

USING CANVA FOR YOUR WEDDING BUSINESS



Canva is a brilliant tool and you can use it for so many things in your businesses. This month I am showing you how to create inspiration boards.

JULY 2020 THE WEDDING EDIT CLUB

WHY USE CANVA?

CANVA IS RELATIVELY NEW AND IT IS A BRILLIANT TOOL. DESIGN BOARDS, DIGITAL ONES CAN BE A HEADACHE TO CREATE BUT NOW IT IS SO SIMPLE.

GET USED TO THE BASICS WITH CANVA AND YOU WILL SOON BECOME A PRO!

What is Canva?

Canva is an online design application that's user-friendly and doesn't require extensive design program knowledge.

It has drag-and-drop design tools making it much easier and faster to create a design board, social media posts and documents for your wedding business.

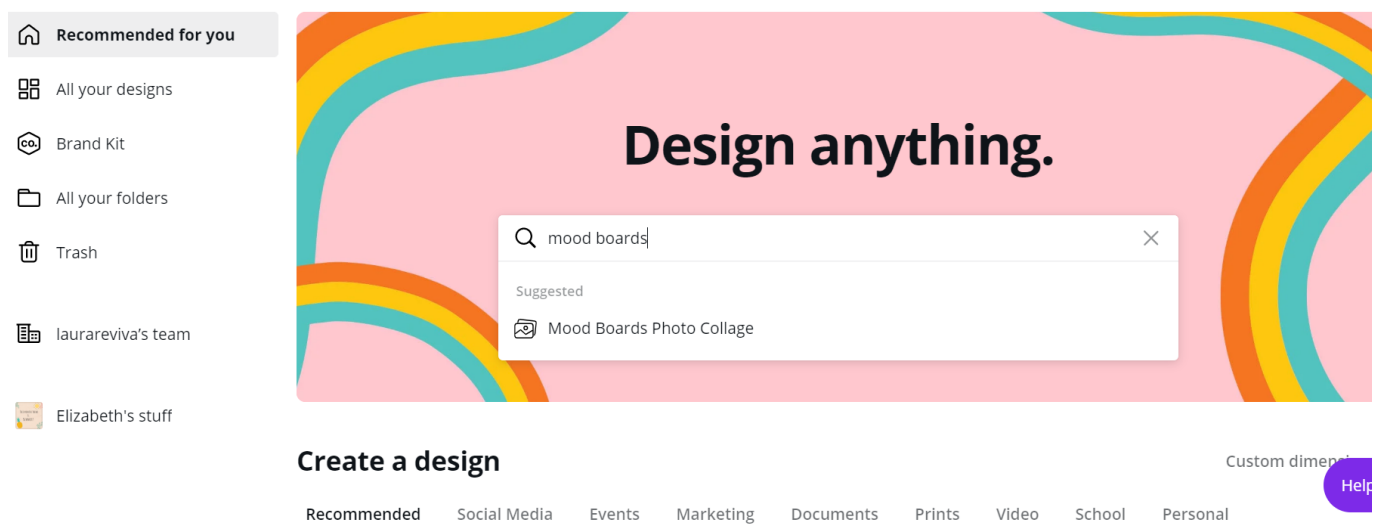
You can sign up for Canva's free version or via a paid subscription that allows you to set up more customization and branding.

I do recommend the paid version as it is only about 11 euros a month and you can do so much more with it.

Canva allows you to download PDF's and images, you can add in videos and GIF's to your designs.

It is just a brilliant tool and I highly recommend if you are not using to go and have a play around.

INSPIRATION BOARD TUTORIAL



When you first open Canva there is a whole host of options available to you, but for this tutorial we are going to create an inspiration board.

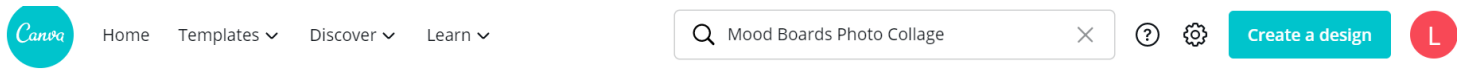
Inspiration boards can be used to share with clients, to create a pictorial story of an overall vision, for example if you are planning to create a styled shoot.

This tutorial is a basic one to get you started, as we move through the year I would love to see your boards posted into the Facebook Group if you wish to share and then I can help you get more creative.

There is so much on there you can do but let's start at the beginning!

Type into the search box mood boards.

MOOD BOARD OPTIONS



Mood Boards Photo Collage

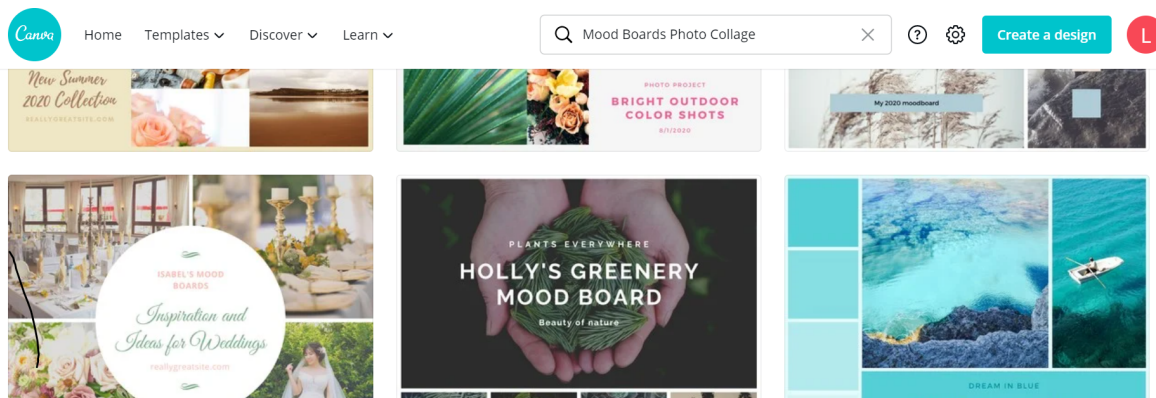
Templates Your Designs



You will see a whole host of mood board option designs for you to use.

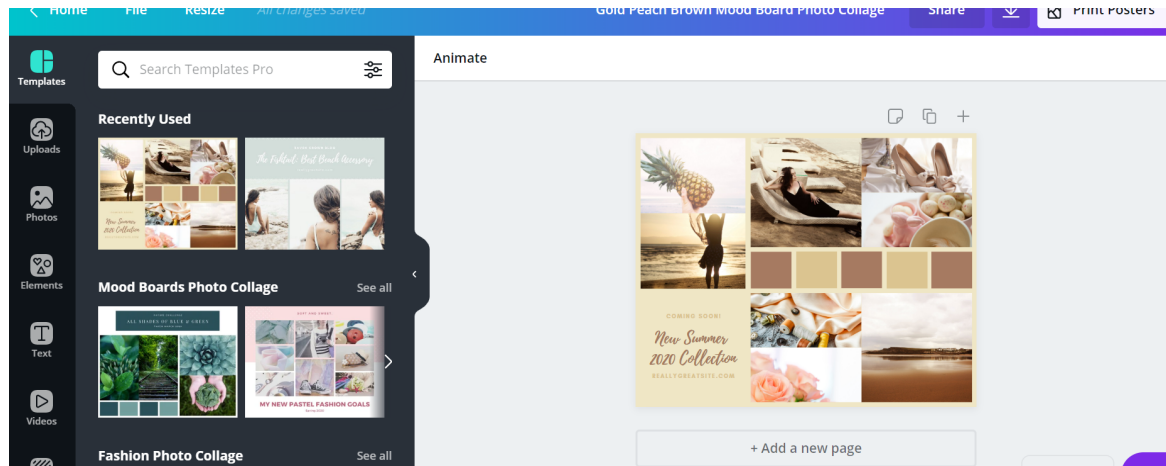
Do bear in mind you can change anything on the templates offered to you so you are not stuck with the colours, font styles, images, etc.

Choose a mood board you think you could play around with quite easily.

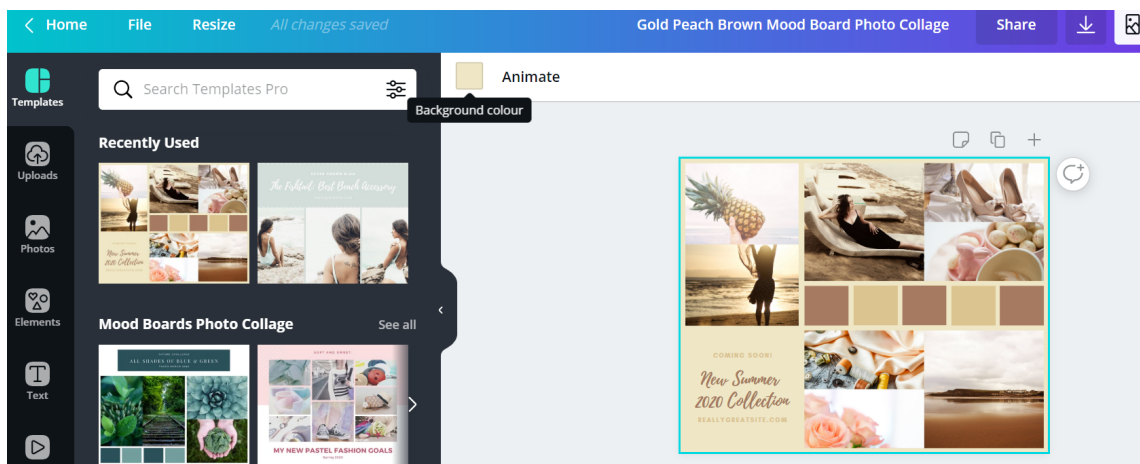


Don't be worried about losing your work as Canva automatically saves it every few seconds.

CHOSEN MOOD BOARD



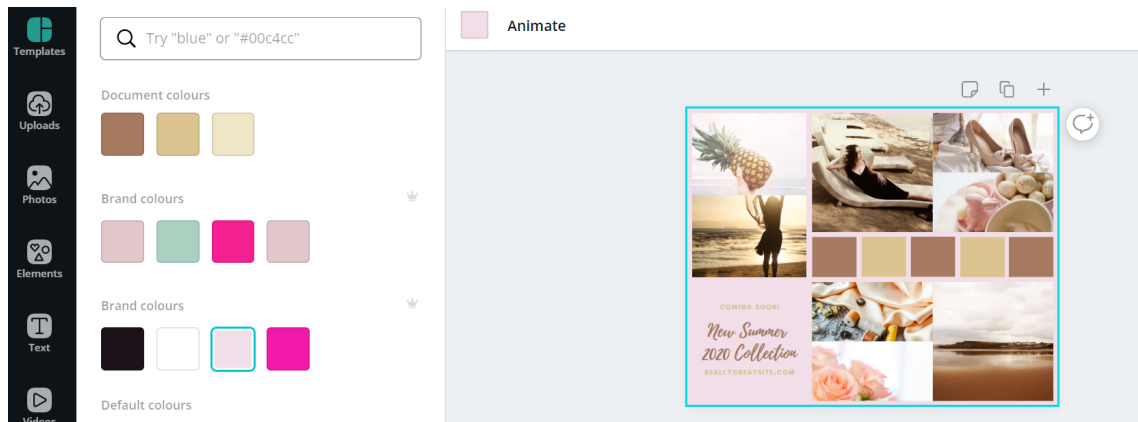
This is the mood board I have chosen for this tutorial to demonstrate how you can change images, colours and fonts.



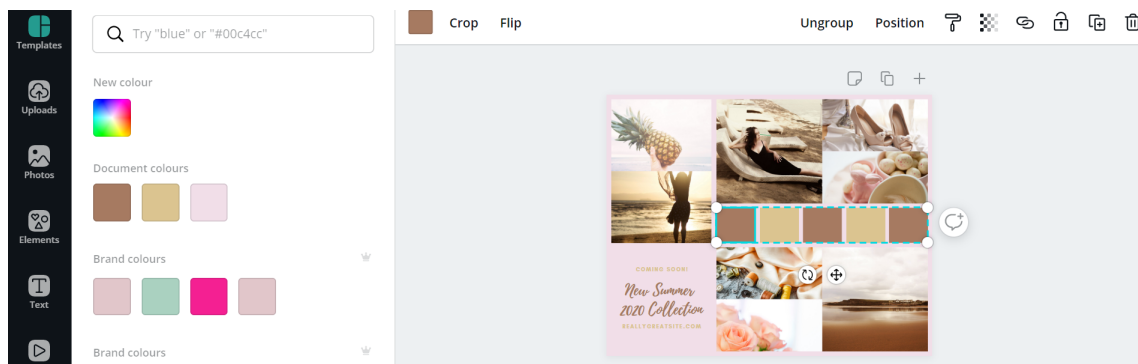
First I don't like the background colour so when I click on the whole image you will see the whole box highlighted. At the top you will notice the background colour with a Animate next to it.

If you click on the coloured square you will have the option to change the background colour of your moodboard.

CHANGING COLOURS



If you now look you will see the background colour has been changed to the light pink, when you click on the colours you are able to create your own colour palette too for your branding which is why these colours show up on my tutorial but as you create colours Canva saves them for you.

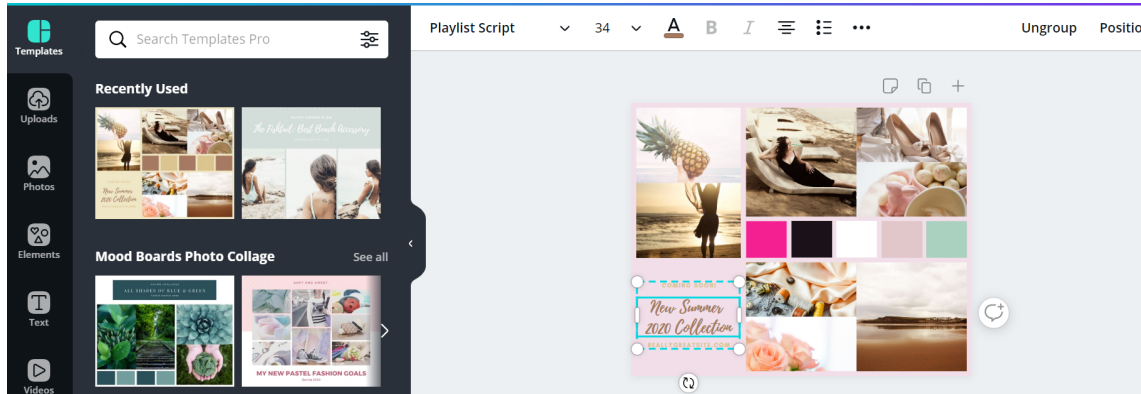


Here I am changing the colour palette on the mood board, notice I have selected it and it is highlighted. At the top now I have the brown square as the current colour, I can click on this to change it. You can click on each individual square to change the colours to suit your mood board.

Also notice at the top of the colour suggestions there is a new colour option, you can click on this and move the scale around until you achieve the right colour for your mood board as well.

Canva will save the colours you use so next time the colour is there.

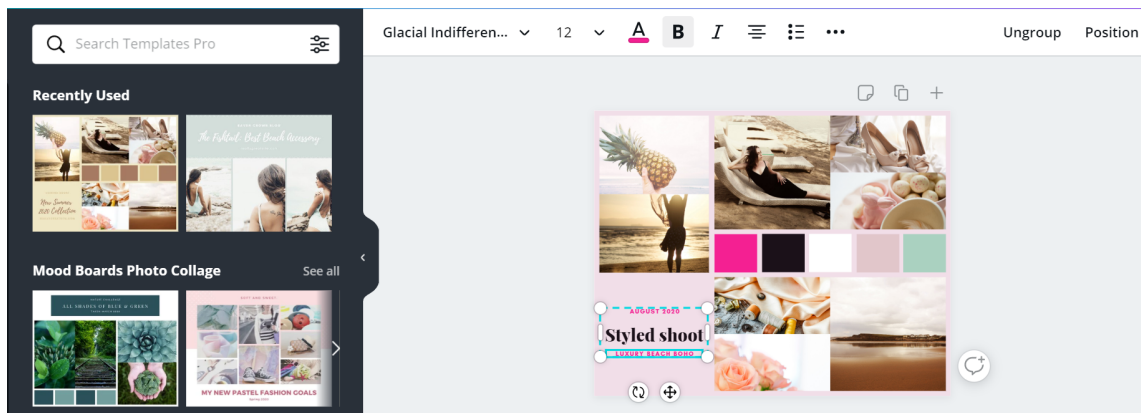
CHANGING TEXT



Here you will see I have changed each colour now of the little squares on this moodboard.

I am now going to change the font to the left hand side, both colours and style.

See I have selected this box and the options at the top now are the font style, size and colour.



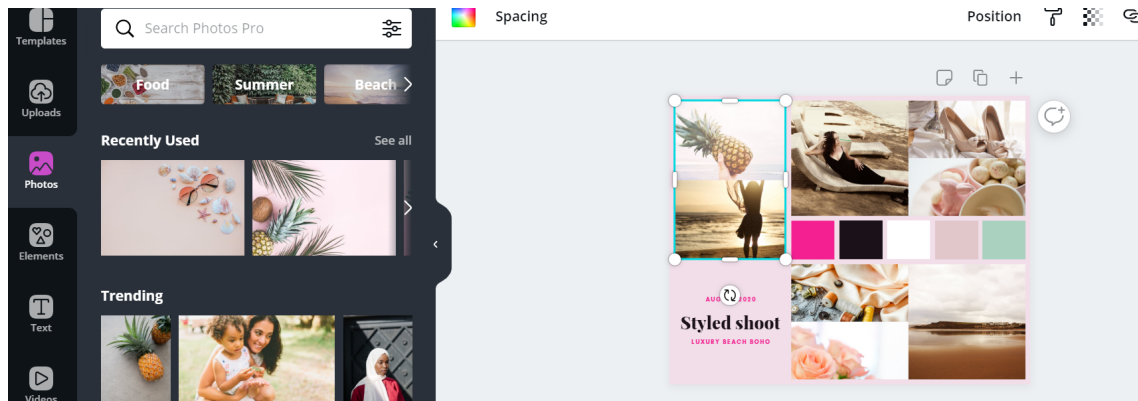
Now you can see I am changing the font style, colours and text.

Do remember to highlight the things you wish to change before making changes.

If you make a mistake just click Ctrl and Z and it will take you back a step.

Look at the menu at the top, Glacial indifference is the text style, if you click the downwards facing arrow this will bring up all the text styles you can choose from. If you click the downward arrow next to the number 12 this is your font size, how big your text is going to be. You can then see the pink A, this is your font colour. You then have bold, italic and alignment of text the same as any word document you use.

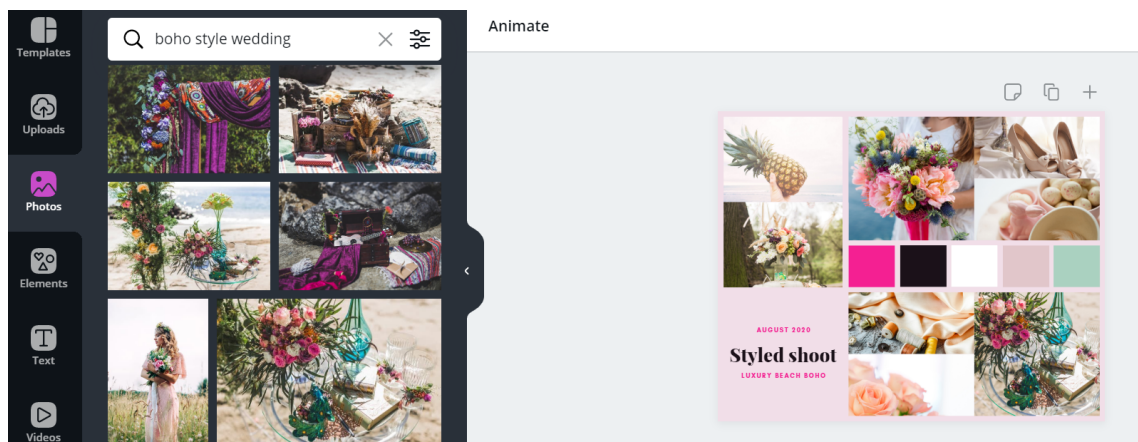
CHANGING IMAGES



Now I wish to change the images on the moodboard. Notice I have now highlighted the image I wish to change.

I have two options, one is the photos tab on the left hand side.

If you click on this you will be taken to a whole library of images on Canva's gallery. You can use the search box at the top to look for your ideal images you wish to use, here as an example below I have typed boho style wedding and you can see the images have changed..

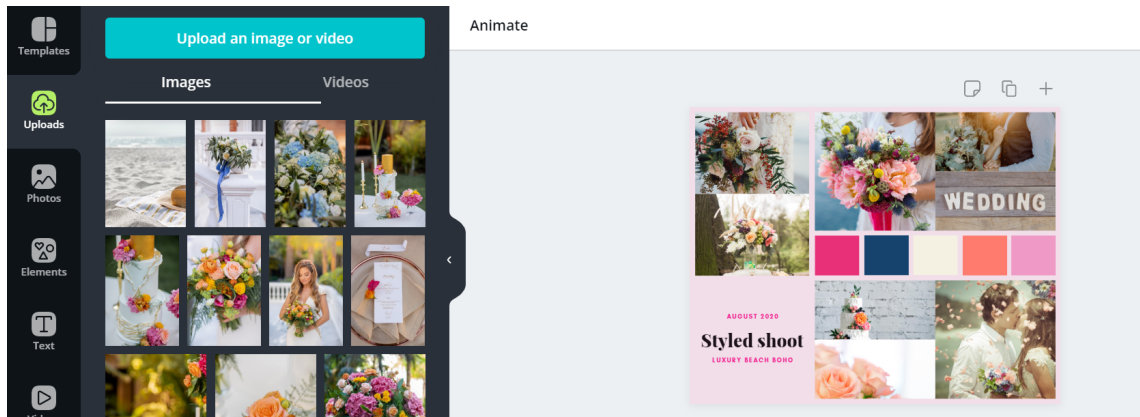


When you have decided on your image you can click it and it will appear on your board, you can move it and it will snap into place if you have an existing image you are changing.

If you just want one image where there are two, delete the original images and content blocks and just drag your image to where you want it, you can also crop it.

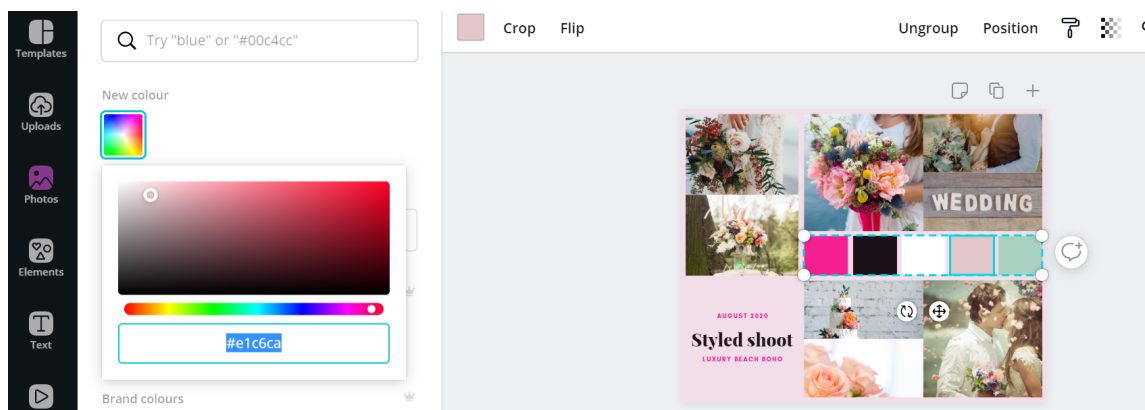
For this tutorial though I am keeping it simple.

ADDING YOUR OWN IMAGES



If you wish to add in your own images to your board, look at the left hand side and you will see a button saying uploads. Click on this and you will be able to upload an image from your computer or phone to your gallery. Each time you wish to add an image from your gallery this is the button you choose. Here you will see the images already loaded up to mine.

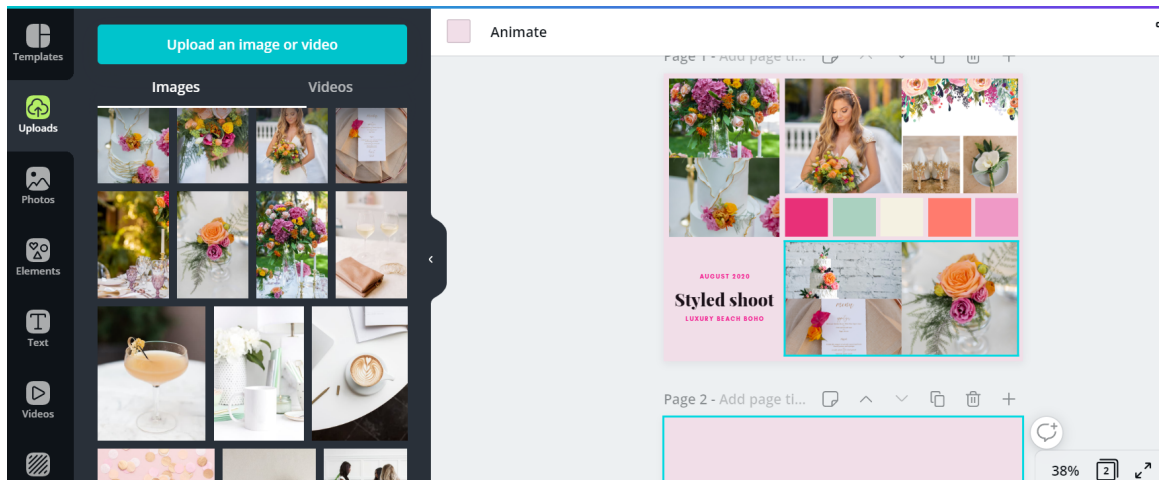
I have also now changed the colours again on my colour palette so it works with what I am creating.. This is just to give you an idea as to how you can work on your inspiration boards.



When I clicked back onto my colour palette this is the screen I have, this allows me to adjust the colours now exactly to what works for this board.

You scroll at the bottom to get the colours you want and then you can choose your shade of that colour by using the dot to move it around, the block of colour will change according to how you play around with this tool.

CREATING MORE PAGES

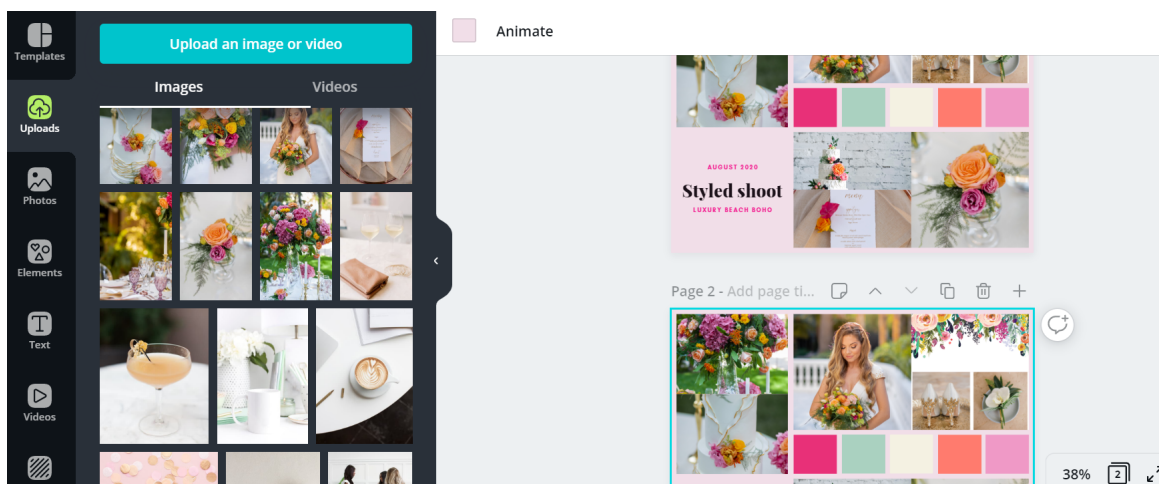


Now you can see the inspiration board is completed, you can also add in graphics as well as images, see top right hand corner. These can be uploaded from your gallery or you can look around the elements section on the left hand side of the menu within Canva's options.

If you are creating a presentation you then have the option to add a new page.

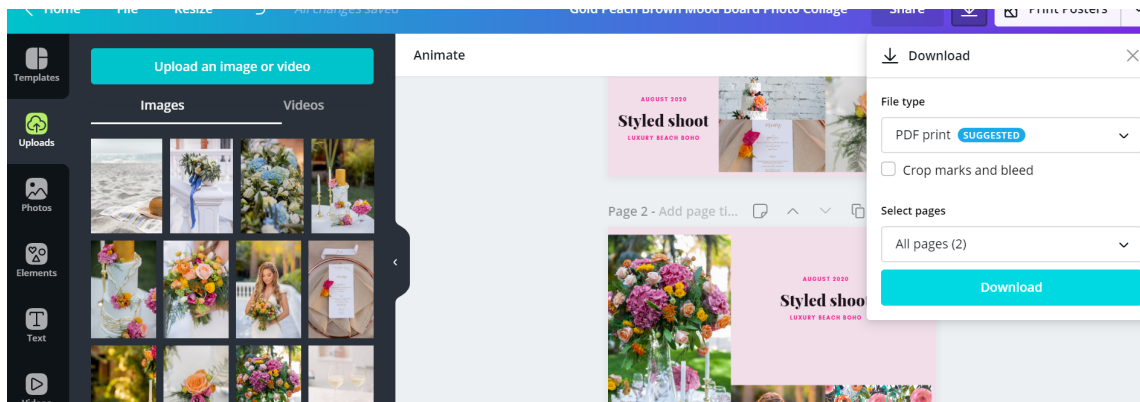
If you click on the new page option then you will be taken to a blank canvas.

If you click on the right hand corner and you will see the options you can also click copy page.



Here you will see the copy page instead of a blank canvas appears and then you can edit this separately from your original page you have created.

DOWNLOADING YOUR WORK

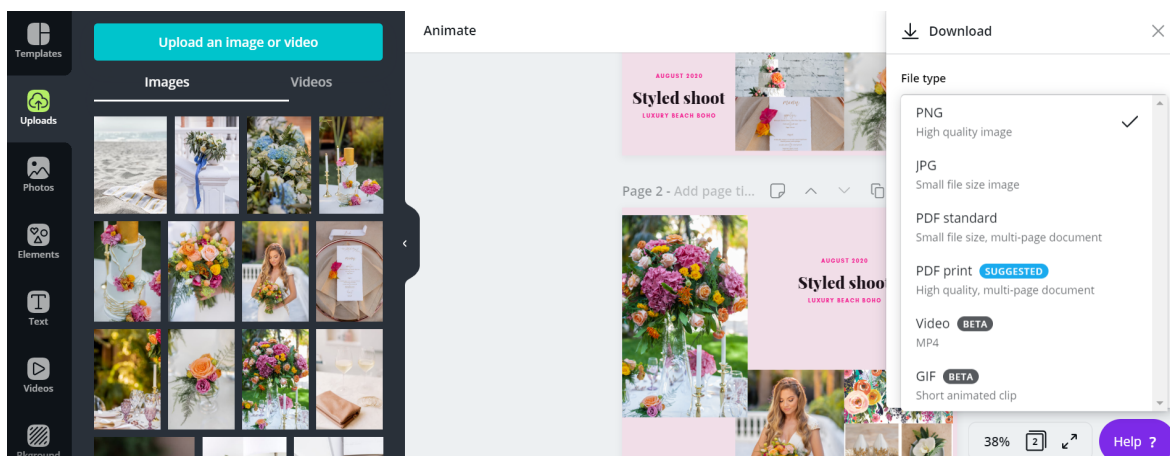


When you have finished your inspiration boards you can download them straight to your computer or iphone, if you have the app too on your iphone you can access everything on your laptop which is handy if you are creating content for your social media, etc.

Here you have the option to download as a PDF and it will save all the pages you have created.

You also have the options to download as images so either a JPEG or a PNG file which when you load onto your social media or send will appear as an image and not a PDF file.

Some of these options are only available in the paid version.





FEW LAST TIPS

When using Canva, just have a play around with it, it does take time to get to know but will be a massive game changer for your business if you can get to grips with it.

Here are just some of my tips for using Canva.

You can create a branding kit, save the fonts and colours, even your logo in your branding kit which you can refer to time and time again.

Don't get distracted and create things that don't match your branding, I have done it, bought the Tshirt and created too many things on here I have hated afterwards.

Canva will only save the last copy of something you did, so if you change it you won't be able to find the original version.

To make sure this doesn't happen look at the top right hand side of any of your content you have created and click a make a copy, you can then edit this and not your original version.

If you mess up don't worry, hit CTRL and Z and it will take you back to the previous version, keep doing it and it will just keep reversing what you have done.