Canva:
Best Practices
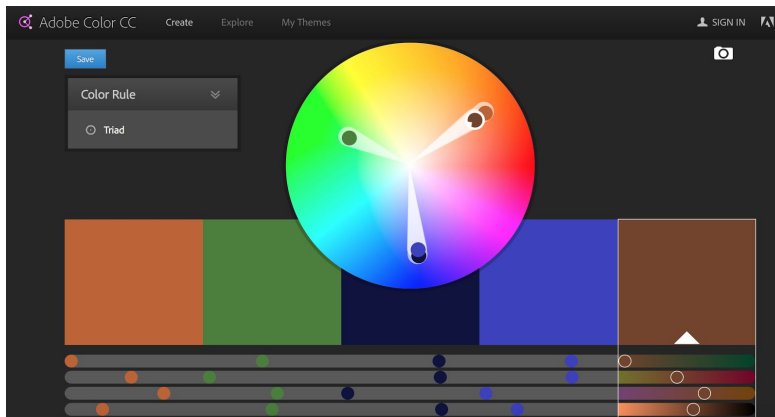
DigiComm

A few things to remember:

- ❖ Canva is a great resource when you need to create graphics. There are many opportunities to create content that you have to pay Canva to use, however with a little extra time and attention, you can use this site without having to pay a cent. All of our recommendations below involve free features for Canva.

- ❖ Helpful features:
    - ➢ Saves within your account
    - ➢ Download an editable link
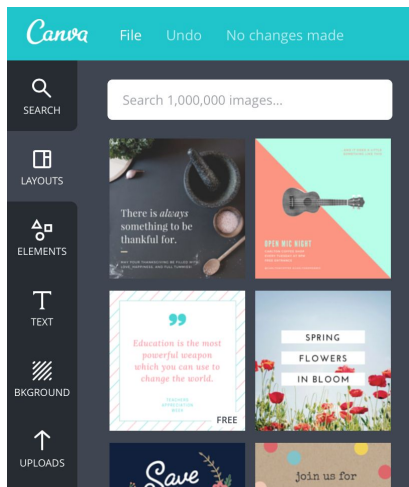   - ➢ Canva walkthroughs

Create a Style Guide

When working with Canva you want to create graphics that reflect your project's brand. Be sure to have a style guide with specific colors (and their HEX codes), fonts to use, as well as your center's logo.

This will make for an easier time when using Canva and having a style guide that works for your project.

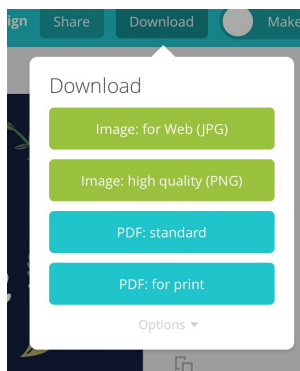Not sure where to start with a color scheme? Check out [Adobe Color](#)!

Use Layouts

Whether making an invitation, social media graphic, or a poster for your project, Canva gives you dozens of options for layouts to help you get started with your design.

Canva has lots of great design options and elements to include in your final design. However, some elements are only available if you choose to pay.

Be sure when selecting different layouts, backgrounds, images, or clipart that when you hover over them they do not have a "$" in the bottom right hand corner.
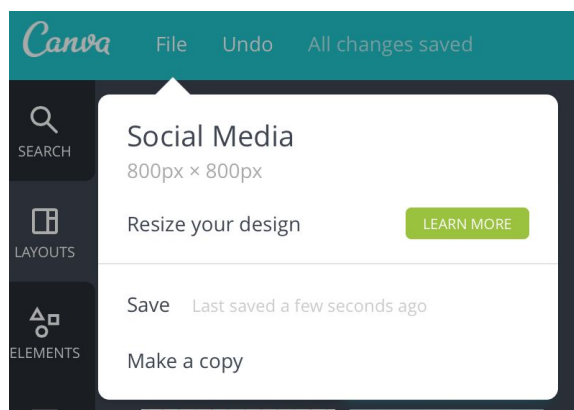
Different Download Options

You have the option to download your design either as a JPG, PNG, or PDF. Just select which one you wish to have from the download option.

If you only want to download one page of your design, click the "Options" drop-down menu to select a page range.
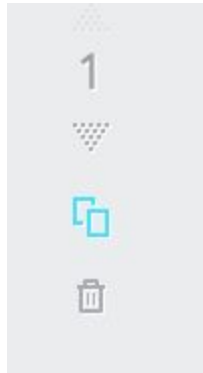
Focus on Consistent Image Sizes

Canva's templates offer tailored dimensions for your graphic, but you cannot resize your images on Canva without upgrading to "Canva for Work," (which costs money).

So before you get started, make sure you have the right dimensions for the project you're working on! Canva also offers the option to use custom dimensions.
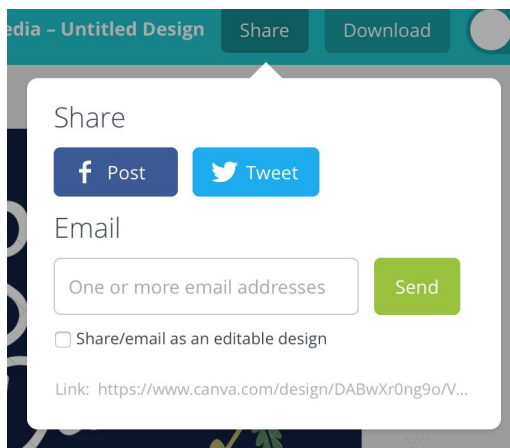
Make Copies of Designs As you Make Changes

Ever been working hard on a design only to think, "Nope, I like it better the other way"? Avoid designers regret by periodically making a copy of your design as you make changes.

By copying your designs, you will have a range of options by the end. You'll also be able to see how your design evolved and make it easy to see which design you like best from a range of options.

See an example of DigiComm's [design evolution](#).

Collaboration: Utilize an Editable Link

Want to share your design with others? You have the option to send an editable link!

Just click on the "sharing" button, check off "share/email as an editable design" and now you can have more than one user editing your design on Canva.

Canva Walkthroughs

Want to be the best you can be at Canva? Subscribe to their [Design School](#)! They have multiple walkthroughs for anyone to learn and become a pro at Canva!