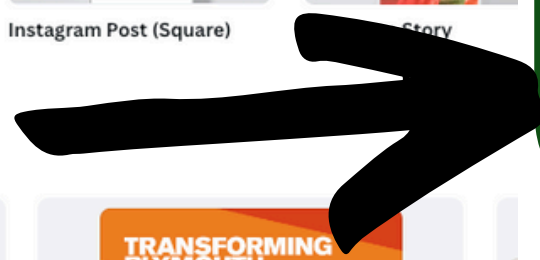
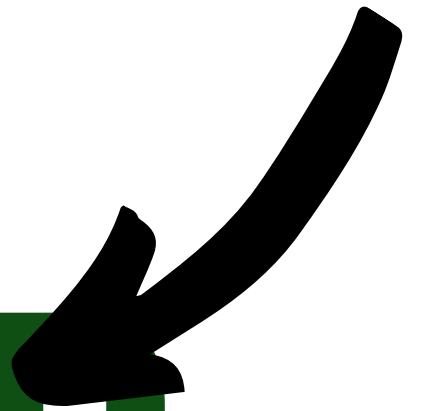


ADVANCED

CANVA

IMPROVING CANVA
SKILLS FOR EFFECTIVE
CHURCH COMMS



HELLO



Hannah

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Husband & dog

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TODAY



Navigating with even more confidence

Utilising latest features across system

Creating with AI

Q&A's

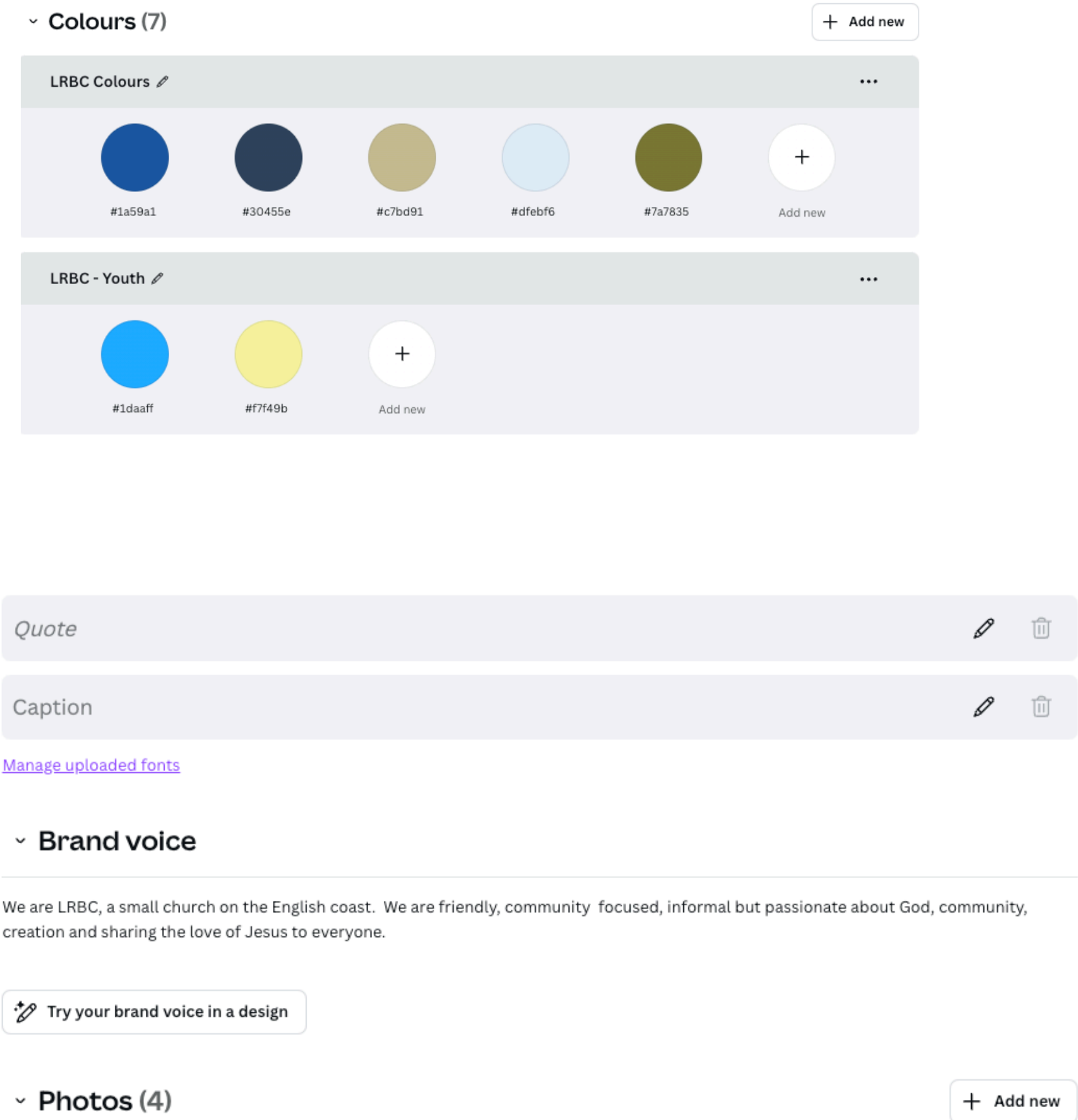
Takeaway resources

BRAND KIT

Don't forget to make sure your brand kit is kept up to date, you can add in extra colour palettes for seasonal or specific projects.

If you have your strategy in place, use this as inspiration for the brand voice section - put keywords and specific adjectives for the language and style that represents your church

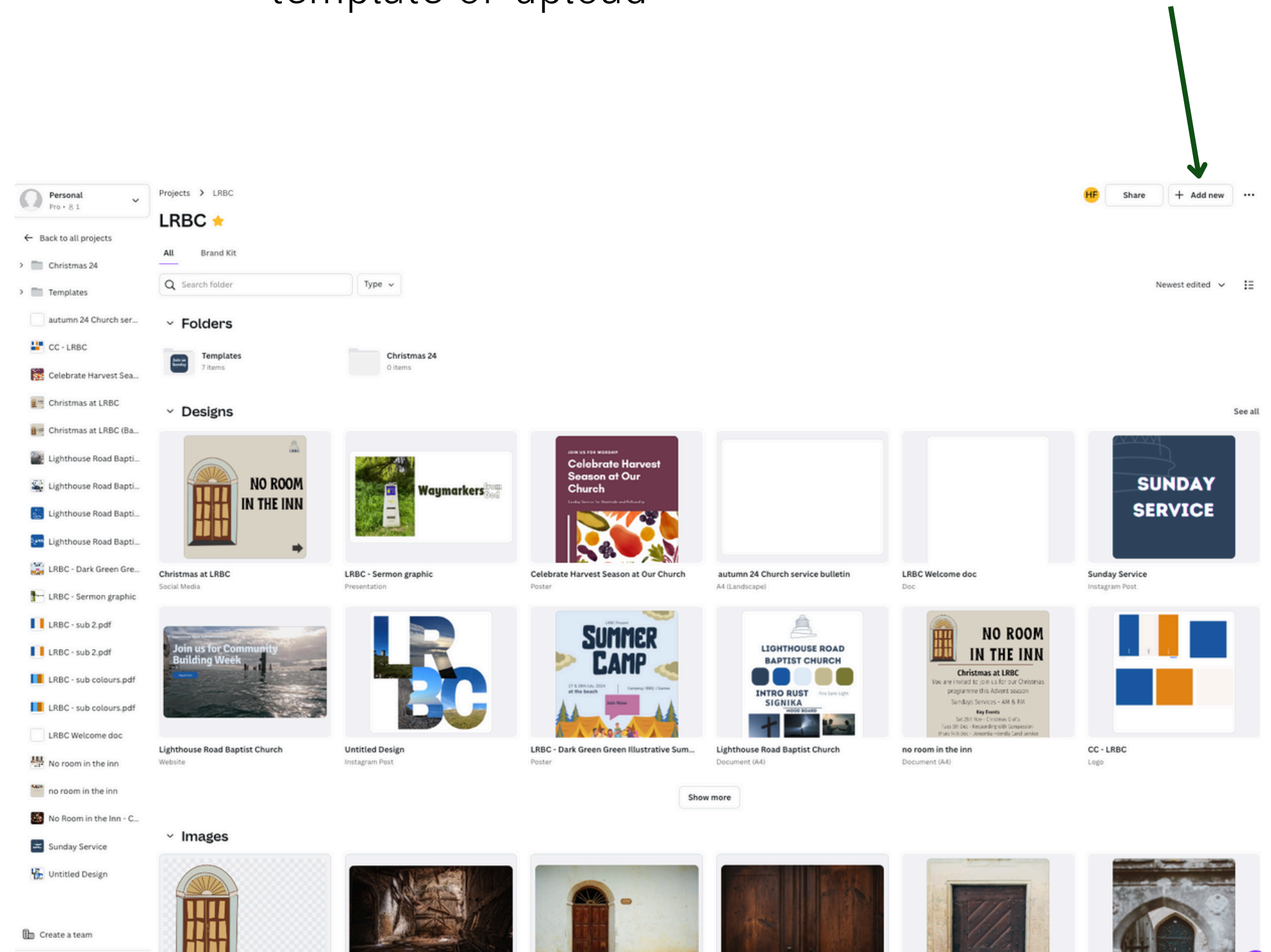
You don't need to fill every section, but it's helpful to have as much as you have.



FOLDERS

Using a folder can really help to catalogue your work especially if you want to come back to certain formats, styles or layouts a year or two later. It's always good to know what you made for Christmas/Easter or if the youth or community outreach have a flyer or poste yet. Also a good idea to have a template folder with core item templates

Add New to add new folders, design, brand template or upload

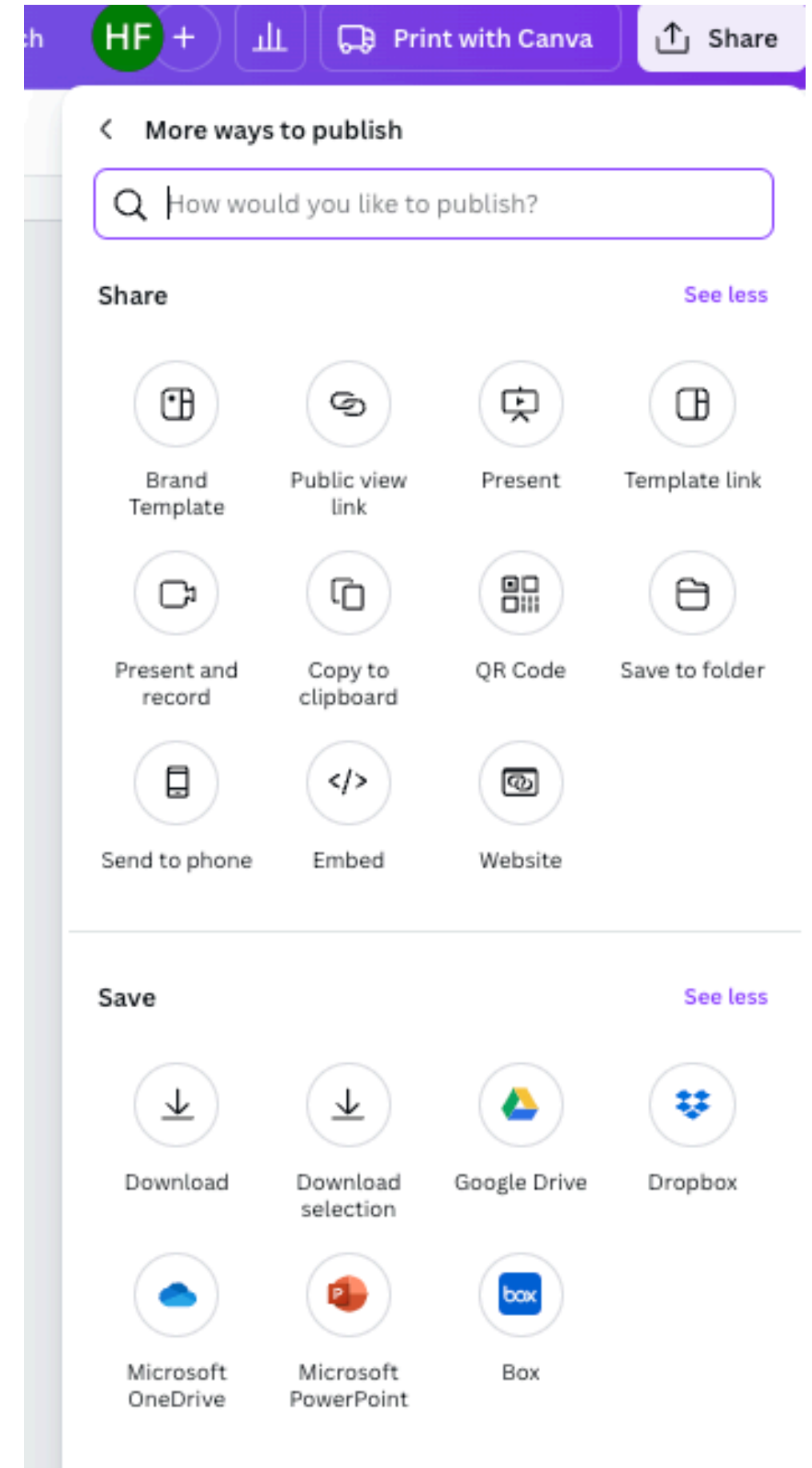


USEFUL FEATURES

It is always really useful to know the keyboard shortcuts to help you work more effectively. They will depend if you are on Mac or Windows but they can be found [here](#).

Did you know you can record presentations in Canva? This is great if you need to do training, create Bible study videos or welcome videos for your church.

When your in a project and you're ready to export you can send to phone or link with other systems. It will open up the Canva app on your phone or via a web browser so you can export it from there. This is really helpful if you are wanting to post on social media straight away. It can be found in top right hand corner under *Share > See all > Send to phone*.



USING AI

As potentially scary as AI is made out to be, in Canva it's here to help! There are some really fun and exciting new features as well as connections with apps and external systems to create some interesting, creative and more engaging content.



You don't need to use it all, but it can be worth playing about and seeing what different features do.

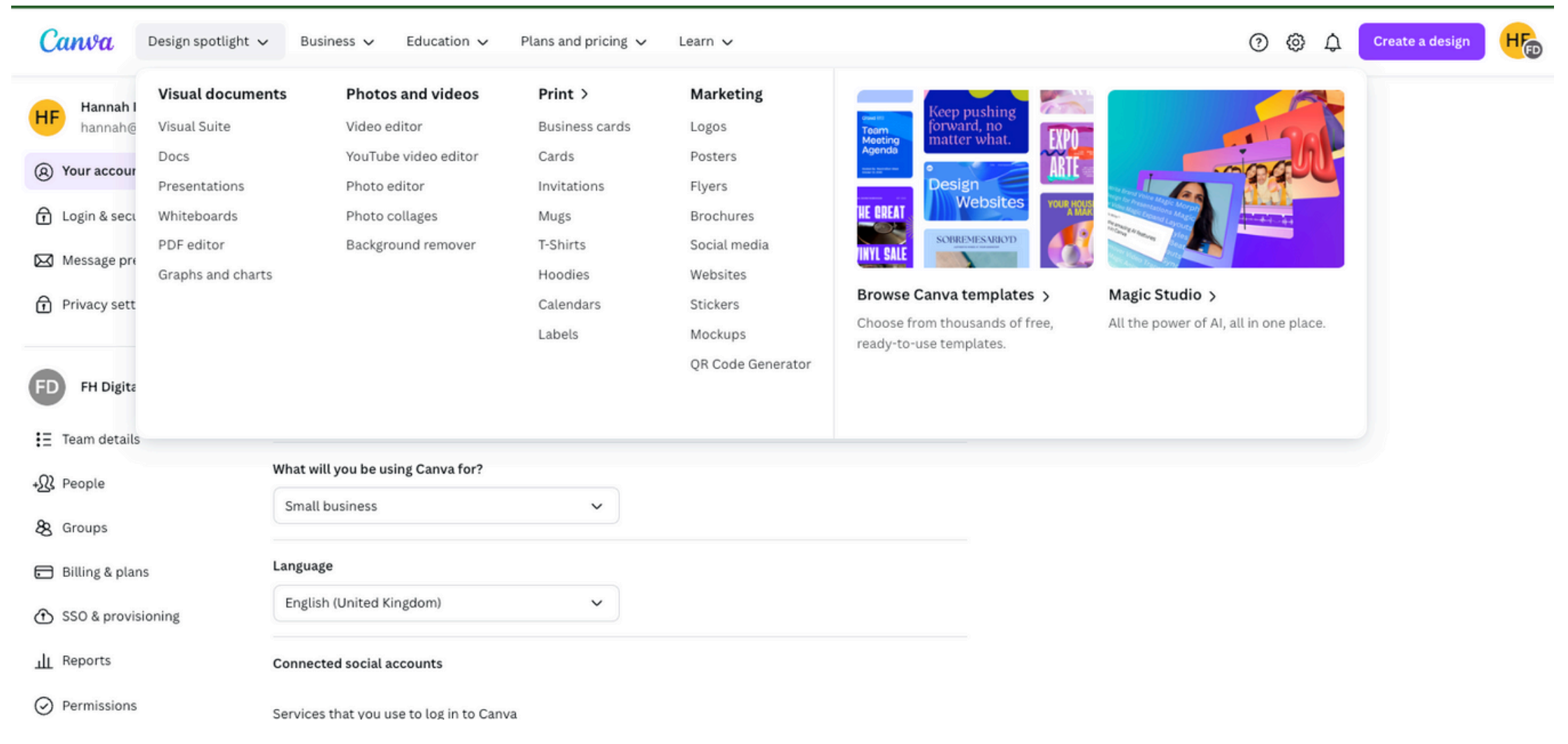
MAGIC STUDIO

Magic Studio can be found in the design spotlight where you can watch the videos and find out more about the latest updates

You can use the translate feature to translate text - but do check it through first though, it might not be perfect!

Magic Write uses you brand voice and additional prompts you give to AI generate content with.

You can animate still images, create images and so much more with the AI systems.



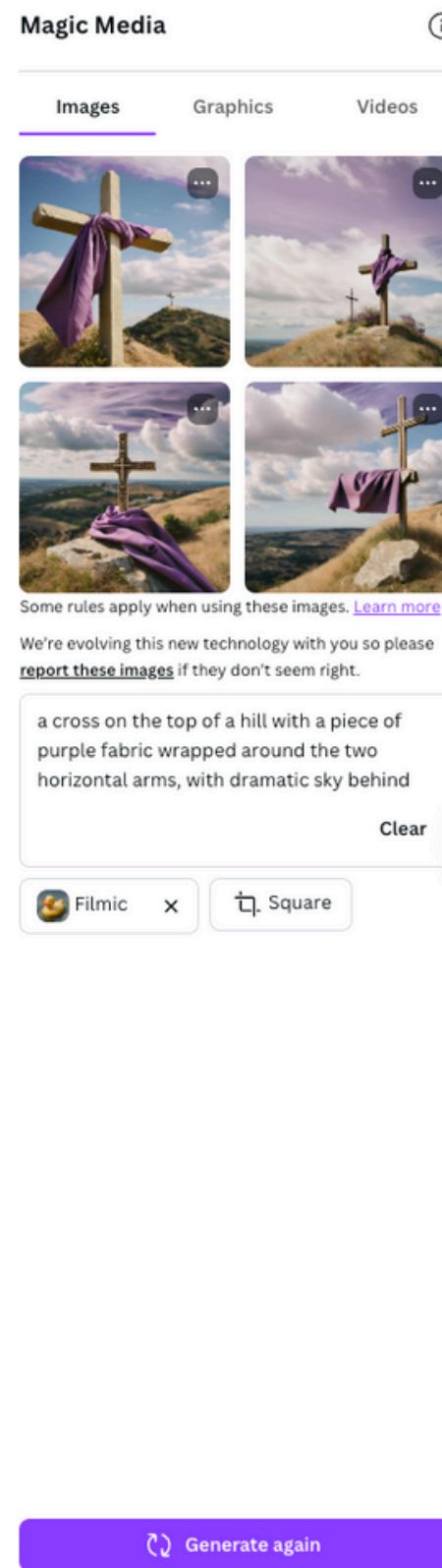
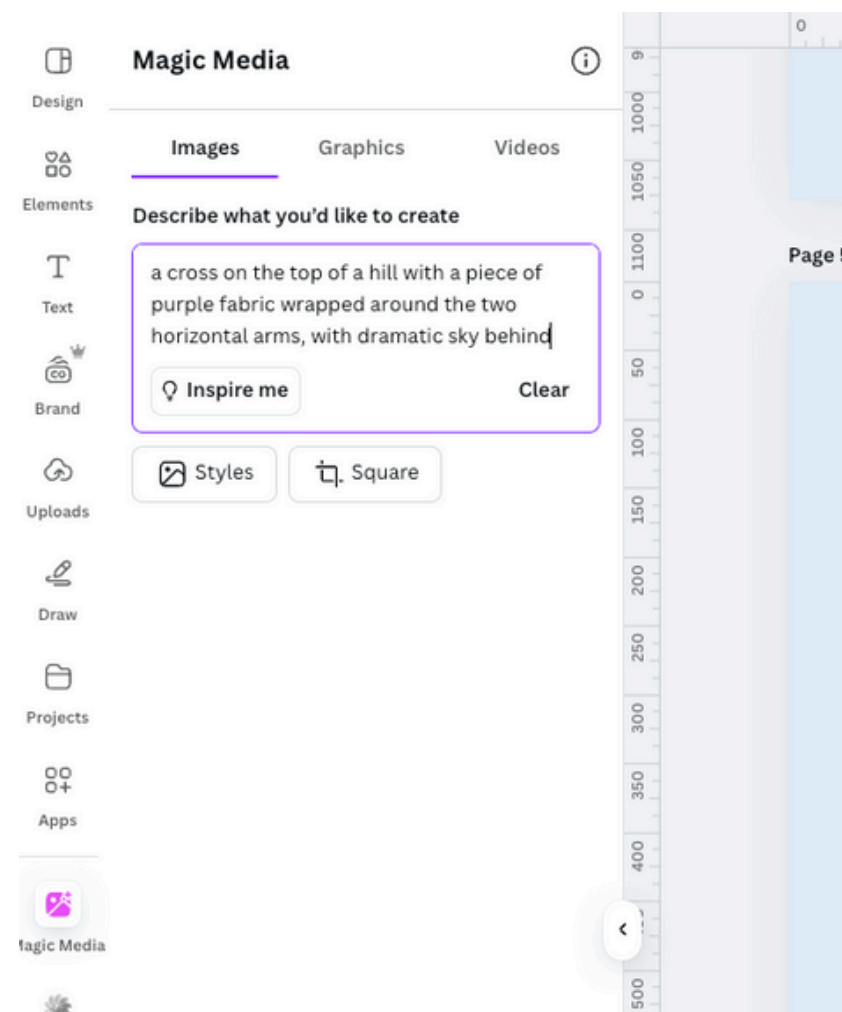
MAGIC WRITE

You can use Magic Write to help write something using your brand voice. It's a great place to start if you're not sure where to start. Do remember to check it through as it won't be perfect, it will sound AI-generated but it's a helpful starting point.

The screenshot displays the Magic Write web application interface. At the top, there is a toolbar with the text "Magic Write | H1 H2 Intro Rust" and various editing icons. The main content area features a large, colorful banner with the text "Welcome to Our Church Family" and the subtitle "A Guide to Embracing Our Community and Faith". Below the banner, a text box contains the heading "WELCOME TO OUR CHURCH" and a sub-heading "OUR MISSION". A floating panel is open over the text, showing a prompt "Describe your writing task (5+ words)" and several task selection buttons: "Idea Brainstorm", "Paragraph Generator", "Case Study", "Business Proposal", "Blog post", "Project Proposal", "Press Release", "Marketing Strategy", and "Social Media". The text in the main area reads: "Our church is dedicated to inspiring and nurturing each individual's spiritual journey through worship, education, and service. We strive to embody the teachings of love, compassion, and community in all that we do. Our mission is to create a welcoming environment where everyone can encounter God's love and grace."

MAGIC MEDIA

Magic media enables users to create visual content easily. Found on the left hand bar, give a prompt of what you want it to create, in what style and dimensions.



ANIMATION

You can even animate a still picture. Not a lot especially if it is an uploaded photo but it will have a little movement which is great for creating content for social media.

The image shows a two-part interface. On the left is the 'Image Animate' control panel, and on the right is the resulting video frame.

Image Animate Panel:

- Video frame:** Shows a thumbnail of a stone cross with a purple cloth draped over it.
- Describe your video:** A text input field containing "a gentle breeze moves the cloth, the clouds slowly move". Below it are "Inspire me" and "Clear" buttons.
- Motion type:** Two radio buttons, "AI" (selected) and "Parallax".
- AI tool:** A dropdown menu set to "Auto".
- Video settings:** A section with a "Generate" button.
- Credits:** "Use 40 of 260 Vimmerse credits. [Get more credits](#)"
- Footer:** "Powered by Vimmerse"

Video Frame:

- Header:** "Renew Your Faith This Easter" in a large, dark blue serif font.
- Body:** "Join us for **inspiring messages** of hope" in a dark blue sans-serif font.
- Footer:** "Visit us at www.eastersermonseries.com"
- Image:** A large video player showing the stone cross with the purple cloth, set against a background of a hill with another cross in the distance under a blue sky with clouds. A play button is visible in the center of the video frame.

DO IT YOURSELF

I want to encourage everyone to dive into Canva and start experimenting.

The more you play around with the platform, the more familiar and confident you'll become in using it.

Create new projects and designs and have fun!



DO YOU HAVE
~~ANY~~ QUESTIONS?

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