# ADVANCED CANVA WORKSHOP

Get the most out of Canva, design better graphics, faster and make everyone think you have a graphic deisgner. Canva Training Tutorials

We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.







#### YOUR BRAND NAME HERE

## INSTRUCTOR



#### **AMANDA BASSE**

Marketing Educator

Hi, I'm Amanda

I have been helping entrepreneurs grow and scale their businesses with digital marketing for nearly a decade. Tactics such as social media marketing, funnel hacking, email marketing and media buying, I teach easy to implement strategies to get you double-digit growth

## CONTENTS



#### **BRAND KIT**

This lesson will teach you how to create a brand kit to access all your brand guidlines in one place.

Video



#### CREATE A QR CODE

Whether creating a flyer, business card or story, this lesson will teach you the easiest way to create a QR code.

https://www.canva.com/help/create-qr-code/



#### **USE STOCK IMAGES**

Don't have a ton of images? No problem! Easily integrate stock photos into your designs. Tutorial



#### **GROUP ASSETS**

Every tried to move one asset and it ruined the placement of another? Grouping inages solves that problem.

<u>Tutorial</u>



#### **EDIT ELEMENTS**

Nearly every element in Canva is completely editable. Love an element but not its colors? Learn to customize elemtents to your brand. Video

## CONTENTS



#### **USE GIFS**

Add personality to your digital assets with GIFs Video



#### **TEXT TO IMAGE**

Have an image in mind but can't find it? Create it! Video



#### **CAROUSEL ADS**

Create seamless Canva carousel ads. Video



# RECORD PRESENTATION ON CANVA

Cnava's built in screen recorder makes recording your presentation easy!

Video



#### **WAYS TO SHARE**

Have a team? Want feedback from a friend? Easily share your designs with your team or friends.

Tutorial

## CONTENTS



#### LIVESTREAM ON CANVA

Sick of Zoom? Go live with Canva. Tutorial



#### **CREATING LAYERS**

Make your images pop with layers. <u>Video</u>



#### **SMART MOCKUPS**

Selling a product or servce? Use Smart ockups to get previews.
Video



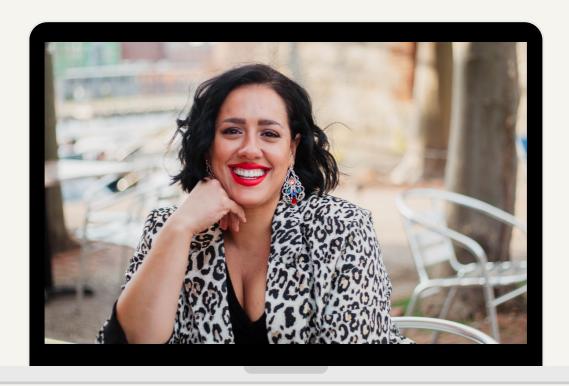
#### **COLLABORATE / COMMENTS**

All the back and forth about design edits getting lost? Collaborate right in Canva <u>Tutorial</u>



#### **TEMPLATES**

Do the work once and create a template. Tutorial



## **THANK YOU**

If you have any questions or would like to connect please reach out to Alaina.