

A BEGINNER'S GUIDE TO NAVIGATING

# CANVA LIKE A PRO

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BY ASH THOMPSON



**Start designing professional content for  
your brand's social media today.**



This eBook is dedicated to my family.  
Never stop designing a life that you love.  
I love ya'll.

*Best,*  
*Ash Thompson*

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Not sure if I use Canva Search more or Google's, at this point,

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No one can tell your story like you. Add your personal touch by including pics from your brand.

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Save them forever. We'll circle in a future lesson on how to create evergreen content.

**Canva**  
**LIKE A PRO**



## A Note for the Reader

# Why I Use Canva Everyday

Canva is a simplified design tool for creating and editing marketing collateral and content for your brand and/or company's advertising needs. I use Canva everyday as an entrepreneur to design YouTube thumbnails, create Ebooks for Online Course Learning, to advertise for my services and so much more.

I'm an entrepreneur three times over. I run a community-based media company with a college friend. Here I've used Canva to keep our online portfolio up to date and to self-publish our first book.

As a digital content creator, I spend a lot of time connecting with my online communities, via YouTube, IG, Tik Tok and several others. Canva Pro will help you design a Brand Kit to maintain a uniformed look for your social media presence.

As you become more familiar with Canva Pro, you'll begin to explore making videos, creating thumbnails, and even designing formal documents yourself. The possibilities are endless.

Just get started, friend. I'll be here to help.

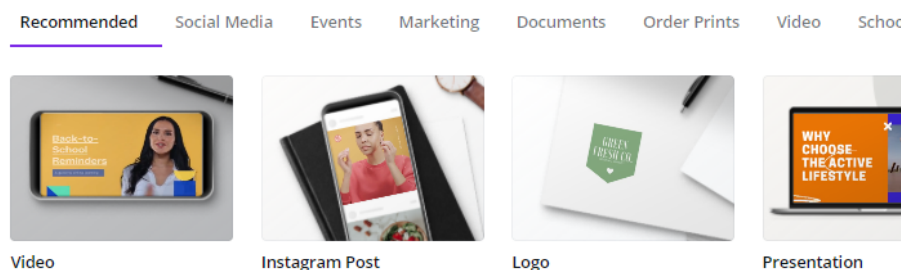
Best,

A handwritten signature in black ink that reads "Ash Thompson". The signature is written in a cursive, flowing style.

## Lesson 1

# Using Templates to Get Started

So you've created a Canva account because you heard that it's easy to use, right? Now what? Follow these easy steps to begin designing your own social media posts.

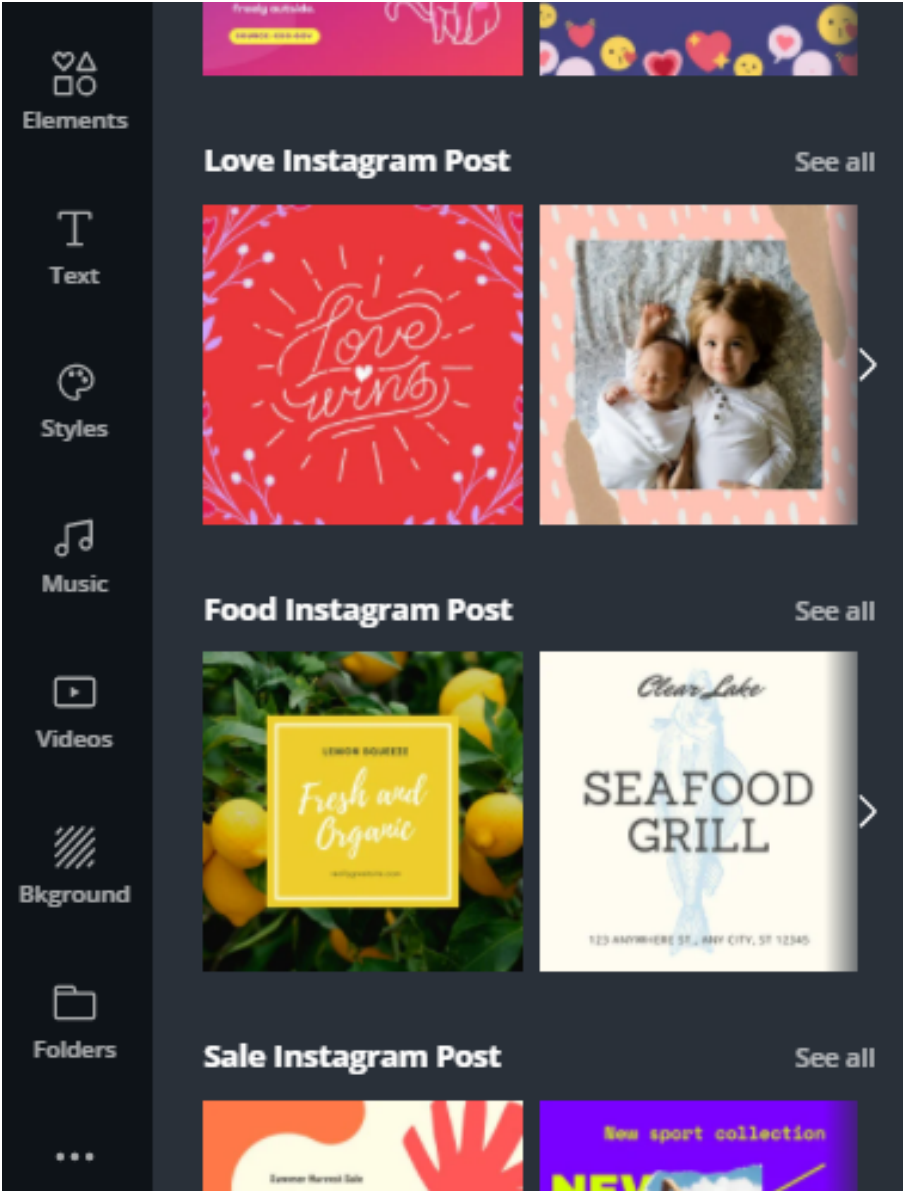


If you are a new user, Canva has a **Wizard Prompt** that will ask you to search Canva for the type of design that you want to create, such as an Instagram post, Poster or Magazine Cover.

Once you select your template design, Canva will offer you a few quick tips to customizing your template. Don't skip these! These prompts show you where the important features live in the editor.

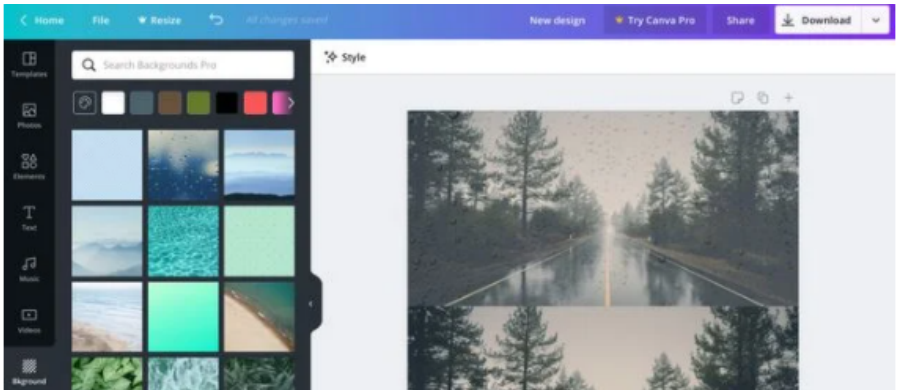
**Pro Tip:** If you are creating an animated Instagram post, be sure to select the specific graphic for Instagram only. Size matters on these platforms! 😊

Lesson 1 (continued)



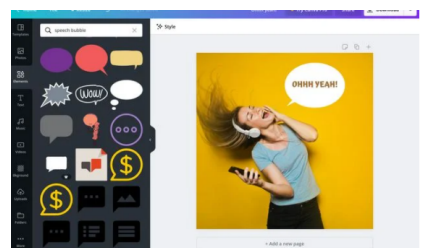
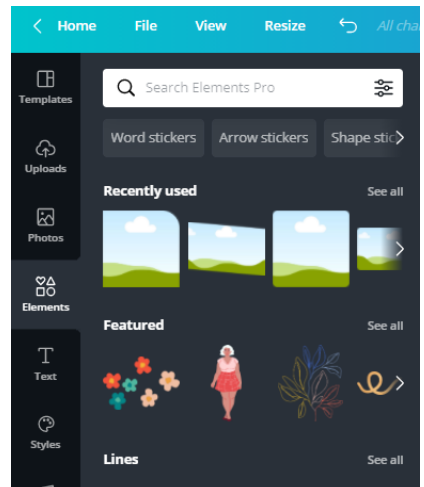
There's a template for every design idea you may have!

## Lesson 1 (continued)



Tips to Improve your overall design look:

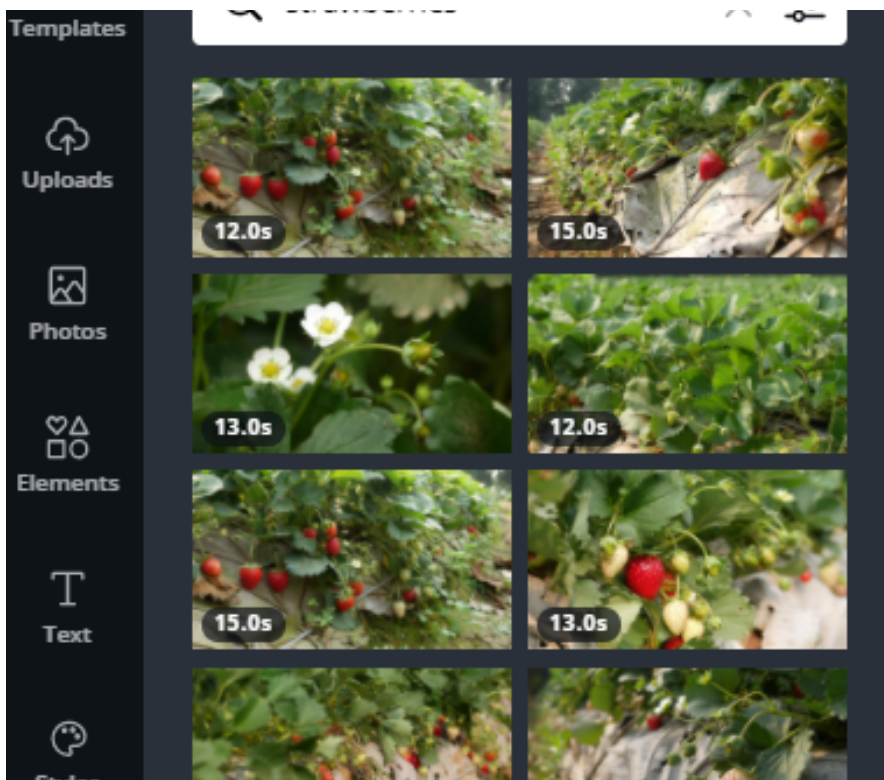
- Limit your colors to enhance the clarity of your design. (A good color palette for your brand will typically range from 3 to 6 colors.)
- Avoid clutter by limiting the number of elements that you include on each page.
- Use icons instead of text to cut down on the amount of reading text for the target audience.



## Lesson 2

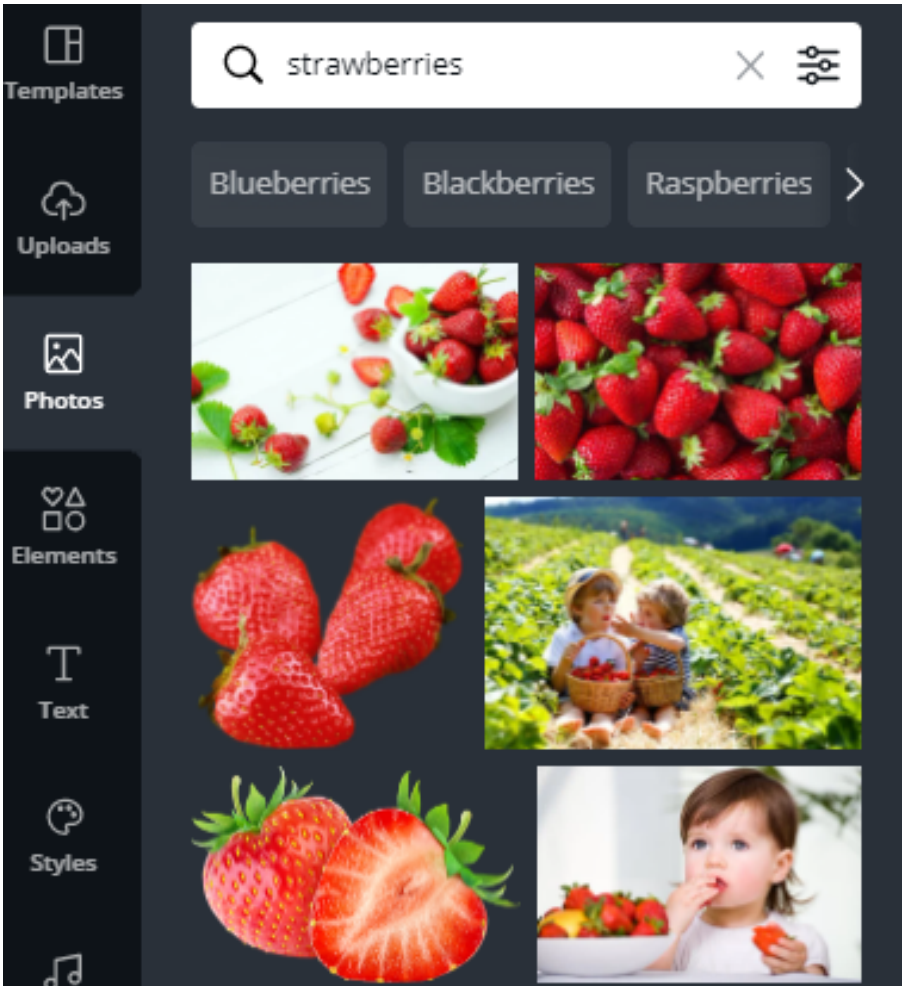
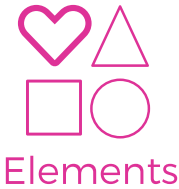
# Your New Favorite Feature

Search **Videos**: Canva has a library filled with suitable stock video for all occasions. You can use the Video feature to search for videos of people, places or things that align with your design concept.



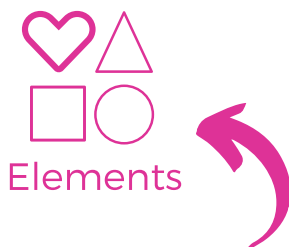
## Lesson 2 (continued)

Search **Photos**: Canva has a huge library filled with relevant stock images. You can use the photos feature to filter images of people, places or things that align with your brand.

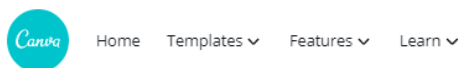


## Lesson 2 (continued)

Search **Templates**: Canva has designed a template for your brand's specific design concept. Use the search bar to find the right design for you. Start your business off right by creating a logo, then use the logo to create your business cards and web content.



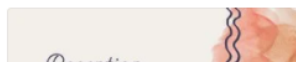
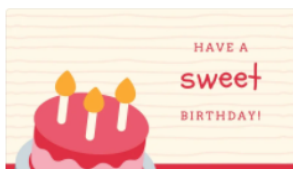
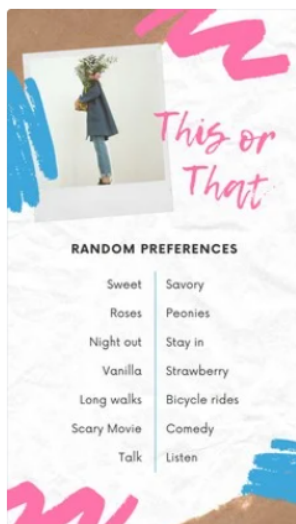
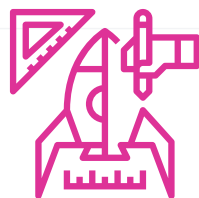
**Pro Tip:** Some icon colors can be customized to your brand colors.



### Strawberries

Templates

Your Designs

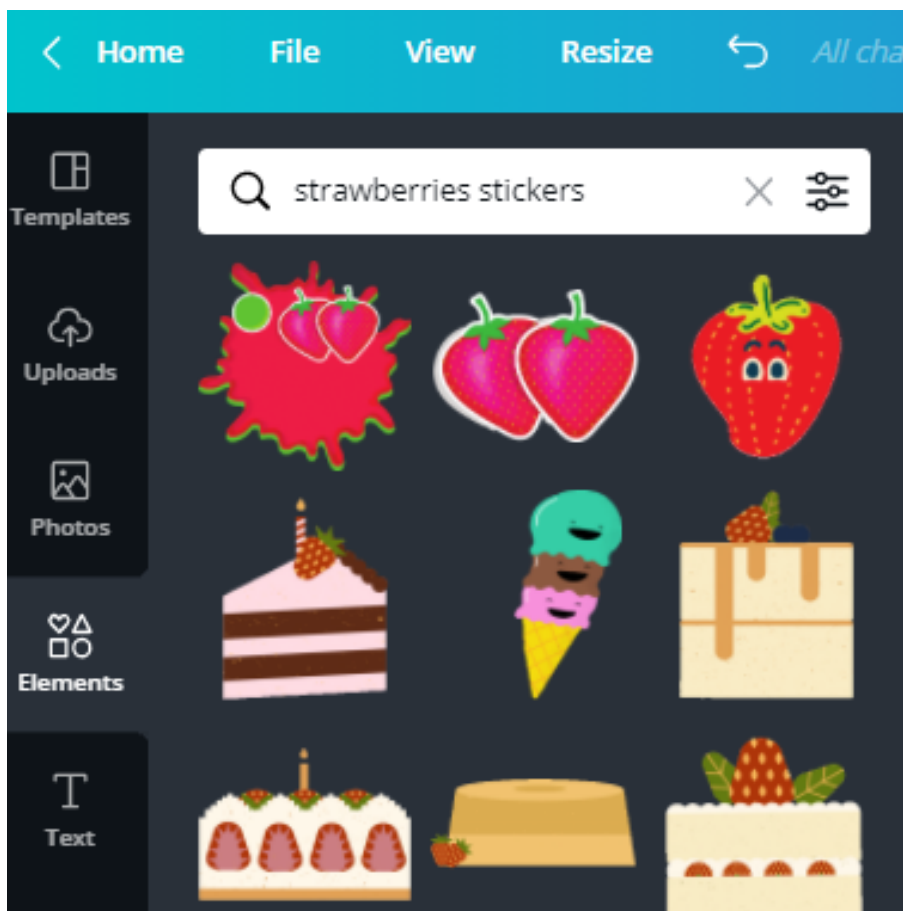
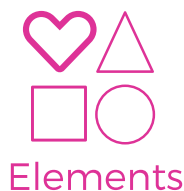


## Lesson 2 (continued)

Search **Stickers (under Elements)**

**tab:** Canva has some many design elements to add to each design.

You can search animated stickers by adding the word "stickers" after your keyword under the Stickers tab. See example below.

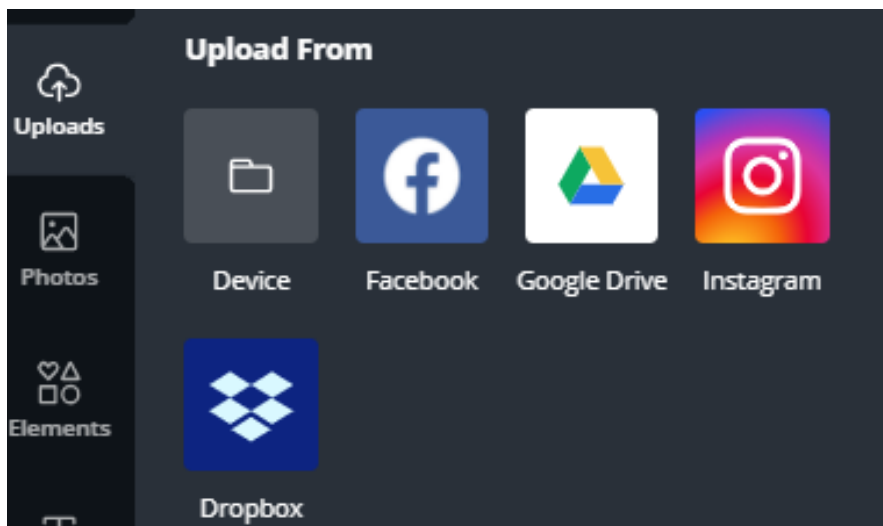


## Lesson 3

# Uploading Media



1. To use your own photos and videos, select the **Uploads** tab of the left side of the Canva Design that you are editing.
2. Select the option to **Upload media**.
3. Choose an image or video file from your local computer files or Desktop.
4. Click **Open**.
5. Place photos in the template by dragging the media that you uploaded to the designated spot.



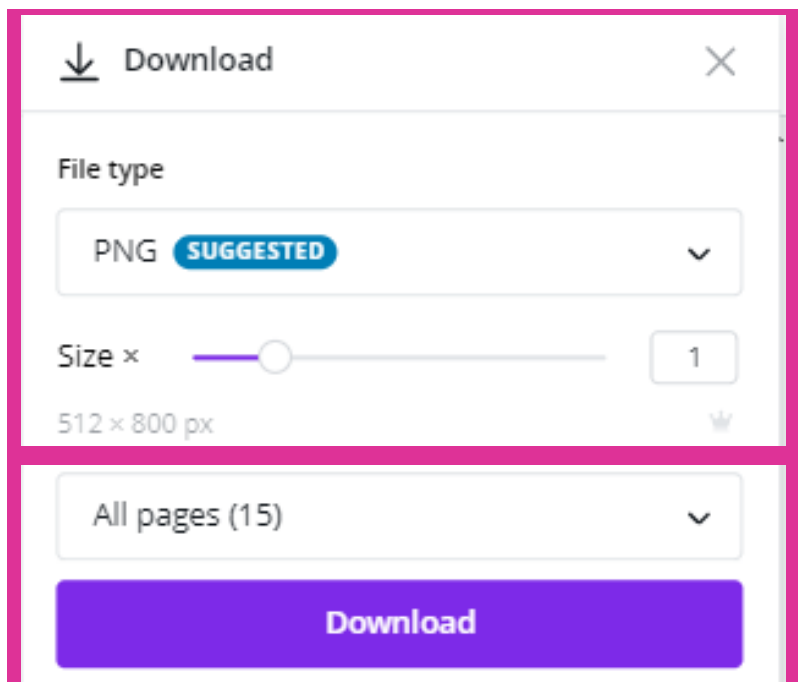
**Search Uploads:** You can use Canva to store your media files to use in your brand's messaging. Organize your files by creating Folders in your Canva account.

## Lesson 4

# Save Designs to Publish



1. To use your own photos and videos, select the **Uploads** tab of the left side of the Canva Design that you are editing.
2. Select the option to **Upload media**.
3. Choose an image or video file from your local computer files or Desktop.
4. Click **Open**.
5. Place photos in the template by dragging the media that you uploaded to the designated spot.



# COMING SOON TO THE

**Canva**  
**LIKE A PRO**



## Resource Bank



COLLABORATE WITH A  
TEAM



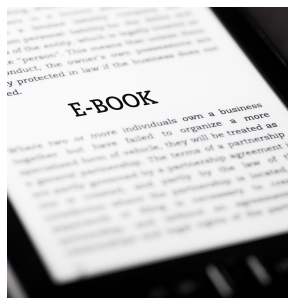
DESIGN THUMBNAILS  
FOR VIDEOS



CREATE PODCAST  
ARTWORK



CREATE STICKERS FOR  
YOUR VIDEOS



CREATE EBOOKS AND  
MARKETING  
LITERATURE



EDIT ONLINE COURSES

Join our  
community on  
Mighty Networks!



**Mighty  
Networks**