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Digital Skills · Book 1

Canva Mastery

Design posters, posts, slides and printables that look clean and professional — starting from zero

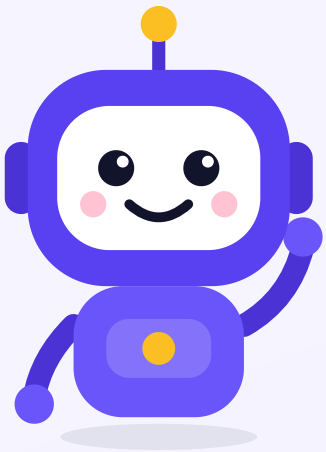
Total beginner · ages 13 and up

About 80 minutes

10 chapters with quizzes

Free

Welcome to Digital Skills! Let's make your first design look clean and professional — no art class needed.



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Canva Mastery

Design posters, posts, slides and printables that look clean and professional — starting from zero

Digital Skills, Book 1 · First edition, November 2026

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What you will learn

- What Canva is, what you can make with it, and how to start safely
- The difference between Canva Free and Canva Pro — and when Free is enough
- How to make your first design in about 10 minutes
- The five C-L-E-A-R rules that make any design look clean
- How to use photos, brand colors, social sizes, slides and simple videos
- How to download, print, share and use AI — while following the content rules

This is **Book 1** of the **Digital Skills** series. You don't need any design experience. If you can type a message and tap a picture, you can follow this book.

Our honest promise

Canva makes design **easier**, not automatic. A template alone won't make a design good — clear choices do. This book teaches the few rules that matter most. Canva also changes its menus and plans often, so a button may have a slightly different name on your screen. Look for the same idea.

Age rule

Canva's Terms of Use say you must be **13 or older** to use it (or older if your country's law says so). Younger students can use **Canva Education** only when their school or teacher invites them. If you are 13 to 17, use it with a parent or teacher who knows.

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What you need

Item	Why
A laptop or computer (best) or a phone	A bigger screen makes editing easier; the phone app works too
Internet	Canva works online; some designs can be made available offline
An email address	To make your free account
A few of your own photos	Designs look more real with your own pictures
About 30 minutes a day	Short, regular practice beats one long weekend

How to use this book

1. **Keep Canva open while you read**
   Try every step on your screen. Doing is how design sticks.

2. **Learn the five rules**
   Chapter 4 is the heart of the book. Come back to it often.

3. **Do the quiz and the task**
   Every chapter ends with key takeaways, 3 quiz questions with answers, and a practice task.

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CHAPTER 9 Common Canva Mistakes (and Easy Fixes)

CHAPTER 10 Real-Life Examples: Canva Designs That Work

THE END Quick Summary

WHAT'S NEXT Your Next Learning Path

EXTRA Free ToolsKo Tools for This Book

EXTRA Words to Know (Glossary)

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CHAPTER 1

Why Canva Skills Matter

Almost every school, office, shop and church needs posters, posts and slides. Canva lets anyone make them — fast.

A sari-sari store needs a price list. A teacher needs a class poster. A student needs report slides. A small business needs Facebook posts. In the past, you needed expensive software and years of practice. Now you can do it in a browser or on your phone.

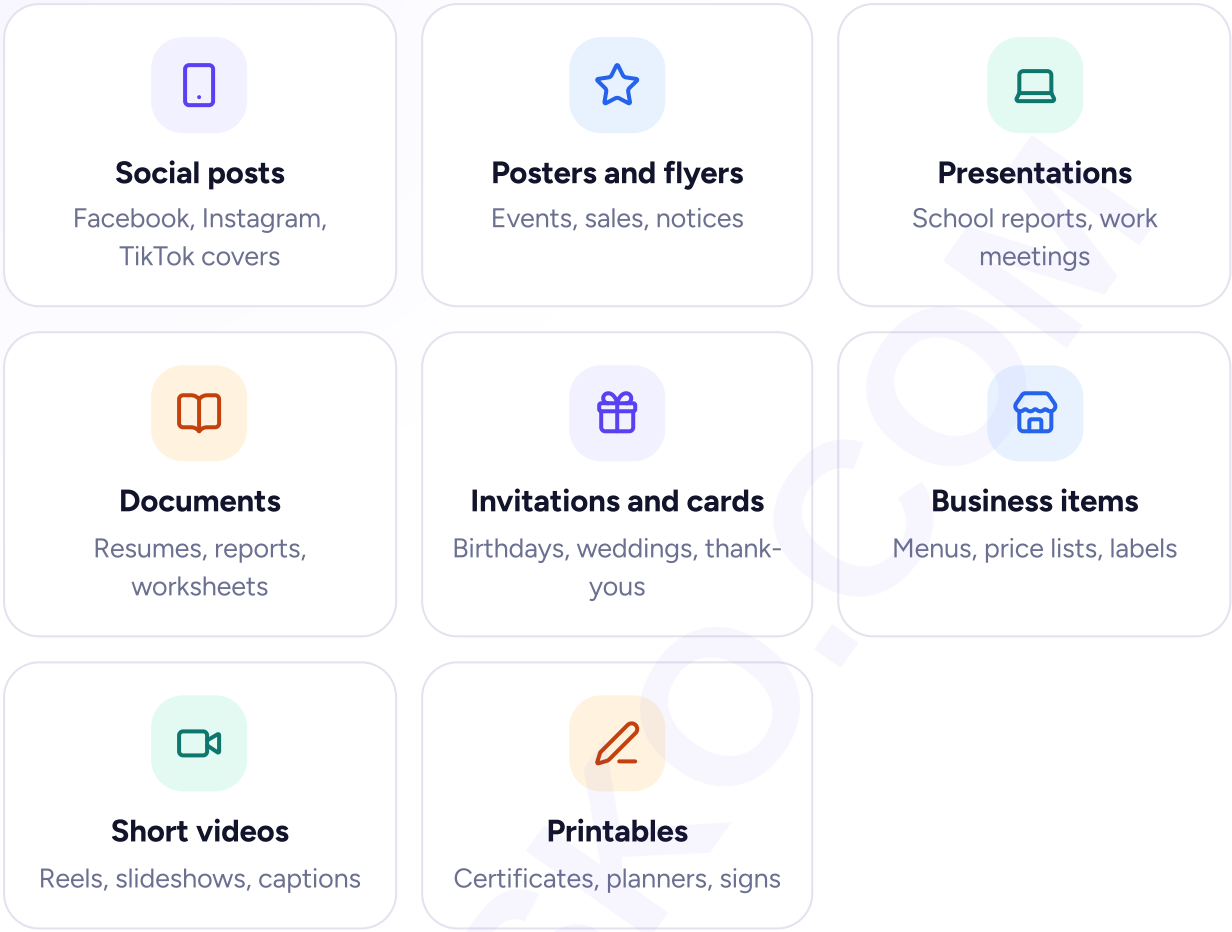
New word: Canva

Canva is an online design tool. You pick a ready-made layout (a **template**), change the words and pictures, and download or share it. Think of it like a coloring book with the lines already drawn — you choose the colors and words.

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PICTURE 1 **What you can make in Canva**

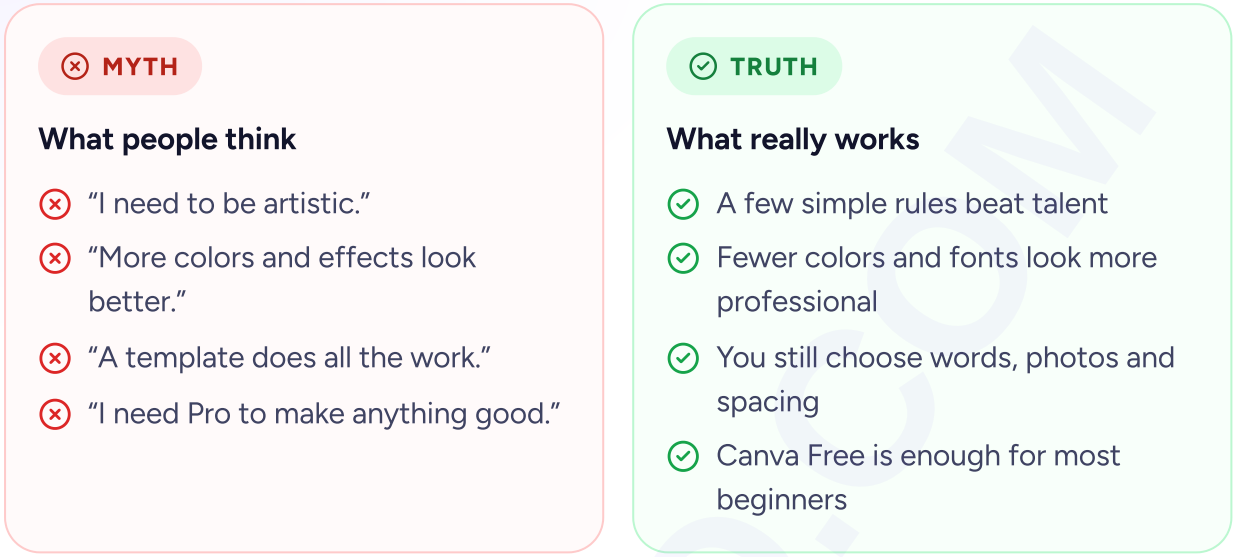


One tool, many kinds of designs. The same five rules (Chapter 4) work for all of them.

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Myth vs truth

PICTURE 2 **Design myths vs truths**



Good design is mostly about clear choices, not art skills.

The big idea of this book

Clear beats fancy. People look at a post for about a second while scrolling. If they understand it in that second, your design worked — even if it's simple.

A real-world example

Aling Rosa runs a small carinderia. Her old menu was handwritten on cardboard, hard to read from the street. Her nephew made a Canva menu in 20 minutes: one big title, prices in a straight line, two colors, and a photo of her best dish. Customers started pointing at the photo to order. Same food — clearer message.

QUICK RECAP

Canva is an online design tool where you edit ready-made templates. You can make posts, posters, slides, documents, cards and short videos. Clear beats fancy.

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TRY IT NOW

Notice designs around you

1. Find 3 posters, posts or menus today (online or on the street).
2. For each one, ask: Did I understand it in one second?
3. Write one thing that made it clear or confusing.

Key takeaways

- Canva = templates you edit with your own words and photos.
- You can make posts, posters, slides, documents, cards and videos.
- Simple rules matter more than talent.
- The big idea: clear beats fancy.

Quiz: 3 quick questions

1. What is a template?

A. A ready-made layout you can edit
B. A kind of printer
C. A paid font

2. Which design usually looks more professional?

A. Ten colors and five fonts
B. Two colors, two fonts and lots of space
C. Every sticker you can find

3. What is the big idea of this book?

A. Fancy beats clear
B. Clear beats fancy
C. Pro beats Free

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Answers

1. **A. A ready-made layout you can edit** — You change the words, photos and colors of a ready-made design.
2. **B. Two colors, two fonts and lots of space** — Fewer choices make a design calm and easy to read.
3. **B. Clear beats fancy** — People decide in about a second. Clarity wins.

PRACTICE TASK

Your design wish list

Write 5 things you would like to make with Canva (for example: a birthday invitation, a price list, report slides). Circle the one you need first. You will make it in this book.

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CHAPTER 2

Beginner Basics: Your Account, Free vs Pro, and the Editor

Let's set up your account, understand what's free, and learn the parts of the screen.

Make your free account

1 **Go to canva.com or get the app**

Use the official website or the official app store. Never download Canva from random links.

2 **Sign up**

Use your email, Google or another sign-in option. Choose a strong password if you use email.

3 **Answer the welcome questions**

Canva may ask what you'll use it for (personal, school, small business). This only changes which templates it shows you first.

4 **Skip the trial for now**

You can start with Canva Free. You don't need a card to design.

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Free vs Pro: what's the difference?

What you get	Canva Free	Canva Pro
Templates	1.6+ million	3.6+ million
Photos, graphics, videos, audio	4.7+ million	141+ million
Cloud storage	5 GB	100 GB
Brand Kit	1 Brand Kit (3 colors only)	More Brand Kits with logos and fonts
AI tools	A small monthly allowance	A much bigger monthly allowance
Background remover, one-click resize	Not included	Included
Cost	Free	Paid monthly or yearly (prices vary by country)

From canva.com/pricing, checked November 21, 2026. Numbers change — check before you pay.

Free or low-cost ways to get Pro

Canva Education is free for eligible K–12 (primary and secondary) teachers and their students — students join when a teacher invites them. It isn't currently for college students. **Canva for Nonprofits** gives registered nonprofits free Pro features for one team of up to 50 people. In the Philippines, Canva also announced short **one-time 1-day and 7-day Pro plans** and **GCash** payments — handy for a single project.

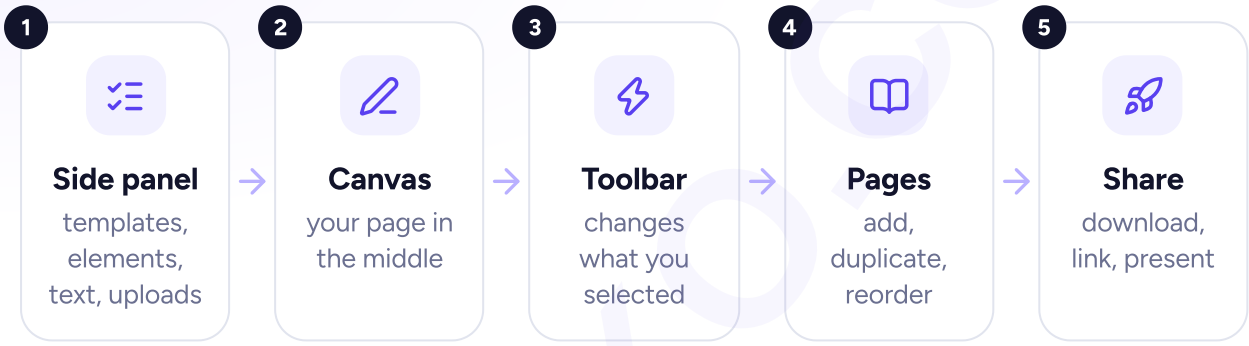
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About free trials

Canva may offer a Pro free trial (once per account and once per payment method). Paid plans **renew automatically** unless you cancel. Check your trial end date in Settings → Billing and set a phone reminder 2 days before it ends.

The parts of the editor

PICTURE 3 **Five parts of the editor**



Click something on the canvas, and the toolbar shows what you can change about it.

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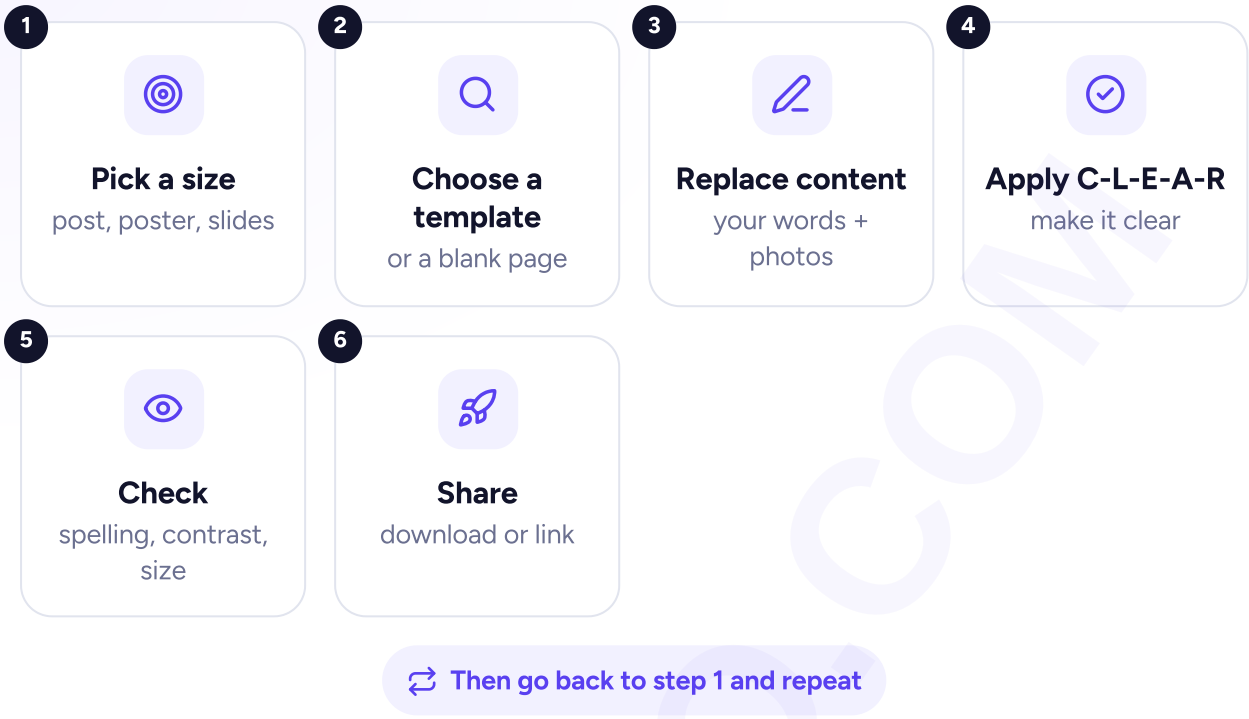
Words you will use

Word	What it means	Example
Template	A ready-made design you can edit	A birthday invitation layout
Element	Any piece you add: shape, icon, sticker, line, frame	A star icon
Canvas	The page you design on	Your 1080 × 1080 post
Layer	Which item sits on top of another	Text on top of a photo
Group	Joining items so they move together	An icon + its label
Font	A style of letters	A bold title font
Export / download	Saving your design as a file	PNG for posts, PDF for printing

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PICTURE 4 **The Canva workflow**



Every design follows the same six steps — from a social post to a 20-page report.

QUICK RECAP

Start with Canva Free — it's enough for most beginners. Pro adds more content, storage, AI and tools like background remover. Students and nonprofits may qualify for free Pro features. The editor has a side panel, canvas, toolbar, pages and Share.

TRY IT NOW

Set up and explore

1. Make your free Canva account.
2. Open any template and click 5 different things on the canvas.
3. Watch how the toolbar changes each time.

Key takeaways

- Canva Free is enough to start.

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- Pro adds more templates, content, storage and AI.
- Paid plans renew automatically — set a reminder for any trial.
- Click an item; the toolbar shows what you can change.

Quiz: 3 quick questions

1. How much cloud storage does Canva Free include?

A 5 GB
B 1 TB
C None

2. Who can get Canva Education for free?

A Anyone who asks
B Eligible K–12 teachers and their invited students
C Only college students

3. You started a Pro free trial. What should you do?

A Forget about it
B Check the end date and set a reminder before it renews
C Delete your account

Answers

1. **A. 5 GB** — Free includes 5 GB; Pro includes 100 GB (checked November 2026).
2. **B. Eligible K–12 teachers and their invited students** — It's for primary and secondary schools; students join through a teacher.
3. **B. Check the end date and set a reminder before it renews** — Paid plans renew automatically unless you cancel.

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PRACTICE TASK

Your editor map

Open a blank design. Take a screenshot and label the side panel, canvas, toolbar, pages and Share button (draw arrows on paper if you like). Keep it next to you for the next lessons.

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CHAPTER 3 · LESSON 1

Your First Design in 10 Minutes

Let's make a simple event poster from a template — step by step. You will use these same moves in every design.

1

1. Pick the size

On the homepage, search "Poster" (or "Instagram post"). Choosing the right size first saves you from stretching later.

2

2. Choose a simple template

Pick one with **one big title, one picture and space around them**. Avoid busy templates for your first try.

3

3. Change the words

Double-click a text box and type your own words: what, when, where. Delete text boxes you don't need.

4

4. Swap the photo

Upload your own photo (Uploads) and drag it onto the template photo. It drops into the same spot.

5

5. Change one color

Click the background, then the color square in the toolbar. Pick a color that matches your photo.

6

6. Line things up

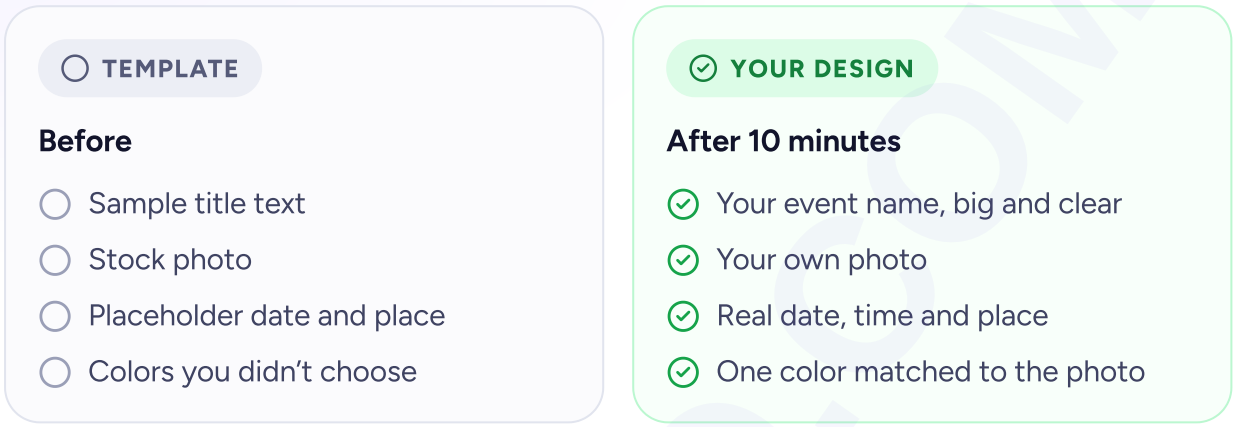
Drag items slowly. Pink or purple guide lines appear when things are centered or lined up.

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7 **7. Check and download**

Zoom out, read it once from far away, fix spelling, then Share → Download.

PICTURE 5 **From template to your design**



You don't start from nothing. You replace, remove and line up.

Handy shortcuts (on a computer)

Keys	What it does
Ctrl + Z (Mac: Cmd + Z)	Undo your last change
Ctrl + C, Ctrl + V	Copy and paste an item
Ctrl + D	Duplicate the selected item
Ctrl + G	Group selected items so they move together
T	Add a text box
Shift + drag a corner	Resize without stretching
Delete or Backspace	Remove the selected item

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Don’t be afraid to click

Canva saves your work automatically, and **Undo** fixes almost anything. You can also check older versions of a design in **File → Version history** on some plans. Explore freely.

Try it now

Make a poster for a real or pretend event: a birthday, a garage sale or a class meeting. Use only one template, your own words, and one photo.

QUICK RECAP

Pick the size, choose a simple template, change the words, swap the photo, change one color, line things up with the guides, then check and download.

TRY IT NOW

Make your first poster

1. Search “Poster” and pick a simple template.
2. Replace the title, date and place with your own.
3. Swap in your own photo and download it as PNG.

Key takeaways

- Choose the size first.
- Simple templates are easier to edit well.
- Replace, remove and line up — that’s most of the work.
- Undo is your safety net.

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Quiz: 3 quick questions

1. Why choose the size first?

A So you don't have to stretch or rebuild later
B Because Canva requires it by law
C It makes downloads faster

2. How do you replace a template photo with yours?

A Upload it and drag it onto the template photo
B Print it and scan it
C Type its name

3. What does Ctrl + G do?

A Groups items so they move together
B Deletes everything
C Opens Google

Answers

1. **A. So you don't have to stretch or rebuild later** — Each use (post, poster, slide) has a different shape.
2. **A. Upload it and drag it onto the template photo** — Dropping a photo onto another replaces it in the same spot.
3. **A. Groups items so they move together** — Grouping keeps an icon and its label together.

PRACTICE TASK

Poster plus one change

Duplicate your poster page. On the copy, change only the color and the photo. Compare both. Which one is clearer from far away? Keep the better one.

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CHAPTER 4 · LESSON 2

The C-L-E-A-R Rules: Make Any Design Look Clean

Professional designers follow a few simple rules. Learn these five, and your designs will look better right away.

PICTURE 6 **The C-L-E-A-R recipe**



Check these five things before you download any design.

C — Contrast

Text must stand out from what's behind it. Light grey on white or red on green is hard to read, especially on a phone in sunlight. Put text on a plain area of the photo, or add a solid shape behind

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it. The free ToolsKo **Color Contrast Checker** tells you if two colors are readable — aim for a ratio of at least **4.5 to 1** for normal text.

L — Layout (line things up)

When items are lined up, a design looks planned. Use the guide lines Canva shows while you drag. Pick one side (left or center) and line everything up to it. Don't place things "almost" lined up — that looks like a mistake.

E — Emphasis (one star)

Decide the **one thing** people must see first — usually the title or the offer. Make it the biggest and boldest. Then a medium-size second line, then small details. Three sizes are enough.

Level	Example	Size idea (poster)
1 · The star	GARAGE SALE	Biggest, bold
2 · The support	Saturday, 8 am – 2 pm	About half the star's size
3 · The details	Blk 4 Lot 12, Mabini St. · Cash or GCash	Small but still readable

A — Air (white space)

Empty space is not wasted space. It helps the eyes rest and makes the important parts stand out. Keep words away from the edges (a safe margin), and don't fill every corner with stickers.

R — Repeat (be consistent)

- **Fonts:** use at most 2 — one for titles, one for normal text.
- **Colors:** one main color, one accent color, plus black, white or grey.
- **Style:** if one icon is outlined, make all icons outlined.
- **Across pages:** titles in the same place and size on every slide.

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PICTURE 7 **Busy vs clear**

BUSY

Hard to read in one second

- 5 fonts, 8 colors
- Text on a busy photo
- Everything the same size
- Stickers in every corner

C-L-E-A-R

Clear in one second

- 2 fonts, 2 colors + neutral
- Text on a solid shape
- One big star, then details
- Space around everything

Same information. The clear version wins because people can read it while scrolling.

The squint test

Step back from the screen and squint. Can you still see what matters most? If everything blurs into one, make the star bigger and remove something.

QUICK RECAP

C-L-E-A-R: Contrast (text stands out), Layout (line things up), Emphasis (one star), Air (empty space), Repeat (same fonts and colors). Check all five before you download.

TRY IT NOW

Fix a busy design

1. Open any busy template.
2. Remove at least 3 things and keep only 2 fonts.
3. Make the title bigger and line everything up.

Key takeaways

- Contrast: text must stand out (aim for 4.5:1).
- Layout: line everything up to one side or the center.

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- Emphasis: one star, three sizes.
- Air and Repeat: space around things; same 2 fonts and colors.

Quiz: 3 quick questions

1. How many fonts should a beginner use in one design?

A At most 2
B At least 5
C As many as possible

2. Your title is light grey on a white background. Which rule is broken?

A Contrast
B Repeat
C Air

3. What is the squint test for?

A Checking if the most important part still stands out
B Testing your eyesight
C Choosing a filter

Answers

1. **A. At most 2** — Two fonts look planned and are easy to read.
2. **A. Contrast** — Low contrast makes text hard to read.
3. **A. Checking if the most important part still stands out** — If the star disappears when you squint, it isn't strong enough.

PRACTICE TASK

C-L-E-A-R checklist

Copy the five letters on a sticky note and put it on your screen. Check your Chapter 3 poster against each letter and fix at least two things.

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CHAPTER 5 · LESSON 3

Photos, Elements and Your Brand Colors

Good photos and a simple set of brand colors make every design look like it belongs to you.

Use your own photos well

- **Take them in daylight**, near a window, with a plain background.
- **Upload** them in the Uploads tab. iPhone photos in HEIC format may need converting to JPG first (the free ToolsKo **HEIC to JPG Converter** helps).
- **Crop** to remove clutter: double-click the photo and drag the corners.
- **Use frames** to put photos into circles or shapes neatly.
- **Light edits** (brightness, contrast) are enough. Heavy filters can make food and products look fake.

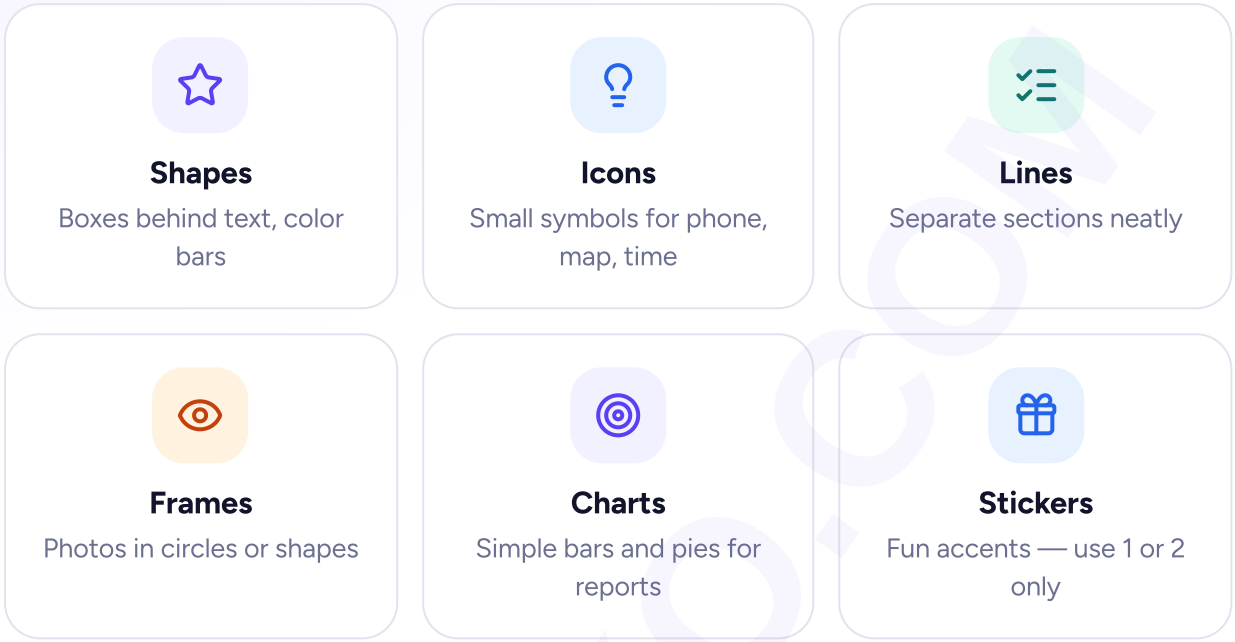
New word: background remover

A **background remover** cuts out a person or product so only the main subject is left — like cutting a picture out of a magazine with perfect scissors. In Canva, it's a Pro feature. It works best on photos with a clear subject and a plain background.

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Elements: use them with care

PICTURE 8 **Kinds of elements**



Elements should help the message, not decorate every corner.

Make a simple brand kit

A **brand kit** is your set of colors, fonts and logo that you use every time — so people recognize you. Canva Free includes **1 Brand Kit with 3 colors**. That's enough to start.

Brand piece	Example for a small bakery	Tip
Main color	Warm brown #7A4A2B	From your logo, sign or shop
Accent color	Soft pink #F4B6C2	For buttons, prices, highlights
Neutral	Cream #FFF6EC	Backgrounds and space
Title font	A bold, friendly font	Same in every post
Text font	A simple, easy-to-read font	For prices and details
Logo	Your shop name in the title font	Same spot in every design

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Find colors from a photo

The free ToolsKo **Brand Color Picker from Image** finds the main colors in your logo or shop photo, and the **Color Converter** changes them into HEX codes you can type into Canva.

Logos and trademarks

Canva's content license doesn't give you rights to other people's names, logos or trademarks. Don't copy another brand's logo, character or look. And before you register a logo as a trademark, ask a professional — a logo built only from stock Canva elements may not be yours alone.

QUICK RECAP

Use daylight photos, crop clutter and keep edits light. Use elements only when they help. Make a simple brand kit: 3 colors, 2 fonts, 1 logo spot. Never copy other brands' logos.

TRY IT NOW

Build your brand kit

1. Choose 1 main color, 1 accent and 1 neutral.
2. Choose 1 title font and 1 text font.
3. Save them in Brand (or write the HEX codes in your notes).

Key takeaways

- Daylight + plain background + crop = better photos.
- Elements must help the message.
- A simple brand kit: 3 colors, 2 fonts, 1 logo spot.
- Never use other brands' logos or characters.

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Quiz: 3 quick questions

1. What does a background remover do?

A Cuts out the main subject from its background
B Deletes your design
C Changes the page size

2. How many colors does the Canva Free Brand Kit allow?

A 3
B 50
C None

3. Can you use a famous brand's logo on your own poster?

A Yes, if it looks nice
B No — Canva gives no rights to other people's trademarks
C Only on weekends

Answers

1. **A. Cuts out the main subject from its background** — It keeps the person or product and removes what's behind.
2. **A. 3** — Free includes 1 Brand Kit with 3 colors (checked November 2026).
3. **B. No — Canva gives no rights to other people's trademarks** — Logos and trademarks belong to their owners.

PRACTICE TASK

One-page brand sheet

Make a Canva page that shows your 3 colors (with HEX codes), your 2 fonts with sample text, and where your logo goes. Use it for every design in this book.

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CHAPTER 6 · LESSON 4

Social Posts, Presentations and Simple Videos

Each place has its own shape and its own rules. Here's how to make posts that stop the scroll, slides that are easy to follow, and simple videos.

Common sizes

Design	Size (pixels or paper)	Shape
Square post (Facebook, Instagram)	1080 × 1080	1:1
Tall post (Instagram portrait)	1080 × 1350	4:5
Story, Reel, TikTok	1080 × 1920	9:16
YouTube thumbnail	1280 × 720	16:9
Presentation slide	1920 × 1080	16:9
A4 poster or handout	210 × 297 mm	Paper

Common sizes in November 2026. Platforms change — Canva's size presets are kept up to date.

Resizing

Canva Pro can resize a design into other sizes in one click. On Free, create a new design in the new size, then copy and paste your items and rearrange them. For photos you already downloaded, the free ToolsKo **Image Resizer** and **Resize for All Social Platforms** tools help.

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Posts that stop the scroll

1. **One post, one message**
   A sale, an event or a tip — not all three.

2. **Big words, few words**
   If it takes more than 5 seconds to read, move details to the caption.

3. **Keep words away from edges**
   Apps cover the top and bottom of stories with buttons and names.

4. **Check it on your phone**
   Download it and look at it on your phone at normal brightness before posting.

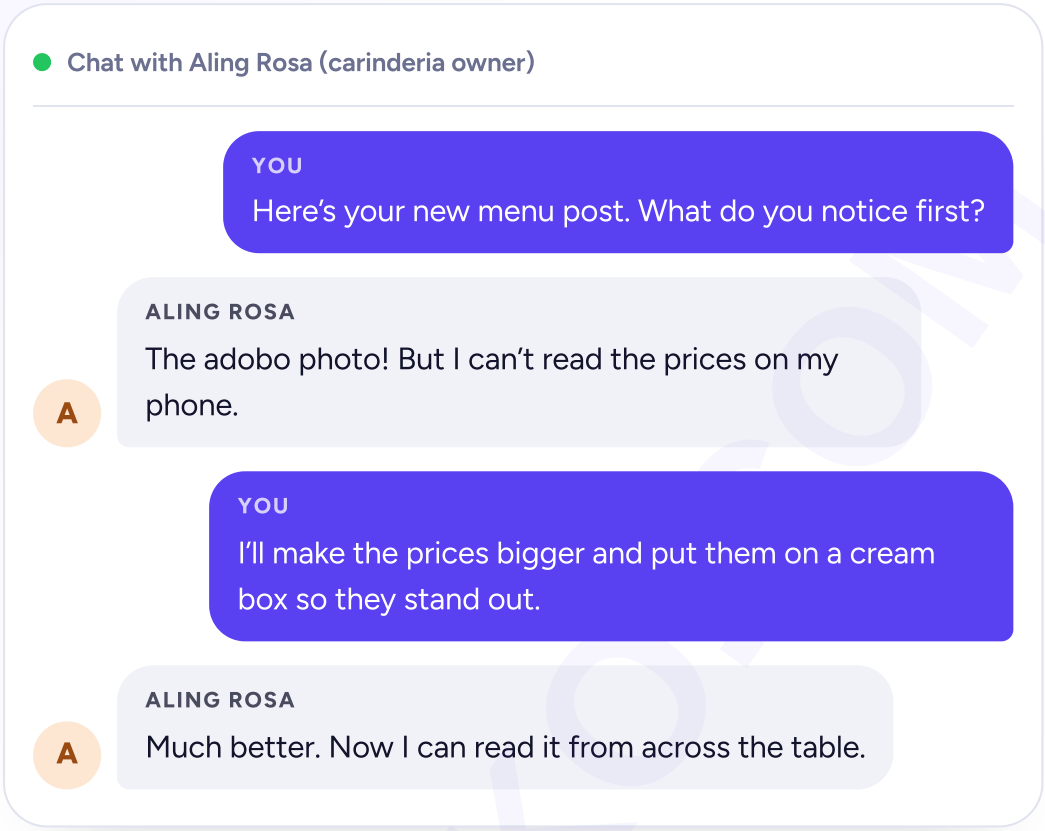
Presentations that are easy to follow

- **One idea per slide.** Split long slides into two.
- **Short lines, not paragraphs.** Put your full notes in the speaker notes.
- **Same title spot on every slide** (the Repeat rule).
- **Use Present mode** to show slides full screen, and practice once.

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PICTURE 9 **Ask a real person**



Before you post or print, show your design to someone and ask "What do you notice first?" Their answer tells you if your star is working.

Simple videos

Canva can make short videos from clips, photos and text. Start with a template for Reels or TikTok. Keep it short, add captions (many people watch without sound), and use only music marked as allowed for your use — some audio has extra rules, especially for business posts.

Try it now

Turn your Chapter 3 poster into a 1080 × 1920 story. Move the words away from the top and bottom edges and check it on your phone.

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QUICK RECAP

Use the right size for each place. Posts: one message, big words, away from edges, check on a phone. Slides: one idea per slide, same title spot, Present mode. Videos: short, with captions and allowed music.

TRY IT NOW

Make a post and a slide

1. Make one square post with a single message.
2. Make one slide with a title and 3 short lines.
3. Show both to someone and ask: “What do you notice first?”

Key takeaways

- Each platform has its own size and shape.
- One post, one message — details go in the caption.
- One idea per slide; practice in Present mode.
- Videos: short, captioned, with allowed music.

Quiz: 3 quick questions

1. What size is a common Story or Reel design?

A 1080 × 1920

B 100 × 100

C 1920 × 1920

2. Your slide has 8 long lines. What should you do?

A Split it and move details to speaker notes

B Make the text smaller

C Add more lines

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3. Why keep words away from the top and bottom of a story?

A Apps cover those areas with buttons and names

B It looks old-fashioned

C Canva requires it

Answers

1. **A. 1080 × 1920** — Stories and Reels are tall (9:16).
2. **A. Split it and move details to speaker notes** — One idea per slide keeps people following.
3. **A. Apps cover those areas with buttons and names** — Important words could be hidden.

PRACTICE TASK

One message, three sizes

Take one message (for example, “Free tutoring this Saturday”). Make it as a square post, a story and a slide. Notice how the layout changes for each shape.

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CHAPTER 7 · LESSON 5

Download, Print, Share — and Follow the Rules

The last step matters as much as the design. The right file type, print settings, sharing and license rules keep your work sharp and safe.

Which file type?

File type	Best for	Note
PNG	Posts and graphics with text	Sharp edges and clear text
JPG	Photo-heavy designs	Smaller files; compress for sending
PDF Standard	Sharing documents and resumes	Easy to open on any device
PDF Print	Printing posters, menus, cards	Turn on crop marks and bleed
MP4	Videos and animated posts	Plays on phones and social apps
SVG	Logos and icons that scale	Pro feature

Printing without white edges

New word: bleed

Bleed is a thin extra strip of your background that goes past the edge of the page. The printer trims it off, so your color reaches the very edge — no white lines. Think of it like cutting a cake a little inside the edge so every slice is perfect.

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1. **Turn on Show print bleed**
   In the editor, open **File** (Settings or View settings) and turn on **Show print bleed**. A dashed line appears near the edges.

2. **Stretch backgrounds past the line**
   Photos and colors that touch the edge should go all the way past the dashed line.

3. **Keep words inside the margins**
   Anything important near the edge might be trimmed off.

4. **Download as PDF Print**
   Share → Download → PDF Print (or PDF with the Print preset) and tick **Crop marks and bleed**.

5. **Ask your print shop**
   Each printer trims differently. Ask about their bleed, paper size and color needs before you send the file.

Sharing and teamwork

- **Share a link** with "can view", "can comment" or "can edit" — give edit rights only to people you trust.
- **Comments** let classmates or clients give feedback right on the design.
- **Make it accessible:** add **alt text** to important images (More → Alternative text) and run **File → Accessibility → Check design accessibility** for contrast, text size and missing alt text.

Use AI the smart way

Canva's AI tools can suggest layouts, write first drafts of text, create images and more. They share a **monthly AI allowance** that is small on Free and bigger on paid plans. Use AI to get started faster — then check every fact, price and spelling yourself, and don't create fake photos of real people, real products or events that didn't happen.

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The content rules (license)

PICTURE 10 **Content license traffic light**



OK

Your own original designs for school, work or business: posts, posters, slides, menus, invitations. Designs that combine templates and elements with your own words, photos and layout.

Check the rules first

Selling templates or printables (Pro content can't be sold as PDFs or flattened files); Branded Content (personal, non-commercial use only); music in business videos; anything with Pro content made on a Free account (watermarked until licensed).

Not allowed

Selling a Canva photo or illustration by itself (for example, one Canva graphic printed on a T-shirt); selling Canva elements as your own clipart; using other brands' logos or characters; showing real people from stock photos in a bad or offensive way.

You get a license to use Canva's content in your designs — you don't own the stock photos and graphics themselves.

QUICK RECAP

PNG for posts, JPG for photos, PDF Standard for documents, PDF Print with crop marks and bleed for printing. Share with the right permissions, add alt text and run the accessibility check. Use AI as a helper. Follow the license: original designs are OK; selling Canva content as-is is not.

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TRY IT NOW

Prepare a print-ready file

1. Turn on Show print bleed for your poster.
2. Stretch the background past the dashed line.
3. Download as PDF Print with crop marks and bleed.

Key takeaways

- Choose the file type for where the design will go.
- Print: bleed + PDF Print + crop marks, and ask your printer.
- Share edit rights carefully; add alt text.
- Use AI as a helper; follow the content license.

Quiz: 3 quick questions

1. Which file type is best for printing a poster?

A PDF Print with crop marks and bleed

B A screenshot

C MP4

2. What is bleed?

A Extra background past the page edge that gets trimmed off

B A color filter

C A kind of font

3. Can you sell a T-shirt printed with one Canva illustration and nothing else?

A Yes

B No — selling Canva content as-is isn't allowed

C Only on Pro

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Answers

1. **A. PDF Print with crop marks and bleed** — It gives the printer the extra edge and trim marks.
2. **A. Extra background past the page edge that gets trimmed off** — It prevents white lines at the edges after trimming.
3. **B. No — selling Canva content as-is isn't allowed** — Products for sale must be your own original design.

PRACTICE TASK

Share and check

Share your poster with one person as "can comment". Ask them to leave one comment. Then run the accessibility check, add alt text to your photo and fix anything it flags.

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CHAPTER 8

Your 14-Day Canva Practice Plan

Thirty minutes a day for two weeks. By day 14, you'll have a small portfolio of real designs — and the habits to make more.

Use your own life for every task: your school, family, church, shop or hobby. Real projects teach faster than practice ones.

PICTURE 11 The 14-day Canva plan



Each block builds on the one before. Keep every design — they become your portfolio.

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Day	Task (about 30 minutes)	Done?
1	Make your account. Label the 5 parts of the editor.	☐
2	Make your first poster from a simple template.	☐
3	Learn 5 shortcuts. Duplicate a page and try a new color.	☐
4	Fix a busy template using C-L-E-A-R.	☐
5	Check your colors with a contrast checker. Fix any that fail.	☐
6	Make your brand sheet: 3 colors, 2 fonts, logo spot.	☐
7	Make 3 square posts with your brand kit.	☐
8	Turn one post into a story. Check it on your phone.	☐
9	Make a 5-slide presentation. Practice in Present mode.	☐
10	Prepare a print-ready PDF with bleed and crop marks.	☐
11	Share a design for comments. Add alt text; run the accessibility check.	☐
12	Make one design with an AI helper. Check every fact.	☐
13	Choose your best 5 designs. Put them in a one-page portfolio.	☐
14	Review: what improved? Pick your next 3 projects.	☐

Bonus exercises

1

Copy the layout, not the design

Find a poster you like. Rebuild its layout (where the big and small parts sit) with your own words, photos and colors.

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2 **Five-minute challenge**

Set a timer for 5 minutes and make an announcement post. Speed comes from habits.

3 **One color only**

Make a design using one color plus black and white. You'll learn how much contrast and space can do.

4 **Before and after**

Redesign an old poster or menu you see in your area (just for practice). Compare both versions.

Your designs still look "beginner"?

That's normal for the first weeks. Go back to Chapter 4, fix one C-L-E-A-R rule at a time, and keep making real designs. Every designer's first 50 designs are practice.

QUICK RECAP

Days 1–3: account and first poster. Days 4–6: C-L-E-A-R and brand kit. Days 7–9: posts, story, slides. Days 10–12: print, share, accessibility, AI. Days 13–14: portfolio and review.

TRY IT NOW

Start today

1. Copy the 14-day table into your notes.
2. Do Day 1 now.
3. Set a daily 30-minute reminder.

Key takeaways

- Use real projects from your own life.

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- Keep every design — it becomes your portfolio.
- Fix one C-L-E-A-R rule at a time.
- Speed comes from habits, not talent.

Quiz: 3 quick questions

1. What do you make on days 13–14?

A. A one-page portfolio of your best designs
B. A new account
C. Nothing

2. What does "copy the layout, not the design" mean?

A. Rebuild where things sit, using your own words, photos and colors
B. Download someone's design and post it
C. Trace their logo

3. Your designs still look beginner after a week. Best next step?

A. Quit
B. Fix one C-L-E-A-R rule at a time and keep practicing
C. Buy every Pro feature

Answers

1. **A. A one-page portfolio of your best designs** — A portfolio shows your progress — and can help you get projects.
2. **A. Rebuild where things sit, using your own words, photos and colors** — Learning from layouts is fine; copying someone's work is not.
3. **B. Fix one C-L-E-A-R rule at a time and keep practicing** — Small, steady improvements add up.

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PRACTICE TASK

Complete the 14 days

Follow the plan and tick each box. On day 14, write: your favorite design, the rule you improved most, one rule you still find hard, and your next 3 projects.

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CHAPTER 9

Common Canva Mistakes (and Easy Fixes)

Most beginner designs have the same few problems. Fix these, and your work will look more professional right away.

Check your last three designs against this table. One or two fixes can change everything.

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Mistake	Why it hurts	Easy fix
Too many fonts and colors	Looks messy and unplanned	Repeat: 2 fonts, 2 colors + neutral
Text on a busy photo	Hard to read	Add a solid shape behind the text
Everything the same size	Nothing stands out	Emphasis: one star, three sizes
Items almost lined up	Looks like a mistake	Use guides; line up to one side
Filling every corner	Tiring to look at	Air: remove 3 things
Wrong size, then stretching	Blurry or squashed images	Pick the size first; Shift + drag
PNG or screenshot for printing	White edges, blurry print	PDF Print with crop marks and bleed
Forgetting to check spelling and details	Wrong date, wrong price	Read it aloud; ask someone else
Selling Canva elements as-is	Breaks the content license	Make original designs only
Forgetting a Pro trial	Surprise charge	Set a reminder 2 days before it ends

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PICTURE 12 **Rushed vs checked**

RUSHED DESIGN

Posted in 2 minutes, ignored

- First template, unchanged colors
- Tiny prices on a busy photo
- Typo in the date
- Blurry when printed

CHECKED DESIGN

Made in 10 minutes, understood

- Brand colors and fonts
- Big prices on a solid box
- Read aloud and checked
- PDF Print with bleed

Eight more minutes of checking often makes the difference between ignored and understood.

The two-question check

Before every download, ask: “What do people see first?” and “Is every detail correct?” If both answers are right, download.

QUICK RECAP

Common mistakes: too many fonts and colors, text on busy photos, no emphasis, almost-aligned items, no space, stretching, wrong print files, typos, selling Canva content as-is, and forgotten trials. Each has an easy fix.

TRY IT NOW

Audit three designs

1. Check your last 3 designs against the mistakes table.
2. Fix at least one mistake in each.
3. Write the mistake you make most often.

Key takeaways

- Fewer fonts and colors; solid shapes behind text.

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- One star; line things up; leave space.
- Pick the size first; print with PDF Print and bleed.
- Check every detail; follow the license; remember trial dates.

Quiz: 3 quick questions

1. Your text is hard to read on a busy photo. Easy fix?

A Add a solid shape behind the text
B Add more stickers
C Make the text thinner

2. Your printed menu has white edges. What likely went wrong?

A No bleed or wrong file type
B The font was too big
C Too few colors

3. What are the two questions to ask before downloading?

A What do people see first? Is every detail correct?
B Is it colorful? Is it long?
C Is it Pro? Is it new?

Answers

1. **A. Add a solid shape behind the text** — A solid box creates contrast.
2. **A. No bleed or wrong file type** — Use bleed and PDF Print with crop marks.
3. **A. What do people see first? Is every detail correct?** — They check emphasis and accuracy.

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PRACTICE TASK

Your design rules

Write your own 5 design rules (for example, “2 fonts maximum”, “Prices always on a solid box”, “Read it aloud before downloading”). Pin them next to your screen.

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CHAPTER 10

Real-Life Examples: Canva Designs That Work

These five example stories are based on common beginner projects (names are made up). Look for the habits, not the luck.

M

Mia, 15
Grade 10 student, Quezon City

THE PROBLEM

Her report slides were full of long paragraphs, and classmates stopped listening.

WHAT MIA TYPED

```
Slide 3 title: Why mangroves matter. Three short lines: Stop big waves · Home for fish · Clean the water. Full details in the speaker notes.
```

THE RESULT

Her teacher had invited the class to Canva Education. With one idea per slide and the same title spot on every page, her group finished on time and the class asked questions.

Lesson: One idea per slide; details go in the speaker notes.

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J

Jomar, 34
Sari-sari store owner, Bulacan

THE PROBLEM

His handwritten price list was hard to read, so customers kept asking prices.

WHAT JOMAR TYPED

```
Title: PRESYO NGAYONG LINGGO. Prices in one straight column, each on a cream box. Bottom line: Cash at GCash tinatanggap.
```

THE RESULT

He printed it on A4 and taped it near the window. Fewer people asked about prices, and he updates the numbers in two minutes every week.

Lesson: Contrast and a straight layout make information easy to read.

C

Carla, 27
Café owner, Iloilo

THE PROBLEM

Her first printed menus had thin white lines on the edges and blurry photos.

WHAT CARLA TYPED

```
Turned on Show print bleed, stretched the background past the line, and downloaded PDF Print with crop marks and bleed. Asked the print shop for their trim size first.
```

THE RESULT

The reprint came out clean to the edges. She now keeps one print-ready file for every menu change.

Lesson: Print needs bleed, the right file type and a talk with your printer.

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Ellen, 45
Volunteer at a registered nonprofit, Davao

THE PROBLEM

Every volunteer made posters in different colors and fonts, so their posts looked unrelated.

WHAT ELLEN TYPED

```
Brand sheet: Main teal #0F766E, accent yellow #FACC15, cream background. Title font bold, text font simple. Logo always bottom right.
```

THE RESULT

Their organization qualified for Canva for Nonprofits. With one shared brand kit, every volunteer's design looked like it came from the same group.

Lesson: Repeat the same colors, fonts and logo spot — consistency builds trust.

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Rafael, 22
Fresh graduate, Cebu

THE PROBLEM

His first resume template had icons, skill bars and three columns, and some job sites showed the text in the wrong order.

WHAT RAFAEL TYPED

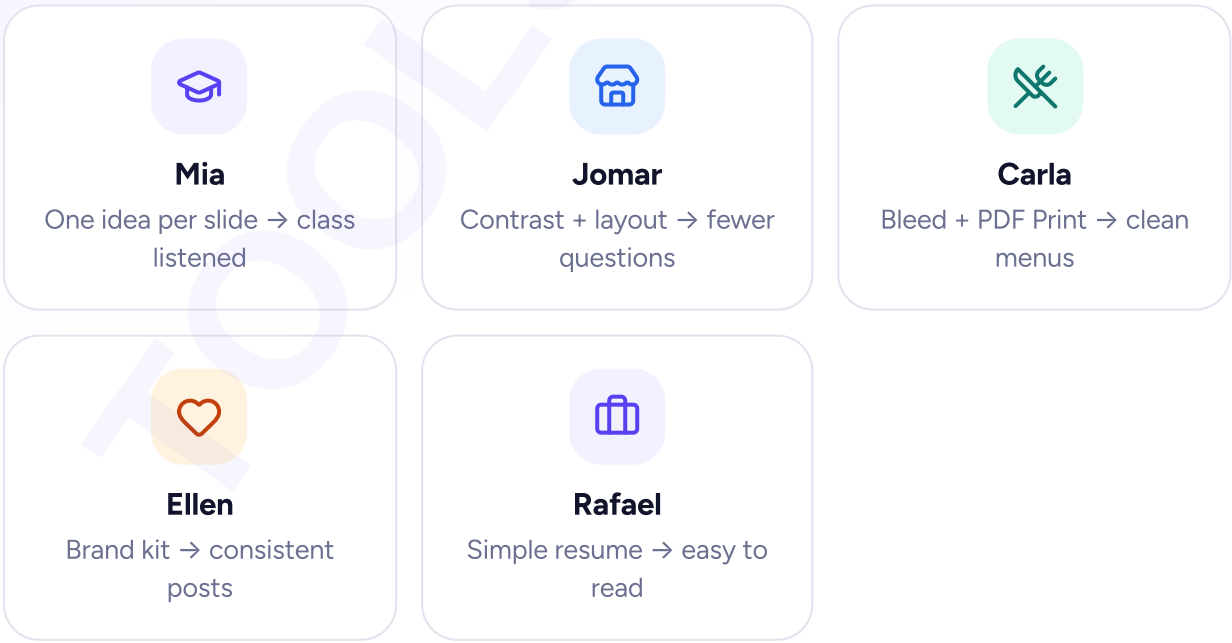
```
One column. Clear headings: Profile, Experience, Education,
Skills. Real text (not pictures of text). Downloaded as PDF
Standard.
```

THE RESULT

The simpler version was easier to read on phones and on job sites, and a recruiter said it was clear and easy to scan.

Lesson: For resumes, simple and readable beats decorative.

PICTURE 13 **Five designs, same habits**



All of them chose clear over fancy, and checked before sharing or printing.

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What these stories have in common

They kept designs simple, used the C-L-E-A-R rules, checked details, used the right file type, and followed the rules for their account. None of them needed art talent.

QUICK RECAP

Clear slides, readable price lists, print-ready menus, consistent brand kits and simple resumes all come from the same habits: clear over fancy, and check before sharing.

TRY IT NOW

Your first real project

1. Choose one real design you need this week.
2. Make it with your brand kit and the C-L-E-A-R rules.
3. Ask someone “What do you notice first?” before sharing.

Key takeaways

- One idea per slide.
- Contrast and straight layouts make information readable.
- Print needs bleed and PDF Print.
- Consistency builds trust; simple resumes win.

Quiz: 3 quick questions

1. What helped Jomar’s price list?

A Prices in one straight column on cream boxes

B More stickers

C Smaller text

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2. How did Carla fix the white edges?

A Bleed + PDF Print with crop marks, after asking the printer

B She used a screenshot

C She printed it twice

3. Why did Rafael switch to a one-column resume?

A It was easier to read on phones and job sites

B One column is required by law

C It used more colors

Answers

1. **A. Prices in one straight column on cream boxes** — Contrast and layout made it readable.
2. **A. Bleed + PDF Print with crop marks, after asking the printer** — Bleed lets the color reach the edge after trimming.
3. **A. It was easier to read on phones and job sites** — Simple, real text is easier for people and systems to read.

PRACTICE TASK

Your design story card

Write your own story card: who you are, the design you made, the problem it solved and the lesson you learned. Add a before-and-after picture to your portfolio.

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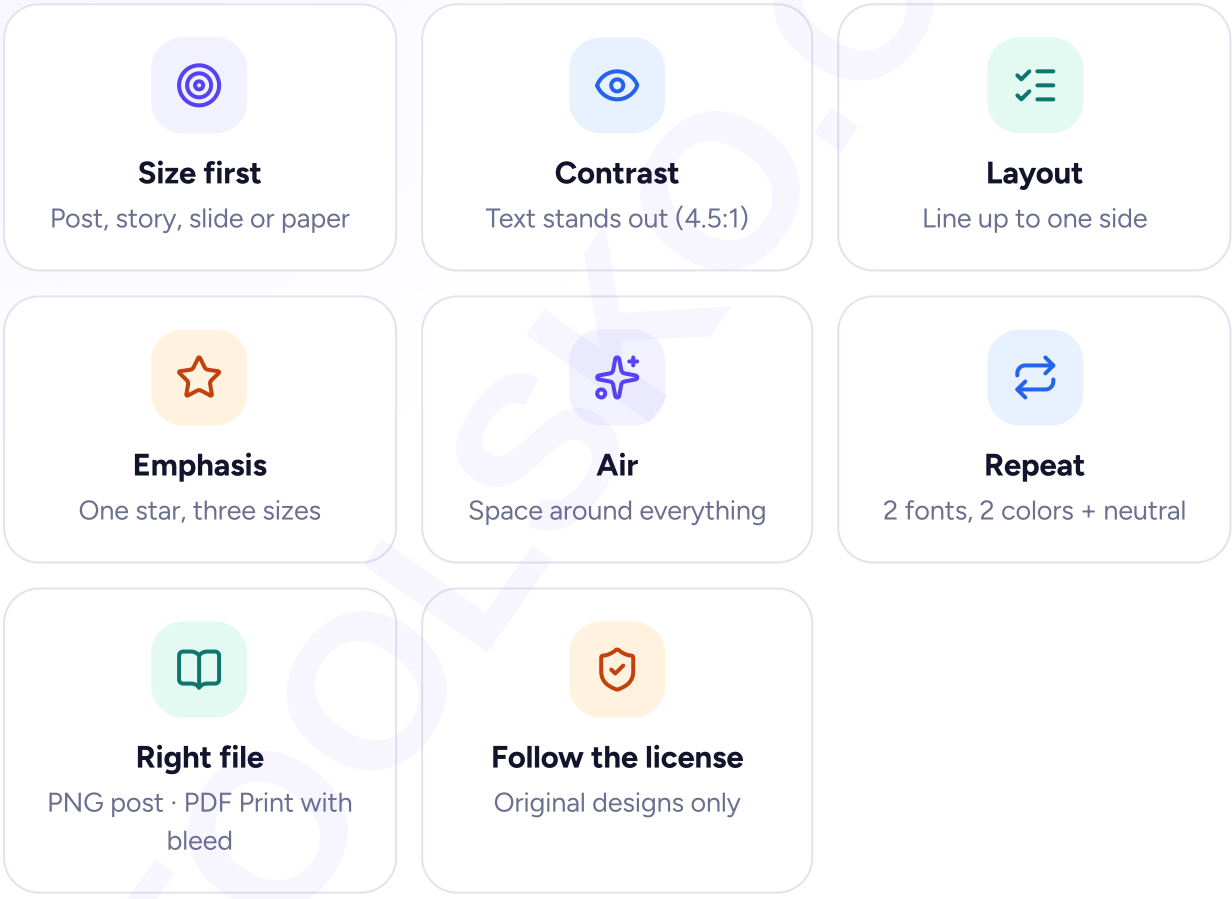
THE END

Quick Summary

Everything important, on one page.

The whole book on one page. Keep it next to your screen while you design.

PICTURE 14 **Cheat sheet: Canva in 8 cards**



Eight habits that make every design clear and safe.

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Remember	In one line
The big rule	Clear beats fancy.
Before you design	Pick the right size first.
While you design	C-L-E-A-R: Contrast, Layout, Emphasis, Air, Repeat.
Before you share	What do people see first? Is every detail correct?
For printing	Show print bleed → PDF Print → crop marks and bleed.
Always	Original designs; no other brands' logos; remember trial dates.

You are ready to design

You know the editor, the five rules, photos and brand kits, sizes, printing, sharing and the content rules. Make one real design this week — and keep improving one rule at a time.

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WHAT'S NEXT

Your Next Learning Path

You finished Book 1. Here is where to go from here.

This is **Book 1** of the **Digital Skills** series. Here is your path:

PICTURE 15 **Your Digital Skills path**



Next: spreadsheets — the skill almost every office, school and small business needs.

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What to do next

Next step	Why
Finish the 14-day plan	Real designs build real skill.
Build a small portfolio	Five good designs can help you get school, church or paid projects.
Use AI the honest way	The AI for Beginners series shows how to draft text and ideas faster — you still check every detail.
Earn with your skill	The Make Money Online series (adults 18+) shows how to freelance or sell digital products safely.
Read Book 2 next	Excel for Beginners teaches tidy tables and simple formulas, from your first cell.

One last tip

Apps and buttons change. Good design rules don't. If you remember C-L-E-A-R, you can make clean designs in any tool.

Free ToolsKo tools for this book

Put what you learned to work. These tools are free on toolsko.com, need no sign-up, and most work right in your browser.

Color Contrast Checker
Check that your text color is readable on its background.
toolsko.com/contrast-checker ↗

Brand Color Picker from Image
Find the main colors in your logo or shop photo.
toolsko.com/brand-color-extractor ↗

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Color Converter
Turn colors into HEX codes you can type into Canva.

toolsko.com/color-converter ↗

HEIC to JPG Converter
Convert iPhone photos before uploading them.

toolsko.com/heic-to-jpg ↗

Image Compressor
Make downloaded designs smaller for chat and email.

toolsko.com/image-compressor ↗

Image Resizer
Resize a downloaded design to exact pixels.

toolsko.com/image-resizer ↗

Resize for All Social Platforms
Get one image in many social sizes at once.

toolsko.com/social-image-resizer ↗

Aspect Ratio Calculator
Work out sizes like 4:5 or 16:9 before you design.

toolsko.com/aspect-ratio-calculator ↗

YouTube Thumbnail Preview
See how your thumbnail looks next to other videos.

toolsko.com/youtube-thumbnail-preview ↗

Images to PDF
Combine several downloaded designs into one PDF portfolio.

toolsko.com/images-to-pdf ↗

QR Code Generator
Add a QR code to posters, menus and flyers.

toolsko.com/qr-code-generator ↗

Words to know

Canva	An online design tool where you edit ready-made templates.
Template	A ready-made design you can change.
Element	Any piece you add: shape, icon, line, frame or sticker.

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Canvas	The page you design on.
Layer	The order of items — which one sits on top.
Group	Joining items so they move together.
Font	A style of letters.
HEX code	A six-character code for an exact color, like #7A4A2B.
Contrast	How much text stands out from its background.
White space	Empty space that helps a design breathe.
Brand kit	Your saved set of colors, fonts and logo.
Background remover	A tool that cuts out the main subject from a photo.
Bleed	Extra background past the page edge that gets trimmed off after printing.
Crop marks	Small lines on a print file that show where to cut.
Alt text	A short description of an image for people using screen readers.
Content license	The rules for how you may use Canva's photos, graphics and music.

Where the facts come from

1. Canva: Plans and pricing (Free vs Pro features)
2. Canva: Terms of Use (age requirement)
3. Canva Help: About Canva Education

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4. Canva Help: Canva for Nonprofits
5. Canva Help: Upgrading to Canva Pro or Canva Business (trials and renewals)
6. Canva Help: Licenses, copyright and commercial use
7. Canva Help: Use margins, bleed, rulers and crop marks
8. Canva Help: Use Design Accessibility
9. BusinessWorld: Canva, GCash team up for new subscription plans (PH)
10. eSafety Commissioner (Australia): Canva guide

Plan features, limits, prices, age rules and license terms were checked on November 21, 2026. Canva updates its plans, menus and AI tools often, so some names and screens may look different — check canva.com/pricing and the Canva Help Center for the latest. Canva is a trademark of Canva Pty Ltd; ToolsKo is not connected to Canva. This book is general information, not legal advice. Written by ToolsKo Learn · toolsko.com/learn

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DIGITAL SKILLS

Book 1	**Canva Mastery — this book**
Book 2	Excel for Beginners
Book 3	Google Sheets
Book 4	Notion
Book 5	Power BI Basics

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