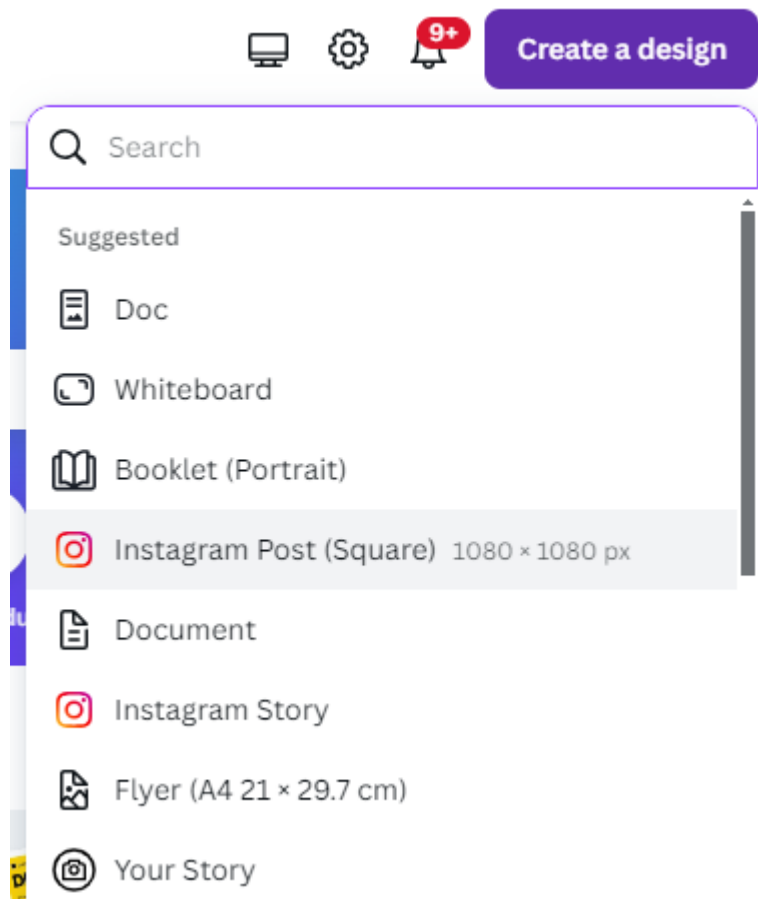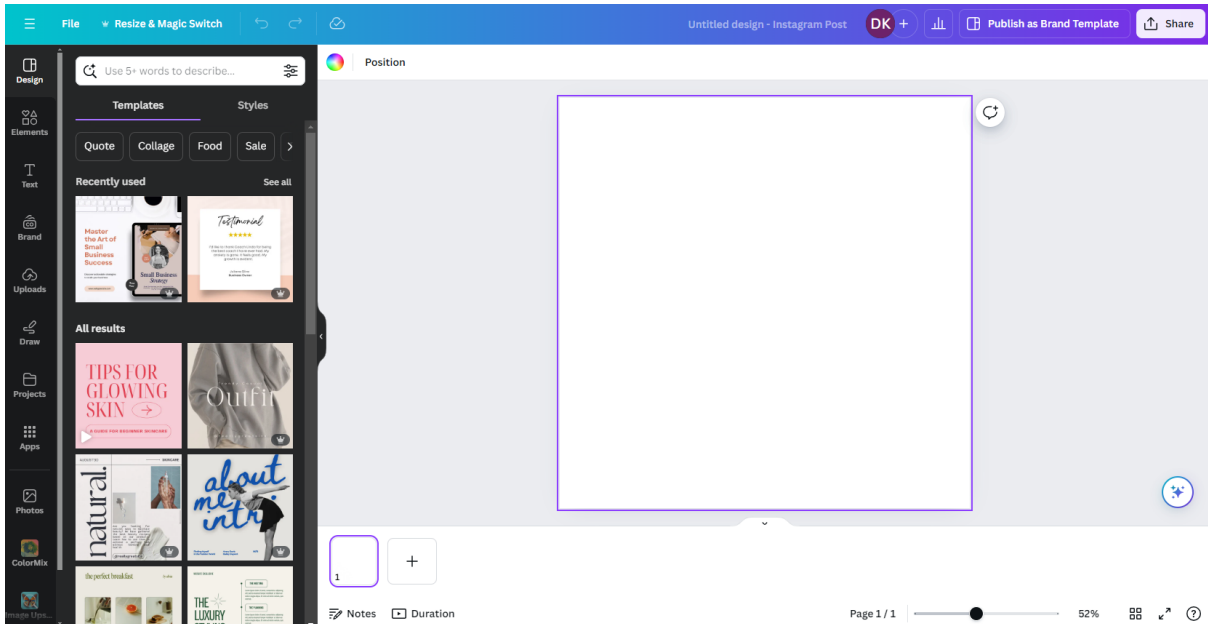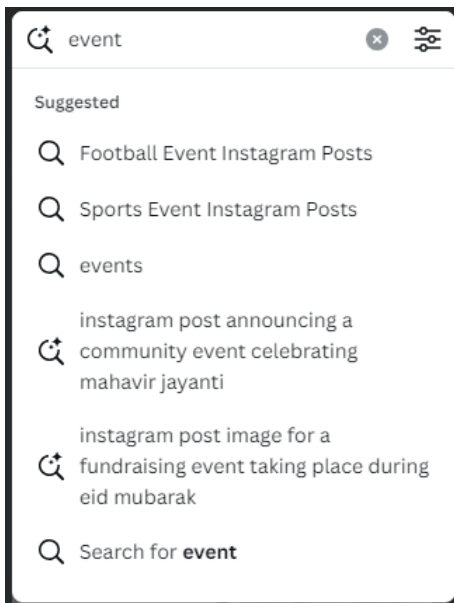# How to use Canva

Canva is a great tool to easily create professional-looking graphics without investing the time in learning how to use complicated dedicated graphic design software. With a simple editor and thousands of design templates to choose from, Canva makes design easy. We use it at Paradigm for most of the designs that you see on our social media platforms. In this article we'll go through the basics of how you can use Canva to put your own designs together.

To start with, click the 'Create a design' button on the top-right corner of the screen. This opens a drop-down menu with a selection of different types of documents or designs. Pick the one that you want to create a design for (In this case we're going to create a Square Instagram Post, which can also be used on other social media platforms.)
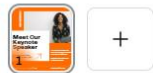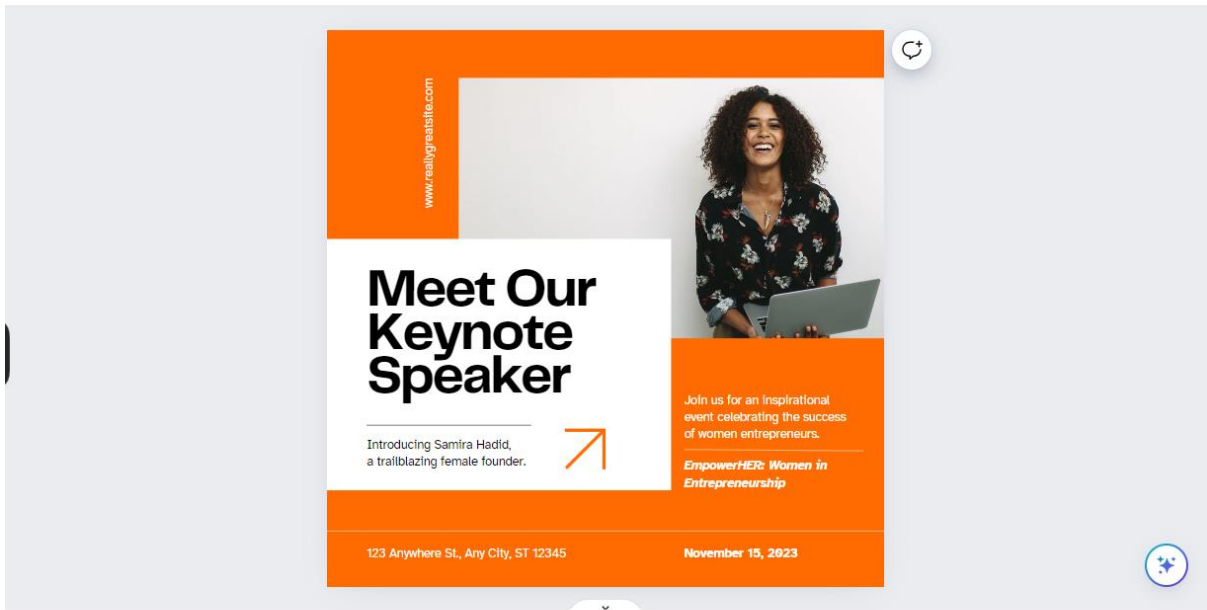
You'll be met with a blank page with a selection of designs to the left-hand side. These designs are templates, which you can pick from to find a template to suit your needs. If it doesn't look exactly right, don't worry – we can change the colours, fonts, wording and images later.

Use the search function to find a template that suits your needs, then choose a design to use from the search results.
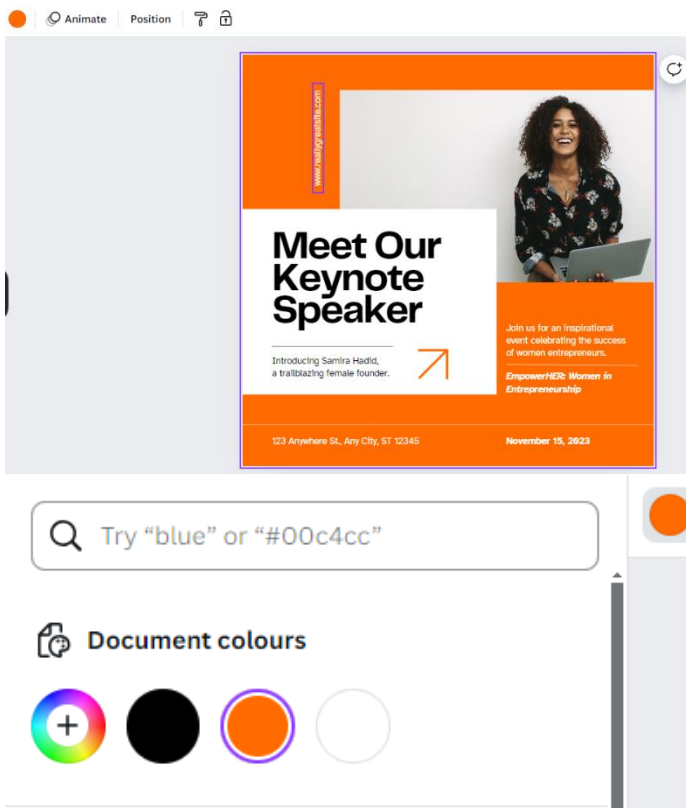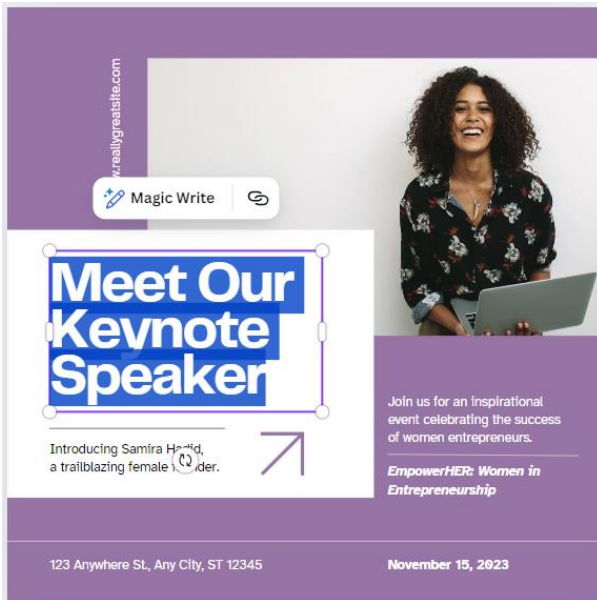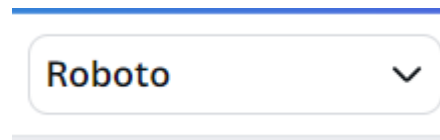
Once you click on a design, you will see it on the main editor on the right-hand side of the page. Once it loads up, we can begin to change the look of the design, starting with the colours.
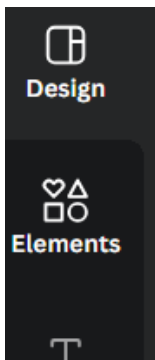

When you click on an element you want to change, you'll see a coloured circle in the top left of the page. Click on this and it will open up a colour palette on the left-hand side of the screen. From here, you can choose which colour you want to change the element to.
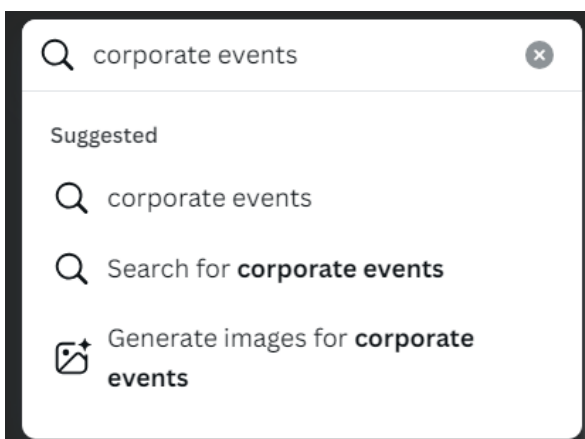
Once we've updated the colours on our document, let's update the text. We'll remove what we don't need and rewrite where we need. Click on any text a couple of times to select it. Once you have, you'll see the font selector open up in the top left. Click this to change the font to one your brand uses.

Once we've changed the text to what we want to promote, we want to update the image to something that works for us as well. Thankfully, Canva have a vast library of photos for us to choose from.

First, click on 'Elements' on the left-hand side of the page – this is where we'll find new items to add to our design such as shapes and photos.

Once again, use the search bar to find a photo that works for you. Search using key terms that would work for you, rather than overly specific search terms, try searching for something more generic.
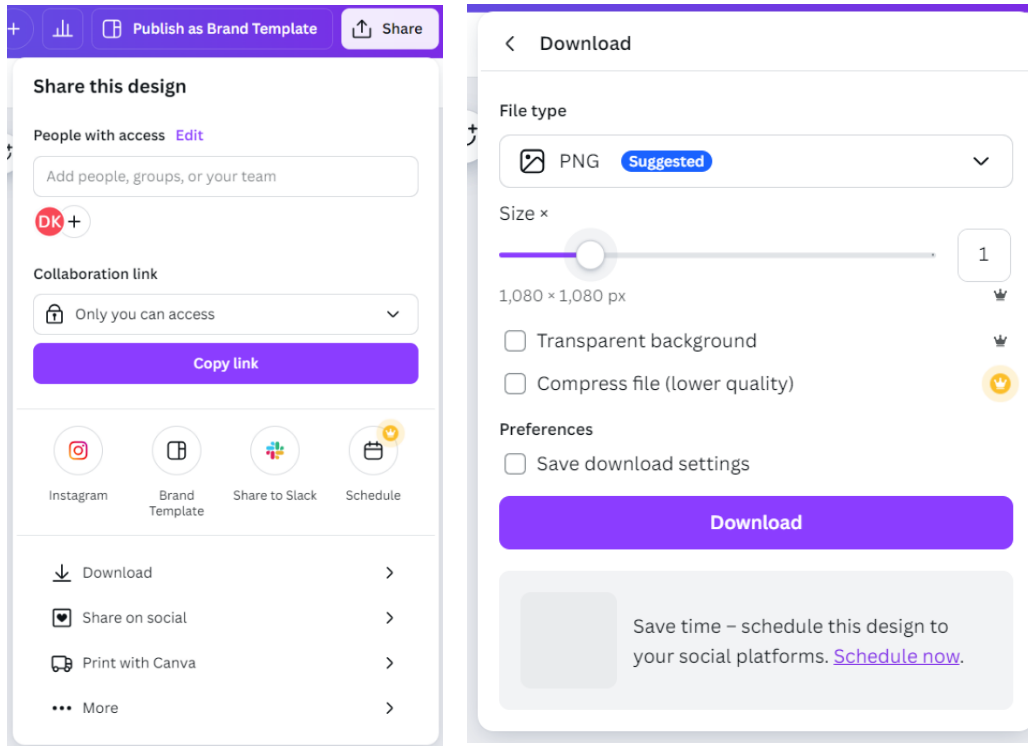
You'll see a small selection of photos, click on 'See all' to see more. Then, from the search results, click on an image to add to your design.

Once you click on the image, it will get added to your design. It probably won't look too great! But don't worry, we just need to drag and drop it into place. Click on the image, and drag it over to the photo.

And there we have our final image! Now that we have designed the perfect image for our social media feed, we need to download it to use. To start with, click the 'Share' button in the top-right.

In the drop down menu. Click on 'Download' to save the file to your computer. Then, double check the settings. If you want to save an image, then your 'File type' should be either a PNG or a JPG. Once you're happy, click Download to save the image.

Once that's done your image is ready for you to share however you want! Upload it to social media with your ideal caption. For more hints and tips for social media, check out our content from last week.