Diocese of Guildford

TRANSFORMING **CHURCH**
TRANSFORMING **LIVES**

A simple guide to Canva

May 2020

This guide will take you through the basics of creating simple and effective designs using Canva; from design basics and brand tool kits to online v printed materials and using photos to enhance your designs.

A quick guide to Canva

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Introduction

There are a number of services similar to Canva. A basic Canva account is free but there are lots of free and paid for options available.

This guide will take you through the basics of creating simple and effective designs using Canva:

- Design basics
- Creating your brand tool kit
- Simple designs for online and printed materials
- Understanding how to use imagery and photos to enhance your designs

Design basics

Design to communicate

We are visual beings and what they say is true, a picture tells a thousand words. We can use imagery, design and photography to communicate a message clearly and with relevance, to convey a feeling and to help people understand who we are.

Design is very personal and individual and that's a good thing, we get to have a world that is so diverse and beautiful. With taste and trends removed, good design is simply communicating your message in the best way possible.

When your design is good, everyone likes the design and basically understands the core message. With a great design, though, people only see the message.

So, here's why design is important: great design makes it easier for people to use your website, attracts the right people to your event, and to understand your values in a matter of seconds.

Visual identity

Design is what the world sees of an organisation, and the quality of your design reflects on the quality of your organisation. Design helps people understand the company and is tied in with emotion.

If you haven't created a visual brand or identity you still have one. And it may be communicating something you didn't mean to communicate.

There's a reason that it costs a lot to get good design; it takes time and skill. Your church, how you tell people about your church, your message, your church's personality, your customers'

personalities, your unique challenges should all be considered when creating your visual identity.

And a visual identity can also help you as you create all sorts of communications. With brand guidelines that describe tone of voice, font, colour palettes, how to use a logo, the sort of imagery to use and more, ensures consistency and makes the design process smoother in the long run. Having something to measure designs against is very helpful.

Preparation is key

When you are preparing to create a design you must first think of the message you would like to communicate:

- Consider what you are trying to communicate

- Who are you communicating to?

- Where are you communicating? (Website, social media, poster, flyer etc)

- Gather the information you need to communicate such as:

  - Dates and times

  - Contacts details or a way to find out more information

  - What the call to action is

  - Key messages – for example, if it's an event you may want to set expectations of what it will include

Creating a mood board can be a helpful step as you prepare to create a design. This is where your imagination runs wild and you can gather inspiration and think about the possibilities. You can include:

- Photos

- Examples of other design

- Words that convey the message and feeling you are hoping to communicate

Account set up

Navigate to canva.com. On the top right there is an option to create an account, click it and follow the instructions.

Home

When you have completed set up you will be taken to your Home page. This has a quick search for any design you wish to create, some suggestions, your most recent designs and more templates to scroll through. On the left hand side is your main menu for all your other needs.
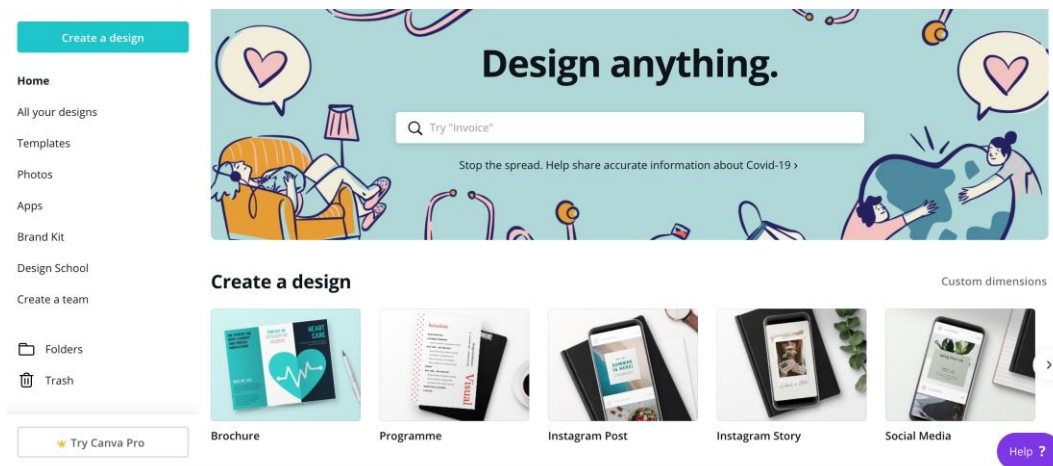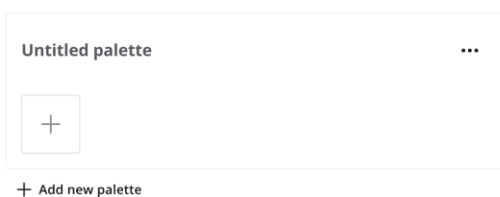

The first thing to do is to go to your brand kit.

Brand kit

The brand tool kit offers easily accessible logos, your colour palette ready for making your designs and fonts top of the list of choices. In a free Canva account you can upload a selection of colours
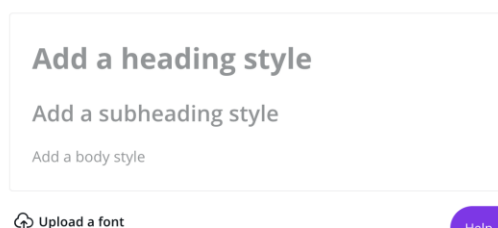
Teams

You can invite other people to share your designs with.

Invite team members for free

Creating a free team makes it easier to share designs and folders. Upgrade to Canva Pro to unlock all team functionality and benefits.

🔗	Get invite link

―――――――――― or ――――――――――

Enter email address...	Member ⌄
Enter email address...	Member ⌄
Enter email address...	Member ⌄
Enter email address...	Member ⌄
Enter email address...	Member ⌄

+ Add another invitation

Send invitations

## Create your first design

Getting started

When you are ready to create your first design click on create a design and choose the type of design you are making, this will give you the right dimensions.
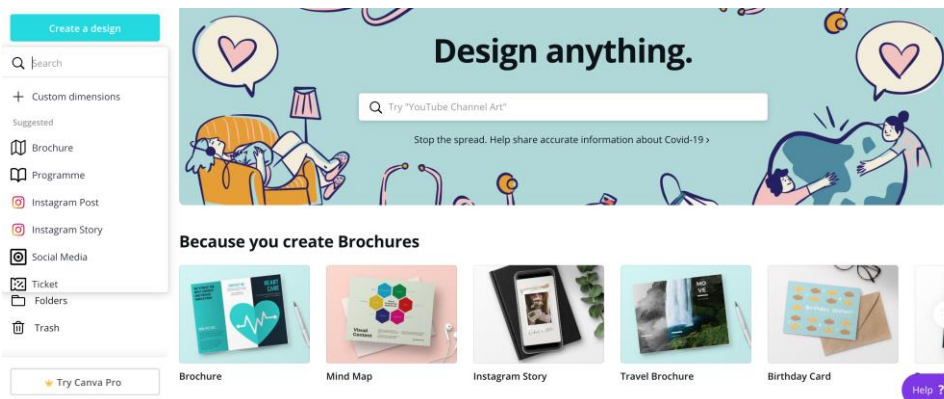
Once you have selected the type or custom dimensions you will be taken to the new design. The left hand side of the screen shows the various types of content you can add or change on the design. We recommend browsing through the existing templates. Templates have helpful design elements in place so you can concentrate on the messaging. If you will be using the design in multiple places you can resize the design.
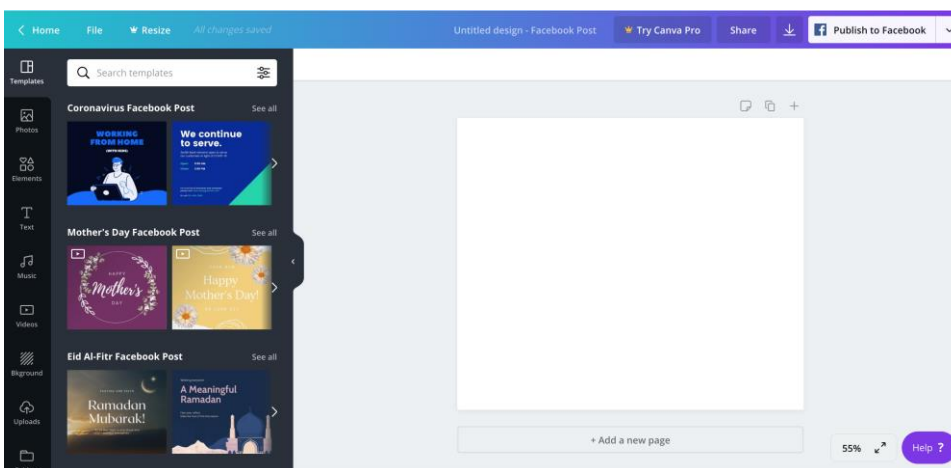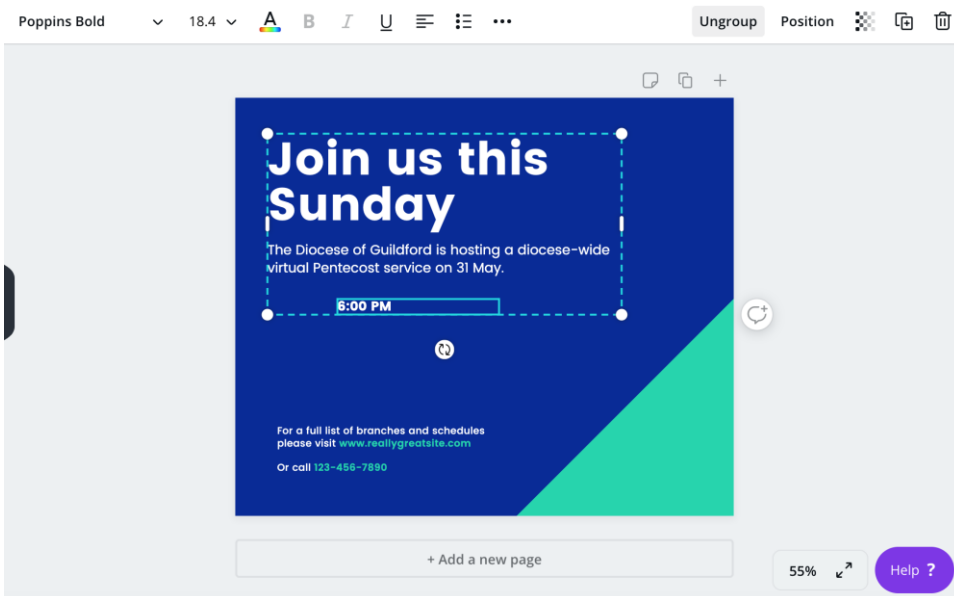

Once you have selected the template you wish to use you can select each element of the design to make your changes, move or delete them.
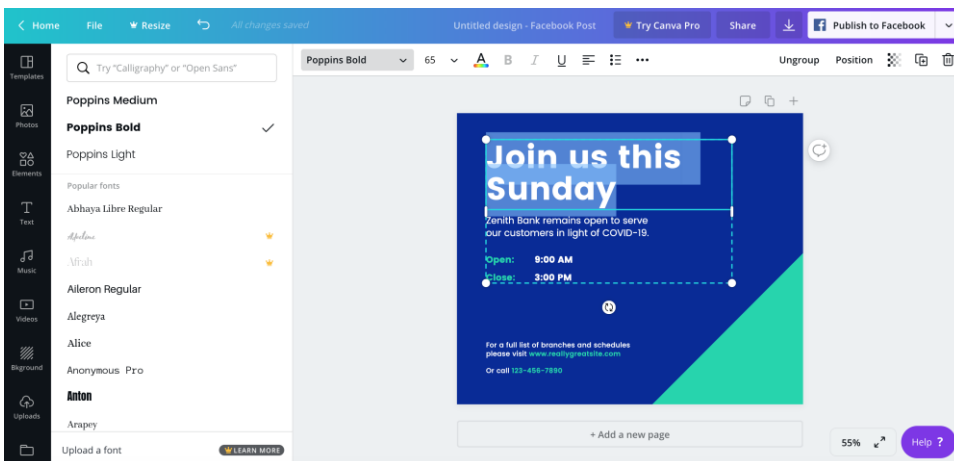
Grouped elements

If a number of items are grouped you will need to ungroup them – top right button ungroup – in order to move them individually.

Pink ruler/guides

As you move elements within your design you will notice the items snap to pink lines. These will help you line text and graphics up with each other.

Adding in content

To add in content chose the text box, photo or element and drag it into your design.

Changing content

Once an element is in the design you can select it to make changes. All the changes available to

you will be across the white bar at the top. Click on the various options to see what you can change.

Uploading content

Photos and imagery can be uploaded in the upload section of the left hand menu.

Background

You can change the background of your design to a colour or a photo. To place a photo in the background you can drag the photo across to the design and hover around the edge – there may be elements over the top of it that you have to move in order to access the background. When the photo jumps into the background let go of the image and it will be in place.
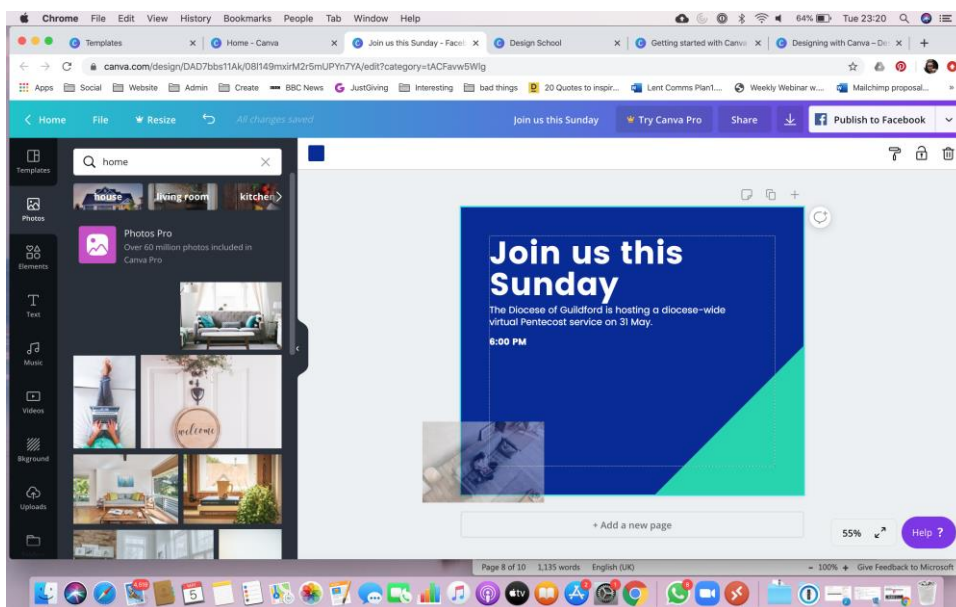

To change the size or focus of the photo double click on the image and it will open up as the full image, you can drag it around and change the size of it.
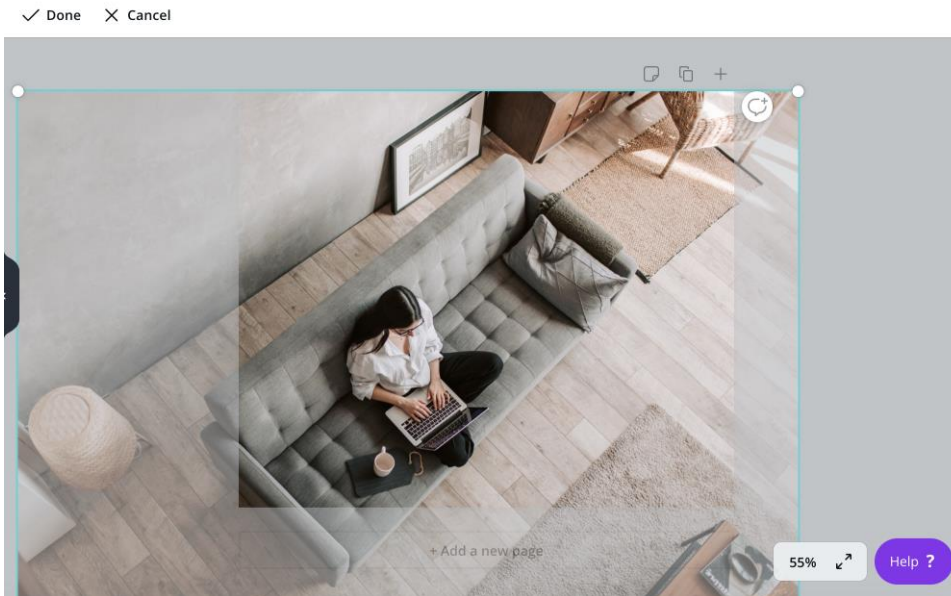
Sometimes text doesn't show up well across an image no matter what colour you choose, or you may want the image to feel more like the background. You can add a filter by placing a box element on the design, making sure it is the furthest back position of the design, so it won't get in the way of other elements, and scaling it to size.
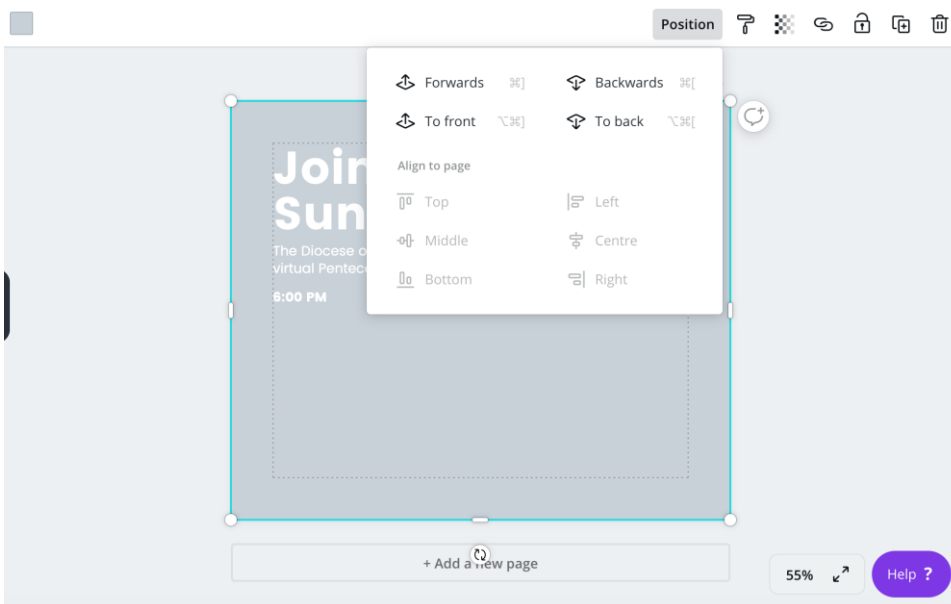

You will need to change the transparency. To do this select the transparency filter shown below and adjust the slider.
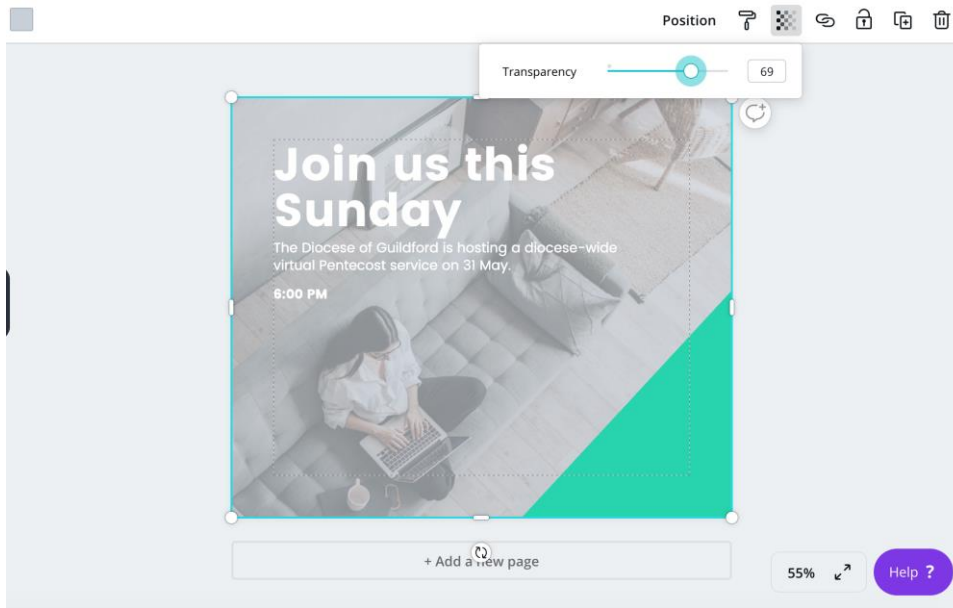
Colour

Select the element you want to change the colour of and click on the coloured box on the top left of the white bar menu. Select the colour you wish to change it to. Canva displays the colours in the document, brand colours, colours it has picked out in the image you have used and a selection of default colours. If the colour you wish to us isn't in any of these you can search for it in the search menu using a colour description or the HEX colour displayed with a #.

If you have a set of colours but don't have the HEX colour code you can search for it on a number of websites such as htmlcolorcodes.com.
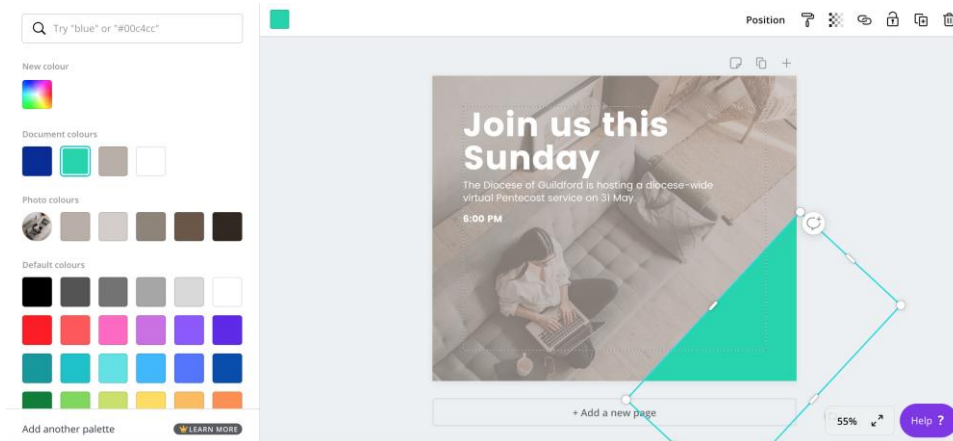
Creating multiple design options

Don't be afraid to make a number of different versions of your design. It will help you decide what you like best and what communicates your message well. You can create multiple by

clicking the + button at the top right of the design. You can then copy and paste elements you want to keep and change other elements and compare with your original.
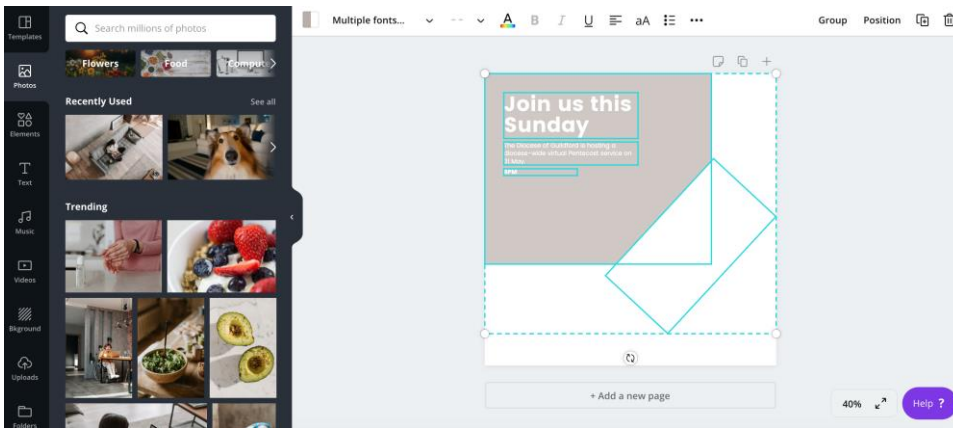
Resizing

Once you are happy with your design you may want to produce it in a number of different ways, depending on where you will be using it. For example, the sizing for a Facebook image is different to an Instagram post, which is different to an Instagram story. So although you may be using your design only on social media it is wise to have a size that fits well on the platform you are putting it.

Resizing is a pro feature but there is a workaround.

Keep the tab with your design in, use another tab to navigate back to your home page of Canva and create a new design in the correct size. Once you have the blank design go back to the original design. Select all the elements in the design by pressing ctrl and A, or cmd and A if you are using a Mac, then copy using using ctrl or cmd and C. Go to your new design and paste using ctrl or cmd and V.
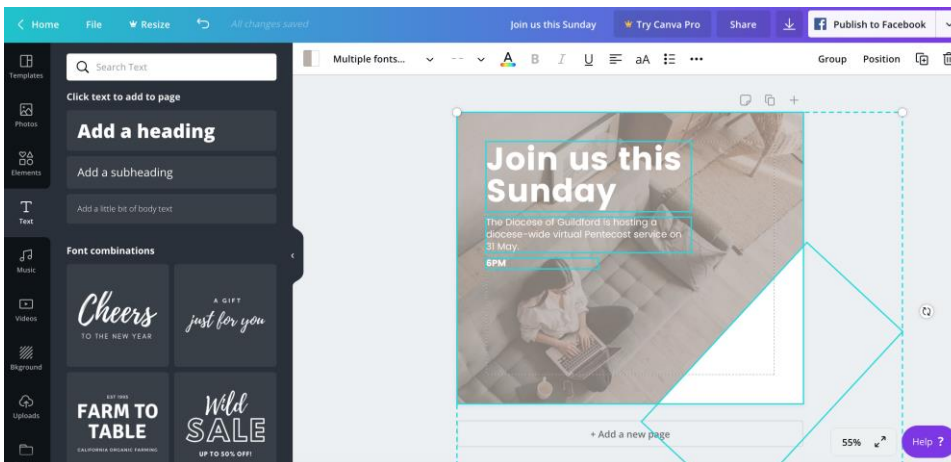
Any background image will not be copied but you can easily find an image you used in the photo library under recently used and drag it into place again.

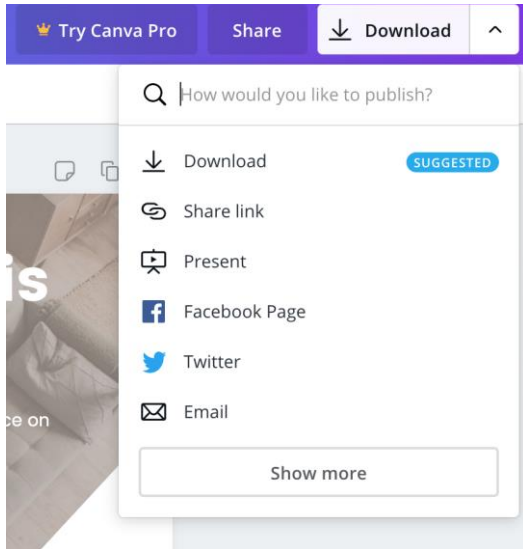You will need to change the sizing of the elements.
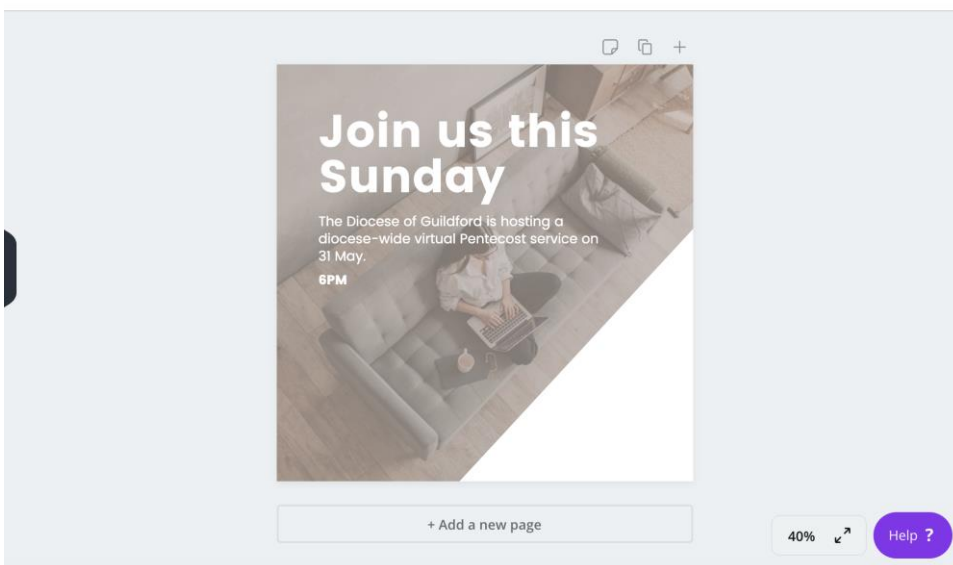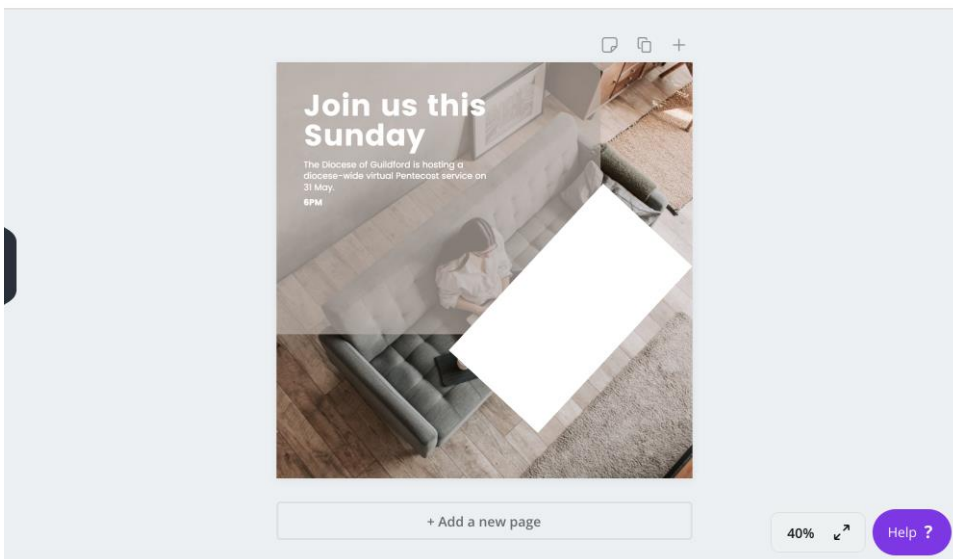
You can play around with the different sizes and make some changes to make your designs unique depending on where they will be seen.

Download and share

When you have designs you are ready to share with the world click the arrow next to download on the top right of the purple menu. You will be given a lot of options.

You can publish directly to Facebook or twitter by connecting your accounts.
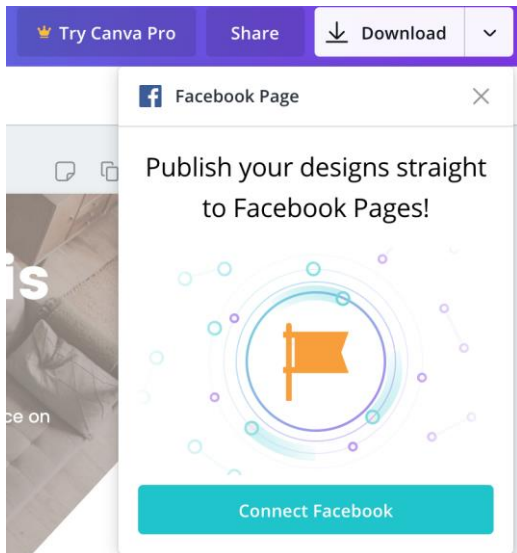
Or you can download your design to share. We'd recommend using a PNG image type for use on social media. Canva will suggest what it thinks it best depending on the format you originally chose.
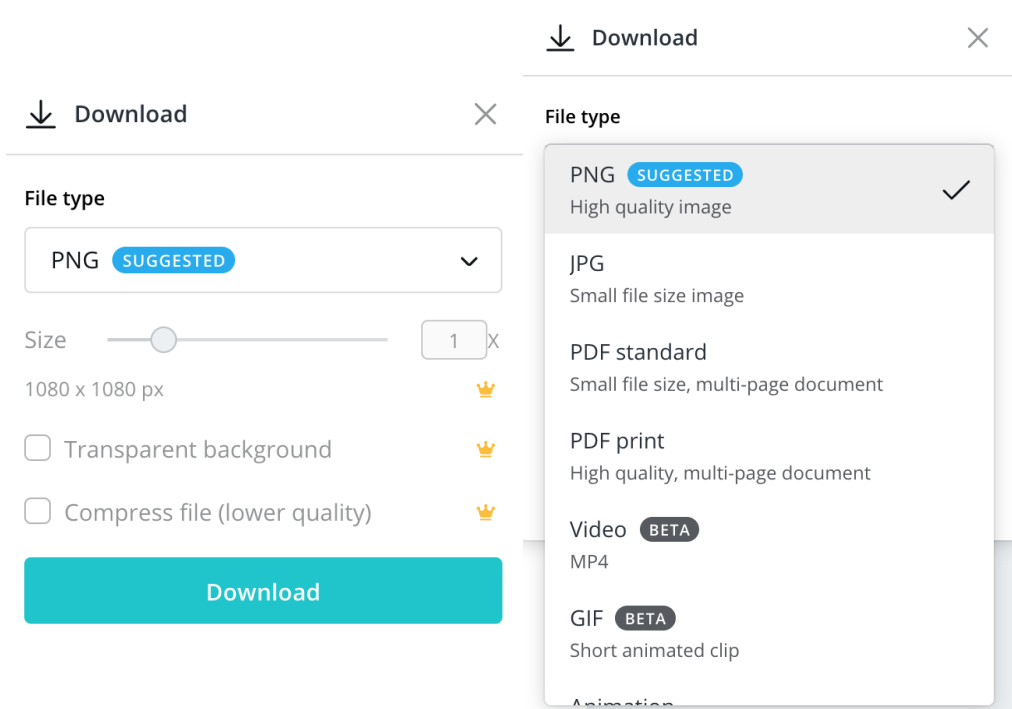
Some designs will take longer to download as they will be bigger files.

Online v printed materials

Printed and online materials can be part of a joined up communication campaign. But there is more than just the sizing that should be different.

Consider how you take in information when you are scrolling through Facebook versus passing by a poster or being given a leaflet. For example, when you post an image online it is accompanied by text, hashtags and useful links to help the reader complete the action you would like them to take. This is not the case when you have a poster or flyer so requires some additional thought on what will need to be on the poster to allow the reader to take the next step. With the example we have been using we may add the URL to find out more.

JOIN US THIS SUNDAY

The Diocese of Guildford is hosting a diocese-wide virtual Pentecost service on 31 May.

WWW.COFEGUILDFORD.ORG.UK FOR MORE.

So when you are creating your different designs consider the end reader and how you can best help them by giving them the right information, but not too much to overwhelm them and make it difficult to understand your message. Think about:

- Clarity
- Stopping power
- Can someone read it as the walk by
- Does it have the next step?

Note, when you are choosing the format of your design it is helpful to use the templates as Canva will take care of some the technical bits, such as correct sizing, quality and when you are using the download it will help you choose the best option for printing; pdf print quality.

Using imagery and photos

Canva has a whole host of photos and graphics for you to play with and use for free. There are

some that have a cost or are only available with the pro version. You can also find free image banks. We have some listed on our [website](#).

Why use photos?

- Photos and images can trigger all sorts of emotions and memories, which makes them very engaging.
- Many people can better memorise visual information.
- It can be far more shareable – think of all the cute dog pictures that get shared across the internet
- Images can also cross language barriers.

Images with a purpose

When using images, it is important that you know why. Don't just use them to get rid of too much white space or because you have heard that people like them. Each image should support your message – either to convey a feeling, show relevant information or help the reader imagine what you are trying to communicate.

For every image you use you should be able to answer two questions.

- Why did you choose that image and not a different one?
- Why did you put the image where you placed it, and not somewhere else?

If you don't know the answer to either one of these two questions, you should take a minute to think about it.

Keep images relatable

We like it to recognise other humans, it makes us feel like we are actually connecting with other people. Faces in particular draw our attention and we even follow their line of sight.

When using images with faces in your design, double check where they might attract attention to. Where possible use high quality photographs of real people and show people what they can expect to experience.

Imagery as background

Sometimes you might use an image that isn't going to be a focal point, it's more of a background to give your reader an immediate impression of what your church or message is about. Make sure you know exactly what effect you want your background image to have on your reader.

Hints and tips

- You have a short amount of time to catch someone's interest and communicate your message. It must therefore be interesting, eye catching and clear.
- If you have time, come back to it with fresh eyes at a later date. Even a few hours can be helpful as you will see things you didn't before.
- Before you finalise, consider if the piece communicates your messages, does it have all the information you need it to include?
- If you can remove something and it doesn't change the message is it needed? Less really is more, as long as there is enough to tell the reader what the message is.
- Canva has some brilliant design guidance and tutorials on their website. Start with Design basics.