

Plain Talk - Canva

Thu, 9/15 10:56AM • 32:31

SUMMARY KEYWORDS

canva, template, tool, design, client, easy, create, photos, nice, stock photos, feel, upload, super, photoshop, adding, logo, changing, adobe, graphic design, brand

SPEAKERS

Olivia Mooring, RP, Jordan Nicholson

RP 00:02

Welcome to Plain Talk, a podcast dedicated to bringing useful marketing advertising and public relations tips and information to small and micro businesses, nonprofits and beyond, hosted by the team at In Plain Sight Marketing. We're excited you're here.

Olivia Mooring 00:21

Hey, I'm Olivia. And this is Jordan. And we are doing Plain Talk. Today, we're gonna talk about Canva. So Jordan, you've been using Canva? A lot while you've been working for In Plain Sight Marketing?

Jordan Nicholson 00:35

Yeah, yeah. So I've only been using Canva since I started working here, which is almost a year. So after a year of using it, it's actually been really easy to learn.

Olivia Mooring 00:54

Okay, so can you like, tell me a little bit about Canva? Like, what it is what you use it for? I know, it's one of our main tools. But can you kind of give me a brief like description about it?

Jordan Nicholson 01:08

Yeah. Canva is an online tool. So it can be free. But also, you can pay for a premium subscription so that you have access to a little bit more things and tools. But it makes graphic design really simple and really easy, especially if you have not had any graphic design experience before. Um, it has stock photos, shapes, images, templates, like anything that you can think of that you would need, like you're designing social media posters, cover pages, like any print or digital graphic design needs. I think that Canva is a tool that you could use for all of those. So I mainly use it for social media posts for our clients. But I've also used it for like banners, Facebook event covers, posters. But yeah, we mostly use it for social media posts, because they have templates for each platform. So we always go with the Instagram post. So it has the size and the template right there for you to use.

Olivia Mooring 02:21

That's cool. Do you ever use the resize tool?

02:24

I actually haven't, it's kind of intimidating. Usually, I'll exit out and I'll just delete the design. And I'll make a new one with the correct dimensions. But I haven't really touched that tool a lot.

Olivia Mooring 02:40

Okay, I've done it like a few times. And it works pretty well. For me, it kind of like move stuff a little bit when it's resizing it. But I feel like, if I'm doing like a Facebook post, the dimensions are like a little bit off. So you do have to like fix it a tiny bit. But I feel like for resizing, that's such a useful tool to have, especially if you have to create like a post for like multiple different platforms and stuff like that. I've used it like to resize like banners, because I know for like Twitter or Instagram, or no sorry, Facebook banners. And then you have LinkedIn banners, like the sizings are all off. So when I was creating banners, like I had to keep doing it. So that was super helpful. So you do a lot of Canva posts, like social wise for our clients. Tell me like a little bit about like, how you create a post, like, where's your first? Like, do you pick your template, and then like, how you go from there and creating a post?

Jordan Nicholson 03:45

Yeah so, I would say that I firstly will go to well, I'll create a folder just for that month for that client, just so that everything for, let's say June social, is all in one place. I know exactly what each post is. And that makes it super cool. So then everybody else knows where each post is too if I didn't download one and move it to our social folder. But yeah, I'll normally start with a template, or a few templates, like looking around and taking things from each is so easy, to get like a base going and get ideas going. Because then you can be like, oh, like I really liked this. And now I really like this off of this one. So let's like put both of them and then combine them and see what we can do. So I like templates just to get the creative process going because it's so easy to look at the blank square and be like, I don't know what to do. But once you search, like for our hospital client, I'll look up medical and then there's all these really nice professional looking templates. And I'm like, oh, okay, this is a lot easier than I thought it was going to be.

Olivia Mooring 04:57

That's awesome. I know when I'm like that, templates like, I'll start with the blank canvas. And then I'll go hit the template tab. And I'll just search whatever the theme is. And then I'll pick one. And I'll say another one I like, like the designs really cool on that one. So I'll add a new page. And I'll have like, five different pages going with five different templates. And then I pick and choose from each one.

Jordan Nicholson 05:25

Yeah, no, it makes it so much easier to get something really cool out of nothing, which I really like about Canva.

Olivia Mooring 05:37

Yeah, that's super helpful. So you have like your base template going? How do you make it get a look and feel for your client?

Jordan Nicholson 05:48

Yeah, so it's my favorite tool in Canva for sure, because we have so many clients have so many brands, colors, logos, like all of that fun stuff. So the brand kits and template, in Canva are amazing, because you go on the homepage, you can just up, go to the brand kits, and you upload your clients name. And then you can put any logos that they use, all of their brand colors, and hex codes. So it easily transfers like to Adobe program if you need to. And then it makes a nice little color palette for you. And then you can upload if they have like different fonts like if they have like a main font and a subhead font, you can upload those too. So then when you're in your Canva design, if you click on your brand kit for all of on the control panel, for every element, it will have everything there for you. So you go to logos or clients logos there, so you can easily pop it in, you got to colors there template is there nice and pretty for you in a nice little bar. So you can just always be consistent with your colors, which is really important in branding. So I love because everything's just there for you. You do it once, and then you don't have to worry about it again. And then for every design that you do for that client are consistent, and you have everything there that you need.

Olivia Mooring 07:17

Yeah, so it makes it like super easy and very helpful. And I always have to go and then, um, and then just kind of like you can upload photos easily that the client wants and stuff like that.

Jordan Nicholson 07:30

Yeah the photo uploads are really, really helpful.

Olivia Mooring 07:33

Yeah. Yeah, cuz I know, like, sometimes I'll upload them. And I'll need them at a later time. And I have to scroll through all the uploaded photos. So now I've kind of gone in the rhythm on the putting them in each client's folder. Yeah, just to make it easier to not get lost. And the uploads for sure.

Jordan Nicholson 07:35

Yeah, so easy to drag it over and just like, upload automatically to the general uploads. But yeah, having a folder for each of our clients to have all the photos that we've ever uploaded for them in one place. It does make it so much easier when like you're looking for past photos, because I've done that before to where you're like scrolling scrolling.

Olivia Mooring 08:14

Yeah, especially with like five people too. Because they're all uploading like 30 photos a day. So it's like, lost at the bottom, and you just have to keep looking for it. But yeah, so once you get your template going, you have your brand kit. I don't know where do you go from there? Just like adding all the stuff for the client?

Jordan Nicholson 08:40

Yeah, I would say after you kind of have an idea of what you're going to do everything is just like really simple from there. Because yeah, pulling photos, I'll always kind of go on to our clients upload photos and see okay, like, is there anything in here that I can use for this? Like, should I go to our archives and maybe upload a new photo for this and then the stock photos are super, super helpful, because I've

never really had a problem looking for a photo in the stock photos. I feel like after a few searches of kind of what I'm looking for, something always seems to pop up that I'm like, Yes, that's perfect. I want to use that. Like it's copyright free, I don't have to worry about anything. So I'm actually really impressed with their stock photo selection because I feel like sometimes I do want to go to other sites to get some, but usually Canva does the job, which is really cool.

Olivia Mooring 09:36

I've noticed like Deposit Photos, they have a lot of stock photos as well. But I've noticed like all the ones they have are in Canva you just have to scroll more. But yeah, yeah. Also, like I don't know, like do you deal with like making videos on Canva but their stock videos are amazing as well. They have ones of Lake Tahoe and they even have a bunch of Carson City, which, I would expect them to have one of the Carson City capital. So that worked out perfect when I was creating one for CASA in Carson City. Um, so I feel like they definitely give you a great variety.

Jordan Nicholson 10:20

With the Carson City and Carson Valley photos too, because this is such a small area of Nevada, so I wasn't expecting to get a lot of results, because all of our clients, but they actually have so many full like landscape photos. Like it's so easy to find photos, which I was really impressed by. Because also, there's a million of them. It's like one of the most biggest tourist attractions that we have. So yeah, compared to Carson City and Carson Valley, I'm really impressive for selection.

Olivia Mooring 10:58

They also have like the cutout photos. Do you ever use those ones?

Jordan Nicholson 11:03

Sometimes. I feel like I don't know how to search for them. But if it pops up, I'll get really excited because I'm like, Oh, that's really nice to use.

Olivia Mooring 11:13

I know when I was creating one for one of our pet themed ones, like I'll search dog, and there's like little drop down where you can put in filters, and you just put in cutouts only. And it gives you a bunch of just like cutouts, and they don't have background. So those are really cool to use.

Jordan Nicholson 11:31

Oh, that's really cool.

Olivia Mooring 11:34

Yeah, that was a fun little thing I found out there's just so many like little hidden tips or not, not tips, but like well hidden tricks that you can use. Um, I don't know, do you use any of our other tools on Canva?

Jordan Nicholson 11:51

Yeah, I know, in the beginning, I was kind of intimidated with poking around at all those little tools because I didn't know what they would do you know, so I was just kind of like, like, should I click this or not click this. But after you get playing with it and figuring out what things do, it's so easy. There was

one design that I was making an infographic for, and it was a list. And I was trying to align everything all nice and pretty, because I am really detailed with my spacing. And I just for some reason, it was not looking right to me at all, the rows were not lining up. And I was like, this needs to look precise. And so I went to the positions tool and I was just kind of looking around on there. It was like, okay, like they're aligned center. So I know their center. But I was like this, this seems really weird. So I saw the tidy up tool. And I was like, What is this? So I clicked it and everything aligned perfectly, like perfect spacing between each character. And I was just like, this is exactly what I need. I'm looking for this for so long. It just made me so excited. Because like little things like that will help you out so much to like the bigger picture. So the tidy up tool was like revolutionary for me.

Olivia Mooring 13:12

Especially when you're going for like quality you want the perfect look going for your clients. Yeah. So that's super nice to use. That's awesome. Um, and then I don't know, I guess like you don't go too much on like the video side. But like when Canva first started, like creating videos was not easy. Like, it was not meant for videos, but they just keep updating Canva to be better and better is what I've noticed. So they added tools like the tidy up one and background remover, which is really cool one Do you ever use the background remover?

Jordan Nicholson 13:51

Yeah it took me a little bit to find that one. And I wish I had found it earlier. Because it's almost better than Photoshop, like instead of going into Photoshop and using your mouse and changing the size of your erase tool and slowly going around trying to remove the background in Canva it like takes a second to load but it will remove basically everything to perfect margins. Like I've never had a image where you could still see some of the background. So yeah, and that's a really cool tool to use as well because it does make it super user friendly. And it makes it so much more simple than someone saying oh like have spent an hour in Photoshop doing this or someone who's never used Photoshop before and they're kind of like I have no idea how to do this.

Olivia Mooring 14:42

Yeah, I feel like all those like tools like even like creating videos, they make it so user friendly. Versus other video creation tools and Photoshop. I know you have a lot more experience in Photoshop than I do. Comparing Canva and Photoshop? Like, how do you feel about the two?

Jordan Nicholson 15:04

Yeah, so my minor from the University of Nevada, Reno was in graphic design, which I really appreciated it because it was really nice to learn the Adobe programs, because they're hard. They're big, they're expensive, and they're intimidating. So I guess having the professional guidance is what really helped me learn it. And I was really grateful for that experience. But since it was design classes with Adobe, that was the only tool that we could use, everything had to be made from scratch in Adobe programs by us, we still had to follow stock image, copyright, like everything like we were designing for a company. And I loved my minor. I love the creativity of it. But it was really hard for me. Sometimes I just felt like, I got the basics down. And I knew how to do things. And I was still advancing my knowledge. But I didn't really progress as much as I thought I would. And for a long time, I was like, oh, like, I'm not doing as well as my classmates. But I think it really is because how hard those programs

are to master, you can make amazing, beautiful things in them. But it probably takes years and years of experience. And I was only I only took six classes, I think in my minor. So like, you can you think about three years, you think that's a long time, but three years is only six semesters. So it's, yeah, hard to learn. And yeah, Canva just makes stuff like that so much more easier. It's so much more user friendly. And it's cost effective if you don't have the means to pay for Adobe programs. Canva is so much better. And if you don't have like, vast design experience, Canva is a really nice way to get your feet wet. And you can still create really amazing things that kind of, you can compare it with Adobe designs. I guess just along the same lines of design is design, it doesn't matter really how you do it. As long as you're satisfied and your client is satisfied with the end result.

Olivia Mooring 17:33

Yeah, definitely. No, I agree. I mean, I've tried Photoshop here and there. And I've tried like the little tutorials here and there. And like, I definitely get like the hang of it. But Canva 100%, like the background remover tool is so quick and easily are quick and easy. And it saves you so much time. And they I mean, you do have to kind of learn how to use Canva. But once you get the hang of it, you do realize like, wow, this is so much easier.

Jordan Nicholson 18:08

When I first started it was definitely like, super quickly. And I wouldn't attribute any past design experience to how easy Canva is to use. You can go in 100% with no experience. And once you're into it, and you know you like like, it's so easy to create things.

Olivia Mooring 18:27

And it's like fun to I don't know, it's been fun using it for me.

Jordan Nicholson 18:33

Yeah no, I think it's really fun. It's really, for me, it eliminated the stress, if that makes sense. Like I was creating things from scratch in my minor and I was like, none of this is like living up to what I want it to look like. But in Canva you see all these elements. And it's so easy to create something that I love because I'm like, Oh, I love this aspect. I love this aspect. Like this element is super pretty. Like I love this photo. Let's put it all together. And like I'm super satisfied with the end result. Whereas I was definitely struggling like to get what I wanted out of my mind onto my paper onto my computer screen. But with Canva it's so nice because I'm like, oh, like I love all of this. Let's put it together and then at the end I'm super satisfied with the product.

Olivia Mooring 19:22

Yeah, no, I agree. Like the templates are all amazing. I've tried like Adobe templates, and Canva just offers so much more I feel like but when you have a blank slate, it's just so hard to come up with like the look and feel of what you want to go with. So the templates are amazing. I know one thing that's super important when creating like a design is you kind of want it to seem like it's not from Canva. So I know you, you feel me on this one when you like, you'll go on like Instagram, you can kind of tell if someone creates a post, like it's from Canva. Have you ever seen that?

Jordan Nicholson 20:14

Now I have been in the tool, I have kind of noticed that there's a few pages that I follow. And even on my Explore page, I was scrolling and I was like, oh, this design, so pretty. And it was an infographic for I think, a small business because I had clicked on it. But it was a template that I had used like, the day before. And I was like, Oh, my gosh, that's a Canva template. And it was like the same exact thing that I have seen the Canva. And then, yeah, a few pages, I have noticed where like maybe they've changed a color or put their logo in the corner. But I have looked at it and gone that's a Canva template, but also, they didn't change anything about that Canvas template. Like they clicked on it, it popped up, and they changed the color and that was it. So the more your in the program, the more you can recognize those stuff, which for us, I know, like one of the first things that I don't know if Kathie or Renee told me but one of them told me like the first day like, when you are creating content, you want to change 80% of that template or that design to make it your own. Like we want to provide our clients with services that are worth it and it's not something that they can do. It's something that that we are providing for them because we know how to do it well. So I just remember that like really stood out to me because I was like, yeah, like we should be changing them 80% because then it was worth it. They're paying us to do well, these graphics, but we're not taking a template, changing a color and then saying, here's this graphic I made for you.

Olivia Mooring 22:04

Yeah, and we don't want to just like slap their logo or be like, on a template and just be like, here you go. So like, I feel like changing it up is definitely cool. Like the 80% thing is huge. When you do like change it like you can keep like the look and feel a little bit but like changing like elements like how do you typically go about making sure that like 80% of it is different from the original template?

Jordan Nicholson 22:32

So I would say our medical client is a great example of this, because their templates are like the medical templates, and I look them up, they're pretty advanced for something that I could create out of scratch, like they're normally look really clean, really professional really like nice and yeah, just clean looking. So the first thing that I'll do is find one that I like, and then I'll change the colors so that they match the client's brand assets. And then sometimes I'll go like oh, like I don't need this or this. So I'll delete things or move things around but still keeping like base and the organization the same. And then if I'm scrolling and I see another template that I really like, then if I think that I can like combine elements from those two together, then I will copy and paste a few things and move the things around, I kinda like combines both of them, it makes it look a little different than the original one and then swapping out photos, swapping out text, adding the clients fonts to the text, but usually by the end result and the adding logo. But yeah, usually by the end result, I'm hoping that I have switched it around enough that the base is still like the template, but all the other elements and things that we've added to it are unique enough that you can't really look at it and be like, oh, like I saw that Canva template the other day.

Olivia Mooring 24:04

Yeah, just making it and like creating like, a feel for like the client, you know, like, whatever theme they have going. So I feel like that's definitely a huge is making it look different because we don't again, like we don't want to just like slap their logo on something that's already pretty much ready to go and be like, here you go, but you want to make it look and like tell the client story. I feel like that's a big one.

For someone starting Canva, do you have any, like helpful like tools or hints or tips and tricks like, just as someone's starting, like logging on for the first time?

Jordan Nicholson 24:47

I would say organization is definitely a big one, so that all of your designs don't really get lost because the big homepage when you start filling it with designs, you can scroll and scroll and scroll, and you might have not had any idea where your design went from the beginning. I think we reached 2,000 designs the other day in our Canva that's shared between five people. So can you imagine scrolling through all that and trying to find something. We have client folders, which is really nice. So you can just have in general client folders, where you can keep those designs so you can go to say our folder, IPSM, click on it and then any design that you have put into that folder, like social posts, Facebook banners, it'll all pop up right there. So you never really lose anything. I would say, organization in that aspect and organization in the aspect of when you create your design, like clearly label what it is, say we do IPSM June social 2022. So it has the client, the month and the year so we know exactly what it is, or like IPSM Facebook banner for June 2022. So that, you know, when it was created what it was used for. And so that's another way of not losing it and keeping everything super, super organized. Um, but I would say once you go into the design, like just don't be afraid to play with everything. Like if you're curious about it, click on it, see what it does, see if you like it, so if you don't like it? Um, yeah, just play around with everything. Use your brand kits, if you have, I want to say brand kits are just for premium. Alright, yeah. So if you have them and use Canva, use your brand kits, because they are so helpful. If you don't have premiumn Canva still a great tool to use, I definitely don't think that you absolutely need it. Unless you are like a five person agency kind of like us, I would say it's very beneficial for us.

Olivia Mooring 27:04

And like, you can always do a free trial and error, just to see if it's worth it. But sorry,

Jordan Nicholson 27:10

No, that's a good tip. Yeah, free trials are amazing. I definitely always loved using free trials before I try anything, because especially if you have to pay for it. Um, you definitely want to test it out to see if you like it and see if it's worth your money. Um, but yeah, just play with everything that you can. Like all of the elements, search things. Search, usually, for templates to find something that I like, like I'll search a few things before I kind of figure out what it is I'm looking for. Same with images like inspirational quotes, quotes, happy quotes, like, test out a few things to kind of see what you're looking for. But yeah, just play play play. Like it's so easy to play with anything. The Undo button is so easy to undo anything that you're doing wrong. Yeah, and then it automatically saves. So you don't have to worry about losing anything. Um, so yeah, I would just say it's so user friendly for starting out that you can't really be afraid of doing anything wrong in it at all.

Olivia Mooring 28:18

That's great. Yeah, 100% and all the tools, I feel like, play around with those like those, like smart mock ups really cool one. You can like, if you're making like a T shirt, and you have a design, you can clearly see it on like a model and your designs on their T shirt. That's another cool tool. I know like you can add shadows to stuff now. So just I agree with you 100% Like playing around with all the stuff and

figuring out like, how to use it. It takes it took me a while for sure to get the hang of it. And I feel like they've been adding more and more stuff. And I'm like, Oh my gosh, this is great. This is such a helpful tool that they didn't have before. Like they made it so much. Yeah, they made it so much easier to create videos. Before it was not a video of making website. And now it has like video templates. And it can add like transitions between clips. I don't know it's such a great tool. But anyways, if you have any final words about Canva now's your time.

Jordan Nicholson 29:36

I would just say it's, it's really great, especially for small businesses, smaller agencies, big agencies. It's literally it's a tool for everybody, students in college. I definitely recommend you can spice up a PowerPoint so easily to impress your professors. It's just such a really cool, neat design tool and I really wish that I had used it before and learned about it before before coming here. I'm really grateful for the experience that I have had with it now, because I do know how to use it. But if I had used it in college, I think it would have been so much more helpful just for like, any class that you have, you can use it for anything. Um, so yeah, I just think it's a really, really great tool that people should be using and paying attention to, because I really think that it is 100% worth it, especially for us and what we do with it.

Olivia Mooring 30:38

Yeah, I agree. And you're like that, because I can see, but the designs you've been putting out like, they're incredible. You've been making some like amazing stuff on Canva.

Jordan Nicholson 30:49

Thank you, I've been modeling off of you though, you're definitely our Canva queen, I to you for inspiration in what you create, because you also create some really amazing things in there.

Olivia Mooring 31:06

I think we both been just like, really getting into Canva. And like learning how to use it to its full potential because I don't know, some of the content you've like, created are like perfect for our clients. So. But anyways, Jordan, thank you so much for meeting with me. Um, it's been great. You've been learning so much about Canva. And all your tips have been so helpful. So it was really great talking and connecting with you on this because I feel like we both use it so much. So we have so much to say about it.

Jordan Nicholson 31:42

Yeah exactly, thank you. For the topic, I think the two of us together use it the most in the company and I think both of us love it the most like we're both very passionate about design and Canva. So this is a perfect collaboration.

Olivia Mooring 32:01

Awesome. Well, thank you so much again for being with me.

RP 32:07

Thanks for listening to plain talk. If you enjoyed this podcast, please subscribe and share with your colleagues and peers. To get show notes and listen to more episodes, visit our website at [IP s m llc.com/category/podcasts](https://ip.smlc.com/category/podcasts).