Navigating Canva

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About Elizabeth McCormick

- Freelance Graphic Designer & Austin Realtor
- Design Experience: social media assets, print collaterals, custom websites (Wordpress, SquareSpace, NationBuilder), app development, and APIs
- Former Design Clients Include: Parsley Energy, Tesla Walmart, Parker's Maple Syrup, and political campaigns ranging from local school board to presidential candidates
- Former Digital Strategist
- Wife to Travis McCormick!

What is Canva?

The Platform

https://www.canva.com/

- Available on:
  - Mac
  - Windows
  - Android
  - iOS

What You Can Design

- Social Media Graphics
- One-Pagers
- Infographics
- Presentations
- ... and more!

How much does it cost?

Free!

or $13/month for Pro:

- Background Remover
- Saved Brand Kit
- Social Media Scheduling
- Additional Templates and Stock Photos
- Cloud Storage

What we'll go over today

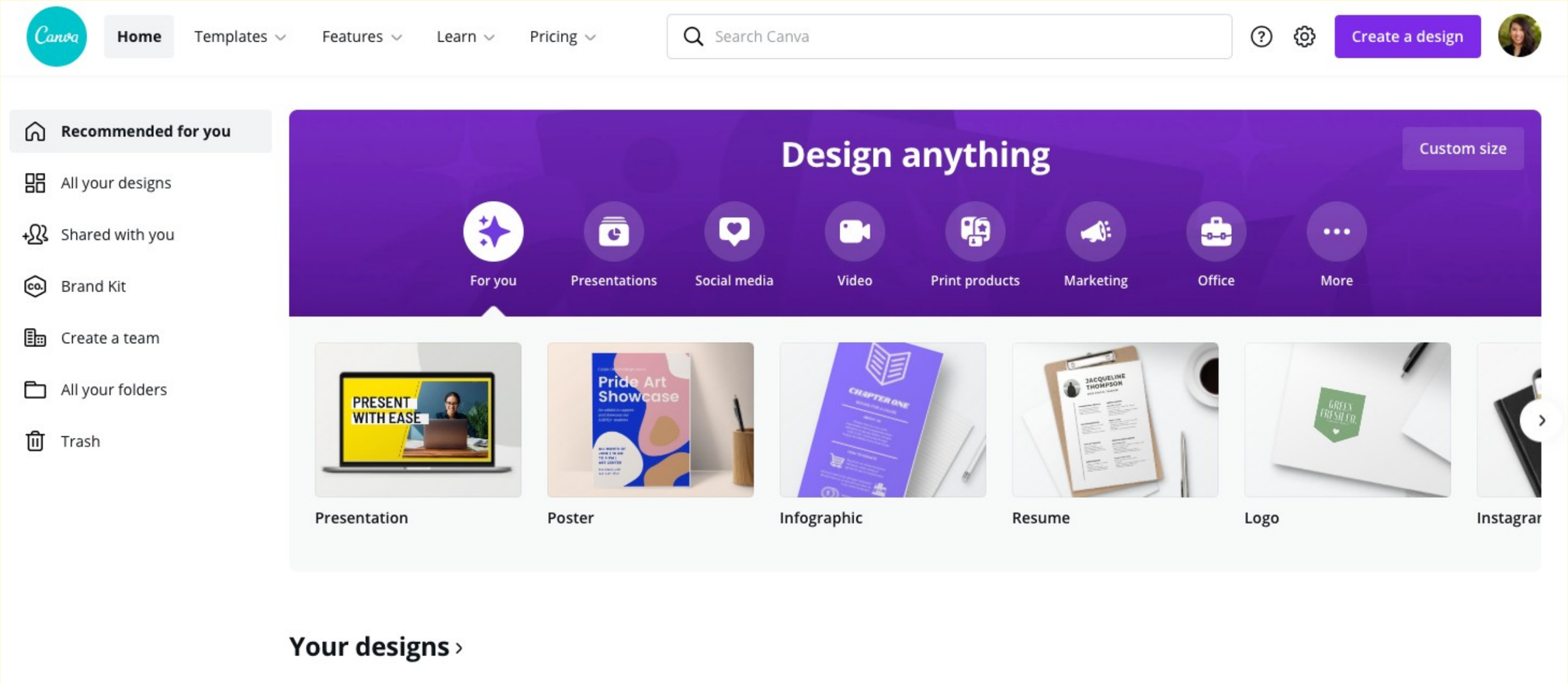
Getting Started on Canva

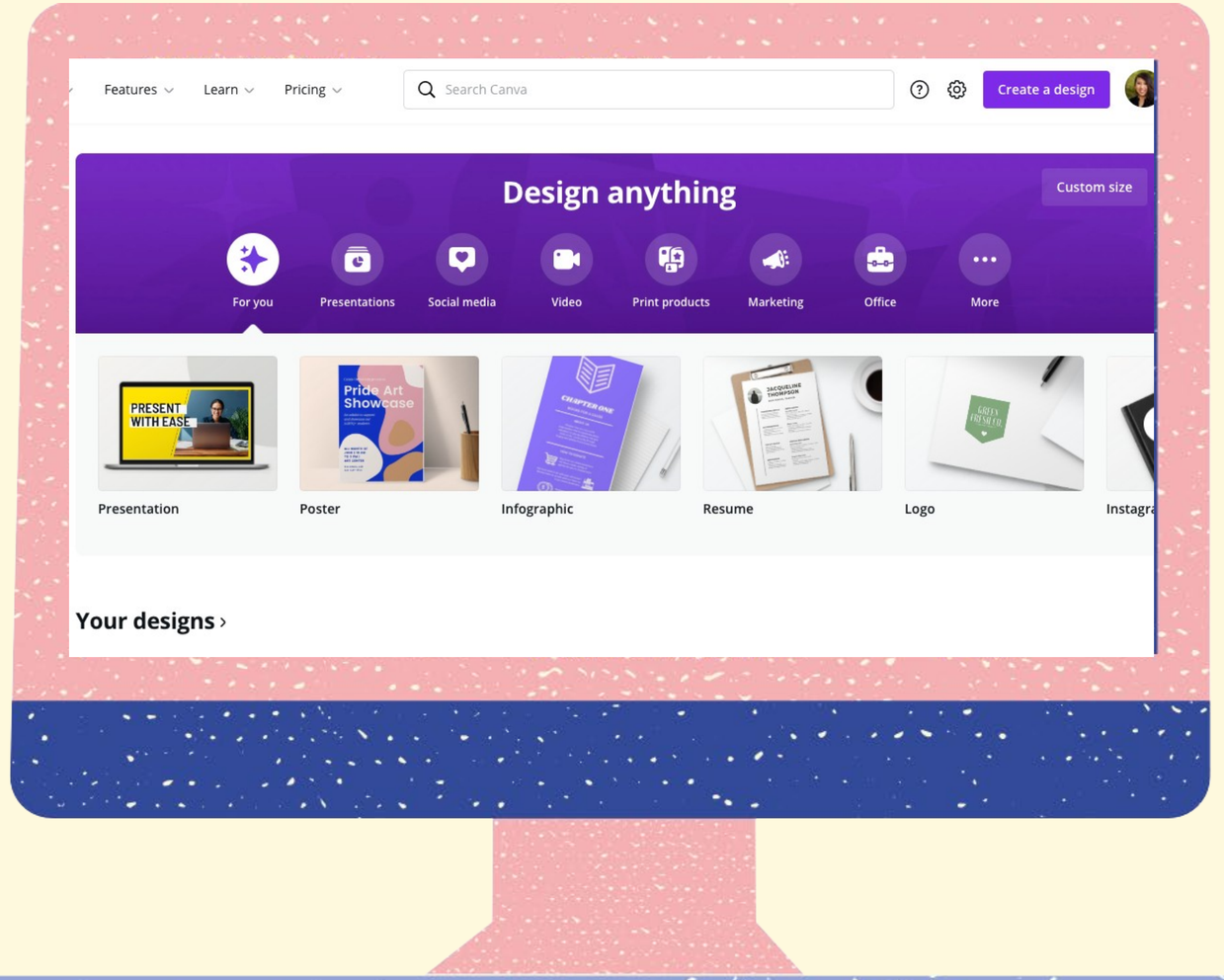
- Navigating the dashboard and interface
  - Dimensions
  - Adding Text and Images
- Downloading

Tricks

- Creating a Social Media "Video"
- Finding a Color Palette
- Free Resources

After you set up your new account at canva.com you will be directed to this dashboard:





Let's design something!

Free Resources

Canva Links:

Canva.com

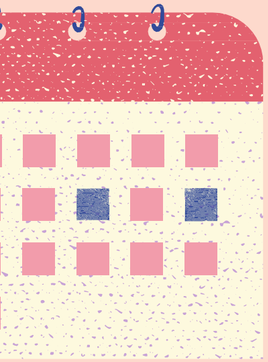
Canva.com/colors/color-p alette-generator

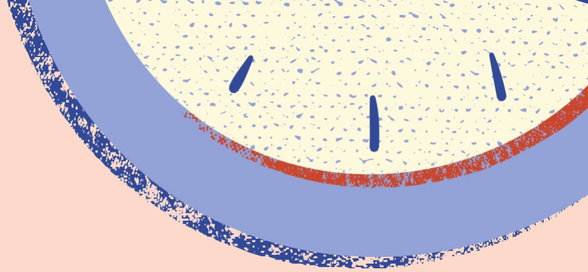
Designschool.canva.com/tutorials/getting-started

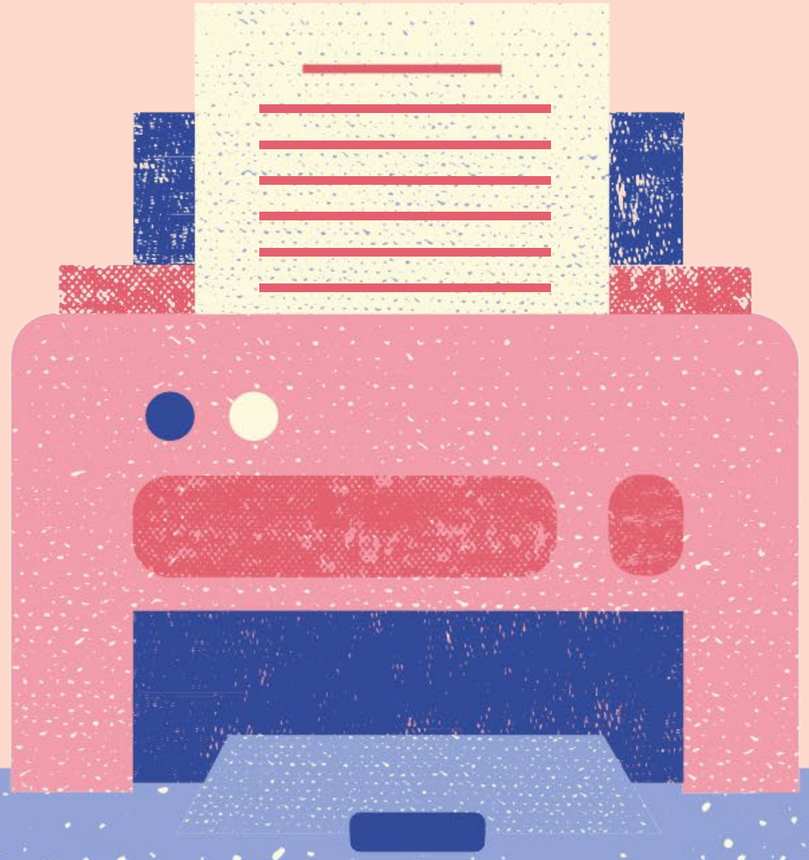
Free Stock I mages &Vectors:

unsplash.com

www.freepik.com







questions?

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