

HOW TO CREATE SIMPLE MARKETING

CANVA INTRODUCTION

Overview of Canva

Canva is a free graphic design platform, used to create visual content such as invitations, monitor slides, posters, and social media graphics. The EHD Office of Communications and Marketing have created EHD branded templates available for you to customize. Use of the templates will increase our brand consistency among events hosted by the School and its departments.

Getting Started in Canva

1. Visit www.canva.com (*bookmark this page for easy future access*)
2. Log in or create an account, if you don't have one
 - a. Select "Sign up" in the top right corner
 - b. Select "Sign up with email"
 - c. Enter your Name, Email, and a Password
 - d. Click "Get started"
3. Once you have created an account, please email ehd-ocm@virginia.edu to request templates you will need to access. Available templates listed below.
 - a. *TV Monitor Images*
 - b. *Event Posters and Flyers*
 - c. *Email Headers*
 - d. *Social Media Images (Facebook, Twitter, Instagram, LinkedIn)*
4. Create a design or Select a template to build your content (the Canva tutorials linked below will help with building your content)
 - [Create Designs using Templates](#)
 - [Create Designs from Scratch](#)
 - [Download your Design](#)
 - [Canva Help Center](#)

Need Support?

Contact the EHD Office of Communications and Marketing (ehd-ocm@virginia.edu).