

## Section 1. Lesson 2. How to use Canva's Tools, Search and Layout Features

Welcome back! In the last lesson you learned how to sign up for your Canva account, and you took a tour of your Canva Dashboard. You also learned how to pick a template to work with.

In this lesson you'll learn how to save your designs, how to use the Undo tool and how to share your design with others and download your designs to print them. You'll also learn how to use the Search tool and see how Layouts work.

To demonstrate these tools, I'll click on this easi-Twist sales sheet thumbnail and head over to what I call the Canva Canvas. We'll start here and work on this sheet created for this course.

We bought this easi-Twist product at a local kitchen store. We thought it would make a good example for showing you how to add photos and text to your layouts.

Throughout this course, you'll see additional sale sheets, including one sheet featuring a patent drawing rather than a finished product.

However, before we get into the design process, let's take a tour of the Canva tools and tabs you'll need to use to create your sales sheet.

At the top of the canvas is a green bar. On the far left side of this bar is the Canva logo. If you clicked on this logo you would return to the Canva dashboard where we were a moment ago.

To the right of the logo is the FILE tab. This reminds you which page template you are using. We are on the US Letter template.

Next, you can chose to resize your design to a different template. However, if you want to do that, you must upgrade to Canva's premium version called Canva For Work.

You can also save your work or make a copy. Don't worry if you forget to save. Your design is automatically saved every few seconds.

Now look to the right of the File tab and see the Undo tab so you undo any design changes you aren't happy with. I've tested up to 30 undos, but I can't certify any number of beyond 30. I believe it's unlimited, but I don't know for sure.

Next you have a Redo tab, which is especially useful if you want to toggle back and forth between one design and another to help you decide whether to keep a design change or let it go.

You know what the Help button is for, and Canva does have some useful tutorials, though there is nothing that shows you how to design a product sale sheet.

Okay, let's move over to the far right side of the Green bar.

On the right side of the page you'll see the name of your project here. Next to that is the Share Button. Let's open that up.

Here you can add the email address of someone you want to share your design with to get feedback. You can give them edit power or just viewing rights. Each design you create is shared separately, so no one will see a design you haven't shared.

As I said in the previous lesson, Mary Lou and I will be happy to review and comment on any sales sheets at any time you want to share them with us. Just send us an invite.

Here is what the email looks like when you receive an invite from someone. Now I'll close this and go back to the sharing tab. You can type one or more emails in this box, just be sure to place a comma between addresses.

If you click on this social button, you can share your design on Facebook and Twitter. You can also collaborate with someone by sending them the URL link to your design page on Canva.

And you can allow your design to be embedded on your website or any website by copying and pasting an embed code.

First, though, you must make your design public by clicking on this green button.

Let's go back up to the top of the page and click on the Download button.

I'll open the file submenu and you can see the file formats available to download. You can download a JPEG, a PNG or a standard PDF... or you can download a higher resolution PDF for print.

If you are printing your sales sheet on your own color printer or sending it to a place like OfficeMax or Staples, be sure to use the PDF for Print option. If you're going to send to a commercial printer, ask the printer if they want crop marks, or if your design bleeds off the edge of the sheet, check this box. Now I'll close this menu.

Now let's go back over to the left sidebar to look at our design tools. At the left side of the page is the SEARCH tab.

Here is how it works. I'll type in the search term TREES. When I hit return on my keyboard, the results pop up below the Search box. If you select ALL, you'll see photos and illustrations. If you select just PHOTOS, you won't see illustrations, or if you select illustrations, you won't see any photos.

Here is an interesting item. When I wave my cursor over a photo a little "i" information icon appears in the lower left corner. When I open that, I see the photo title and its origin.

Most of these FREE photos are courtesy of UNSPLASH.com. If you want to use an UNSPLASH photo for a project outside of Canva, you can go to UNSPLASH.com and find the photo there.

As you scroll down the page you'll see that many of the photos cost one dollar. One reason Canva can make a free level for their tools and website is because they charge a dollar for most of the photos, which they split with the photographer.

You likely won't be using any of these photos on your sales sheets, but you may want to use them for other projects or as backgrounds on social media posts and quotes to promote your product.

Now let's open the next tab called Layouts. As I scroll down, you can see dozens of predesigned templates.

You can search and search for just the right layout for a sales sheet, but you likely won't find it here. Why? Because these work well for generic uses, but they won't help you much when you're designing a sales sheet to feature a specific product.

On the other hand, if you want to print a birthday poster or birthday card it works great. I'll pick this birthday announcement with the balloons. I'll click on this, bring it onto your canvas and replace the easi-Twist sales sheet.

Now you can change the name and the dates and you're good to go. I'll change the 28 to 50, and I'll change the Kate to Mary. This is easy and useful for the right design problem.

Now, I'll go back to the undo tab and I'll click it to reverse the changes and bring back our easi-Twist sheet.

These pre-designed layouts are perfect for changing names and dates, but they won't help you create a sales sheet for your one-of-a-kind invention. This is why we created a specific sales sheet layout format to guide you.

In Section Three of this course you'll learn how to adapt our format to fit your product.

So, that's it for this lesson. In the next lesson you'll learn how to use more tools including the text tool and how to how to use colors and layers.

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