

Web Literacy: Using Canva For Print and Online Promotion



Canva

Goals for today

- Create an account
- Further/create a “brand”
 - Library logo/images
 - Fonts
 - Colors
- Make a poster
- Make a graphic for Instagram/Facebook

Account and Navigation

The screenshot displays the Canva user interface. On the left is a navigation sidebar with the Canva logo and a sign-up prompt: "New to Canva? Sign up! Get the best experience by telling us what you most need Canva for:". Below this are five categories: Education (teacher or student), Small Business (startup, blog), Large Company (100+ employees), Nonprofit or Charity, and Personal (home, family or friends). A "Terms of Use and Privacy Policy" link is at the bottom of the sidebar. The main content area is titled "Create a design" and features a row of design templates: Poster (US), Infographic, Poster, Wide Skyscraper (IAB), Photo Collage, Business Card, and a "More..." button. A "Use custom dimensions" button is in the top right. Below the templates are three design examples: 1. "4 MOVES FOR FACT CHECK" with steps: "CHECK FOR PREVIOUS WORK", "GO UPSTREAM TO THE SOURCE", and "READ LATERLY". 2. "MAKERS" featuring a world map and statistics: "4°10'N 75°30' E", "393,500", "2,855,4/SQ MI", and "\$2.841 BILLION". 3. A poster for "TUESDAYS | 9-30AM-12PM" with the text "INNOVATION/CREATION/ OPEN LEADERSHIP". A "Need help?" button with a question mark icon is in the bottom right corner.

WLStraining
training@wism...

Create a design

Use custom dimensions

Create a design

All your designs

Shared with you

Create a team

Your brand

Find templates **NEW**

➕ Add new folder 0/2

🗑️ Trash

Upgrade

Learn to design

Get design inspiration

Create a design

Poster (US) Infographic Poster Wide Skyscraper (IAB) Photo Collage Business Card More...

4 MOVES FOR FACT CHECK

Feeling emotional? Pause to verify articles and information before you share on social media.

1 **CHECK FOR PREVIOUS WORK**
Look at Politifact, Snopes, and Wikipedia for verifications. Follow Wikipedia references back to their sources.

2 **GO UPSTREAM TO THE SOURCE**
Work back to the original journal or news article. Watch out for sponsored content and op-ed articles.

3 **READ LATERLY**
Once you get to a source, read what others say about it.

MAKERS

Ecotourism is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose may be to educate the traveler, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and for human rights.

Since the 1980s ecotourism has been considered a critical endeavor by environmentalists, so that future generations may experience destinations relatively undisturbed by human intervention.

4°10'N 75°30' E
393,500
2,855,4/SQ MI
\$2.841 BILLION

7/7 7/21 8/4
Coconut Lotions For Day and Night Bath Frozes To Rejuvenate Your Skin Natural Household Cleaners

INTERESTING FACTS

While many countries in the world take their weekend break on Saturday and

Several university programs use this description as the working definition of ecotourism. It focuses on socially responsible travel, personal growth, and environmental sustainability.

Ecotourism is intended to offer

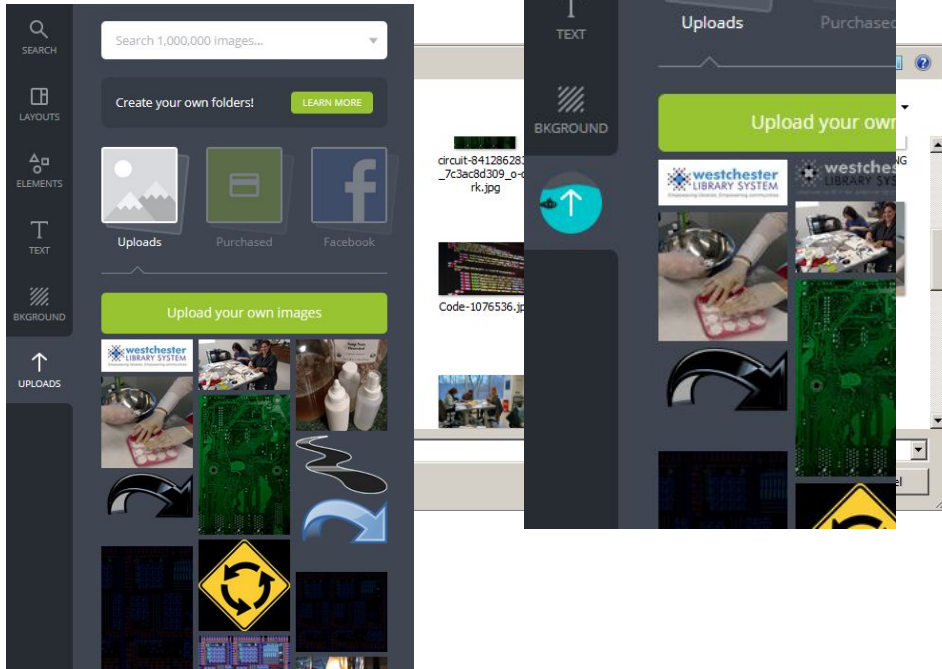
TUESDAYS | 9-30AM-12PM

INNOVATION/CREATION/
OPEN LEADERSHIP

Need help?

Create “Your brand”

Upload images, graphics, and logo



Choose default design features

- Colors
 - [ColorZilla Firefox or Chrome Extension](#)
 - [W3Schools Color picker](#)
- Fonts
 - Choose 2 or 3 that are easy-to-read
 - Draw attention with a completely different font used as a graphic
- Layouts
- Style
 - Photos and filters
 - Layout
 - “Look” and “feel”

Work with others

The screenshot shows the Canva interface for a team named 'WLStraining's team'. The left sidebar contains navigation options: 'Create a design', 'All your designs', 'Shared with you', 'Create a team', 'Your brand', 'Find templates' (with a 'NEW' badge), 'Add new folder' (0/2), 'Trash', 'Upgrade', 'Learn to design', and 'Get design inspiration'. The main content area features a heading 'WLStraining's team' with an edit icon. Below it, a section titled 'Invite 10 team members for free' explains that users can create a team for free up to 10 members. It includes three input fields for email addresses and a green 'Send invitations' button.

The screenshot shows the 'Share this design' dialog box. It has a title bar with a close button (X). Below the title are four tabs: 'People', 'Social' (with a 'NEW' badge), 'Link' (with a 'NEW' badge), and 'Embed'. The 'People' tab is selected. The main content area says 'Invite people to view or edit this design' and features a text input field 'Type one or more email addresses' and a dropdown menu currently set to 'Can edit'. A green 'Done' button is at the bottom left. A dropdown menu is open, showing 'Can edit' (checked with a green checkmark) and 'Can view'.

Make a team to bring consistency to your promotional materials and minimize redundant work.

Use templates

Choose by use: poster, social media, brochure

OR

Find templates by topic

The image shows a screenshot of the Canva design platform interface. On the left, a dark sidebar contains navigation options: 'Create a design', 'All your designs', 'Shared with you', 'Create a team', 'Your brand', 'Find templates' (with a 'NEW' badge), and 'Upgrade'. Below these are links for 'Learn to design' and 'Get design inspiration', along with the Canva logo and tagline 'Empowering the world to design'. The main content area has a blue-to-purple gradient header with the text 'What do you want to design?' and a search bar containing the word 'books'. Below the search bar, a list of template categories is shown: 'All Templates', 'Announcements', 'Book Covers', 'Brochures', 'Business Cards', 'Calendar', and 'Cards'. To the right of this list are two preview images: one for 'Reading Time' and another for 'BOOK SWAP'. At the bottom of the interface, a section titled 'Social Media Posts' displays five template thumbnails with their respective labels: 'Twitter Post', 'Social Graphic', 'Pinterest Graphic', 'Facebook Post', and 'Facebook App'. The 'Social Graphic' thumbnail features the text 'BRIXTON COLOR RUN'.

Pick a layout

Edit with your graphics, fonts, and colors

Edit templates or work from scratch

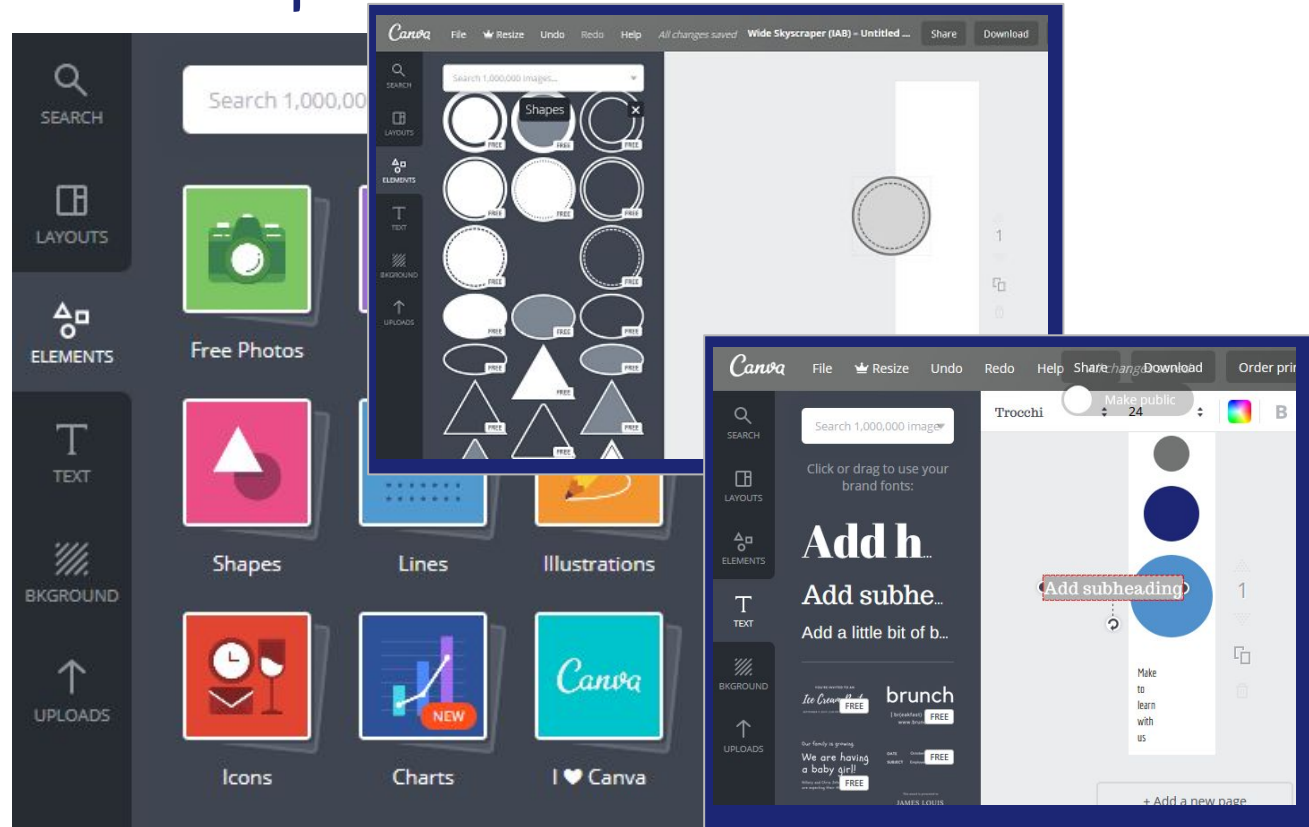
Add Elements

Add Text

Add Background

Upload images

1. Choose a category
2. Drag a feature to your page
3. Enter text, resize, recolor, edit



Tips and Tricks

- Apply a filter to an uploaded image and use it as a background
- Double-click an uploaded image to crop it
- Canva opens a new tab for each document.
- Copy and paste text *content* between documents - but not whole elements, for example the text box.
- Click the Canva logo in the top left corner to go “home”
- Click a previous browser tab to go “home” and keep your document open
- To add an uploaded transparent image, add a shape, make it transparent, and then add your image on top of it
- Choose to share documents as editable or view only

Download and share

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File Type ⓘ

PNG (Recommended) ▼

JPG

PNG (Recommended)

PDF - Standard

PDF - Print

Download

Share this design ⓘ

People Social **NEW** Link **NEW** Embed

Invite people to view or edit this design

Type one or more email addresses Can edit ▼

Done

Can edit ✓

Can view

Share this design ⓘ

People Social **NEW** Link **NEW** Embed

Embed your design on the web with automatic updates and no downloading required. [Learn more.](#)

To embed your design using HTML:

```
<div class="canva-embed" data-height-ratio="0.3804" data-d
```

Copy

To embed on Wordpress: [Make design public](#)

<https://www.canva.com/design/DACHbh6y8vi/view> Copy

Your design is ready and downloading ⓘ

Your download should have automatically started, if not [download here](#).

[f Post](#) [T Tweet](#) [E Email](#)

Great design is eliminating all unnecessary details. — **Minh D. Tran**

Share this design ⓘ

People Social **NEW** Link **NEW** Embed

Embed your design on the web with automatic updates and no downloading required. [Learn more.](#)

To embed your design using HTML:

```
<div class="canva-embed" data-height-ratio="0.3804" data-d
```

Copy

To embed on Wordpress and Medium:

```
https://www.canva.com/design/DACHbh6y8vi/view
```

Copy

Design Tips

- Be bold
- Be brief
- Be consistent
- Bring contrast

SQUINT
What stands out?

I.D.
What identifies it as
your library or brand?

Walk away

Look at your design from a distance. What catches your eye?

Help and Support

[Canva Graphic Design Tutorials](#)

[Graphic Design on Lynda.com](#)

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