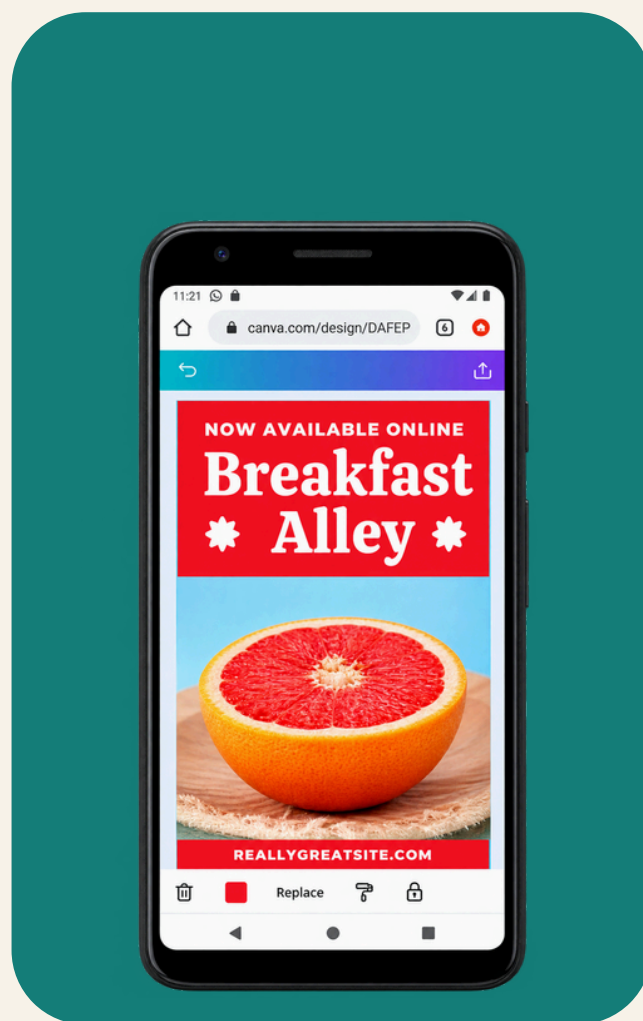


THE BEGINNER'S GUIDE

CANVA DESIGN FOR BEGINNERS

Learn to create professional designs on your Android phone



KING SOBER

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INTRODUCTION

Welcome to Canva Design for Beginners!

Have you ever wanted to create beautiful flyers, social media posts, posters, or T-shirt designs but didn't know where to start?

This eBook is for you.

You don't need an expensive computer or a paid Canva subscription to begin learning graphic design. With an Android phone, internet access when needed, and a little practice, you can start creating designs of your own.

What you will learn

By the end of this guide, you will understand how to:

- **Navigate Canva on your Android phone.**
- **Choose and customize templates.**
- **Work with text, fonts, colours, and shapes.**
- **Create a simple promotional flyer.**
- **Design a social media post.**
- **Prepare your work for downloading and sharing.**
- **Build a small portfolio of your designs.**

A note before you begin

You do not need to master everything in one day. Follow each lesson, practise the steps, and learn from your mistakes.

Your first design may not be perfect, and that's completely fine. Every skilled designer started somewhere.

Let's begin your design journey!

Written by King Sober

LESSON 1: GETTING STARTED WITH CANVA

What is Canva?

Canva is an online design tool that helps you create visual content without needing advanced graphic design skills. You can use it to make flyers, posters, invitations, social media posts, presentations, and many other designs.

You can use Canva on an Android phone through its mobile app or a web browser.

Understanding the main tools

1. Templates

Templates are ready-made designs you can customize. They help beginners get started without designing everything from scratch.

2. Elements

Elements include shapes, lines, icons, illustrations, and other visual objects you can add to your design.

3. Text

The Text tool lets you add headings, subtitles, and paragraphs. You can change their font, size, colour, and alignment.

4. Gallery and Uploads

These options help you add photos and other files from your phone to a design.

5. Position and layers

When objects overlap, their order determines which object appears in front. Arrange them carefully so important text and images remain visible.

6. Download and Share

When your design is ready, you can download it in a suitable file format or share it with others.

• Practical Exercise

Open Canva and create a blank design. Add a heading, a shape, and a photo. Move each item around the page and practise changing its size.

You do not need to create a perfect design yet. The goal is to become comfortable with the tools.

Remember: Practise with free features first. You can learn many useful design skills without a paid subscription.

LESSON 2: TEXT, FONTS AND COLOURS

1. Adding text

Text communicates your message. In a flyer, the main heading should tell people what the design is about.

On your Android phone:

1. Open your design in Canva.
2. Tap Text.
3. Choose Add a heading.
4. Type your main message.
5. Move the text box into position.

2. Choosing fonts

A font is the style of the letters in your design.

Use bold fonts for important headings and simple fonts for longer text.

Beginner tip: Try using no more than two font families in one design. Too many different fonts can make your work look untidy.

3. Changing text size

Your most important message should usually be the easiest to notice.

Make the main heading larger than the supporting text. If your design includes a date, location or contact number, ensure that information is still readable.

4. Choosing colours

Colours help create mood and make your design recognizable.

For a simple design, choose:

- One main colour.
- One supporting colour.
- One neutral colour, such as white, cream, black or dark grey.

Check that your text contrasts strongly with its background.

5. Aligning text

Alignment makes your design look organized.

Use Canva's alignment guides when positioning text. Leave enough space between headings and paragraphs, and avoid placing important text too close to the edges.

PRACTICAL EXERCISE

Create a simple flyer for a fictional phone-accessories shop.

Include:

- A heading: PHONE ACCESSORIES
- A subtitle: Quality accessories at affordable prices
- A short line: Chargers | Earphones | Phone cases
- A call to action: VISIT US TODAY

Choose two main colours and no more than two font families. Arrange the text so that the heading is the first thing people notice.

Remember: A good design is not about using as many colours and fonts as possible. It is about communicating clearly.

LESSON 3: CREATE YOUR FIRST FLYER

What is a promotional flyer?

A promotional flyer is a design used to advertise a product, service, event or business. A good flyer communicates its message quickly and clearly.

Our practice project

We will design a flyer for a fictional business called DENU PHONE ACCESSORIES.

Step 1: Add the business name

Open Canva and create a new flyer design. Choose a free flyer template or start with a blank design.

Add the heading:

DENU PHONE ACCESSORIES

Make the business name large and easy to read.

Step 2: Add a short message

Add this subtitle:

Quality accessories at affordable prices

Keep it smaller than the business name.

Step 3: List the products

Add a text box with:

- Phone chargers
- Earphones
- Phone cases
- Screen protectors

Use short lines so customers can scan the information quickly.

Step 4: Add a product image

Tap Elements or Uploads to find a suitable phone-accessories image. Use an image you have permission to use.

Position the image so it supports the message without hiding the text.

Step 5: Choose colours and fonts

Choose two main colours and a neutral colour. Use no more than two font families.

Make sure the text is easy to read against the background.

Step 6: Add a call to action

A call to action tells the customer what to do next.

For our example, write:

VISIT US TODAY!

Only add a real business address or phone number when you have verified it.

Step 7: Check and download

Check your spelling, spacing, colours and text alignment. When the flyer is ready, use Canva's download option and choose PNG for a digital image or PDF Print if you need a print-ready file.

Some templates, images and features require payment. Choose free elements to avoid unexpected charges.

PRACTICAL EXERCISE

Create your own phone-accessories flyer by following these steps. Try changing the colours and layout while keeping the message clear.

Remember: A good flyer helps customers understand what is being offered and what to do next.

LESSON 4: CREATING SOCIAL MEDIA POSTS

What is a social media post?

A social media post is a visual message shared online to promote a business, product, service, event or idea.

A well-designed post attracts attention, communicates clearly and encourages people to take action.

Step 1: Choose the right size

Open Canva and search for Instagram Post (Square). A square design is a useful starting point for social media graphics.

You can also choose a WhatsApp Status or mobile-video format when creating content for a vertical screen.

Step 2: Choose a template

Browse the available templates and choose one that suits your message.

Select a free template if you do not have Canva Pro.

You can also start with a blank design.

Step 3: Write your main message

Every good post needs a clear headline.

For our practice project, imagine a small business selling T-shirts.

Use this headline:

NEW T-SHIRT COLLECTION

Add a short supporting message:

Fresh styles. Great looks. Everyday comfort.

Make the headline larger than the supporting text.

Step 4: Add a suitable image

Use a photo of the product or a relevant illustration. You can upload your own image from your phone or choose an appropriate free Canva element.

Make sure the image is clear and does not compete with the main headline.

Step 5: Choose your colours

Choose a simple colour combination that suits the product.

For example:

Black for a strong, modern look.

Cream for a clean background.

Teal for a distinctive accent.

Use strong contrast so the text remains easy to read.

Step 6: Add a call to action

A call to action encourages people to respond.

Examples include:

Send us a message.

Order yours today.

Contact us for details.

Only include genuine contact details if you are making a real business advertisement.

Step 7: Download and share

Check the spelling, layout and readability. Download the finished graphic as a PNG for sharing online.

Before publishing, preview the design on your phone to make sure the text is readable at a smaller size.

PRACTICAL EXERCISE

Create a square social media post advertising a T-shirt collection.

Include:

A clear headline.

A suitable product image.

A short supporting message.

A call to action.

Use no more than two font families and three main colours.

Remember: A social media post should communicate its main message

within a few seconds.

LESSON 5: WORKING WITH IMAGES AND BACKGROUNDS

Why are images important?

Images help communicate ideas, attract attention and make designs more interesting. A good image should support the message rather than distract from it.

Step 1: Add an image

You can add an image to Canva in two main ways:

- **Uploads or Gallery:** Add a photo saved on your phone. The exact label may vary depending on your Canva version.
- **Elements:** Search for suitable photos, illustrations or graphics available in Canva.

Choose an image that matches the purpose of your design.

Step 2: Resize an image

Tap the image to select it. Use the handles around it to adjust its size.

Keep the image proportional so that people and objects do not look stretched. Position it carefully so it does not cover important text.

Step 3: Crop an image

Cropping removes unwanted parts of a photo.

Select the image and look for the Crop option in the editing toolbar. Adjust the visible area, then confirm your changes.

Cropping can help focus attention on the most important part of a photo.

Step 4: Change the background

A background is the area behind the text, images and other design elements.

To change a page background, tap an empty area of the page and look for the background colour option.

Choose a colour that makes the text easy to read. You can also use an appropriate background image when it does not make the design too busy.

Step 5: Understand image layers

Layers determine which objects appear in front of or behind other objects.

If text disappears behind an image, select the relevant element and look for Position or the available layer-order controls.

Bring important text to the front when necessary.

Step 6: Use images responsibly

Use your own photos, properly licensed images or assets you are permitted to use.

Do not assume that every image found online is free to reuse commercially. Check the applicable licence and Canva's current content terms before selling designs that include third-party assets.

PRACTICAL EXERCISE

Create a simple promotional design for a fictional shoe shop.

Include:

- A suitable shoe image.**
- A clear headline: NEW SHOE COLLECTION.**
- A short message: Styles for every day.**
- A call to action: EXPLORE THE COLLECTION.**

Practise resizing and cropping the image, changing the background, and arranging the text in front of the image.

Remember: The best images support your message and leave enough room for the important information.

LESSON 6: LAYERS, POSITIONING AND SHADOWS

What are layers?

Layers are the different objects placed on a design page. These objects can include text, photos, shapes, icons and illustrations.

When objects overlap, their layer order determines which object appears in front.

Step 1: Select an element

Open a design in Canva and tap the text, photo or shape you want to adjust.

A toolbar will appear with options for editing the selected element.

Step 2: Change the position

Move the selected element by dragging it to a new location.

You can also use Canva's alignment guides to help position objects neatly.

Keep important text away from the edges and make sure the design looks balanced.

Step 3: Arrange layers

If one element covers another, select it and look for Position or the available arrange controls.

Depending on the interface, you may see options such as:

- Bring forward.**
- Send backward.**
- Bring to front.**
- Send to back.**

Use these options to control which element appears on top.

Step 4: Group related elements

Grouping allows you to move multiple objects together.

Select the relevant objects and look for Group, if available in your Canva editor.

For example, you could group a small logo and its accompanying text so they stay together when moved.

Step 5: Understand shadows

A shadow can help an object stand out from its background.

Select an element and inspect its editing options for Effects or a shadow effect, if available.

Some effects may be restricted to Canva Pro. If you see a crown icon or a payment prompt, choose a free alternative instead.

You can create a simple layered appearance with overlapping shapes and careful contrast without using a premium shadow effect.

PRACTICAL EXERCISE

Create a promotional design for a fictional business called KING'S DESIGN STUDIO.

Include:

- A large heading.**
- A coloured shape behind the heading.**
- A supporting message.**
- A small decorative icon.**

Practise moving the elements, changing their layer order and grouping related objects where possible.

Remember: Good positioning and clear layers make a design easier to understand. Effects should support your message, not distract from it.

LESSON 8: DOWNLOADING DESIGNS, BUILDING A PORTFOLIO AND FINDING CLIENTS

1. Downloading Your Designs

Follow these steps to download your work from Canva:

1. Open your design.
2. Tap Share, then Download.
3. Choose your preferred file format.
4. Tap Download to save it to your phone.

Common file formats:

- PNG: Logos and graphics.
- JPG: Photos and image sharing.
- PDF Standard: Digital eBooks and documents.
- PDF Print: Documents prepared for printing.

2. Building Your Portfolio

A portfolio is a collection of your best designs that shows potential customers what you can do.

Start with these five examples:

- Business flyer
- Business card
- T-shirt design
- Social media post
- Logo design

Save your best work in a phone folder named My Design Portfolio. Label practice designs as samples.

3. Finding Your First Clients

You can find potential clients by:

- Sharing your designs on WhatsApp Status.
- Contacting local shops, salons and food vendors.
- Telling friends and family about your services.
- Sharing your work on social media.

Example promotional message:

"Need a flyer, business card or social media design? I create attractive designs for businesses. Contact me to discuss your next project!"

4. Practical Exercise

1. Create a flyer, business card and social media post.
2. Download and save them in your portfolio folder.
3. Share one sample design and ask for feedback.

Conclusion

Congratulations on completing this beginner's guide! You have learned the basics of Canva, from creating designs to preparing them for sharing.

Keep practising, improve your skills and build your portfolio one design at a time.

Keep designing, keep learning and keep improving!

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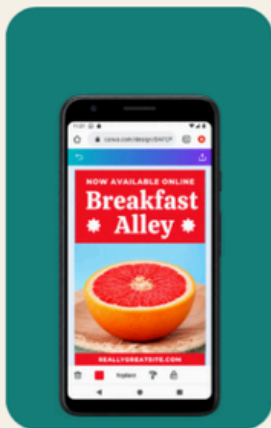
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Creative Designs. Quality Printing.

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OUR SERVICE

- ✓ Flyer and Posters
- ✓ Business Cards
- ✓ T-shirt designs
- ✓ Social Media designs

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