

A filmmaker wearing a cap is shown in profile, operating a professional video camera. The scene is dimly lit, with a large, curved light fixture positioned above the camera. In the background, another person is visible, slightly out of focus. The right side of the image features a large, stylized graphic with orange and blue geometric shapes.

SILVERSCREEN FILMMAKERS CLUB

*In Partnership with
the Indiana Arts
Commission*

PRESENTS



Meet Our Sponsors



IAC

Indiana Arts
Commission

In Partnership with:



MBACD

The Miller Beach Arts &
Creative District

Your Facilitator



Jessica Renslow

- 20 years of teaching and training experience
- Award winning writer and filmmaker
- Fun Fact: Japanese Translator for Movie Studios

3

Be's of Engagement



Be Present

- Limit Distractions
- Listen Actively



Be Engaged

- Ask Questions for Clarification
- Be Respectful of Yourself and Others



Be Patient

- New Technology can be Fun
- You are Creative and will have something to show for it

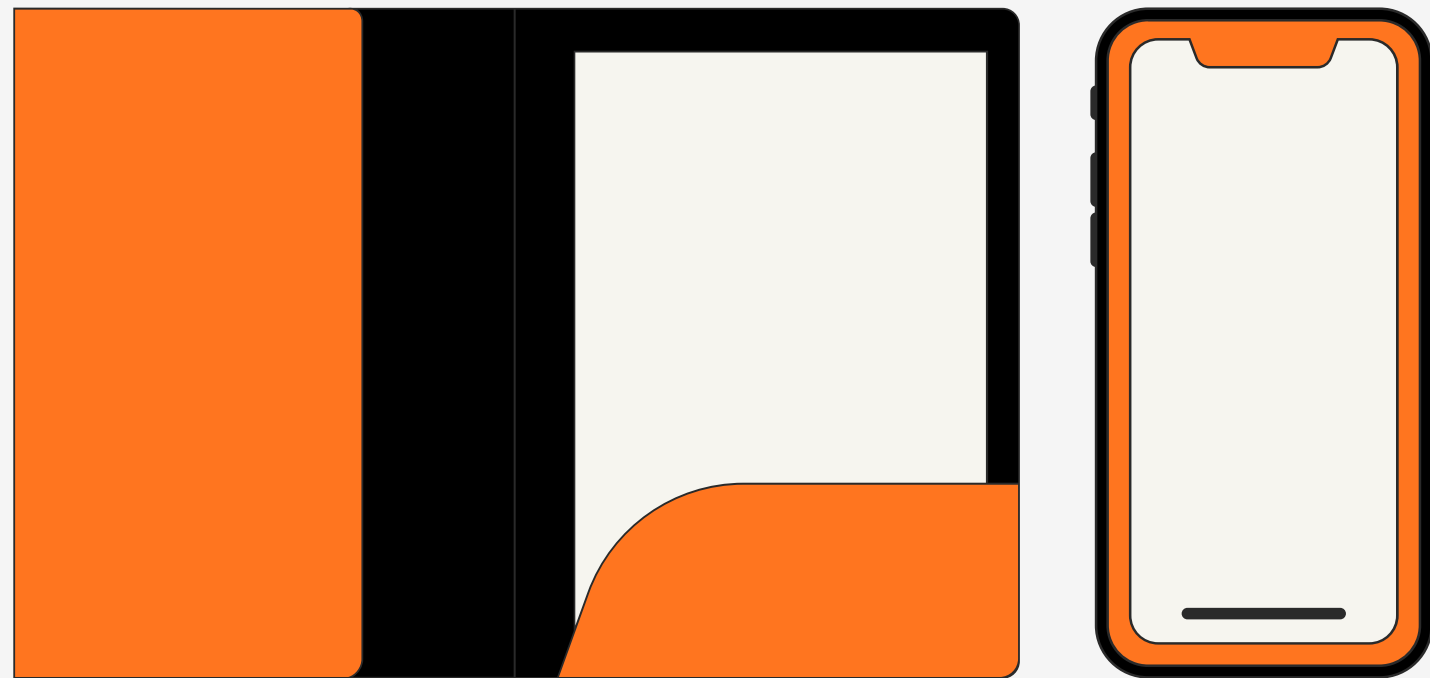
***Get to Know
Each Other***

Icebreaker Discussion

Let's get to know each other and kickstart our
creative juices!
Building connections one discussion at a time.



Resources Needed for the Course



Let's check to make sure we have all the resources we need for this course.

● 01 Technology: Cell phone, Laptop, or Tablet

● 02 Internet Access

● 03 Email Account

● 04 Canva Account

● 05 Willingness to Learn

Welcome to Introduction to Canva

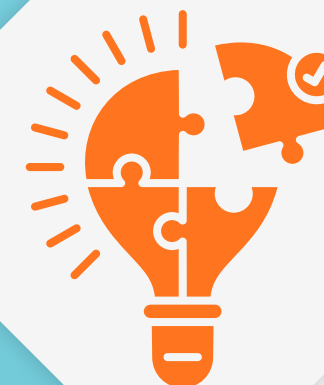




• Course Overview •

Discover the world of multimedia production

- This course is designed specifically for those that are new to digital media.
- Each week, you'll explore different aspects of multimedia arts, from layout and typography to color theory and theme selection, to audio and video elements.
- **Prerequisites:** Basic computer literacy and the ability to navigate the internet



Helpful Information

Canva is a useful and easy online tool for all ages



Introduction to Canva Course Requirements



Weekly Exercises

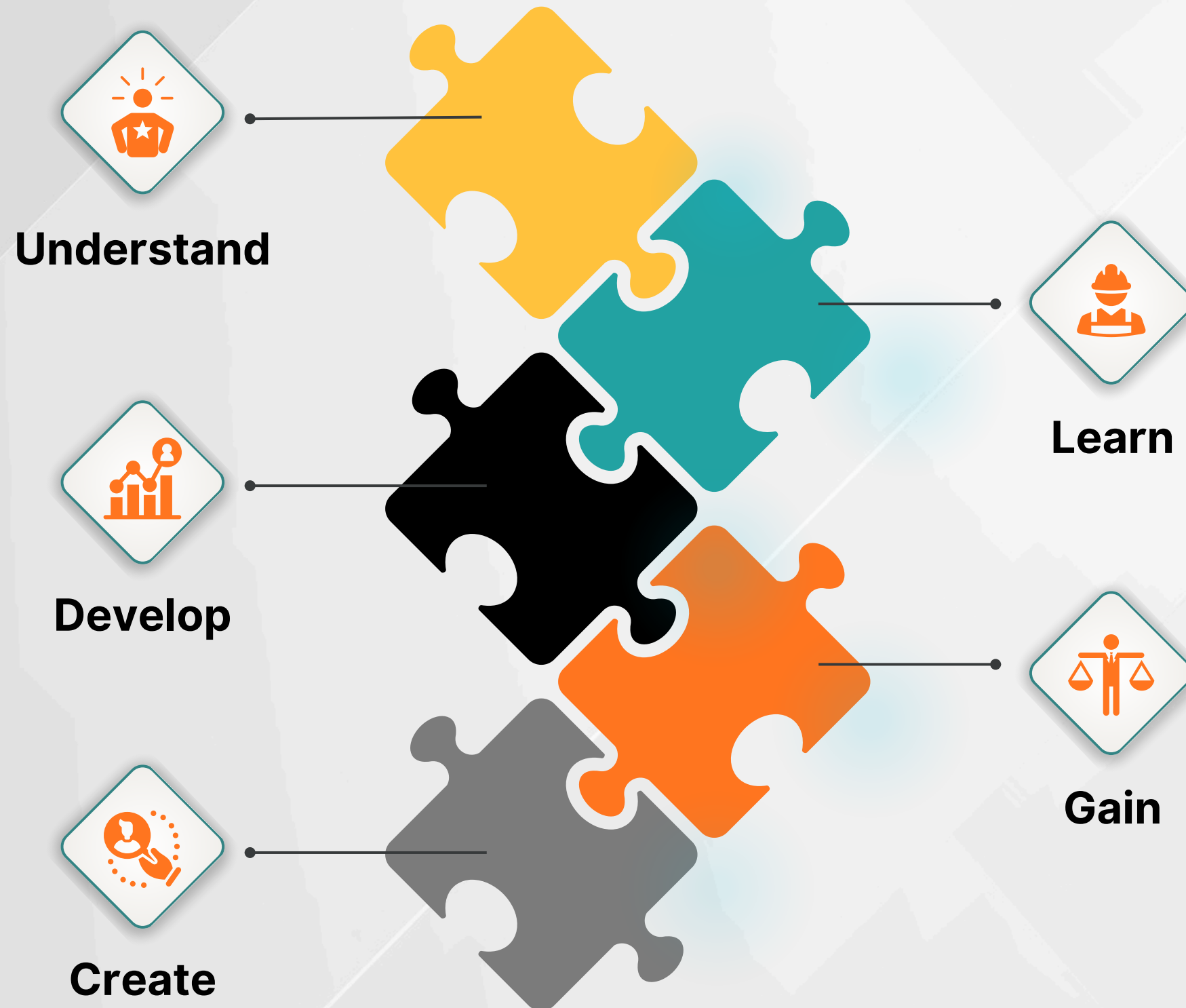
Weekly exercises and assignments will be evaluated based on creativity, adherence to design principles, and improvement over the course duration.



Final Project

Final multimedia project and poster will be viewed at public showcase.

Course Objectives

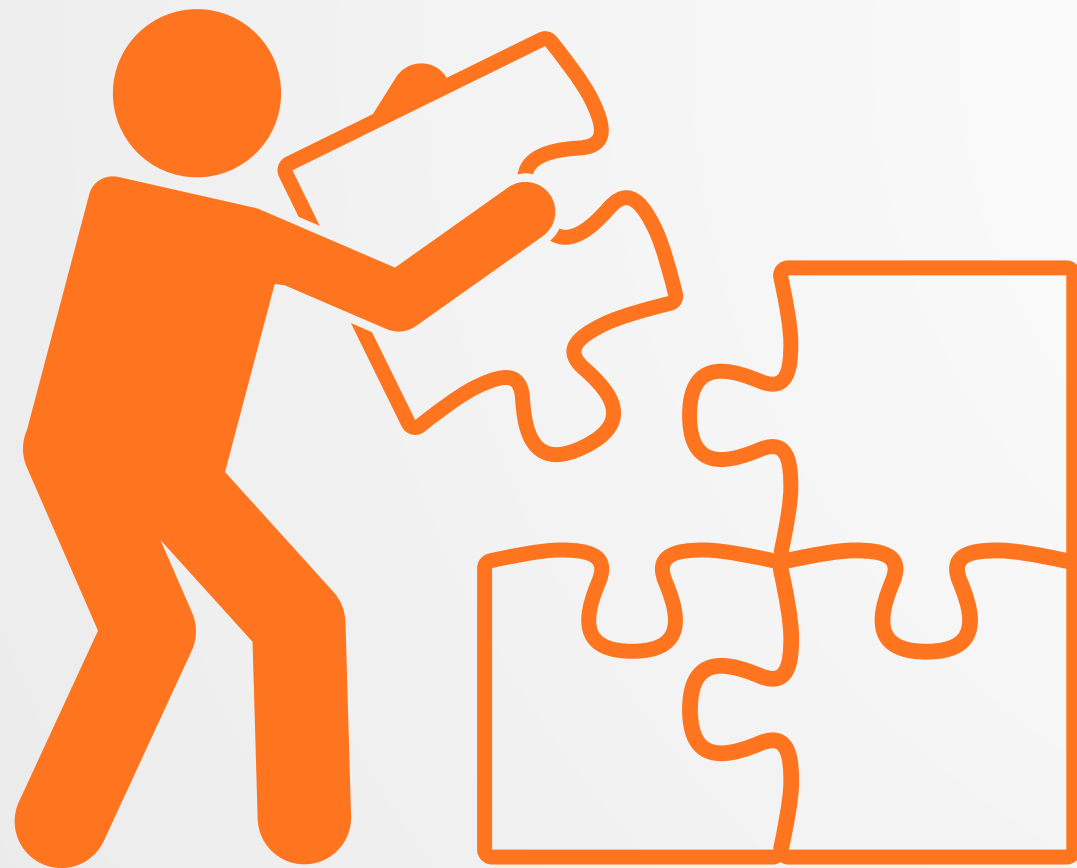


What We Will Talk About

	UNDERSTAND THE FUNDAMENTALS OF MULTIMEDIA PRINCIPLES
	LEARN HOW TO NAVIGATE AND UTILIZE CANVA'S TOOLS EFFECTIVELY
	DEVELOP SKILLS IN LAYOUT DESIGN, TYPOGRAPHY, AND COLOR THEORY
	GAIN PROFICIENCY IN INCORPORATING IMAGES, GRAPHICS, AUDIO FILES AND MUSIC
	CREATE AESTHETICALLY PLEASING AND PROFESSIONAL LOOKING MULTIMEDIA PROJECT

Learning Approach

4-Step Approach



Tell Me

We paint the picture



Show Me

We demonstrate how to paint the picture



Let Me

It's your turn to paint the picture with our help



Test Me

We apply what we learn and practice on your own

Week 1 Agenda:

- 1.** Introduction to the Course (20 minutes)
- 2.** Setting Up Your Project (30 minutes)
- 3.** Exploring Canva Template (30 minutes)
- 4.** Exploring and navigating Canva and Basic Tools and Lab Time (40 minutes)



Week 1: Exploring and Navigating Canva and Basic Tools



Lesson Outline

Explore Canva Interface and Basic Tools

1

Setting up your Canva Account

2

Walkthrough Canva's main features and Basic Tools

3

Activity: Explore Canva Interface, Set Up Your Project Folder, and narrow down a theme (template)

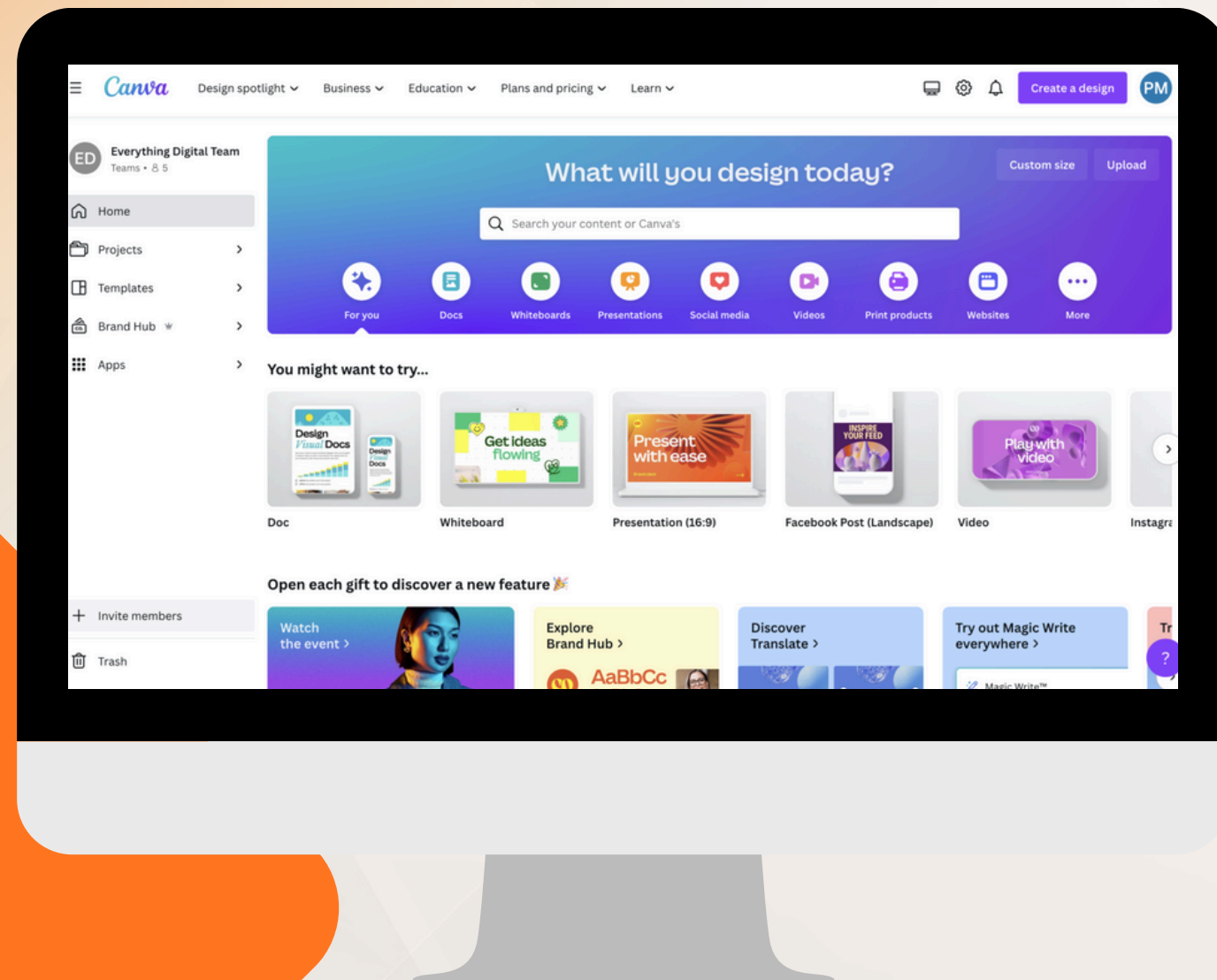


• Canva Interface Overview •

Canva Interface

What is Canva?

- Canva is an easy-to-use online platform where you can create your own designs.
- It offers a variety of templates including movie posters.
- Ideal for beginners, No design skills needed.
- Drag-n-Drop editor: Offers simplicity and efficiency

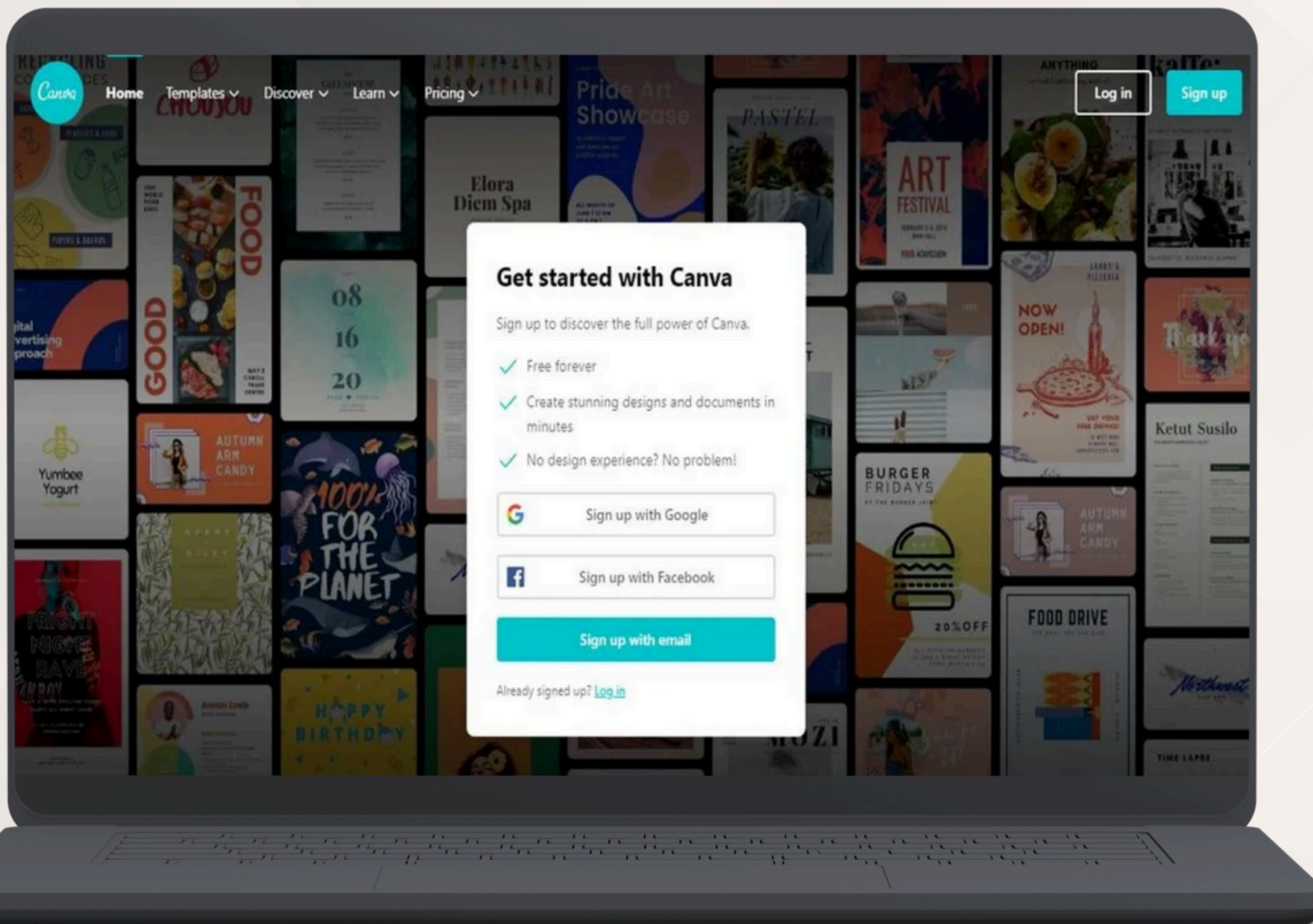


Getting Started with Canva

Sign Up for a Free Account

What do you need to get started?

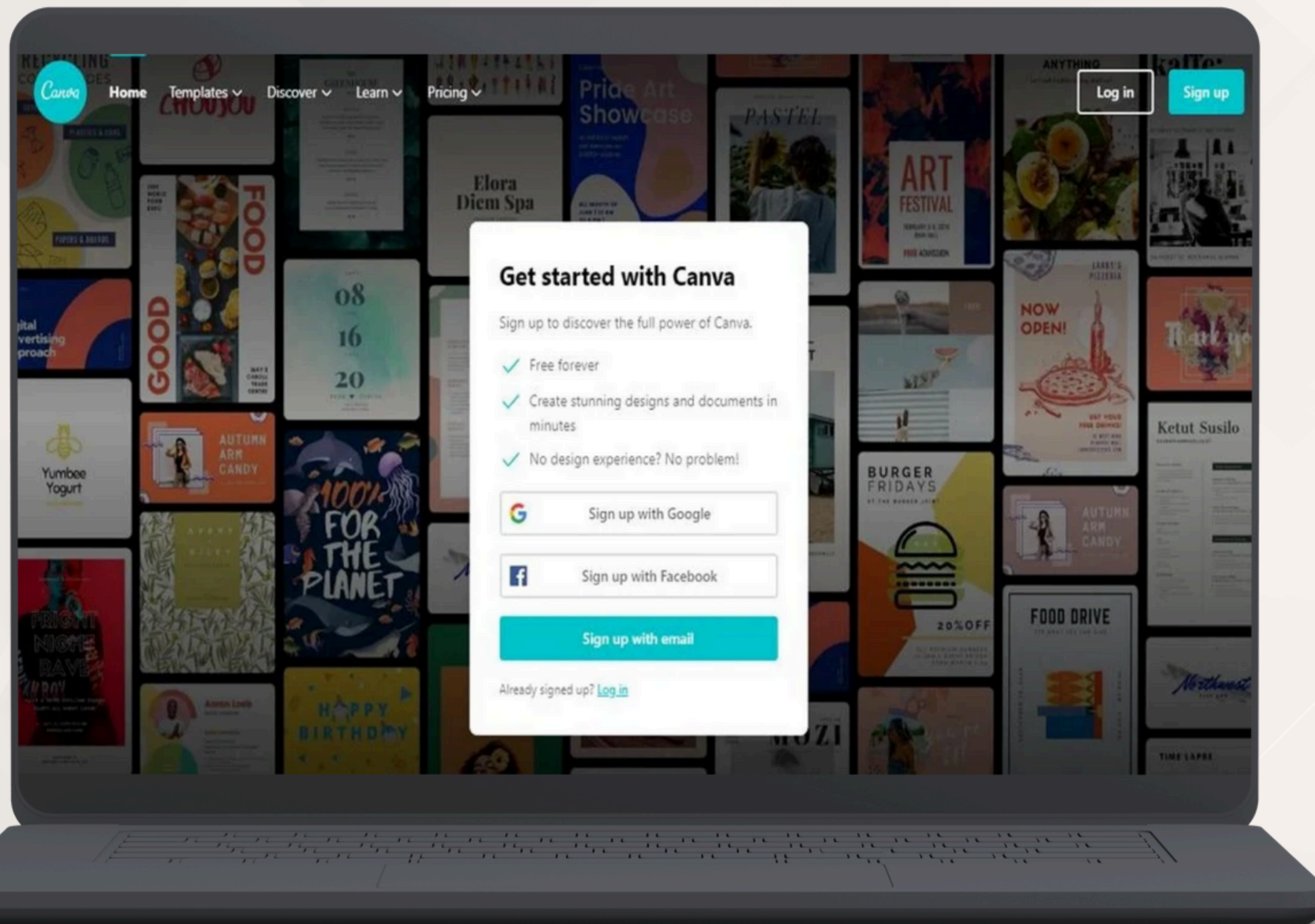
- Computer, Tablet, or Phone
- Access to Internet
- Email Address



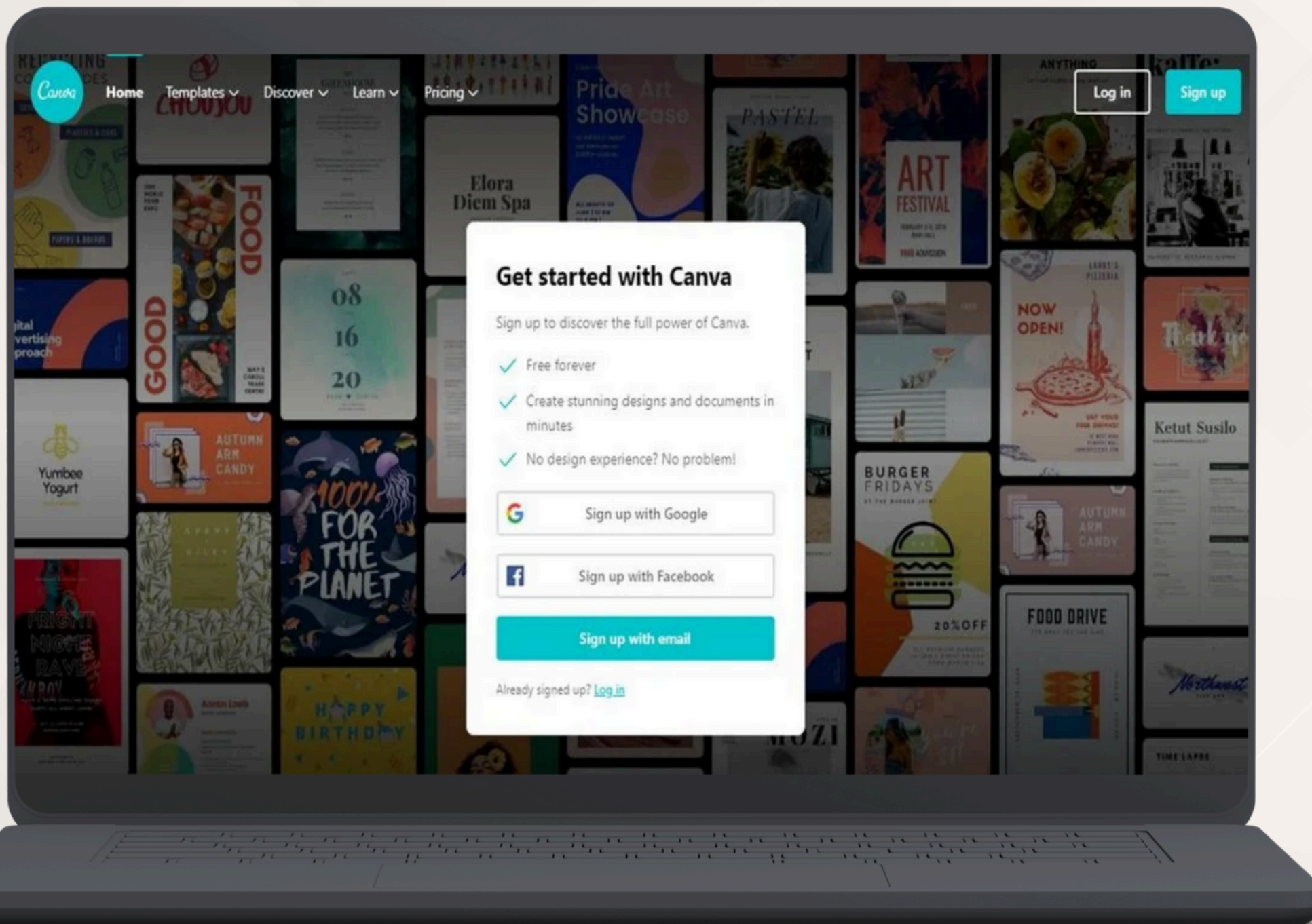
Sign Up for Canva Account

Sign Up on a Computer

1. **Go to www.canva.com and select Sign up.**
2. **From the signup page, choose to Continue with email or Sign up with work email.**



Sign Up for Canva Account



Sign Up on a Computer

3. **Enter** the email address you'd like to use in Canva, then **select Continue.**

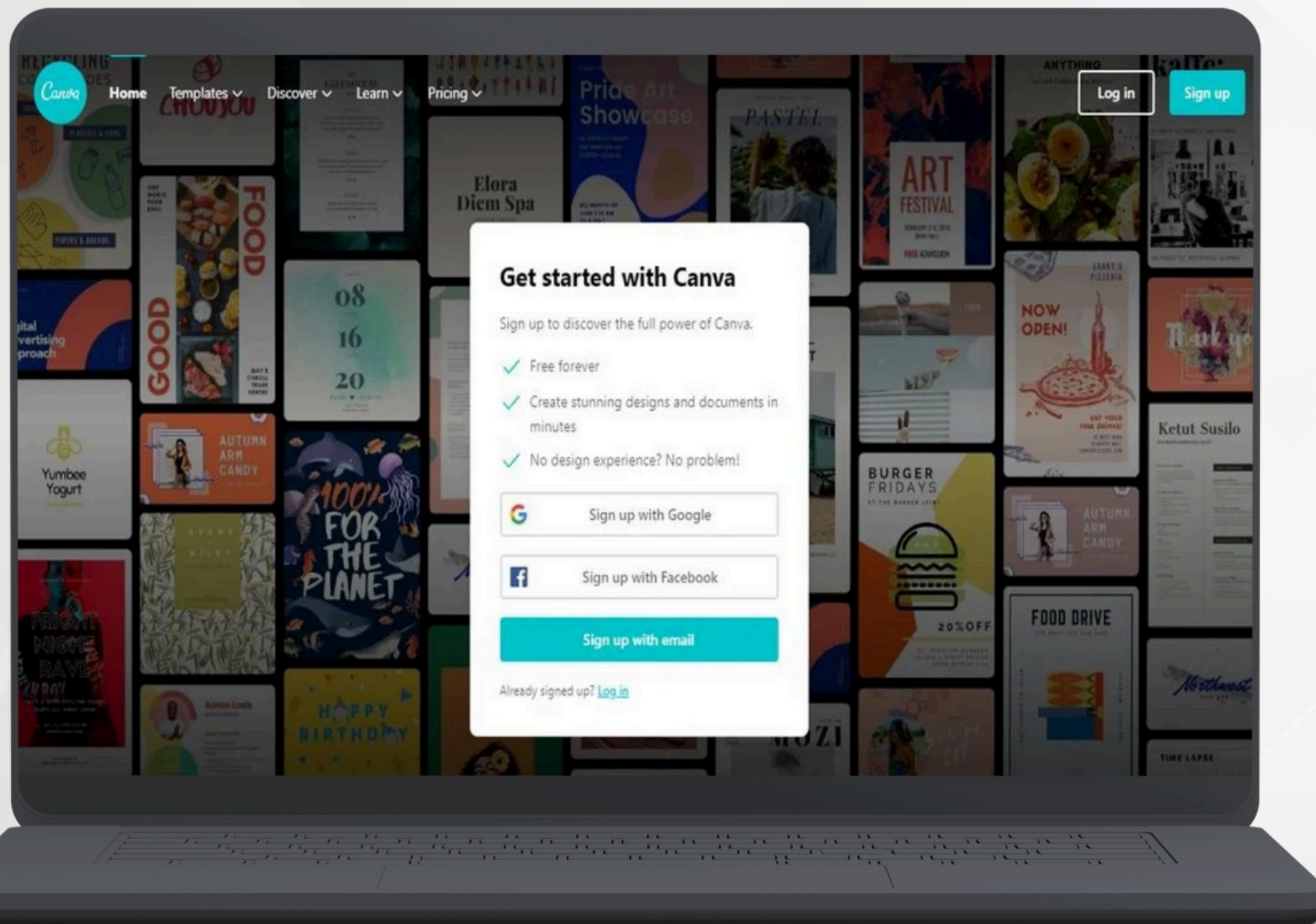
4. **Enter** your preferred account name.

Sign Up for Canva Account

Sign Up on a Computer

5. Click Create your account.

6. Enter the code that was sent to your email address to finish signing up.

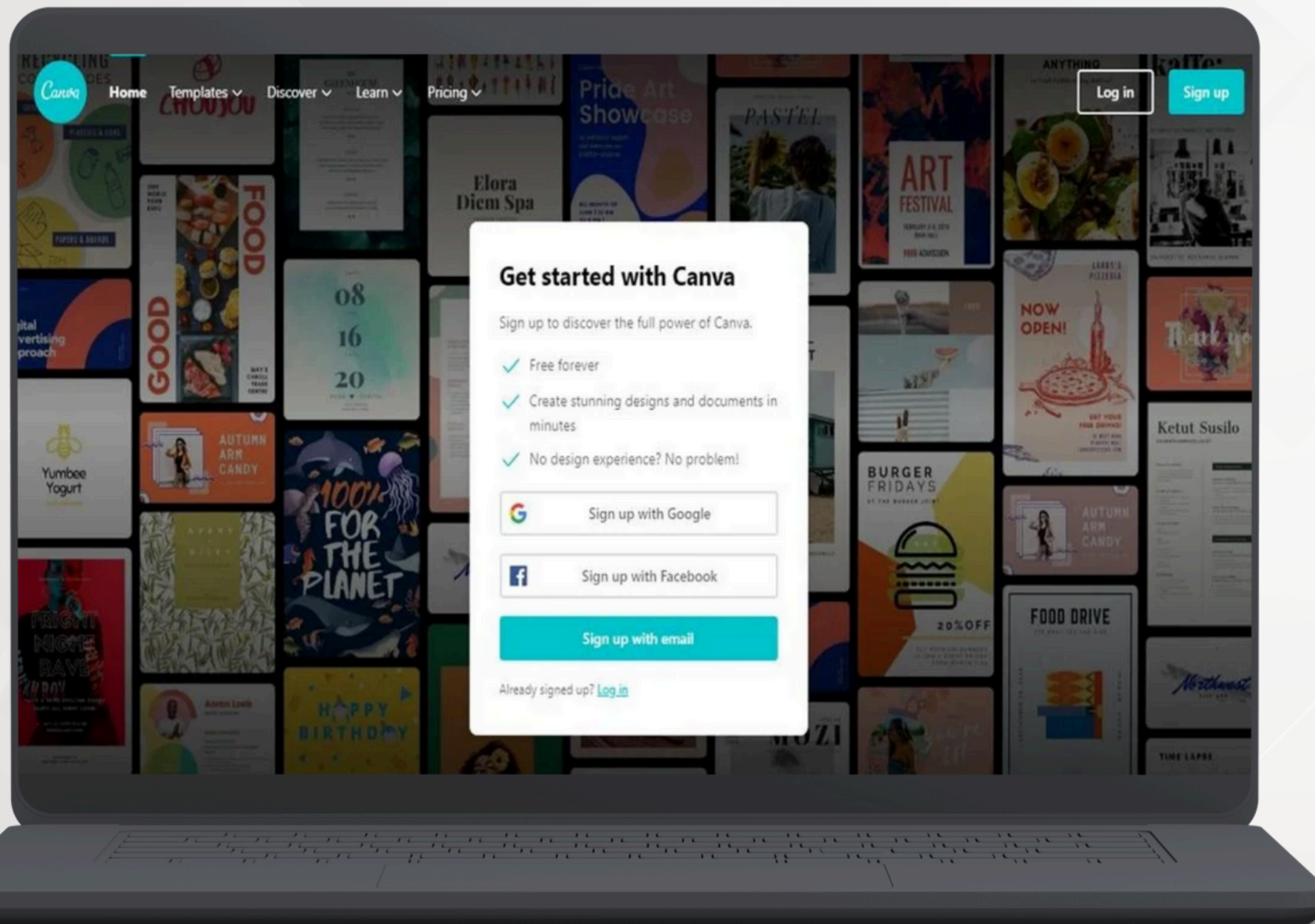


Sign Up for Canva Account Cont'd.

Sign Up on a Computer

7. You can set a password in Settings later.

8. **Verify** your email address by following the steps in the email sent.

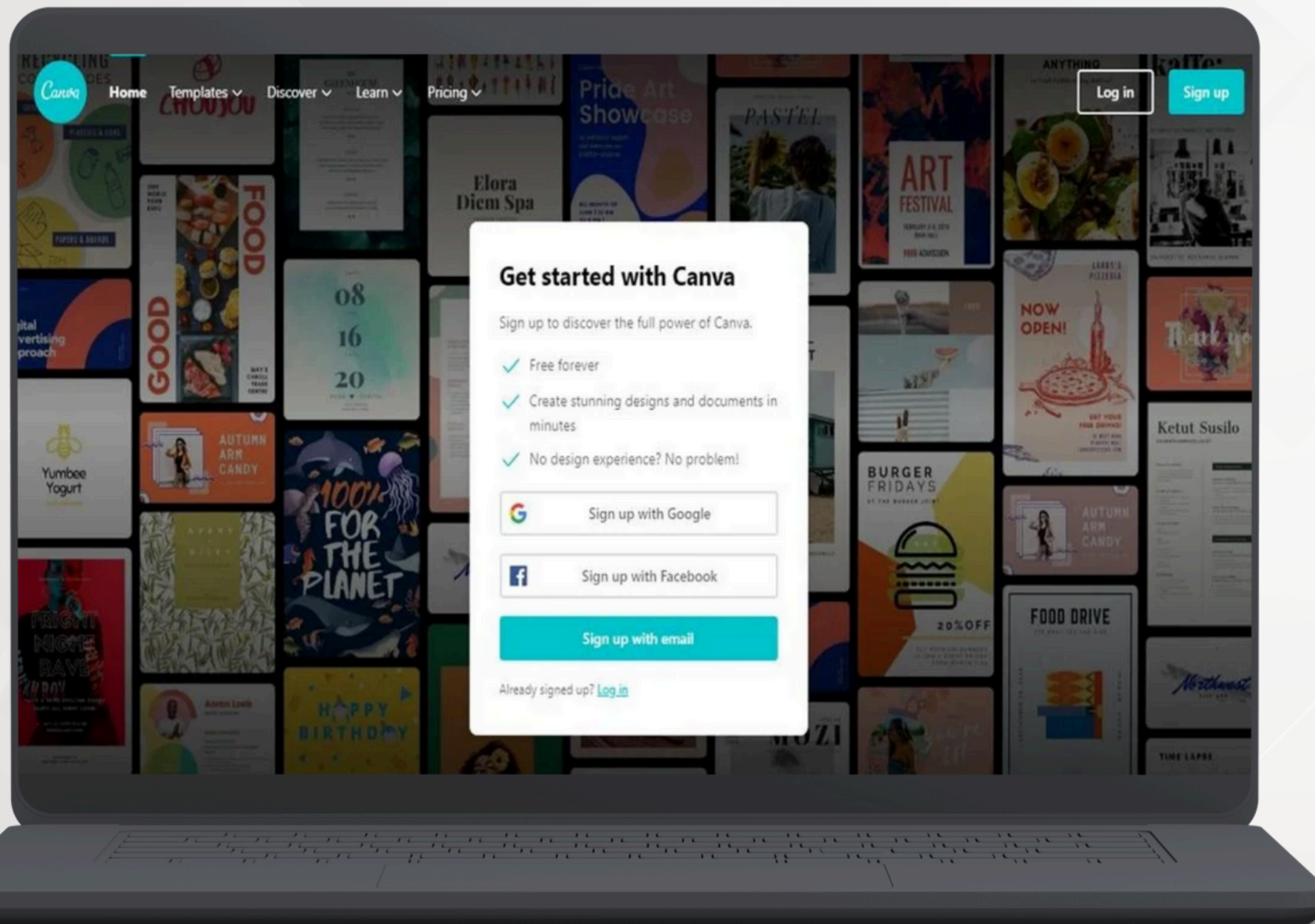


Sign Up for Canva Account Cont'd.

Sign Up on a Computer

9. **Enter** the confirmation code from the email you received.

10. Now watch the demonstration.



WATCH THIS
DEMONSTRATION

VIDEO

Sign Up for
A Canva
Account

< Log in or sign up in seconds

Use your email or another service to continue with Canva (it's free!)

 Continue with Google

 Continue with Facebook

 Continue with email

Continue another way

By continuing, you agree to Canva's [Terms of Use](#).
Read our [Privacy Policy](#).

 Sign up with your work email

Privacy policy | Terms

 English (US) 

Signing Up Demonstration



Sign Up for Canva Account



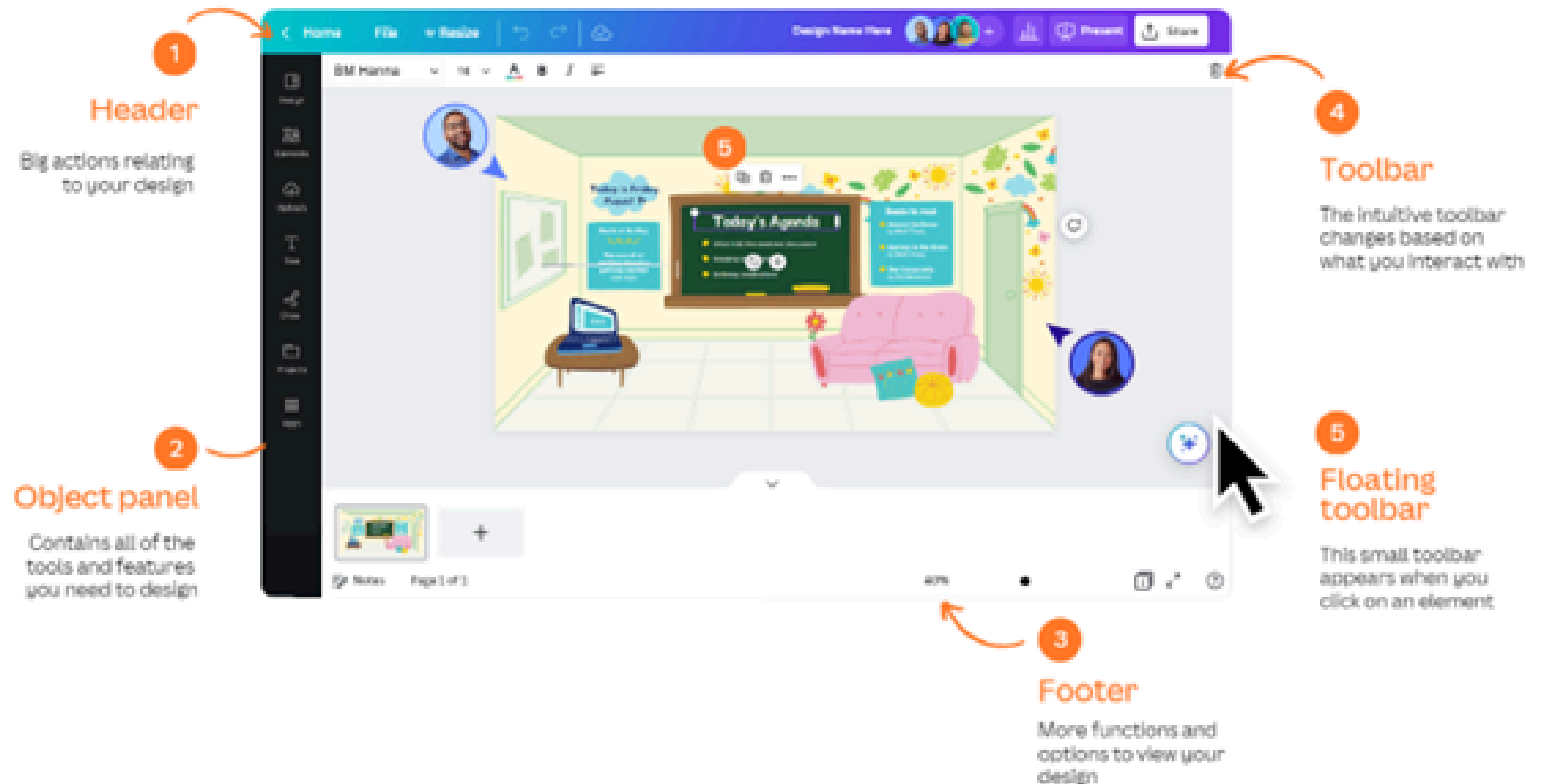
Navigating Canva

Welcome to the Canva Dashboard (Editor)

The Editor has 5 Key Areas

- Header
- Object Panel
- Footer
- Toolbar
- Floating Toolbar

Welcome to the editor



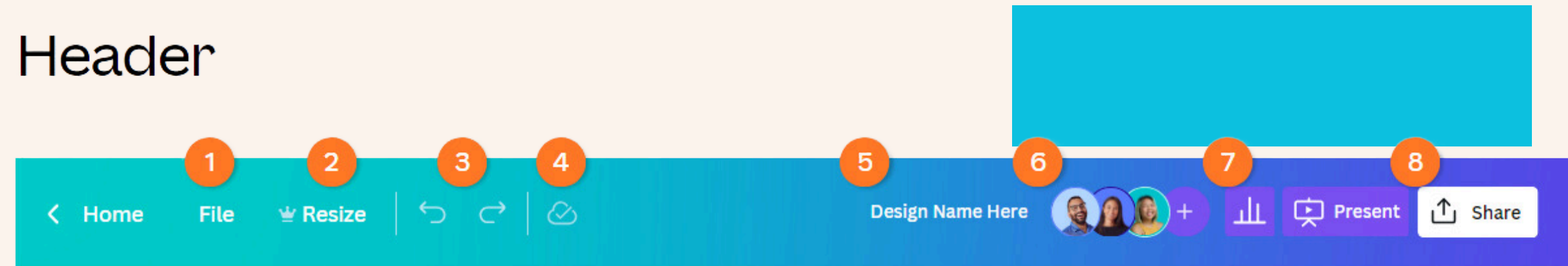
Navigating Canva

Canva Editor - Header

The Header has 8 Key Areas:

- File
- Resize
- Undo/Redo
- Save
- Design Name
- Collaborators
- Insights
- Share

Header



1 File

Expand this menu for actions impacting your design

2 Resize

Quickly resize your design

3 Undo / Redo

Easily undo and redo your actions

4 Save

Save changes to your design

5 Design name

Edit the title of your design

6 Collaborators

See who's working in the design

7 Insights

See data on how people are looking at your design

8 Share

Sharing options are found here

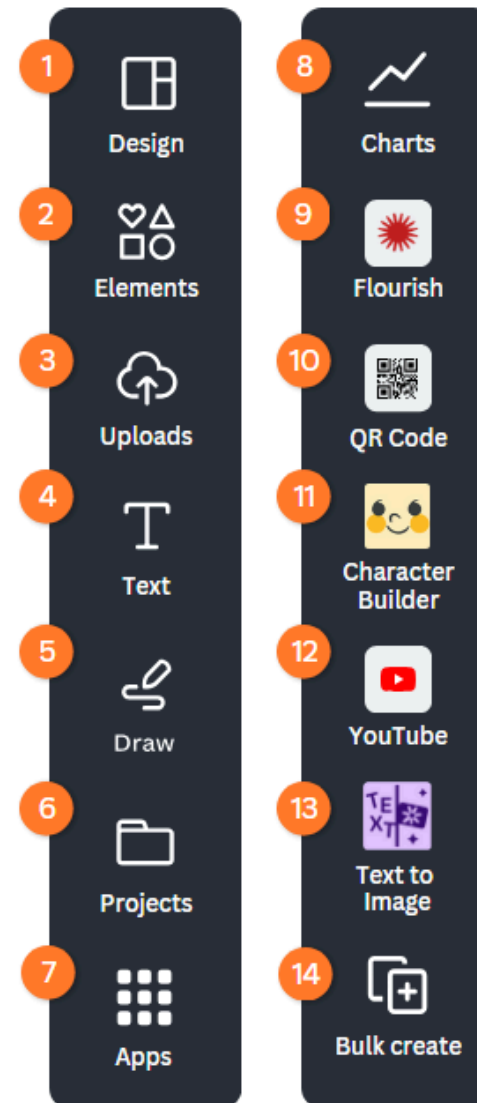
Navigating Canva

Canva Editor - Object Panel

The Object Panel has various options and tools.

- Design
- Elements
- Uploads
- Text
- Projects
- Draw
- Projects
- Apps
- Text to Image

Object panel



 You can customize the different apps on your object panel

1 Design

Explore ready-made templates, layouts and styles for your design

2 Elements

Find elements you can add to your design, including graphics, photos, video and audio

3 Uploads

Upload and search for photos, videos, audio

4 Text

Search for fonts and fun font combinations

5 Draw

Unleash your creativity with freehand drawing, underlines or annotations

6 Projects

Filter and search your own Canva content

7 Apps

Supercharge your designs with a range of handy apps

8 Charts

Create a custom chart or diagram

9 Flourish

Embed interactive charts, maps and other visualizations

10 QR code

Add unique QR codes to your design

11 Character builder

Create your own unique character

12 YouTube

Add YouTube videos to your designs

13 Text to Image

Watch your words and phrases transform into beautiful images

14 Bulk create

Create designs in bulk by importing or inserting data

Navigating Canva

Canva Editor - Footer

The Footer has useful tools for reference info and notes.

- Presenter Notes
(Slides or PowerPoint)
- Pages
- Zoom
- Full Screen
- Grid View
- Help

Footer



1 Presenter Notes
Add notes to use in Presenter View

2 Pages
Number of pages in your design

3 Zoom
Control zoom here

4 Grid view
Switch to grid layout

5 Full screen
Expand to full screen

6 Help
Find help and troubleshooting tips

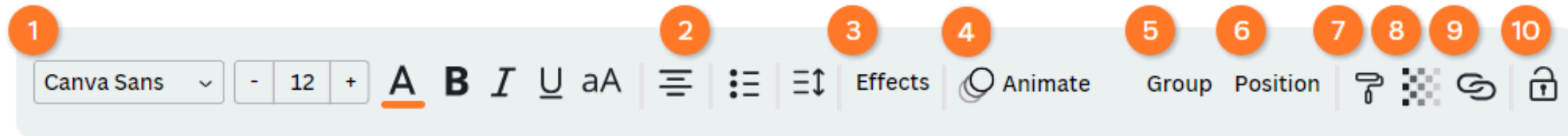
Navigating Canva

Canva Editor – Toolbar

The Toolbar is dynamic and changes based on your actions in the work area.

- Text
- Animate
- Copy Style
- Format
- Group/Ungroup
- Effects
- Position
- Transparency

Toolbar



1 Text

Choose font and adjust font size, color, and formatting

2 Format

Adjust alignment, add lists, and adjust spacing

3 Effects

Make your text pop with text effects

4 Animate

Options for animating elements

5 Group / Ungroup

Group selected elements

6 Position

Arrange elements and view, manage, and customize all of the layers in your design in one place

7 Copy style

Apply the style and formatting of elements and text across your design

8 Transparency

Adjust element transparency

9 Links

Link to websites or other designs

10 Lock / Unlock

Lock elements so users cannot change them

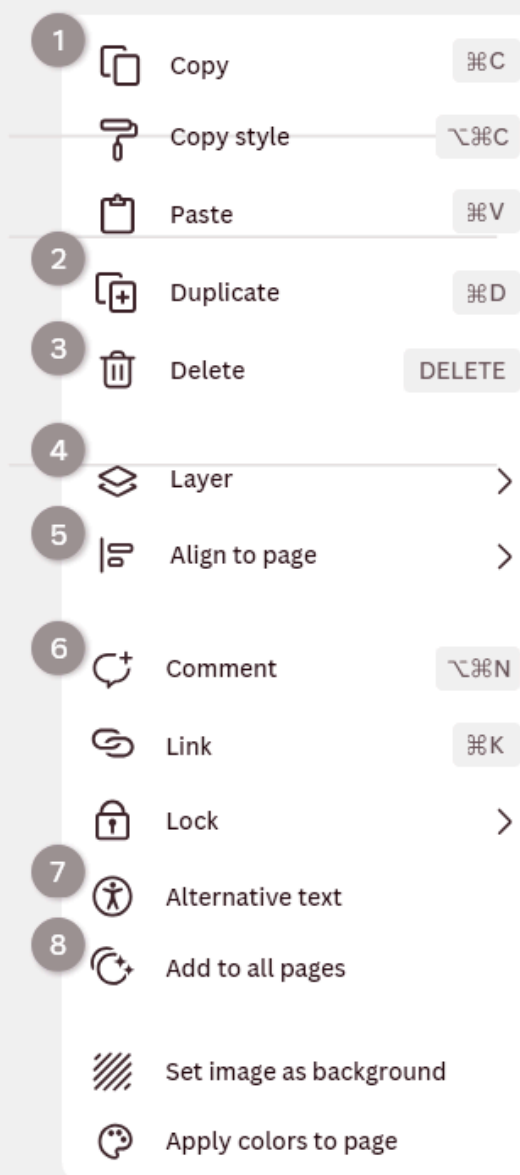
Navigating Canva

Canva Editor – Floating Toolbar

The Floating Toolbar appears as needed in your work area.

- Copy/Copy Style/Paste
- Duplicate
- Delete
- Align to Page
- Alternative Text
- Rotate
- More

Floating toolbar



1 Copy / Copy Style / Paste

Copy and paste elements

2 Duplicate

Duplicate selected elements

3 Delete

Remove selected elements

4 Layer

Move elements backwards, forwards, to the front, or the back

5 Align to page

Align and organize elements

6 Comment

Add comments for collaborators or later reference

7 Alternative Text

Describe your designs with Alternative Text

8 Add to all pages

Apply an element to all pages of your design

9 More

More options

10 Rotate

Rotate elements

11 Move

Move elements



Creating Your Project Folder



1. Go to **Projects** and select **Plus sign (+)**.
2. Select **New Folder**
3. Name your **Folder**
4. **Share** it with
jessierenslow@gmail.com
5. Click **Continue**

Canva Demonstration



Exploring and Creating First Design in Canva



Lesson Activity

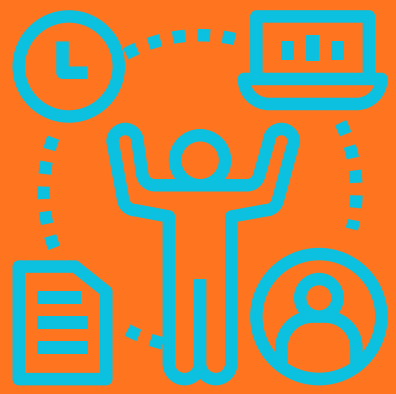


Exploring and Creating First Design in Canva Practice

Explore and Choose a Template Design

1. **Log in** and **start** a new design.
2. **Use Templates** - "video"
3. **Add** Elements - shapes, icons, lines
4. **Upload** image or use image in elements
5. **Add** Text and customize
6. Change backgrounds

Take your time and explore. Have fun and experiment!



Check Your Knowledge

Exploring and Navigating Basic Tools in Canva

Tips for Success

- Take your time exploring each tool
- Don't be afraid to experiment with elements
- Save your work frequently

A blurred background image showing the backs of several audience members with their hands raised, suggesting an interactive session or a Q&A period. The image is partially obscured by a large blue geometric shape on the right side of the slide.

Any Questions

Discussion and Q&A

This is your opportunity to ask questions and share your thoughts.

How can you think of ways you can incorporate what you learned today in your future projects?

DIGITAL LITERACY
SERIES

Thank You For Attending

Next Steps:

*Choose your subject. Choose your template,
Share your project folder with me
jessierenslow@gmail.com.*



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CURE - Center for Urban and Regional Excellence
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