



# Lunch & Learn

# WORKBOOK



**Design Like a Pro:**

**A Hands-On Guide with Canva**

**Instructor:**



**Erica Haferkamp**

**Creative Director at Sagentic and DARE**

**Presented by:**



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# Introduction



## Welcome Message

Welcome to the Canva Lunch and Learn Workshop! I'm Erica Haferkamp, Creative Director at Sagentic Web Design. With over two decades of experience in marketing and design, I've seen firsthand how powerful visual content can be in driving engagement and growing a business. This workbook is designed to guide you through today's session, providing space for notes, hands-on activities, and key takeaways. Let's get started!

## Agenda Overview

- **Introduction to Canva:** What it is and why it's useful.
- **Getting Started with Canva:** Setting up an account and navigating the dashboard.
- **Hands-On Activity:** Designing an 8.5" x 11" flyer.
- **Preparing Your Design for Print:** Exporting and printing tips.
- **Resizing Your Design for Social Media:** Adapting your flyer for different platforms.
- **Advanced Tips and Tricks:** Using Canva's more advanced features.
- **Collaboration and Sharing:** How to work with others in Canva.

## How to Use This Workbook

Use this workbook to follow along with the workshop. You'll find sections for notes, practical activities, and reflections. There are also checklists and guides to help you apply what you learn. Don't hesitate to jot down your thoughts, questions, and ideas as we go!

# What is ?

## Overview of Canva

Canva is a powerful graphic design platform that allows you to create a wide range of visual content, from social media posts and presentations to flyers and posters. It's designed to be user-friendly, making professional design accessible to everyone.

### Types of Projects You Can Create

- **Social Media Graphics:** Eye-catching posts for platforms like Instagram, Facebook, and LinkedIn.
- **Presentations:** Professional slideshows for meetings, webinars, or pitches.
- **Flyers and Posters:** Print-ready designs for events, promotions, and advertisements.
- **Business Cards and Logos:** Essential branding materials that reflect your business identity.

### Reflection

- How do you think Canva could help your business?
  
  
  
  
  
  
  
  
  
  
- What types of projects would be most useful for you?

# Examples of Canva Projects

Here are some examples of projects you can create with Canva:



- **Social Media Campaigns:** Boost engagement with visually appealing posts.
- **Flyers for Events:** Promote your events with professionally designed flyers.
- **Business Cards:** Create and print business cards that leave a lasting impression.

## Reflection

- Which of these examples resonates most with your business needs?
- How might you use similar designs to enhance your marketing?

# Getting Started with Canva

## Account Setup

To begin using Canva, you'll need to sign up for an account. Canva offers a free version as well as a Pro version, which includes additional features such as a larger template library and brand kits.

## Steps to Sign Up:



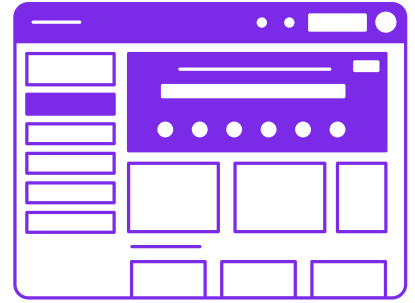
1. Visit [www.canva.com](http://www.canva.com).
2. Choose to sign up with your email, Google, or Facebook account.
3. Select the free version or start a free trial of Canva Pro.

## Your Canva Account Details:

- EMAIL: \_\_\_\_\_
  
- PASSWORD HINT: \_\_\_\_\_

# Dashboard Tour

The Canva dashboard is your main hub for accessing all of Canva's features. Here's a quick guide to navigating it:



## Key Sections:

- **Your Designs:** All your saved and active projects.
- **Templates:** A wide variety of templates for different project types.
- **Brand Kit:** (Pro feature) Store your brand's colors, fonts, and logos for easy access.

## Exercise:

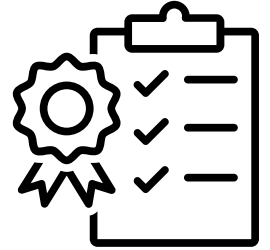
- Spend a few minutes exploring the dashboard.
- List three templates you might use for your business:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

# Basic Design Principles



## Color Schemes:

- Choose a color scheme that aligns with your brand's identity.
- Use complementary colors to create visual harmony.

## Typography:

- Select fonts that are easy to read and match your brand's tone.
- Limit the number of fonts in your design to maintain consistency.

## Alignment:

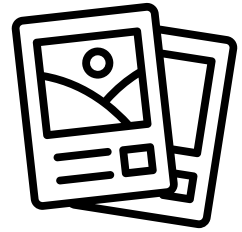
- Use guides and ruler alignment tools to keep your design balanced.
- Consistent alignment creates a professional and polished look.

## Exercise:

- What are your brand's primary colors?
  
  
  
  
  
  
  
  
  
  
- What fonts best represent your brand?

# Hands-On Activity

## Designing an 8.5" x 11" Flyer



## Step-by-Step Guide

In this activity, you'll create a standard 8.5" x 11" flyer, a versatile format for various purposes like event promotions or product advertisements.

## Steps

1. **Choose a Template:** Start by selecting a flyer template that suits your needs.
2. **Customize Your Design:** Add your text, images, and brand elements.
3. **Use Editing Tools:** Crop, resize, and apply filters to your images.

## Practical Activity:

- Sketch Your Design: Use this space to sketch a rough layout of your flyer.
  - Main Message: \_\_\_\_\_
  - Key Images: \_\_\_\_\_
  - Call to Action: \_\_\_\_\_

## Reflection:

- What message do you want your flyer to convey?
- Which images best represent your brand?



# Preparing Your Flyer for Print

## Print Preparation Checklist

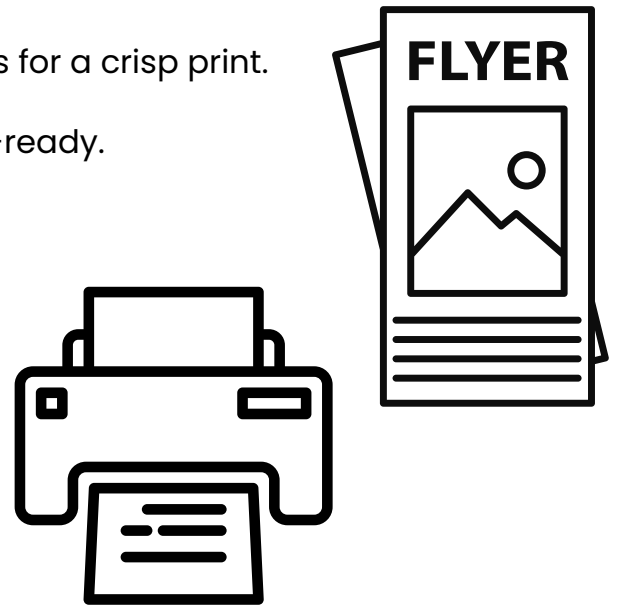
Before printing your flyer, ensure it's properly prepared to avoid any issues with the final product.

### Steps

1. **Add Bleed:** This ensures that no white edges appear after trimming. This is for printing on press - not copies.
2. **Export as PDF:** Choose high-resolution settings for a crisp print.
3. **Check Colors:** Make sure your colors are print-ready.

### Checklist:

- Bleed added to the design, if applicable
- Exported as a high-resolution PDF.
- Colors are print-ready.



### Activity:

- **Practice:** Add bleed to your flyer and export it as a PDF.
- **Notes:** What settings did you use?

# Resizing Your Design for Social Media

## Resizing Guide

After creating your flyer, you can easily resize it for social media posts using Canva's resize feature.

### Steps

1. **Use the Resize Feature:** Select the social media platform and resize your flyer.
2. **Adjust Layout:** Ensure the design still looks good in the new format.
3. **Export for Social Media:** Choose PNG or JPG format for best results.

### Practical Activity:

- Plan Your Social Media Post:
  - Caption: \_\_\_\_\_
  - Hashtags: \_\_\_\_\_
  - Key Elements: \_\_\_\_\_



### Reflection:

- How did the resizing process go?
  
  
  
  
  
  
  
  
  
  
- Did you need to make any adjustments to the layout?

# Advanced Tips and Tricks

## Advanced Features Overview

Canva offers several advanced features to take your designs to the next level.

### Layers:

- Use layers to manage different elements in your design.
- Rearrange layers to create depth and focus.

### Transparency:

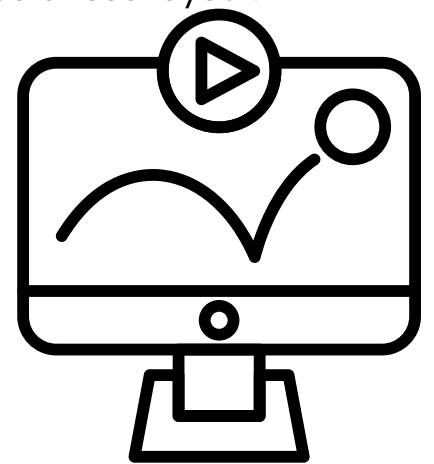
- Adjust transparency to create subtle effects or overlay text on images.

### Guides:

- Use guides and rulers to align elements and ensure a balanced layout.

### Animations and Videos:

- Add animations to make your content dynamic.
- Incorporate videos for more engaging content.



### Exercise:

- Practice using one advanced feature

(e.g., adding transparency to an image).

- Notes on what you tried and how it worked:

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# Collaboration and Sharing

## Collaboration Tools Guide

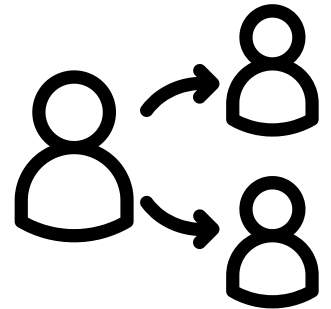
Canva makes it easy to collaborate with others on your designs. Here's how:

### Sharing Designs:

- Share your design with team members for feedback.
- Use the comment feature to communicate directly within Canva.

### Exporting Designs:

- Export your design as PDF, PNG, or JPG based on your needs.
- Remember to export with bleed if you're printing.



### Activity:

- **Practice Sharing:** Share a design with a peer or team member and ask for feedback.
- **Notes on Feedback:** What feedback did you receive?

- 
- Changes Made: What changes did you make based on the feedback?
-

# Laurie Haak

Owner of Fremont 360

Laurie Haak has successfully used Canva to design flyers and magazine ads for Fremont 360. She collaborates by sharing templates, which helps maintain consistency across designs.

## Notes from Laurie's Insights:

- How can you apply Laurie's strategies to your projects?

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**\*Note:** Fremont 360 is an affordable local weekly publication that will allow you to experiment with your new found design and marketing strategies without breaking the bank!

# Kristina Post

Social Media Manager at Sagentic Web Design

Kristina uses Canva daily to create engaging social media content. She emphasizes the importance of consistency and using Canva's features to streamline the content creation process.

## Notes from Kristina's Insights:

- How can you improve your social media presence with Canva?

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**\*Note:** If you're too busy to manage your social media, consider hiring Kristina to keep your brand active and engaging online.

# Wrap-Up and Reflection

## Key Takeaways

Reflect on the most important points covered in today's session.

## Top Three Takeaways:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Reflection Prompts

- What did you find most valuable in today's session?

\_\_\_\_\_

- How will you apply what you've learned to your business?

\_\_\_\_\_

# Additional Resources

## Learning Resources

Continue learning with these recommended resources:

- **Canva Tutorials:** Canva Design School
- **Forums:** Engage with the Canva community for tips and support.
- **Blogs:** Stay updated with design trends and tips.

## Recommended Books and Videos

- **Books:** List of design-related books.
- **Videos:** Links to YouTube tutorials and webinars.

## Practice and Share

- **Practice:** Set aside time each week to practice using Canva.
- **Share:** Join an online community or peer group to share your designs and receive feedback.



# Contact Information

For any follow-up questions or additional support, you can reach me at:

- Email: [erica@sagentic.com](mailto:erica@sagentic.com)
- Website: [www.sagentic.com](http://www.sagentic.com)
- Social Media:
  - Facebook: [@sagentic](https://www.facebook.com/sagentic)
  - Instagram: [@sagentic](https://www.instagram.com/sagentic)
  - Threads: [@sagentic](https://www.threads.net/@sagentic)
  - LinkedIn: [@sagentic](https://www.linkedin.com/company/sagentic)
  - YouTube: [@sagentic](https://www.youtube.com/channel/UCsagentic)
  - TikTok: [@sagentic](https://www.tiktok.com/@sagentic)

## Next Steps

- Connect with us on social media.
- Share your progress and stay in touch!



# Notes Section

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## Contact Us

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