

A Step-by- Step Guide



WORKBOOK

WHAT'S INSIDE:

With easy-to-follow tutorials and practical exercises, creating stunning designs on Canva will equip you with the skills and knowledge needed to produce professional-quality graphics and elevate your design game.

Creating Stunning Designs on Canva: A Step-by-Step Course

This is the perfect workbook for anyone looking to develop their design skills and create visually impressive graphics. You'll learn how to navigate the Canva platform and utilize its extensive library of design elements, fonts, and templates to bring your creative vision to life.

Through a series of comprehensive lessons, you'll explore the principles of design, learn how to work with color, typography, and layout, and discover how to create engaging graphics for social media, marketing materials, presentations, and more. You'll also receive step-by-step guidance on how to create custom designs and optimize your workflow for maximum efficiency.

This workbook is designed for beginners and intermediate designers alike, so no prior experience is required. With its easy-to-follow tutorials and practical exercises, this workbook will equip you with the skills and knowledge needed to produce professional-quality graphics and elevate your design game.

Must Haves:

Must have a free Canva account, but a pro account is better.

Go to [Canva.com](https://www.canva.com) to create your own account.

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01

Creating An Account & Basics

Login to Canva.com

Activity

1. Choose Facebook Post
2. In the top, left corner, click Templates, enter Halloween
3. Scroll through to see what they offer
4. Toward the bottom, choose Hocus Pocus Promo
5. Anything with crisscross is not free, you have to purchase the image or graphic.
Let's change the image.
 - Click on the pumpkin image with crisscross. Click delete.
 - From the left menu, choose Photos. In the search box, enter Halloween. If there's a fee for the photo, it will be listed on the picture. Pick a photo (you can scroll to find one you like)
 - Drag your photo over the box. It should fill the image size. If you don't like it, pick a different photo.
6. Change the text
 - Double-click the text Hocus Pocus Promo. We are going to change the font and the color.
 - When the text box is highlighted, select the text you want to change (select all)
 - In the top nav bar, you see "A" with a color under it. Click that. Pick from the color swatches, or click the "+" icon to see all color options. Pick a color
 - While it's still highlighted, let's change the font. Click where it says "Noto Serif Display Black" in the top nav bar. Scroll through the fonts and pick one (or several until you like one).

01

Creating An Account & Basics

7. (Optional) Add another image

- Click the +Add a new page just below the image you edited.
- On the left nav bar, click Templates. Pick another one.
- Do steps 4b – 6d again.

8. Change the background color

- Click on the yellow color, you'll see the color box show up in the top. Click it and pick from the color swatches, or click the "+" icon to see all color options. Pick a color.

9. Download the image(s)

- In the top menu, there is a down arrow underlined. Click that.
- Keep the file type .png if you plan to use the image for online, social media posting, choose PDF for printing, and jpg for website or graphics.
- If you have multiple images, the file will be saved as a zip file, which you'll have to unzip before using. Or, you can save each image separately.

Important Tip: The images are saved at 96 dpi. Online images are 72 dpi.

If you use the image as designed, it may get chopped off on your social media profiles, or appear larger than desired on your website.

You could resize the image to 72 dpi, which will also adjust the image dimensions. Keep the image dimensions but change the dpi to 72. Photoshop, Preview (Mac), Gimp, Sprout Social's Landscape tool, is great for this step.

02

Create a Company LinkedIn Banner



This tip comes from <https://www.instagram.com/shrutirajput576/>.

Keep it the design simple and clear.

1. Use a clean design with a clear focal point.
2. Use minimal text to convey your message.
3. Ensure that the message is easy to understand at a glance.
4. The left side of the image is where your profile image sits.

The Steps

1. Create a new canvas with the following dimensions 1584x396 px
2. (For a personal profile banner, use these dimensions 1128 x 191 px.)
3. Add your brand colors to the background
4. Search for and apply a grid pattern.
5. Reduce the transparency of the grid pattern.
6. Add 2 vectors (graphic images)
7. Add text:
 - The main heading. This example uses “Cubrano Narrow:” font
 - Add a small vertical line, adjust the weight if desired
 - Add your subheading. This example uses “Poppins Medium” font
8. Add a growth element (graph / chart graphic) as shown
9. Add the image cutout (you or lookalike representing your brand)
10. Add an email element with text.
11. Make final adjustments
12. Save the image to a folder.
13. Download it.

03

Create Fun Text Effects

Hallowed Text Effect

From hallowed out letter with see-through graphics to highlighting text, 3D layers, mirrored effects, wavy text, and more. This tip comes from <https://www.instagram.com/shrutirajput576/>.

To start, open the design element you want to design. In our example, we will create an Instagram post.

The Steps

1. Add an image.
2. Remove it's background if it has one.
3. Add the text (select a bold font)
4. Set the alignment (we will use left-justified)
5. Move the text to "backward" using Position
6. Duplicate that text and place it directly over the first one.
7. In Effects, apply Hallow to the text in the front only.
8. Manage the Hallow thickness by adjusting the slider.
9. Save it to a folder
10. Download the file.



03

Create Fun Text Effects

Highlight Text Effect

You can highlight a large amount of text, or one or two word within a text box. This tip comes from <https://adventureswithart.com/how-to-highlight-text-in-canva/>.

Highlight a Single Text Box

1. Click on the text to select it.
2. Click on the “Effects” button.
3. Chose on the “Background” button.
4. Adjust your text highlight.

In this example, I used the Effects background highlight and curve features.

Highlight All Text Boxes in One Image

1. Make sure the text elements are in boxes (they could be part of a design, which means you cannot apply Effect to them).
2. If you want all the text boxes to have the same effect, you can choose all the boxes and Group them, or just make sure they are all chosen.
3. (optional) You can apply a different Effect to each text box, as you see here.

In this example, I use different Effects for the background colors, and the positive and negative Curve feature for the top and bottom rows.



03

Create Fun Text Effects**Highlight Text Effect**

This tip comes from <https://www.instagram.com/shrutirajput576/>.

The Steps

1. Add your text element
2. Choose your font, and text color
3. Add a square shape element
4. Choose the shape color
5. Position the box shape behind the text

**3D Layered Text Effect**

This tip comes from <https://www.instagram.com/shrutirajput576/>.

The Steps

1. Add your text element
2. Choose your font, and text color
3. Center and middle your text element
4. Duplicate the text element
5. Center and middle the new text element
6. Change the color to a different color
- 7: Move the new text element 5 pixels down and 5 pixels right with the arrow keys on your keyboard or in the direction you want the text to go (1 click = 1 pixel)
- 8: Move your newest text element to be the bottom layer



Repeat the steps above for the amount of text layers you want but add an additional 5 pixels for every new text layer (e.g. layer 3 = 10 pixels down and right, layer 4 = 15 pixels down and right, etc.)

03

Create Fun Text Effects

Mirrored Text Effect

This tip comes from <https://www.instagram.com/shrutirajput576/>.

The Steps

1. Add your text element
2. Choose your font, and text color
3. Download it is a PNG with a transparent background
4. Import it back into Canva
5. Select the imported image and go to 'Flip'
6. Select 'Flip vertical'
7. Line the elements up
- 8: Make the image element slightly transparent
- 9: With the image selected go to 'Edit image' click 'see all' the adjust options
- 10: Add a slight blur to the image



You can follow the same steps to create a side on mirror effect by flipping the text horizontally instead of vertically.

Wavy Text Effect

This tip comes from <https://www.instagram.com/shrutirajput576/>.



Lot's of tips!

The Steps

1. Add your text elements
2. Space them out on the same line
3. For the first text element go to 'Effects' > 'Curved' and change the curve amount to what you want (e.g. 60), then do the same for the third text element
4. Select the second text element, go to 'Effects' > 'Curved' and change the curve amount to the opposite of the other two text elements (e.g. -60)
5. Line the text elements up to create the wave effect



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Image Effects

Create an image outline, shadow, or blur to make them pop on social media, presentation slides, business cards, and more. This tip is from <https://designhub.co/canva-tips-and-tricks/#videobackgrounds>.

The Steps

1. Select an image
2. Go to 'Edit photo' and remove the background
3. Go to FX Effect and choose 'Shadows'
4. Choose the 'Glow' effect and then filter it
5. Adjust the transparency to 100%
6. No blur (optional)
7. Change the border size using the size slider
8. Choose the color for your border
9. Click 'Apply' (see woman image here)



Tips:

- Use the Angle feature to adjust where the image sits within the border.
- Use the Distance feature to move the image at an angle from the shadow (see dog image here).



There are also outline and drop features in the Shadow FX Effects too.

Split Blur

- Choose an image, then copy/paste it so it matches in the middle
- Click on one side or the other
- Choose Edit Photo
- FX Effect Blur and apply the degree of blur you want. (see lion image here)



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Canva Hacks

Create an image outline to make them pop on social media, presentation slides, business cards, and more. These hacks come from <https://www.instagram.com/p/CSlpcxLoH87/> and <https://www.instagram.com/p/Cq4B-LQPaxO/>.

One Month of Content in 5 Minutes!

1. Go to Canva Docs
2. Press the “+” sign next to the heading
3. Press “Magic Write” and type what you’re looking for, e.g., 5 tips to overcome writers block.
4. Copy all text and paste it into Google Sheets or Excel
5. Export the sheet as a CSV file
6. Go to Canva and create an Instagram post
7. Tap on “Apps” in the lower, left side
8. Select “Bulk Create”
9. Upload the CSV file
10. Right-click Text and Select “...”
11. Press “Connect data”
12. Generate all pages
13. Done!

Create a Custom QR Code

1. Go to “Apps” on the left sidebar
2. Choose a “QR Code” (generator, simple, dynamic, etc.)
3. Choose Dynamic for this activity.
4. Click “Open” and choose a design.
5. Enter the URL.
6. Add your brand colors.
7. Add a logo (optional)



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Canva Hacks

Letter Framing

1. Create a new design. For this example, we'll start with 500x500 px.
2. On the left side, choose Elements > Frames
3. Choose letters for a word. For this example, we'll create F A L L. Tip: Move the letters to be closer or farther apart.
4. Go back to Elements and enter the word Fall and choose a graphic or a photo.
5. Drag the image over each letter. You can use more than one image (an image per letter) or you can use the same image in each letter.

To add a drop-shadow to the image

1. Go to Elements and enter Shadow into the search box,
2. Choose Graphics rather than photos.
3. The images are hard to see, so play with a few to see what work. You can also Copy/Paste a shadow to make it fit across the width of the image.



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Canva Hacks

Font Combinations

When it comes to creating graphics, don't forget about the fonts. When choosing a font combination for your brand, keep these Sketch Deck tips in mind.

1. Choose complementary fonts
2. Establish a visual hierarchy
3. Consider context
4. Mix serifs and sans serifs
5. Create contrast
6. Steer clear of conflict
7. Avoid pairing fonts that are too similar
8. Use fonts from the same family
9. Limit your number of fonts

Here are some Canva font combination examples:

Oliver Base

Nixie One

VERSAILLES

Balgin

Impact

*Times New
Roman*

Fabrica

Helvetica
World

HK Carta

*The youngest
script*

Lekton

*Pinyon
Script*

Aileron Bold

*IBM Plex
Serif*

TAN
Angleton

Text me
one

**League
Spartan**

Libre
Baskerville

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Canva Hacks

Canva Codes

If you want to add something unique to your Canva design but can't find what you're looking for with generic search terms, try these codes.

Log into Canva, open up your design (or a new design), and click on the Elements tab. Then, type your keyword in and click Graphics or Photos (depending on which you're working on).

You can try searching with and without quotation marks. It seems weird that there would be a difference, but the difference can actually be HUGE with certain search terms.

Here are some fun ones:


- **Canvachunkylockups:** bright, bold-lettered phrases. The color choice and bubble style of these elements bring a retro vibe with a modern twist.
- **Canvaholoshapes:** This code gets you a large volume of 3D holographic shapes, such as donuts, blobs, or diamonds.
- **Brush Stroke:** For realistic paint swatches, this keyword will find you a great variety. You can use brush strokes as backgrounds, frames for images, or ways to add patches of color without it being too blocky.
- **set:nAFK9VTfPCQ** - This code shows ten rubber hose characters with dopey faces and characteristic hands.
- **Neon Words:** This search term provides graphics that look like retro neon shop or bar signs. While most are available in the traditional neon sign colors of pink and blue, you can change the colors using the color picker when you select an element.
- **set:nAFDcuif41I** - These translucent glass letters are a cool way to add text and typography to your designs.
- **Halftone:** Halftone is a style of dots that are sized in a way to shade without block color. It's often used in pop art style or old newspaper image printing.

Want more unique codes? Here are 100 from [Alexandra Monica Cote](#) on YouTube.

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Canva Hacks

TypeCraft

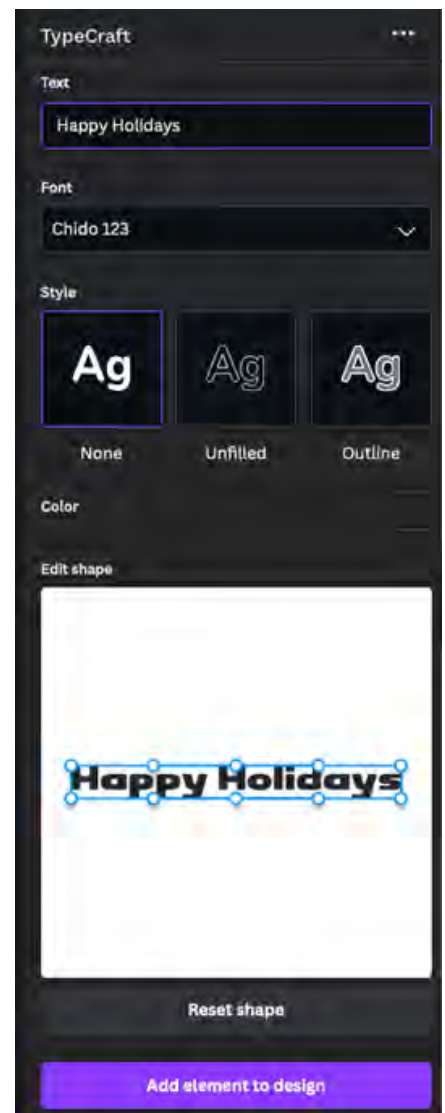
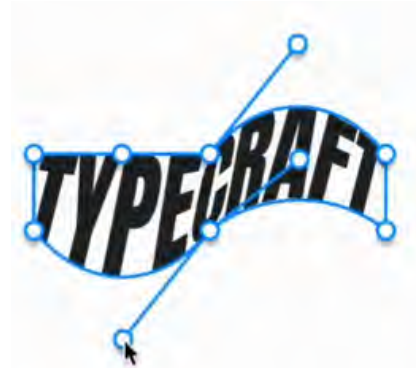
Want to create cool type effects like this? It's called TypeCraft and is a Canva App. 

This only works on Pro or paid accounts.

How to customize text with TypeCraft

1. Once the App is downloaded, in the Text field, add the text you want to customize.
2. Select Font and choose the font you want to use.
3. Select the Style you want.
4. Select Color. Adjust the slider and select from the color picker your desired color.
5. Edit the shape of the text by dragging the dot points to your desired shape. Select Reset shape to start over with the shape.
6. Select Add element to design when you're happy with the text.

Happy Holidays



There are hundreds of resources to help you create new and exciting images in Canva, including video, social media posts, presentations, promotional materials, and more.

Here are some additional resources you might want to check out.

- 25+ Amazing Canva Hacks (<https://designhub.co/canva-tips-and-tricks/#videobackgrounds>)
- 11 Canva Video Editing Tips & Tricks for Beginners (<https://www.pipiads.com/blog/11-canva-video-editing-tips--tricks--canva-for-beginners/>)
- 15 Genius Canva Hacks In Under 10 Minutes [Video] (<https://www.youtube.com/watch?v=nch2NObpZSg>)
- Canva Tips and Tricks: The Ultimate Guide to Canva Design Hacks (<https://canvatemplates.com/canva-tips-and-tricks/>)

About Becky Livingston

For over 25 years, Becky has applied her skills as a marketing and technology practitioner to the accounting industry. Her company serves small to mid-sized firms across the country with consulting services in website design and development, SEO, digital and social media marketing, graphic design, video development, and more. She is also the author of “The B2B Marketer’s Guide to AI: Strategies, Tactics & Tools for Success,” “SEO for CPAs - The Accountant’s SEO Handbook,” “The Accountant’s Social Media Handbook,” and “SEO Secrets, Myths and Truths to Being Found Online.”

Becky has multiple degrees in computer programming and Internet technologies, a corporate training certificate from NYU, and an undergraduate degree in mass communications. Prior to working in the accounting profession, Becky applied her skills to the chemical and mechanical engineering industry for over ten years.

In addition to being a practitioner, she is a big dog lover, an adjunct professor, and HubSpot partner. Learn more about Becky and her firm at <https://Penheel.com>.