



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
- 

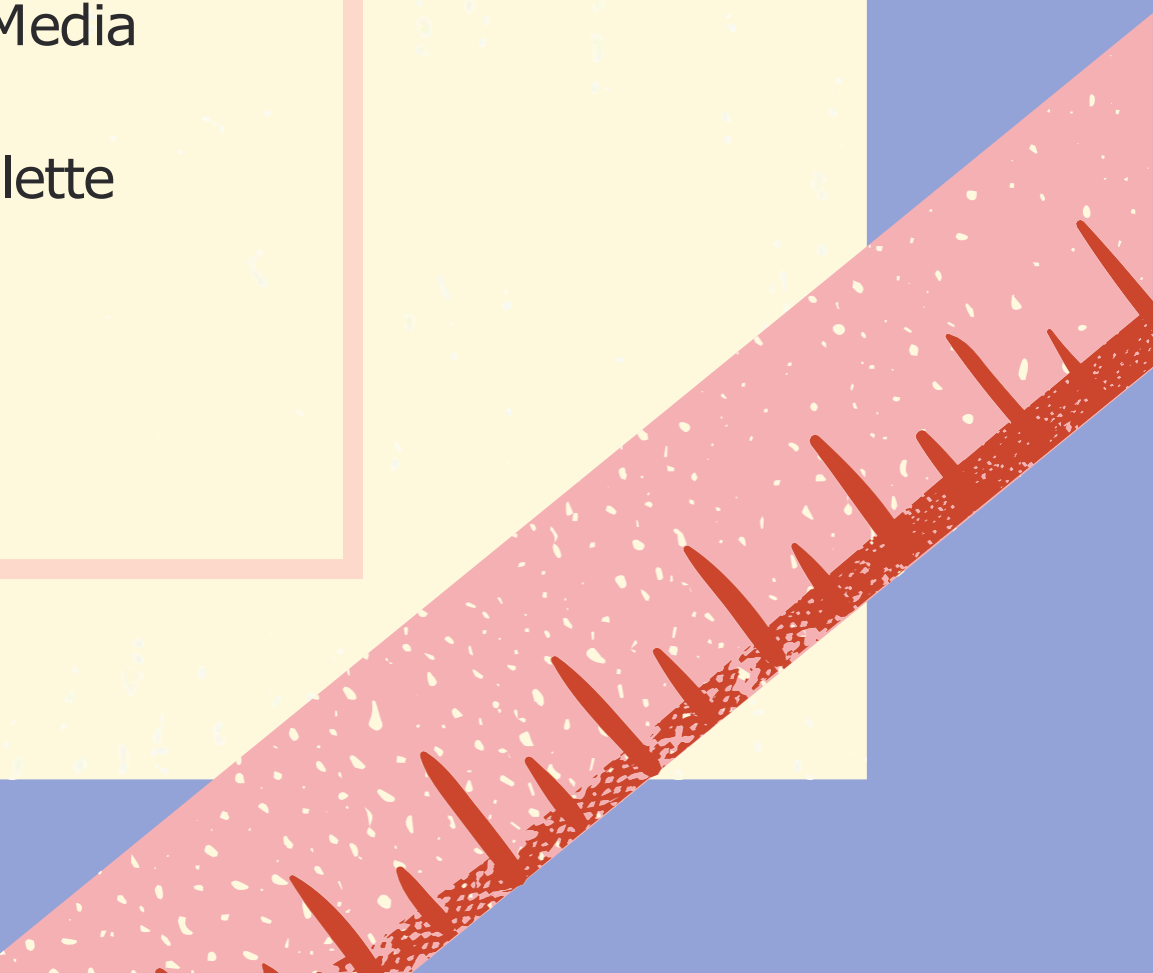


What we'll go over today

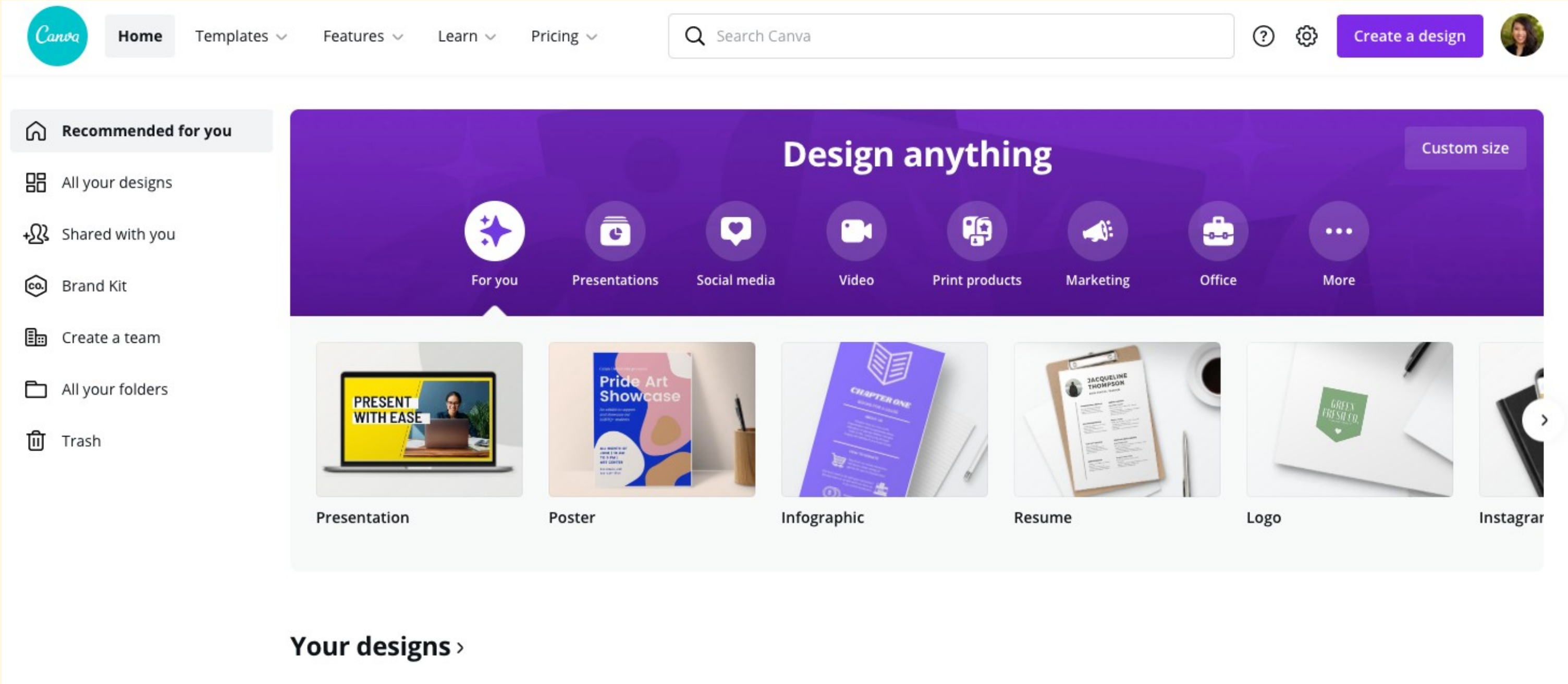
Getting Started on Canva

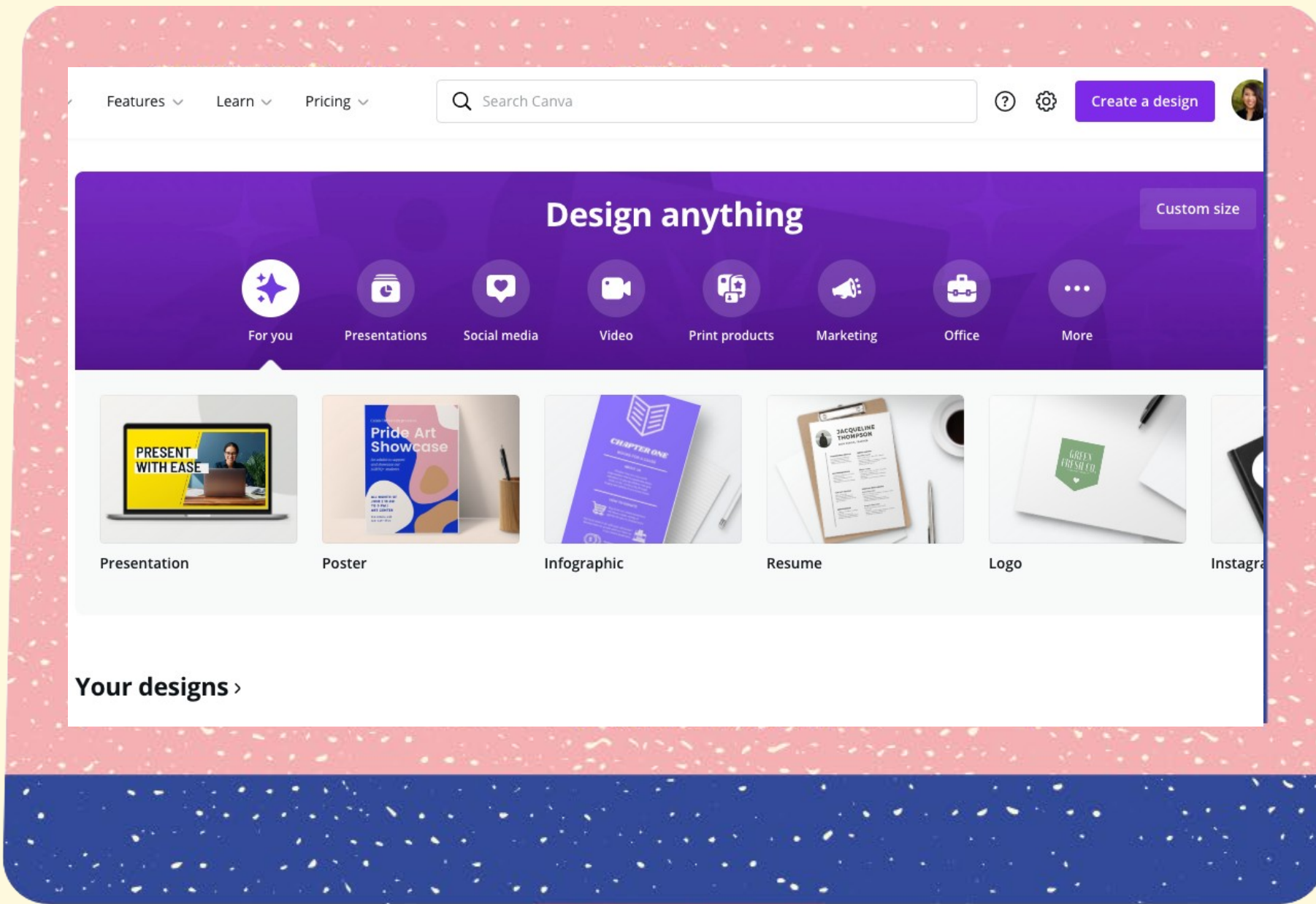
- Navigating the dashboard and interface
 - Dimensions
 - Adding Text and Images
- Downloading

Tricks

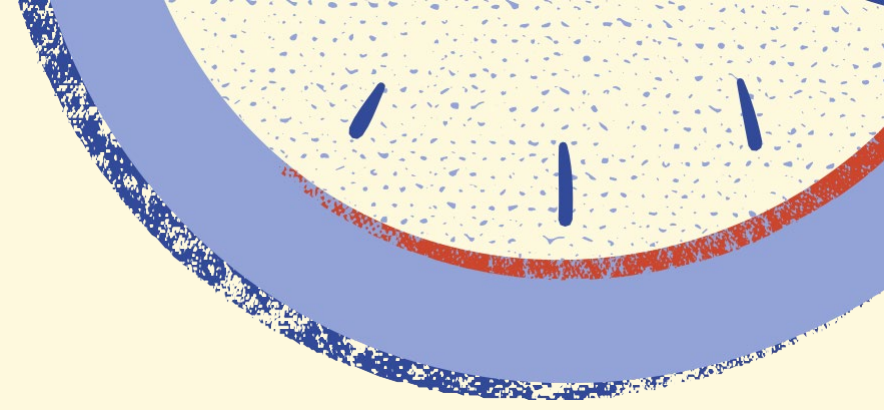
- Creating a Social Media "Video"
 - Finding a Color Palette
 - Free Resources
- 

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](https://www.canva.com)

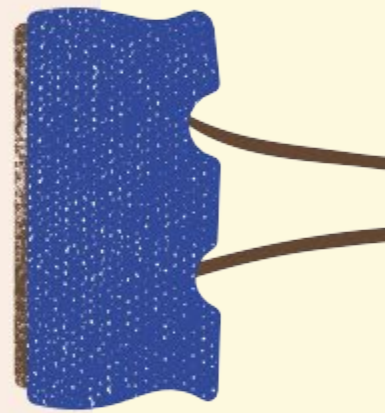
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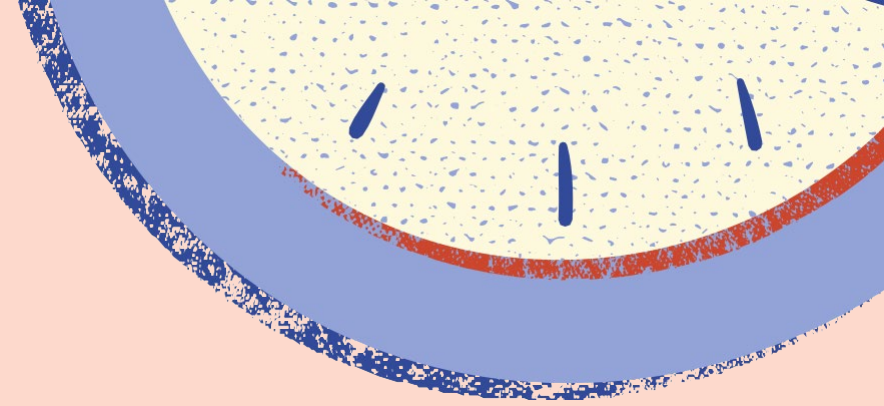
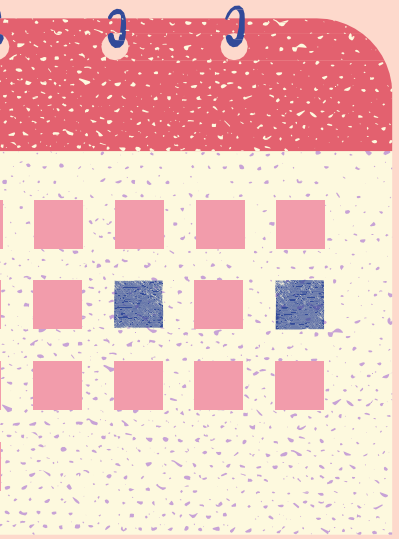
[Designschool.canva.com/tutorials/getting-started](https://designschool.canva.com/tutorials/getting-started)

Free Stock Images & Vectors:

unsplash.com

www.freepik.com





questions?

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