

Course  
&  
Test Series

Canva for Marketing

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**1. Introduction to Canva for Marketing**

Canva is widely used for marketing because it allows users to create attractive promotional materials easily. Marketers can design posters, flyers, brochures, ads, and catalogs without professional design skills.

**2. Designing Posters & Flyers**

**Posters**

- Used for promotions, events, and announcements
- Usually large and visually attractive

**Flyers**

- Used for advertising products, services, or events
- Smaller and easy to distribute

**Steps in Canva:**

1. Open Canva
2. Select **Poster** or **Flyer**
3. Choose a template
4. Edit text, images, colors, and fonts
5. Download or print

**Design Tips:**

- Use bold headlines
- Keep content short
- Use high-quality images
- Add contact details clearly

**3. Creating Brochures & Business Cards**

**Brochures**

- Provide detailed information about a business or product
- Can be bi-fold or tri-fold

**Steps:**

1. Select **Brochure** in Canva
2. Choose a layout
3. Add text, images, and icons
4. Maintain brand colors and fonts

**Business Cards**

- Used for professional identity
- Contains name, logo, contact details

**Standard Size:**

- 3.5 × 2 inches

**Tips:**

- Simple design
- Clear text
- Use brand logo and colors



CBSE



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Central Govt.  
Service



State Govt.  
Services



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**4. Designing Email Headers & Newsletters**

**Email Headers**

- Top image in an email
- Used for branding and promotion

**Design Tips:**

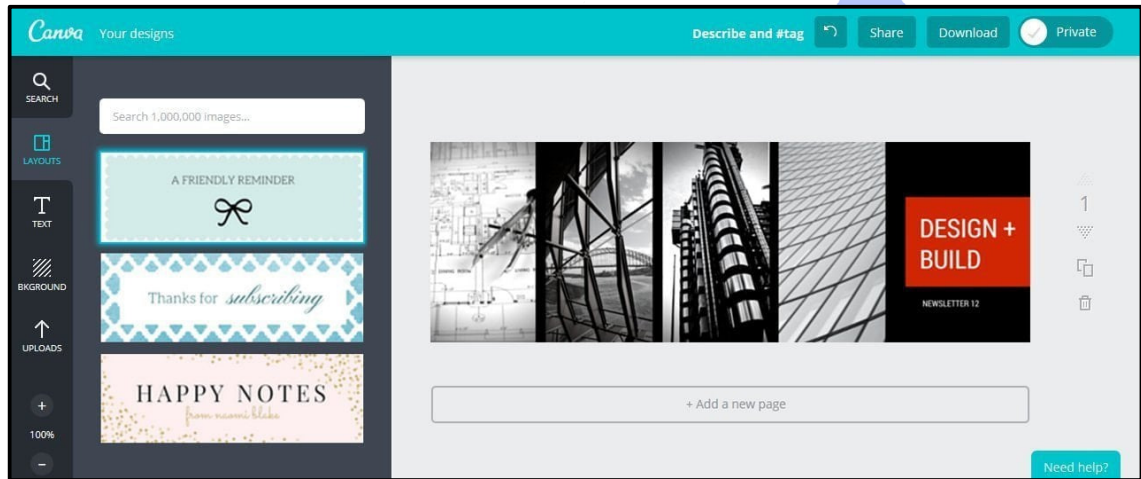
- Keep width suitable for email
- Use minimal text
- Include logo and tagline

**Newsletters**

- Used to share updates, offers, and information

**Steps:**

1. Choose **Newsletter** template
2. Add images and text blocks
3. Use clear headings
4. Maintain readability



**5. Custom Designs for Ads**

Canva helps create ads for:

- Social media
- Websites
- Online campaigns

**Ad Design Tips:**

- Clear message
- Strong call-to-action (CTA)
- Eye-catching visuals
- Minimal text

**Steps:**

1. Select **Custom Size** or Ad template
2. Design according to platform
3. Use brand elements

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4. Download in required format

**6. Creating Product Catalogs**

Product catalogs display product details and images.

**Uses:**

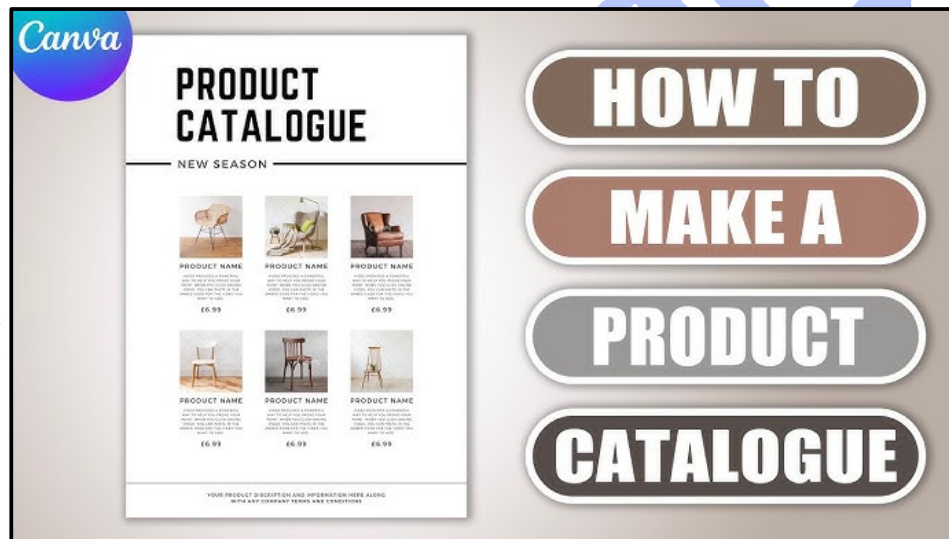
- Online marketing
- Print distribution
- Sales presentations

**Steps:**

1. Choose **Catalog** template
2. Add product images
3. Include product name, price, and description
4. Use consistent layout
5. Download as PDF

**Tips:**

- High-quality images
- Clear product information
- Consistent spacing and alignment



**7. Benefits of Using Canva for Marketing**

- Easy drag-and-drop tool
- Ready-made marketing templates
- Professional designs
- Saves time and cost
- Suitable for beginners and professionals

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**Assignment - Trifold Brochure on "Really Good School"**

**1. Select the Trifold Brochure Format**

- **Access the Dashboard:** Log in to your Canva account to reach the Canva Dashboard.
- **Search for a Template:** Use the Search Bar at the top of the dashboard and type "trifold brochure".
- **Pick a Specific Style:** Select a template that fits your needs, such as a "Modern Professional School Profile Trifold Brochure".

**2. Customize the Layout and Content**

- **Edit Text:** Double-click on any existing text box to replace the placeholder content with your own, such as "Building Knowledge, Building Character" or "School Facilities".
- **Change Fonts:** Select your text and use the font menu to choose clean, professional styles.
- **Adjust Colors:** Click on background elements or text to change them to your preferred color palette.
- **Drag-and-Drop Photos:** Use the Uploads tab to bring in your own images, then simply drag and drop them into the existing photo frames on the template.

