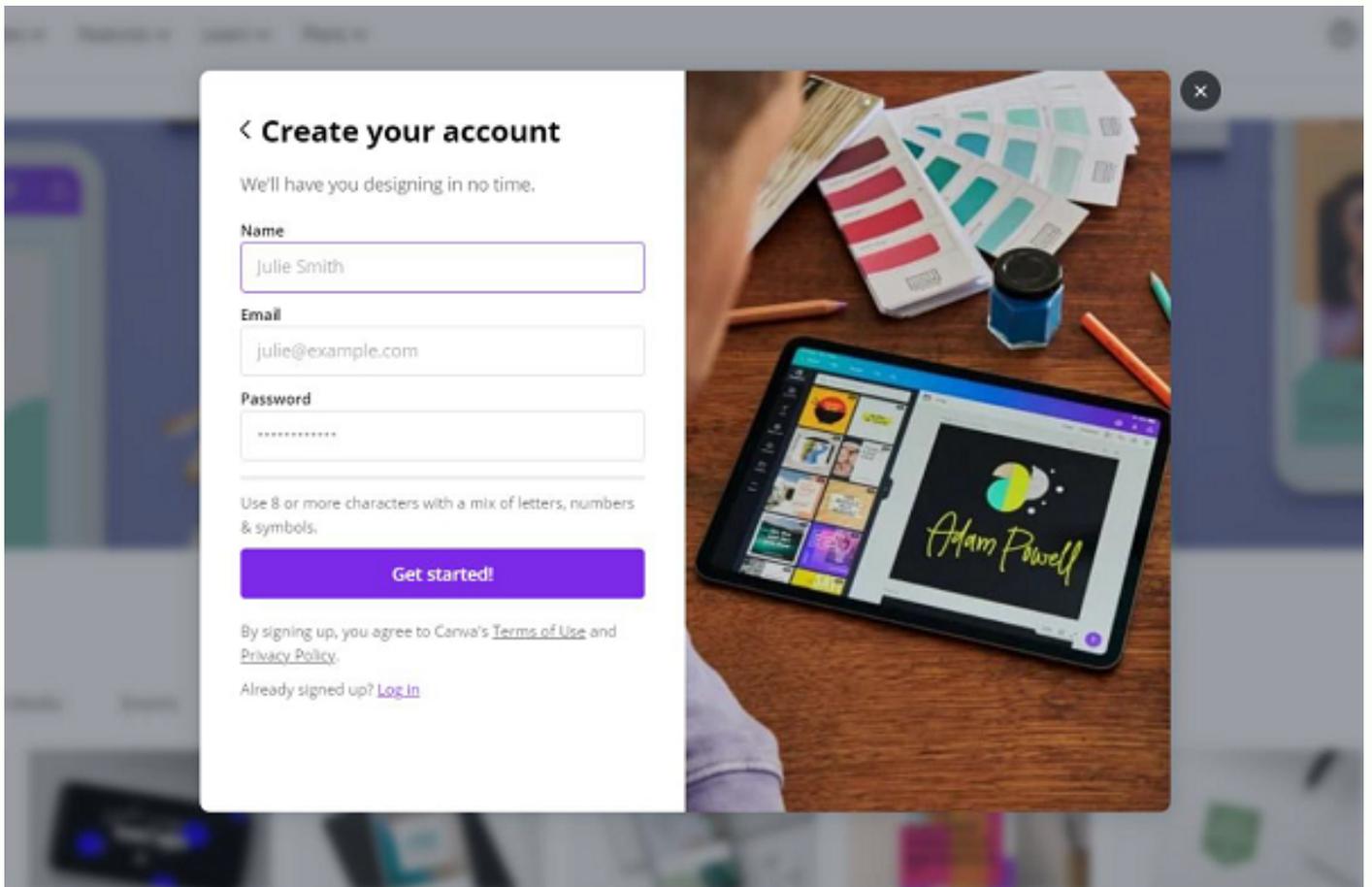
Using your email address.

Using your Gmail account.

Using your Facebook account.

You will get an instant account when you use Gmail or Facebook for creating a Canva account.

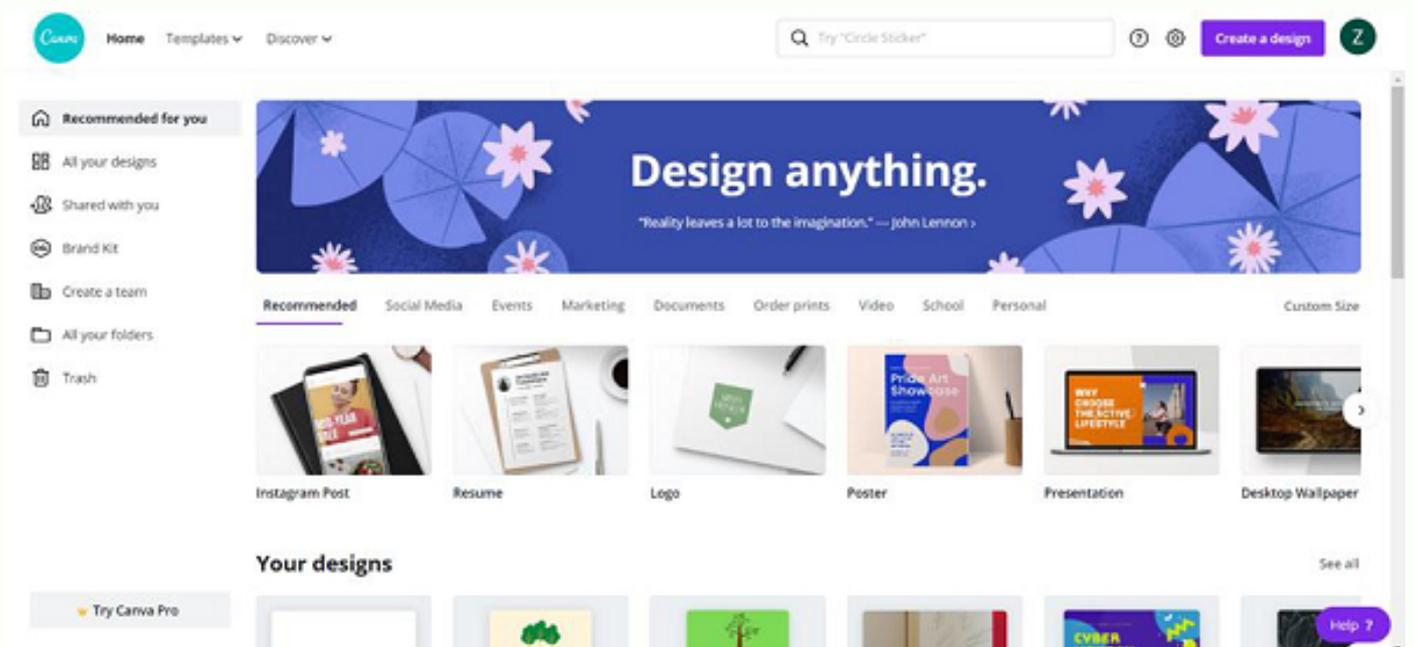
But if you are opting for creating your account with an email address, this box appears.



Type your name, email address, and choose a strong password. Then press on get started to create your free Canva account. You may have to check your email and confirm it for completing the creation process.

Complete the Signup to access your account

Once you are done with the Signup process, this page will appear.

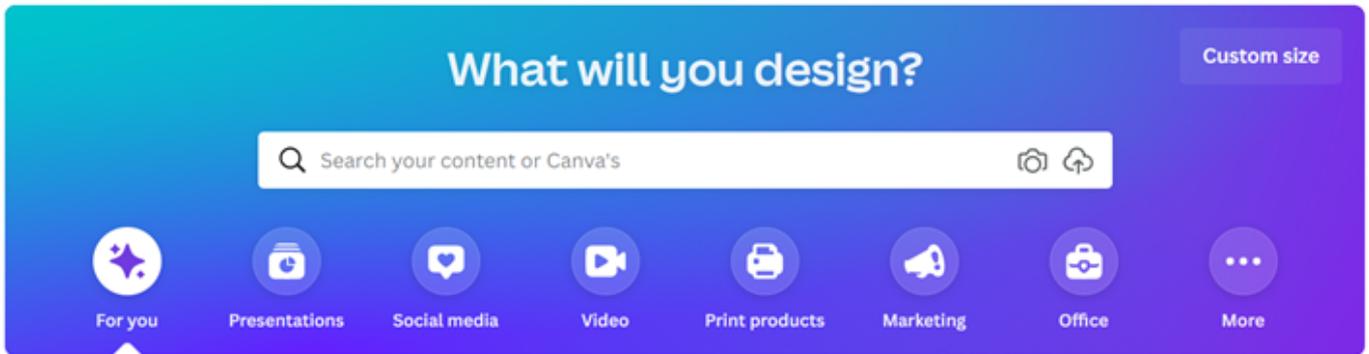


This is the homepage and dashboard of your Canva account.

Getting Started With Your Designs

1. Choose the right dimensions for your design

To begin, 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. Or you can use custom dimensions by searching for "custom size". You can choose from pixels, millimetres or inches.

2. Choose a background

Background colours

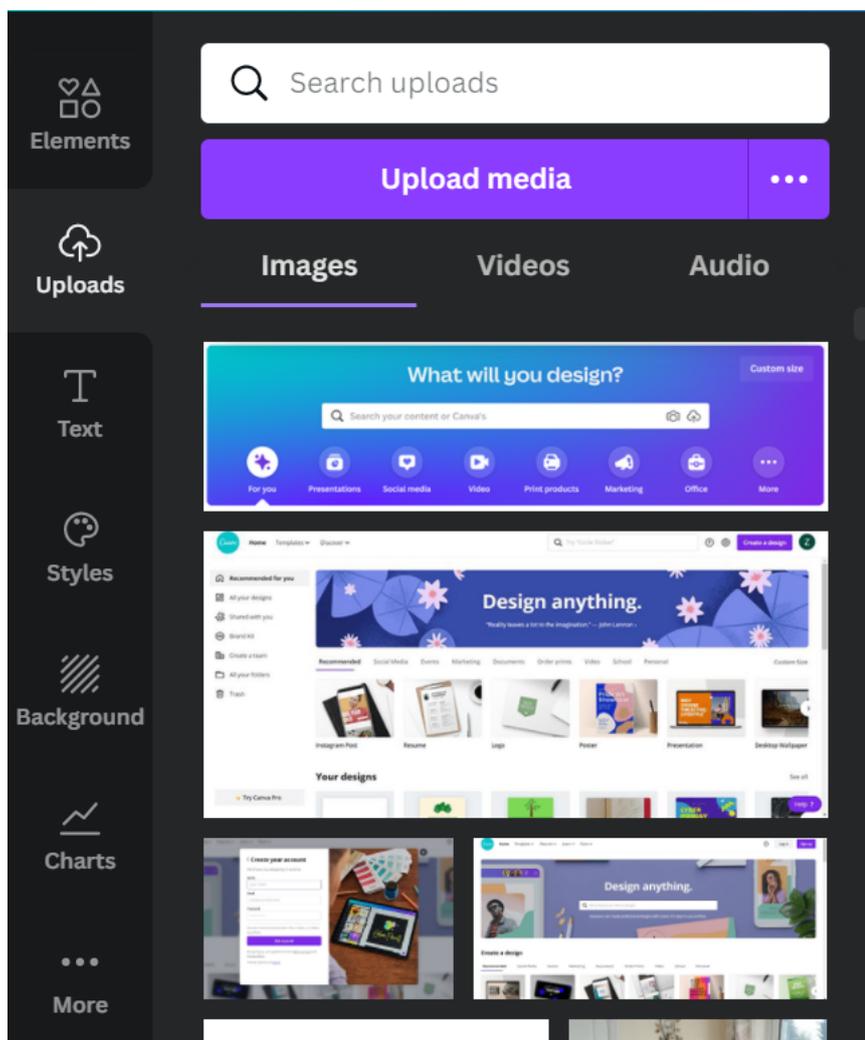
Think of this as your base its important to pick a suitable colour for your design. Even if the space with be completely full a 1 millimetre gap can become very obvious if it doesn't blend in.

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 a variety of visual effects.

Top Tip: Different colours tell different stories. Purple is associated with individuality, orange relates to activity, and green conjures images of nature. Think about what colours best suit your needs. (Find a full list of colour theory at the back of the resource.) Of course, you can always use a white background too.

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.



You can do this by clicking on the uploads button on the left of the screen.

This feature will then store any uploaded images for future use in any upcoming projects.

A very useful feature of this tool is the ability to then have access to the colour palette of the image. Which is particularly useful if you upload your company logo. You will then know that all colours within created colour palette are the correct shades and hues.

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Your journey to a career in social care



Top Tip: By hovering over each colour it will give you the exact pantone colour you are using. Take note of this for all future marketing projects to make sure all items match your company branding perfectly!

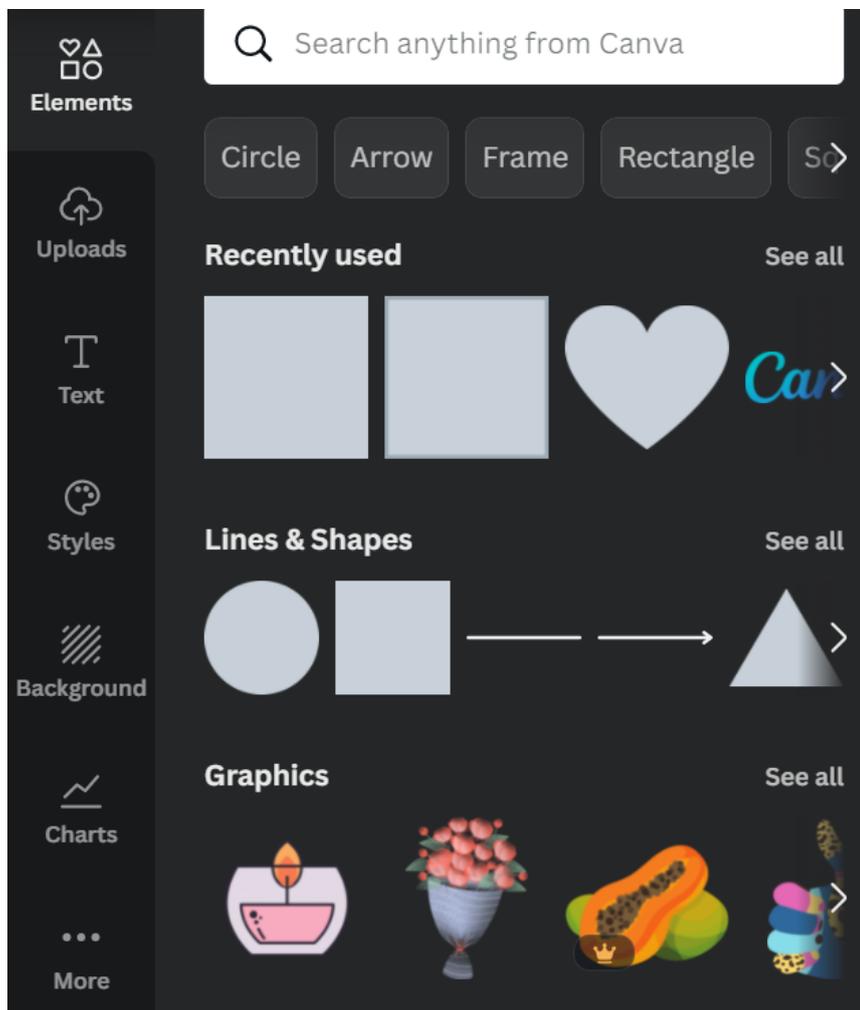
3. Add your elements

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

Consider the balance and composition of all the elements in the design. When you're laying out your elements, ask are the elements balanced? Are they centred? And ensure they're not too close to other elements or the edge of the page."

Try not to overload your design with too many elements, as it can confuse the visual message of the image. This is something designers call visual hierarchy, which involves the arrangement of elements according to their importance. Try playing with size, colour, and placement in order to see what works best.

If you want to add a photo to your design, try using one of Canva's frames. You can find these under "elements" in the side panel.



Use the search feature at the top of the bar to find images and elements that fit your desired outcome.

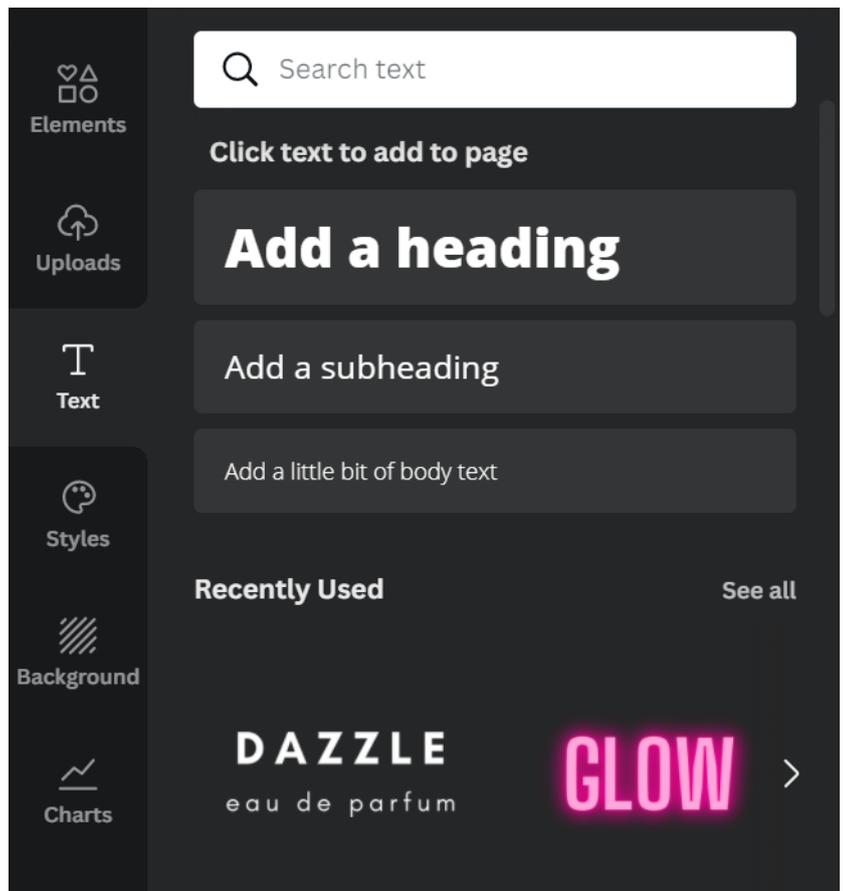
The majority are free to use but keep an eye out for the crown logo in the bottom right hand corner. These are paid for images which artists sell through the platform.

Some features will allow you to change the graphics colours to match your own colour palette further pushing your branding forward in each piece of work.

Choosing a font is hard. It may be worth making a collective decision on the font which will be used in all posts and media.

Canva suggests never using more than two fonts in a design, as too many fonts tends to make a design look "messy".

You'll want to choose complementary fonts, which add visual interest while working well together. You can learn more about which fonts look good together with tips on font pairing.



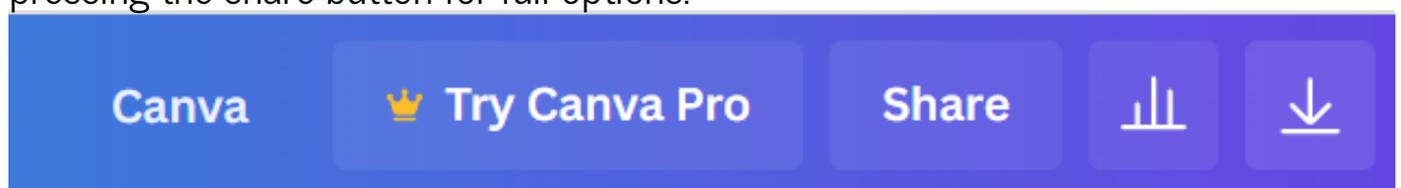
Canva has hundreds of pre-set font combinations to choose from. You can find these in the Text tab in the side panel.

Graphic design fonts are available within Canva but like the graphics some are paid for so you may want to check this before using them.

4. Downloading your finished design

Once you have finished perfecting your post you can then download your design in multiple different formats in order to use in anyway you see fit! Try downloading these in the highest resolution possible. For images use PNG which is a higher quality then JPEG and for PDF use PDF Print to get crisper lines.

You can download these by using the downward turned arrow above your design or pressing the share button for full options.



Templates

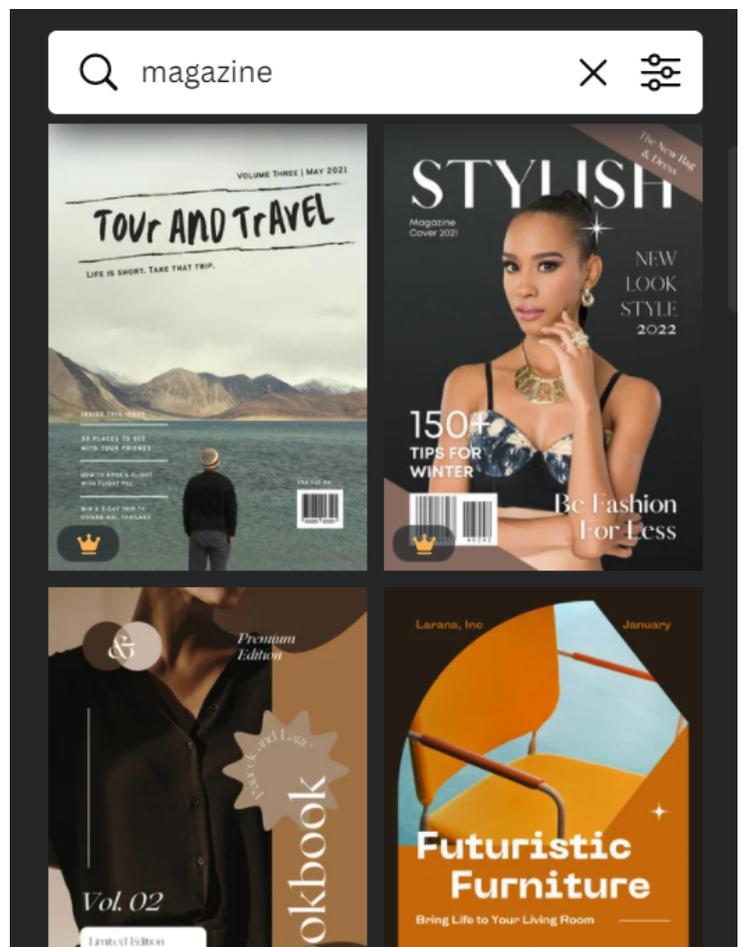
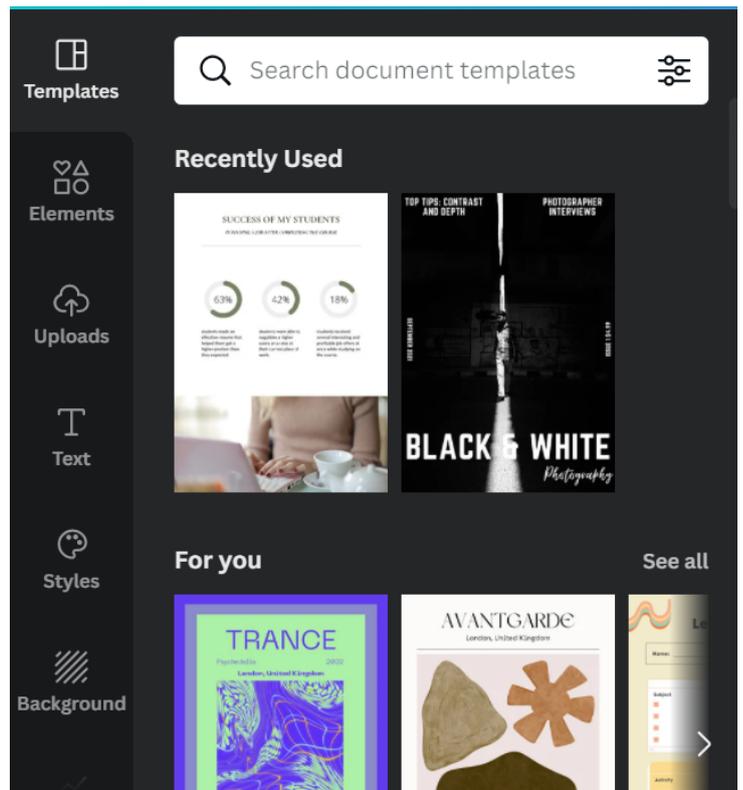
Now we have shown you how to create your own designs from scratch. Lets get into the templates section of Canva. There is a template for everything that we have ever needed on Canva.

Some days you just wont have your creative brain and its good to get some inspiration to get it up and running!

Try to avoid using an unedited template design as with Canva getting more popular it will become very recognisable to so many.

Altering the colours used and of course the text within them can make all the difference.

There is once again the paid for templates. If your project is bigger and you have a budget it maybe worth having a look at the different options available but with a bit of practice you will be able to create these by yourself and completely free!



Reusing Your Designs

One of the most useful things Canva does is keep your designs available for editing for as long as you have an account with them. This allows for quick changes to posts to repurpose them or use them as an archive of your work.

Canva will start to learn your favourite methods of design by using this and will make recommendations for your future posts on those days inspiration is a little harder to find!

Using Colour To Your Advantage

Colour is a bigger part of design than you think. Within marketing each colour can encourage a different response from your audience. We will go through briefly what each of the main colours invoke to give you a better understanding of colour theory.

Red - In marketing red can capture attention. This colour is associated with excitement, passion, danger, energy, and action. You might've noticed that some brands use red for 'order now' buttons or for their packaging as a way to stand out on the shelf.

Orange - In colour theory, orange represents creativity, adventure, enthusiasm, success, and balance. The colour orange adds a bit of fun to any picture, website, or marketing material it's on. Despite it's attracting colour, it's not as commanding as red. Many marketers still use the colour for call to actions or areas of a website that they want to draw the eye too.

Yellow - This colour evokes feelings of happiness, positivity, optimism, and summer but also of deceit and warning. Some brands choose to use a cheerful yellow colour as the background or border for their website design. A little touch of yellow can help your audience associate your brand with something positive.

Pink - Pink is a popular colour for brands that primarily serve a female audience. In colour theory, pink's main purpose revolves around femininity, playfulness, immaturity and unconditional love. Some brands have chosen to use the pink for the product packaging especially for girl's toys. Whereas other brands highlight the pink colour in their logo, website design, or to highlight key messages.

Green - Green is highly connected to nature and money. Growth, fertility, health, and generosity are some of the positive meanings for this colour. The colour green also carries some negative associations such as envy. It is also the national colour of Social Care and is building up its own recognition.

Blue - Blue's meaning ties closely to the sea and the sky. Stability, harmony, peace, calm and trust are just some of the feelings your customer may feel about your brand when you integrate the colour blue into your branding.

Purple - Purple is a royal colour. The colour meaning for purple is connected to power, nobility, luxury, wisdom, and spirituality. It is a hard colour to use within marketing as most shades can come across as too dark to catch attention. Try pairing it with contrasting colour to make it pop!

White - White showcases innocence, goodness, cleanliness, and humility. Keep in mind, that this is the meaning in western culture. In some parts of the world, white has the opposite meaning. You'll want to keep this in mind based on the target audience you serve. The colour meaning for white also has a negative side where it symbolizes sterility and cold.

Black - Black's meaning is symbolic of mystery, power, elegance, and sophistication. In contrast, the colour meaning can also evoke emotions such as sadness and anger. Black is also a popular colour for text as it is easy to read.

Brown - Brown is an earthy colour. So naturally, the colour meaning for brown relates to comfort, security and a down to earth nature. In marketing, you'll find that brown is often used for holistic purposes.

Further Training

Inspired To Care are able to provide bespoke training in relation to Canva, Branding and Marketing. If you would like to take advantage of this visit our book us page by scanning the QR code.

