

# Getting Started on

Canva

## Canva Hints & Tips

### What is Canva?

Canva is a simplified graphic-design tool website, founded in 2012. It uses a drag and drop format and provides access to photographs, vector images, graphics and fonts.

### Why was Canva set up?

The Canva journey began back in 2007 when Melanie Perkins was studying at the University of Western Australia. Melanie taught students how to use programs such as InDesign and Photoshop — programs that people found hard to learn and even harder to use.

After coming up an idea for an online tool to create school yearbooks, Melanie and Canva co-founder Cliff Obrecht took out a loan and brought in a great tech team to build Fusion Books. They didn't really know what they were in for but thankfully they learned a lot—including how to sell, how to recruit, and how to build a business.

Fusion Books is still going strong. It's now the largest school yearbook publisher in Australia and has expanded into France and New Zealand. Melanie and Cliff believed their technology had applications beyond the yearbook market, and they knew they had to pursue their vision.

The only thing Melanie and Cliff needed was a fantastic technology co-founder. They looked for a while before finding Cameron Adams, a hardcore Googler, who'd worked on Wave and a few other projects. He was someone who shared their vision and culture, and he is now Canva's Chief Product Officer.

Canva has a great team of designers, developers, artists, marketers, investors, and advisors. They have come from unexpected places: some left jobs, some left their own start-ups, and some even cut around-the-world trips short to join the team.

*It's been an incredible journey so far, and it's only the beginning.*

### What can you create in Canva?

The better question to ask is, what can't you create in Canva! Book covers, Event Invitations, Etsy Shop covers, Business Cards, Infographics and so much more.

- 🍷 **365**... the number of Social Media Graphics needed to post on your social media every single day for a year.
- 🍷 **£14,600**... the potential cost of using a graphic designer to create all those graphics.
- 🍷 **£10.99**... the monthly cost of Canva Pro

### Colours

Colours that look good together are called a colour harmony. Artists and designers use these to create a particular look or feel. You can use a colour wheel to find colour harmonies by using the rules of colour combinations. Colour combinations determine the relative positions of different colours in order to find colours that create a pleasing effect.

Canva have a great **Colour Wheel** that you can use to check out colour combinations.

## Fonts

Limit your fonts – when selecting a typeface or font for headings, subtitles and body text, use easy to read fonts for simple and effective graphic design. The **Font combinations tool** is a great way to see which combinations work well together.

## Templates

Canva has a huge range of great **templates** – Don't reinvent the wheel! Use the templates that are available and put your own twist on them.

## Social Media Graphics

Looking for ways to improve your social media presence, look no further. Learn handy hints and tips from growing your following to making sure your designs are consistent and the correct dimensions for each social media platform.

You can add filters and movement to grab the attention of your audience with animated stickers. There are also video options that can help bring your social media to life.

## Stock Images

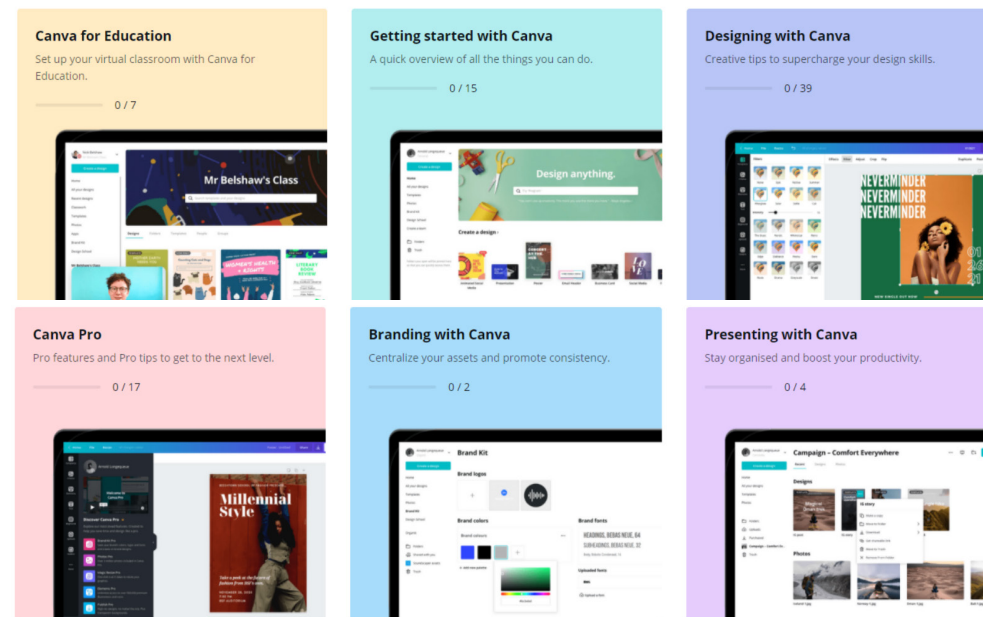
Canva has some great stock images if you don't have a suitable image of your own. It also has some great editing options that you can use. From Textures to Adding Text take a look **here**.

## Combining Canva and a Graphic Designer

Canva has the ability to share designs from one account to another. We've often used a graphic designer to create us branded templates within Canva which we can then use over and over again. This is a great cost-effective way to get expertise at a cost that your business can afford.

## Design School

The opportunities to learn with Canva are endless. They have an amazing blog and the **design school** is literally amazing. If this is your first time in business and your first-time creating graphics Canva then the design school is a great place to start your learning.



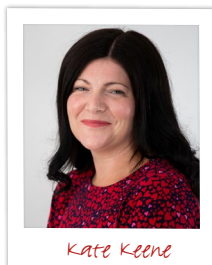
## Hi, we're Emma & Kate,

We set up **Piece of Cake Marketing** in January 2016. We're a fun, friendly and creative marketing agency.

We can help your business to reach your customers' through imaginative branding and marketing, engaging content and the latest social media strategies.

### We can help with...

- 🍷 Marketing Strategy
- 🍷 Email Marketing
- 🍷 Social Media Content
- 🍷 Social Media Training
- 🍷 Social Media Advertising



## Here's what our clients think...

*"I have been working with Piece of Cake for over a year now and intend to for a very long time. The team work tirelessly to ensure that all of our marketing requirements are met on time, within budget and go over and above on a regular basis. I am delighted to have them as my "go to". They have injected new energy into Coventry BID's Marketing Strategy for which I will be eternally grateful. Here's to many more years of working together."*

**Trish Willetts** – Director, **Coventry Business Improvement District.**

*"Piece of Cake's ongoing support with our Social Media activity is proving to be invaluable. They keep advice and recommendations simple and straightforward and totally understands the needs of our organisation and franchisees. They have helped many of our 'franchisees' find a way through the fog of Social Media. We strongly recommend their services!"*

**Caroline Crabbe** – UK General Manager, **Jo Jingles Limited.**