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# Canva Cookbook

Unlock the full potential of Canva with practical recipes  
for creating stunning visuals effortlessly

BARBARA TULISSI

# Canva Cookbook

Unlock the full potential of Canva with practical recipes for creating stunning visuals effortlessly

**Barbara Tulissi**



# Canva Cookbook

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*To the classrooms that have become my second home, and to the brilliant young minds that grace them. Your thirst for learning and your unwavering spirit continue to inspire me, day after day. This book is for you, the next generation of designers.*

*– Barbara Tulissi*

# Contributors

## About the author

**Barbara Tulissi** is an Italian designer who ditched her career in finance for the world of creative magic. Fueled by curiosity and a passion for empowering others, Barbara traded spreadsheets for design tools, becoming a master of both the classic Adobe Suite and the user-friendly phenomenon, Canva.

Today, Barbara's not just a designer, but a Canva Ambassador (Canvassador), spreading the gospel of design accessibility to young minds in classrooms, as well as to brands around the globe. Whether it's delivering practical takeaways at workshops or motivating and sparking discussions as a public speaker, Barbara's infectious enthusiasm makes learning fun and empowering.

*I am deeply grateful to Hayden for his editorial expertise and unwavering patience. His guidance was instrumental in bringing this book to life. I would also like to thank my loving family for supporting and motivating my dreams, including my sister, Veronica, whose unwavering determination has always inspired me to strive for excellence. Finally, a special thanks to Artur for always joining me on my daydreams.*

## About the reviewers

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# Table of Contents

## Preface

xiii

---

## 1

### Introducing Canva and Its Interface **1**

---

Technical requirements	2	Single project interface	9
Discovering Canva's main interfaces	2	Create a design button	11
Canva search bar	3	Incorporating external resources and reviewing Canva limits	12
Visual Suite	4	Implementing useful shortcuts	16
Templates	4	Summary	16
Brand Hub	6		

## 2

### Creating Your Brand and Shaping It in Canva **17**

---

Creating your brand	17	Mood board	32
Day 1: Scope	19	Elements	34
Day 2: Vision	20	Color	34
Day 3: Mission	21	Fonts	38
Day 4: Values	24	Icons, images, and illustrations	41
Creating a brand archetype	28	Brand Hub	42
Developing your brand visual identity in Canva	32	Summary	47



### 3

#### **Personalizing Your Social Media Presence 49**

---

<b>Crafting your brand's tone of voice</b>	<b>50</b>	Getting ready	56
Getting ready	51	How to do it...	57
How to do it...	51	There's more...	62
<b>Improving your profile picture</b>	<b>53</b>	<b>Designing social covers for Facebook, LinkedIn, and YouTube</b>	<b>63</b>
How to do it...	53	How to do it...	65
There's more...	56		
<b>Creating an Instagram grid mockup</b>	<b>56</b>		

### 4

#### **Crafting Engaging Social Content 71**

---

<b>Taking a single social media post to the next level</b>	<b>72</b>	<b>Creating a collage post layout</b>	<b>86</b>
Getting ready	72	How to do it...	86
How to do it...	73	<b>Creating a mosaic effect for Instagram</b>	<b>88</b>
<b>Creating a carousel post</b>	<b>78</b>	How to do it...	88
How to do it...	79	<b>Creating a social media story</b>	<b>90</b>
There's more...	84	Getting ready	91
<b>Creating an animated swipe-bounce effect for your carousel</b>	<b>84</b>	How to do it...	92
Getting ready	84	<b>Creating a meme</b>	<b>93</b>
How to do it...	84	How to do it...	94
		There's more...	96

### 5

#### **Creating Impactful Presentations 97**

---

<b>Creating a presentation for a client</b>	<b>97</b>	There's even more...	107
Getting ready	98	<b>Creating a presentation from a document</b>	<b>107</b>
How to do it...	98	How to do it...	108
There's more...	103		

See also	109	Getting ready	117
<b>Visualizing data better in your presentations</b>	<b>109</b>	How to do it...	117
Getting ready	110	How it works...	123
How to do it...	110	There's more...	124
<b>Using infographics in your presentations</b>	<b>112</b>	<b>Presenting presentations in Canva</b>	<b>124</b>
How to do it...	112	How to do it...	125
There's more...	116	There's more...	131
<b>Utilizing animations in your presentations</b>	<b>117</b>	<b>Importing, exporting, and sharing your presentations</b>	<b>131</b>
		Getting ready	131
		How to do it...	131

## 6

### **Crafting Captivating Videos 137**

<b>Defining your video's purpose and message (part 1)</b>	<b>138</b>	<b>Generating subtitles</b>	<b>158</b>
How to do it...	138	How to do it...	158
There's more...	141	<b>Creating GIFs</b>	<b>161</b>
<b>Structuring and creating your video (part 2)</b>	<b>142</b>	How to do it...	161
Getting ready	142	<b>Creating a label in Canva and CapCut</b>	<b>164</b>
How to do it...	145	Getting ready	164
<b>Animating your video (part 3)</b>	<b>150</b>	How to do it...	165
Getting ready	150	<b>Editing videos with Canva's AI</b>	<b>169</b>
How to do it...	150	Getting ready	170
		How to do it...	170

## 7

### **Mastering Eye-Catching, Stop-Scrolling Ads 173**

<b>Defining your ad's objective and target audience</b>	<b>174</b>	<b>Finding references to get inspiration</b>	<b>175</b>
How to do it...	174	How to do it...	176

<b>Tailoring ad formats for different platforms</b>	<b>178</b>	There's more...	192
How to do it...	179	There's even more...	194
<b>Crafting stop-scrolling ads</b>	<b>184</b>	<b>Utilizing CTAs effectively</b>	<b>195</b>
How it works...	185	How to do it...	196
		There's more...	197

## 8

### **Developing Effective Marketing Documents** **199**

<b>Creating a digital business card</b>	<b>200</b>	<b>Creating a template for invoices and quotes</b>	<b>213</b>
How to do it...	200	How to do it...	213
There's more...	203	<b>Creating an email signature</b>	<b>216</b>
<b>Transforming an event flyer</b>	<b>204</b>	Getting ready...	216
Getting ready	204	How to do it...	216
How to do it...	207		

## 9

### **Ensuring Accessibility and Inclusivity in Your Designs** **223**

<b>Reviewing the WCAG</b>	<b>224</b>	How to do it...	231
<b>Creating readable text and typography</b>	<b>225</b>	There's more...	233
Getting ready	225	<b>Enabling captions on videos and audio</b>	<b>234</b>
How to do it...	226	How to do it...	234
There's more...	230	<b>Creating images using AI</b>	<b>236</b>
<b>Using alt text for images and graphics</b>	<b>231</b>	How to do it...	237

## 10

### **Designing Print-Ready Materials** **241**

<b>Resizing your Canva project, ready for print</b>	<b>242</b>	How to do it...	243
Getting ready	242	<b>Getting mock-ups for printing</b>	<b>249</b>

---

How to do it...	250	<b>Exporting your design as a PDF</b>	<b>260</b>
<b>Using the Canva Print service</b>	<b>253</b>	Getting ready	260
Getting ready	254	How to do it...	260
How to do it...	254	There's more...	264

## 11

---

### **Unlocking the Power of Magic Studio** **265**

---

<b>Transforming your pictures with Magic Edit (Free)</b>	<b>267</b>	<b>Generating brand-new illustrations with AI (Pro)</b>	<b>279</b>
How to do it...	267	How to do it...	280
<b>Removing backgrounds (Pro)</b>	<b>269</b>	<b>Writing with AI (Pro)</b>	<b>282</b>
How to do it...	269	How to do it...	283
<b>Grabbing objects within a picture (Pro)</b>	<b>271</b>	<b>Extracting text from images (Pro)</b>	<b>286</b>
How to do it...	271	How to do it...	286
<b>Erasing objects within a picture (Pro)</b>	<b>273</b>	<b>Extracting video highlights (Pro)</b>	<b>288</b>
How to do it...	273	How to do it...	289
<b>Expanding your pictures (Pro)</b>	<b>275</b>	<b>Transforming existing elements (Free)</b>	<b>291</b>
How to do it...	275	How to do it...	291
<b>Resizing your content (Pro)</b>	<b>277</b>	<b>Animating your designs (Pro)</b>	<b>293</b>
How to do it...	277	Getting ready	293
		How to do it...	293

---

### **Index** **295**

---

### **Other Books You May Enjoy** **302**

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# Preface

Canva is a powerful and intuitive design platform that has revolutionized the way we create visual content. From social media posts and presentations to marketing and printed materials, Canva provides a wide range of tools and templates to help users of all skill levels bring their creative visions to life.

The *Canva Cookbook* takes this user-friendly platform to the next level, providing a comprehensive guide to harnessing the full potential of Canva. It starts with how to create a brand, before delving into recipes, instructions, and practical tips to help you create stunning visuals that captivate your audience.

By the end, the *Canva Cookbook* will be your go-to resource for mastering this versatile tool and elevating your design game.

## Who this book is for

This book is aimed at passionate designers with a basic understanding of Canva who want to use the platform to elevate their visual communication skills and create engaging, creative projects. Specifically, this book focuses on entrepreneurs who would like to elevate their design skills to help develop a personal or professional brand. This book is also useful for graphic designers, social media managers, and content creators who want to align their designs with an already-established brand.

## What this book covers

In *Chapter 1, Introducing Canva and Its Interface*, we'll dive into the heart of Canva: its intuitive interface. We'll explore the layout, key features, and essential tools that will empower you to create stunning designs.

In *Chapter 2, Creating Your Brand and Shaping It in Canva*, you'll learn how to craft a strong brand identity by defining your brand's scope, vision, mission, and values. We'll explore the most common brand archetypes, and guide you through the process of creating a brand style guide that will ensure consistency across all your marketing materials.

In *Chapter 3, Personalizing Your Social Media Presence*, you'll learn how to create a cohesive and visually consistent brand identity across all your social media platforms.

In *Chapter 4, Crafting Engaging Social Content*, we'll explore strategies to craft engaging social media profiles and posts that resonate with your audience.

In *Chapter 5, Creating Impactful Presentations*, you'll learn how to design captivating presentations that inform, inspire, and engage your audience. We'll explore the art of storytelling, the power of visuals, and the importance of effective communication to create presentations that leave a lasting impression.

In *Chapter 6, Crafting Captivating Videos*, you'll discover how to create stunning videos using Canva's video editing tools, including how to add text and music. You'll also learn how to create GIFs and generate subtitles, and how to utilize Canva with Capcut to create video labels.

In *Chapter 7, Mastering Eye-Catching, Stop-Scrolling Ads*, you'll learn how to design attention-grabbing ads that stop users from scrolling and drive up engagement.

In *Chapter 8, Developing Effective Marketing Documents*, you'll learn how to create professional and persuasive marketing documents using Canva, including flyers and invoices.

In *Chapter 9, Ensuring Accessibility and Inclusivity in Your Designs*, we'll explore the importance of creating inclusive designs that are accessible to everyone. We'll discuss key accessibility guidelines, as well as Canva's Design Accessibility Checker, alternative text, and captions.

In *Chapter 10, Designing Print-Ready Materials*, we'll dive into the world of print design and learn how to prepare your Canva designs for professional printing, including how to use Canva's print service.

In *Chapter 11, Unlocking the Power of Magic Studio*, you'll discover the magic of Canva's AI features to speed up and elevate your creative projects to new heights.

## To get the most out of this book

<b>Software/hardware covered in the book</b>	<b>Operating system requirements</b>
Canva	Canva works on your browser and allows you to save projects directly in the cloud. You do not need to download the Canva app for your laptop; however, I do recommend the app when using a mobile.

This book will largely cover the free Canva features; however, we will be discussing some of the Canva Pro features. Having the paid subscription helps you work faster and smarter but, when possible, I will give you some free alternatives to the Pro features.

---

## Accessing the book's links

In this book, you will find some useful resources that I will link to in every chapter. You can also find them all here, so save this link for later: <https://caffecanva.my.canva.site/barbaratulissi>.

## Conventions used

There are a number of text conventions used throughout this book.

**Bold:** Indicates a new term, an important word, or words that you see onscreen. For instance, words in menus or dialog boxes appear in **bold**. Here is an example: “In your project, click **File** and select **Show rulers and guides**”

**Code in text:** Indicates folder names, filenames, file extensions, pathnames, and user input. Here is an example: “Navigate to Canva’s home page and search for `Infographic` in the search bar.”

### Tips or important notes

Appear like this.

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# 1

## Introducing Canva and Its Interface

Imagine turning your creative ideas into professional-looking visual content, even if you have no design experience. Sounds impossible, right? Wrong! That's the magic of Canva, a user-friendly design platform that democratizes graphic design for everyone.

I am Barbara, a professional designer and your Canva coach, and this first chapter serves as your gateway to the exciting world of Canva. Here, we'll delve into its core features, navigate the interface, and equip you with essential design principles.

Think of Canva as your portable design studio, accessible on your computer, tablet, or even phone. Sure, the interface might get a makeover every now and then (think of it as a fun fashion update!), but the core features remain the same.

In this chapter, we'll cover the following topics:

- Discovering Canva's main interfaces
- Incorporating external resources and reviewing Canva's limits
- Implementing useful shortcuts