

What will you design today?

Home Templates

Search anything

Templates Presentation Social media Video Print Doc Whiteboard Sheet Code Website Email Photo editor Magic Layers Custom size Upload More

Canva Basics: Ozark Romance Authors

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This workshop is for you if you want to:

- Make social posts, flyers, worksheets, or simple slides
- Look polished without overthinking design
- Work faster using templates + a few simple rules



Available on Amazon and other online retailers

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By the End, You'll Be Able To...

- Navigate Canva confidently
- Create a design from a template (and from scratch)
- Use text, photos, and elements intentionally
- Export correctly for web vs print

BIG IDEA #1

If you only remember one thing: Canva is a system—once you know where tools live, you can make almost anything.

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You'll need:

- Laptop + Canva account (free is fine)
- 3–5 photos (optional)
- Mini brand kit (optional): 2 colors + 1 font pairing

Quick setup checklist:

- Log in and open Canva home
- Find: Search, Create a design, Projects, Brand (if available)

Big Idea #2:

If you don't have photos, no problem—Canva has built-in photos. If you don't have brand colors/fonts, we'll keep it simple and consistent.



You never know who you might meet in the desert.
Who do you think it is?



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Slide 5 — Canva Home Screen: Where Things Live

Key areas:

- Search bar (find templates, elements, formats)
- Create a design (choose size/type)
- Projects (your saved designs + folders)
- Brand (if available)



Big Idea #3:

Think of home as your “launchpad.” Projects is where you’ll thank yourself later for staying organized.

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The Canva Editor: Your Control Panel

Left panel: Templates • Elements • Text • Uploads • Photos

Center: Canvas (your design)

Top bar: Position • Transparency • Animate • Share/Download

Pages: Duplicate page • Add page • Reorder pages

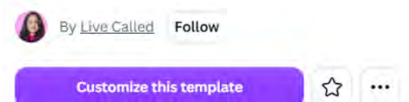
Big Idea #3:

If you’re ever lost: click the thing you want to change, then look at the top bar. Canva is very “select first, then edit.”



Teal Gold Dust Motivational Quote Facebook Cover

Facebook Cover (Landscape) • 1640 × 924 px



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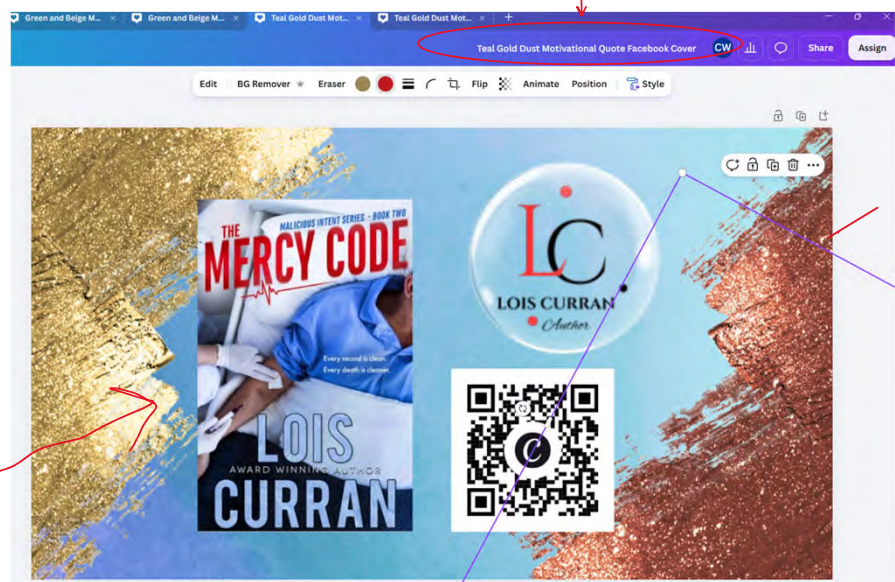
Micro-Lesson: Naming + Organization

Two habits that save hours:

- Name your design right away (top left)
- Use folders in Projects (Social / Print / Workshops)

Prompt:

“What’s one thing you want to make in Canva in the next week?”

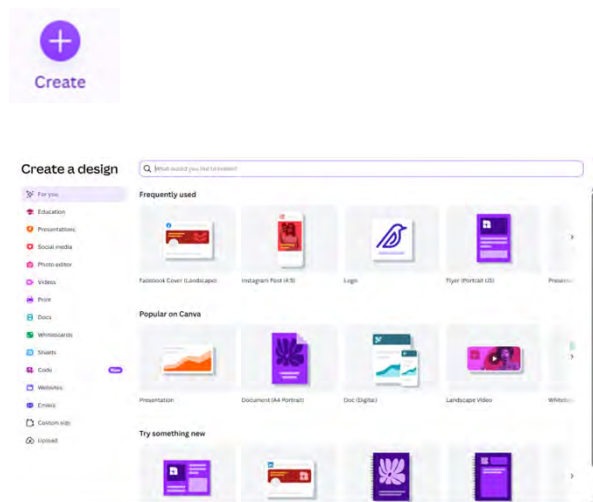


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Activity: Create a Social Post (Template Workflow)

1. Create a design → **Facebook Post**
2. Choose a template that fits your goal
3. Replace the text with your message

Tip: Pick layout first—colors can come later.



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Layout Basics (The “Looks Pro” Rules)

- **Alignment:** use guides; line edges up
- **Spacing:** give text room to breathe
- **Consistency:** limit to 2 fonts + 2–3 colors
- **Contrast:** light on dark or dark on light

Tools to know:

Position → alignment / tidy up

Duplicate page → make variations fast



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Text Hierarchy (Make It Readable)

The 3-level text system:

- Headline (largest): grabs attention
- Support line (medium): clarifies
- Details/CTA (smallest): what to do next

Guidelines:

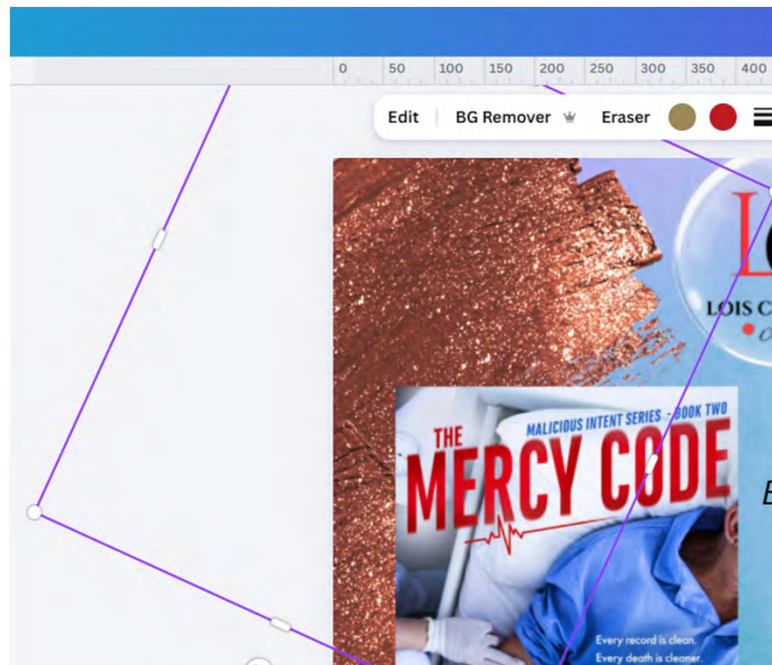
- Headline ≈ 7 words or fewer
- Add one clear CTA: Download / Register / Learn more / Shop now

Big Idea :

Most Canva designs fail because everything is the same size. Hierarchy tells the eye what matters first.



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Common Text Mistakes (And Fixes)

Avoid:

- Too many fonts/styles
- Low contrast (light gray on white)
- Centering everything by default

Fix with:

- Bold + size changes before adding new fonts
- Strong contrast
- Align with intention (left-align is often cleaner)

Big Idea: "When in doubt: fewer fonts, fewer words, more space."



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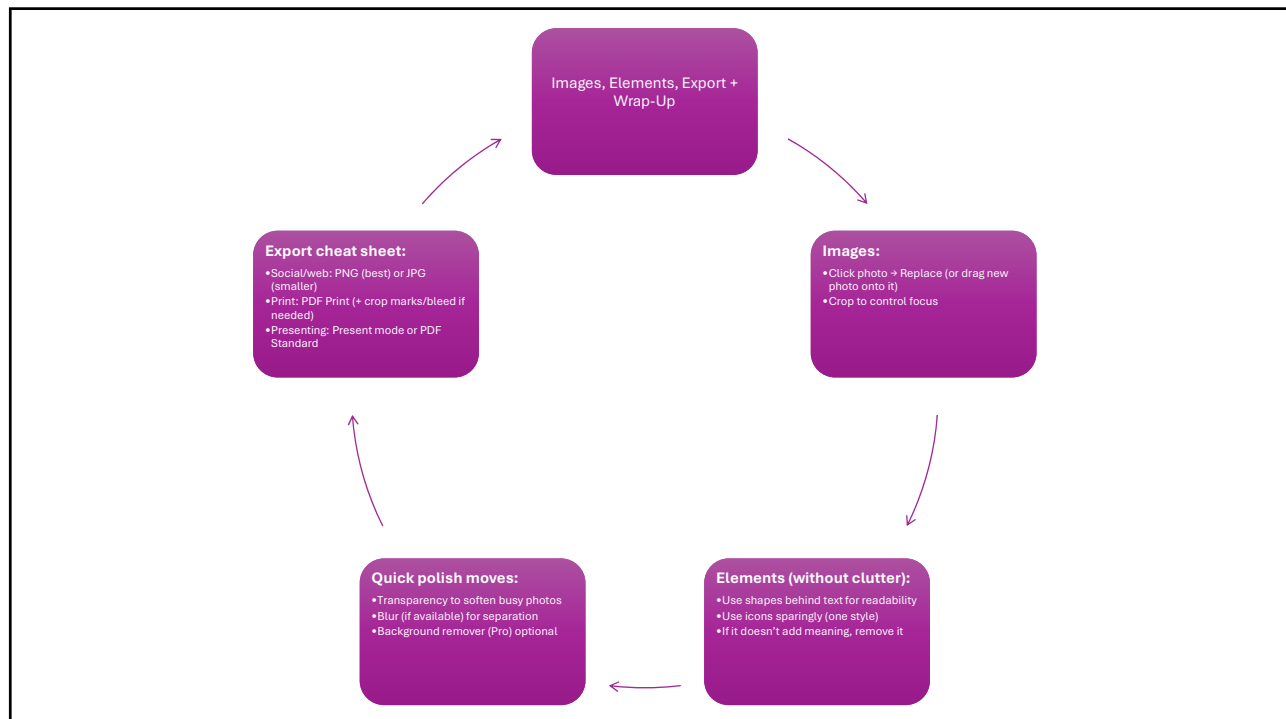
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book signing
9:00 am June 28
Booth #1547
(International Book Publishers Association)
American Library Association
Philadelphia, PA**

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Your 3 Canva habits:

- Name files + use folders
- Build 1 “master,” then duplicate variations
- Keep it simple: 2 fonts, 2–3 colors, lots of spacing

Create a 3-slide carousel:

1. Big promise/headline
2. 3 bullet tips
3. CTA + handle/website



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