

Course  
&  
Test Series

Introduction to Canva

Introduction to Canva

What is Canva?

Canva is an **online design tool** that allows anyone to create:

- Posters
- Social media posts
- Logos
- Presentations
- Videos
- Business cards
- Thumbnails
- Banners

You don't need graphic design skills. Everything is **drag-and-drop** (just click, move, resize, edit).

Why It's Popular?

- Easy to use
- Free version available
- Thousands of templates
- Works on mobile & computer
- Gives professional-looking designs

Example

If you want to make an **Instagram post**:

- Open Canva
- Search "Instagram Post Template"
- Choose a template
- Edit text & color
- Download → Done!

Creating a Canva Account

Creating a Canva account is very easy.

**Steps:**

1. Go to [www.canva.com](http://www.canva.com)
2. Click **Sign up**
3. Choose how to create your account:
  - Google account
  - Email
  - Facebook
  - Apple ID
4. Enter your details
5. Your Canva account is created instantly

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**After Signup**

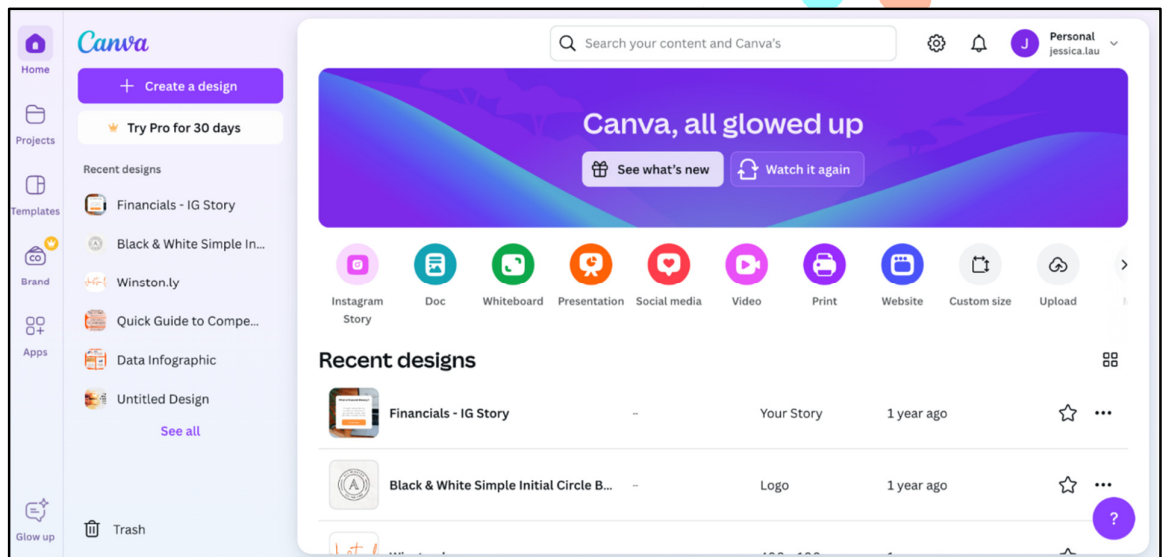
Canva may ask:

- “What will you use Canva for?”  
(Personal / Student / Business / Teacher)  
This helps Canva show templates based on your need.

**Example**

If you choose **Student**, Canva will show:

- Class presentations
- Assignments
- Study notes templates



**Canva Dashboard Overview**

After logging in, you reach the **Canva Dashboard**.

This is your home area where you can access everything.

**Main Parts of the Dashboard:**

**1. Search Bar**

Search any design type:

- “Instagram post”
- “Logo”
- “Poster”
- “Resume”

**2. Create a Design Button**

Start a blank design from scratch.

**3. Your Projects / Designs**

All your previously created designs are saved here.

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4. Templates Section

You will find ready-made templates for:

- Social media
- Business
- Videos
- Presentations

5. Brand Hub (for Pro)

Stores your logo, colors, and fonts.

6. Recent Designs

Shows your latest work so you can quickly continue.

7. Sidebar Menu

Contains:

- Home
- Templates
- Projects
- Brand
- Apps
- Trash

Example

You want to design a resume →

Go to search bar → Type “resume” → Canva shows 1000+ resume templates.

Free vs. Pro Features in Canva

Canva has two versions:

A) Free Version

What You Get:

- Thousands of free templates
- Basic fonts
- Basic elements (shapes, icons, photos)
- Basic animations
- Download in JPG, PNG, PDF
- Unlimited designs

✓ Good For:

- Students
- Beginners
- Small businesses

Example:

You can make social media posts, resumes, logos, banners for free.

B) Pro Version (Paid)

Extra Features:

- Access to entire library (100 million+ elements)
- Premium photos and videos

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- Magic tools (AI design, background remover)
- Save brand colors & fonts
- Resize your design automatically
- Remove backgrounds from photos
- More animations
- Schedule social media posts

✓ Good For:

- Professionals
- Freelancers
- Businesses
- Content creators

Example:

You upload a photo → want to remove background →

✓ Available only in Canva Pro.

Or, you want to turn an Instagram post into a Facebook banner in 1 click →

✓ Use **Magic Resize** (Pro feature).

Understanding Design Templates

**What Are Templates?** Templates are pre-made designs.

You just edit:

- text
- color
- photos
- layout

Templates save time and look professional.

Canva Has Templates for:

- Instagram posts
- Posters
- Business cards
- YouTube thumbnails
- Presentations
- Menu cards
- Wedding cards
- Resumes
- Flyers
- Certificates

Literally hundreds of categories.

Solved Example:

You want to create a birthday invitation card.

Instead of starting from scratch:

- Search “birthday invitation template”
- Choose a design you like

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- Edit the name, date, place
  - Download
- Done in 2 minutes!



**Assignment**

You want to make a restaurant menu. Search “menu template” → edit items → add prices → change colors → download. Something like this (not exactly this):

