**IOWA** | **College of Liberal Arts and Sciences**

# How to use Canva templates

Canva is a powerful design tool with everyone in mind. This is a web-based, accessible platform that makes design easy no matter your experience and with art or design. These templates provide an excellent first step in assisting you in creating on-brand and effective materials for your department or program.

## Get Started

- First, consider how you intend to use Canva. Is it for simple social media posts or more complex print projects like trifold brochures?
- Depending on your intent, consider which Canva plan is right for you. A pro plan offers a number of key features from resizing designs, to file compression, and creating CMYK-compliant files for print.
- Regardless of your plan, editing templates and creating your own designs follows an identical workflow.
- The first step is to navigate to _canva.com_ and get started.

## Template Basics

- Templates provide an easy and efficient way to communicate messages from your department or program in a brand-compliant and visually consistent way.
- To use a template, visit **_resource.clas.uiowa.edu/marketing-communications/toolkit/design-templates_**, and then follow the Canva link to begin.
- The structure of each template is based on content that best suits it.
  - For example, the content in the trifold brochure template is long enough to justify its use, but also how the targeted audience will interact with the product and its content is an important consideration.

## Using Templates

- Each template comes equipped with stock images, filler text, and different department or program lockups.
  - Find your department's lockup in our toolkit as well as a quick guide on minimum lockup size and printing basics.
- The layout of each template can change to suit your needs. This means that the amount of text blocks, images, or graphic elements can be moved, changed, or deleted.
  - There are some restrictions for some of the templates. For example, while you can change anything about, for instance the trifold template, increasing the size of a text block over the folding guides on-screen will result in a sub-optimal result when printed.

- **Create a copy of the template you wish to use by going to the "File" menu and click "Make a Copy."**
  - This will create a new tab and a copy of the template, which you can than edit and change as you please.

## Basics within Canva

- Adding your own content to a design template in Canva is fairly straightforward, and there are a number of free learning materials on how to use the application available from Canva.
- Fortunately, even without training, Canva is easy to learn, and for text and image edits it has more in common with Microsoft Word than Adobe InDesign.
  - All text edits can be done by clicking into a text area
  - Changes to fonts, font size, color, or justification are found in the 'Text' menu on the left-hand side
    - You can add your own text box in this menu
- To change an image, select 'Uploads' in the menu on the left-hand side of the screen. Then drag your image into the design. Delete the placeholder image.
- For icons and patterns, see the University of Iowa Brand Manual for downloadable resources.
  - Just like images, upload these using the Upload tool
- To collaborate or share your work, select 'Share' in the upper right hand corner of the screen.
  - To share with other Canva users, use the top choice and add users by name.
  - To share with non-Canva users, select 'Copy Link', but remember to change sharing permissions to 'Anyone with the link.'

## Styling

- Some designs have specific rules to ensure the layout remains consistent and visually on-brand.
  - Brochures: every paragraph break is a full return with the line spacing for the return set to the minimum value (0.5). This rule applies to unordered lists as well
  - Canva does not support hanging indents or customized tabbing. A workaround for this is to simply insert blank spaces before the text you wish to be indented.

## Preparing for Digital Publication

- Digital designs are easily managed by Canva. When your design is completed, select 'Share' in the upper right-hand side of the screen.
- For file downloads, select 'Download' from the 'Share' button.
- From this menu, select your desired file type, resolution, and quality.

## Considerations for Print

- Preparing Canva files for printing requires a bit more care, and depending your needs may require assistance from the CLAS Marketing and Communications team.
- Not every design can be printed from your own computer. Some products like trifold brochures are best printed by a professional printer (UI Printing and Mailing Services).
  - Additionally, any design with images, color, text, or graphics that run over the page's edge require professional printing. These include most trifold and bifold brochures, postcards, and programs.

## Preparing for Print

When your file is ready to print or be sent to UI Printing and Mailing Services, follow these steps:

1. If your file has images, text, patterns or graphics that extend off the page, make sure bleeds are turned on and your design goes to the edge of the bleed guide.
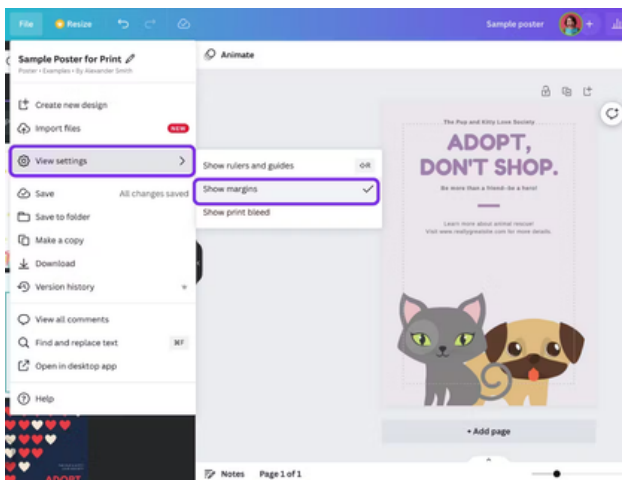


*For an in-depth look at printing in Canva, follow this link:*
*https://www.canva.com/help/margins-bleed-crop-marks/*

2. Once you ensure your file meets the bleeds, you're ready to download your file.
   a. On the menu bar, select 'Share'
   b. Select 'Download'
   c. On the File type dropdown, select 'PDF Print'
   d. Tick the Crop marks and bleed checkbox
   e. Select 'Download'
3. Note the 'Color Profiles' selection. RGB is the default option, but **CMYK is required for printing through UI Printing and Mailing Services.** Changing your file's color profile to CMYK requires a Pro subscription.
   f. If your department or program is unable to purchase a Pro plan, contact CLAS Marketing and Communications for assistance.

## UI Printing

- UI Printing and Mailing Services offers a web application to process print orders. You will need to login with your HawkID.
- The order form guides you through the details of the order itself, including contact information, delivery details, quantity requested, file information, payment, and more.

To correctly submitting your file to UI Printing, follow these steps:
1. After completing routing information and logistics, upload your product into the product upload area
   - Specify the type of product(s) you are printing from the dialog boxes.
     - For each product, especially if it is folded (like a trifold), select 'folding' and select the correct type of folding structure.
2. Specify '.125" as the bleed size for the order. All Canva files have a default and unchangeable bleed of .125 inches.
   - Also select the desired quantity, color vs. non-color printing, and page quantity per document (not to be confused with total printed quantity).
3. Each print job has an assigned printing representative to ensure quality assurance. If you have any questions, reach out to the contact specified on the order form, or any of the printing representatives.