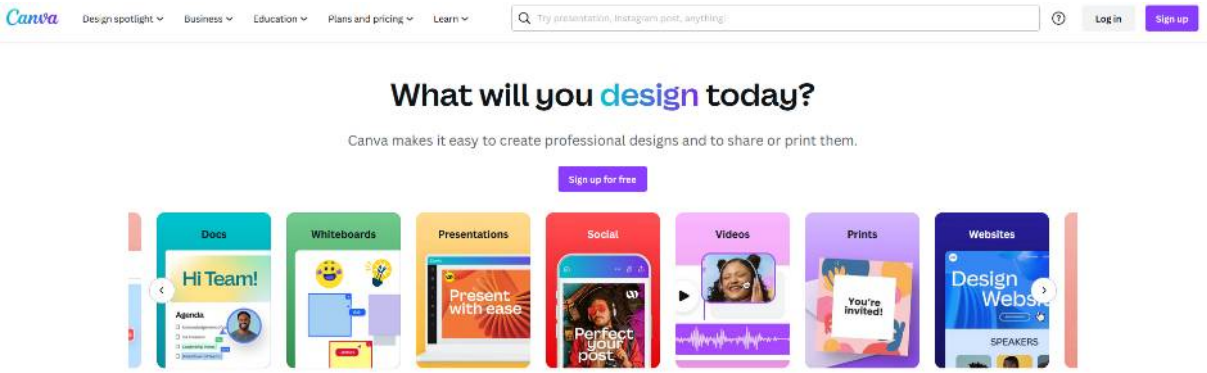
Creating

Canva

Marketing Designs



PROMOTION IN MOTION
Promotion in Motion
Erasmus+ Project
Co-funded by the European Union

First Example - Creating our first Canva design

We type canva.com into the internet browser and register (we can use a Google Account, facebook or Apple).

Click on the Create Design button in the upper right and select Custom dimensions.

Select cm as the unit, and then enter the dimensions of the 15 x 10 postcard and click on the Create new design button.

First we can use the prepared templates (templates) - in the upper left and write postcards in the search field. Use this icon to activate (check) only free templates and click on the Apply filters button. Use the scroll wheel to select, for example, this template.

We will rewrite the title Meeting in Czech Republic 2023. We can change e.g. color, font or effect.

As a subtitle we can choose Praha, again we can change the size and font…

Now click on the Uploads icon and then on the Upload media button, select Device (photos stored on a PC) or on facebook, google disk, instagram…

Use the left mouse button to drag the photos to individual positions.

If we want to move the photo in the frame, we double-click on it.

By attaching the corners, you can enlarge the entire frame, or move.

From the Elements menu, you can add, for example, a line.

Use the Background menu to add an interesting background to your postcard.

To download the postcard, click on the Download button in the upper right and select the file type.

Second Example - Working with frames in Canva design

Click on the Create Design button in the upper right and select Custom dimensions.

Select cm as the unit, and then enter the dimensions of the 15 x 10 postcard and click on the Create new design button.

Select this icon from the menu Elements - Frames and select Middle and Center from the Position (top right).

Then transfer this Rectangular Element with rounded corners, copy this shape 3 times (CTRL + V) and (CTRL + C) and paste into the individual corners and use the Position button to align to each corner and rotate this icon.

Download images of your city and use the Uploads - Upload media menu to upload.

Use the Text menu to type and edit the city name.

Fill the background of the postcard.

Rewrite the file name in the top right and download it to your PC.