LEADERSHIP BY DESIGN:

The Blueprint for Intentional Friendship and Service

Yes You Canva

From Clicks to Creativity

LEADERSHIP BY DESIGN: The Blueprint for Intentional Friendship and Service

Welcome

In today's digital world, visuals speak before we do. This interactive workshop helps participants use Canva to create eye-catching designs that elevate chapter communications and capture The Links' signature style across flyers, social media, and presentations.

Whether you're preparing a program announcement, promoting a fundraiser, or highlighting service initiatives, this session makes design simple and enjoyable. Participants will explore Canva's newest features, including its AI tools, and learn how to turn ideas into polished, professional content that engages audiences and reflects the excellence of The Links.

AGENDA

overview

WHAT WILL YOU LEARN TODAY

ONE

Learn to navigate Canva's dashboard and explore key tools, including editing, layout features, and AI-powered Magic Studio.

TWO

Create a personalized brand kit using The Links' color palette and fonts, then practice editing provided templates to ensure brand consistency across flyers, social media, and presentations.

THREE

An open Q&A session to discuss visual storytelling, layout tips, and strategies for improving engagement through clear and cohesive design.

FOUR

Apply what they've learned to create one complete design, such as a flyer or post, for an upcoming chapter initiative.

BONUS

Each participant will receive access to free Canva templates, recommended font pairings, and a resource guide to continue practicing after the workshop.

Link Dionne Mahaffey, PsyD
LaGrange (GA) Chapter

Hi, I'm Link Dionne

ABOUT ME

Member of LaGrange (GA) Chapter.

CREDENTIALS

Former C-Suite Tech Executive, Award-winning Entrepreur, Business and Media Psychologist, Licensed Psychotherapist, Professor of Counseling Psychology.

I WORK WITH...

High-Profile Professionals, C-Suite Executives, Fortune 500 Organizations and Film & Television Productions.

Linkspiration

Link Tracie Halcrombe

Quick Poll:

- How familiar are you with Canva?

- Have you created a brand-kit for your chapter?

- How often do you use Canva?
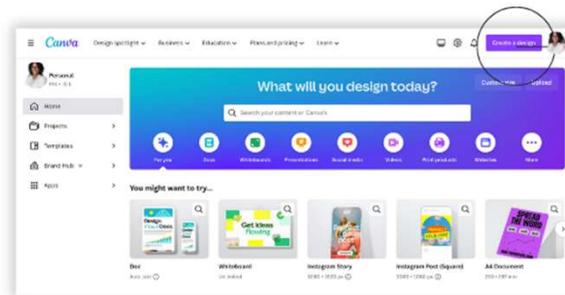
- Are you familiar with templates?

Open Your Laptop:

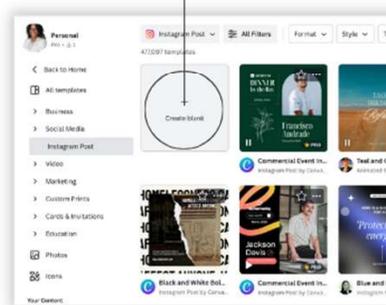# Let's Learn the Canva Workspace

STARTING YOUR DESIGN

After you create your account, your home screen will look something like this and now it's time to start designing!
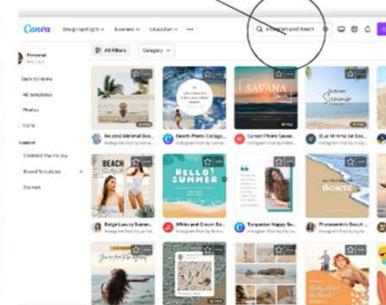

Press the **CREATE A DESIGN** button and either choose a pre-sized project or choose **CUSTOM SIZE** and add in your measurements

Popular pre-sized projects include:

INSTAGRAM REEL | FACEBOOK POST | ETSY BANNER | E-BOOK | DOCUMENT

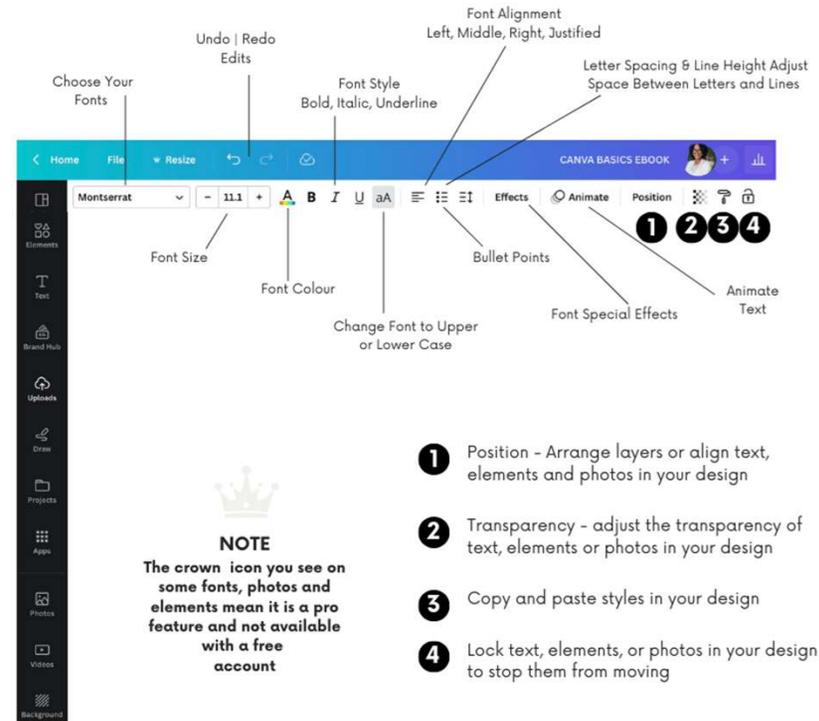**CREATE BLANK**
and start from scratch

CHOOSE A TEMPLATE
use the search bar

YOUR TOOLS AND WORKSPACE

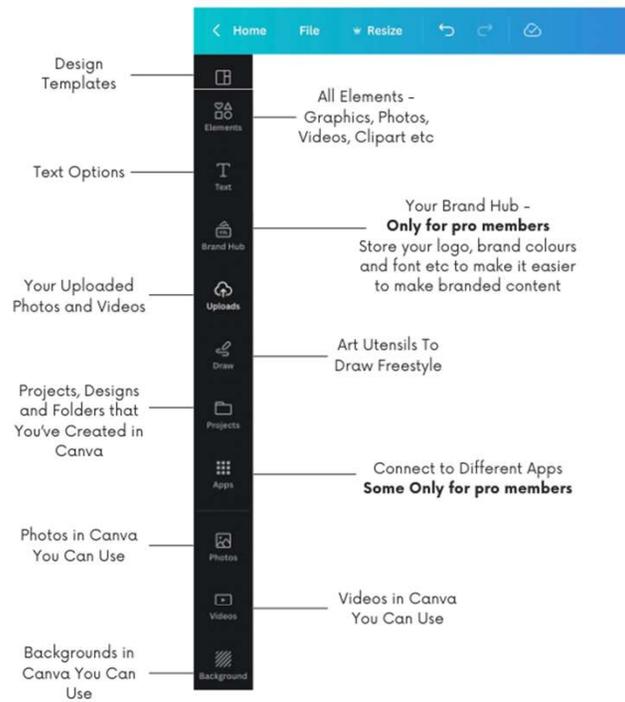Learning how to utilize the Canva tools will make your designing process faster and easier

Choose Your Fonts

Undo | Redo Edits

Font Style
Bold, Italic, Underline

Font Alignment
Left, Middle, Right, Justified

Letter Spacing & Line Height Adjust
Space Between Letters and Lines

Font Size

Font Colour

Change Font to Upper or Lower Case

Bullet Points

Font Special Effects

Animate Text

NOTE
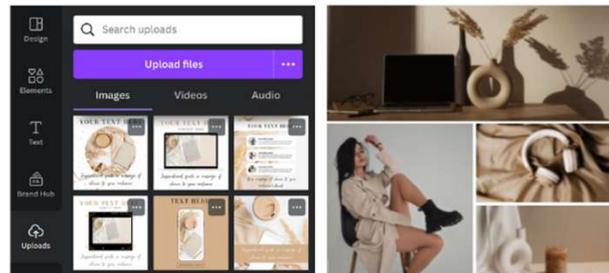The crown icon you see on some fonts, photos and elements mean it is a pro feature and not available with a free account

1 Position - Arrange layers or align text, elements and photos in your design

2 Transparency - adjust the transparency of text, elements or photos in your design

3 Copy and paste styles in your design

4 Lock text, elements, or photos in your design to stop them from moving

YOUR TOOLS AND WORKSPACE

Home **File** **Resize**

Design Templates

All Elements –
Graphics, Photos,
Videos, Clipart etc

Text Options

Your Brand Hub –
Only for pro members
Store your logo, brand colours
and font etc to make it easier
to make branded content

Your Uploaded
Photos and Videos

Art Utensils To
Draw Freestyle

Projects, Designs
and Folders that
You've Created in
Canva

Connect to Different Apps
Some Only for pro members

Photos in Canva
You Can Use

Videos in Canva
You Can Use

Backgrounds in
Canva You Can
Use

Please note - Some features are only available for pro members

UPLOADING PHOTOS AND VIDEO

UPLOADING YOUR OWN PHOTOS

Uploading photos and videos to Canva is easy!

- Tap or click the uploads icon

- Then select 'UPLOAD FILES'

- Locate the files you want to upload and select ADD

- Then tap or click the uploaded files to add to your design
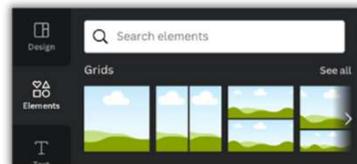
You can also drag and drop from a mac

Canva also has a HUGE library of photos and videos you can use in your designs
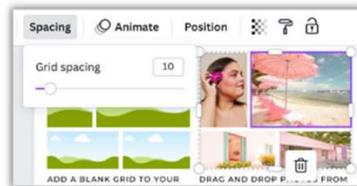**Note - any that have the crown icon are only available for pro users**

PHOTO GRIDS

Photo grids are a great tool that will help you create a clean
aesthetic to your design for a professional look

1

CHOOSE YOUR GRID
You'll find them in'ELEMENTS'
tap 'SEE ALL' to expand

2

EDIT THE SPACING
Adjust the spacing in your photos by
clicking 'SPACING' then slide
the bar to the left or right

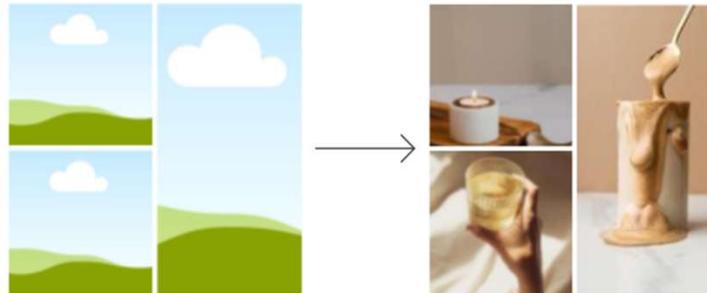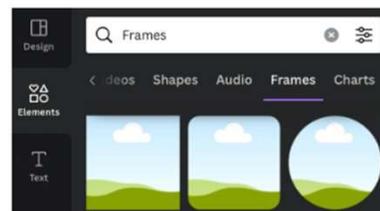**3** Drag and drop images from your uploads or Canva photos

PHOTO FRAMES

Frames allow you to ADD or CROP images and videos into the shape of the selected frame

Canva has lots of different shape and style frames to choose from, including basic shapes aswell as phone and laptop mockups
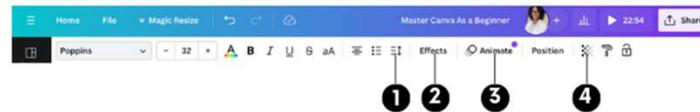

Great for business posts!

TO ADD A BLANK FRAME
Go to 'ELEMENTS' then scoll down to 'FRAMES' (or use the search) click or tap 'SEE ALL' to expand
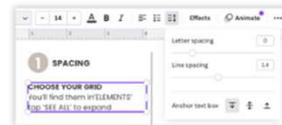
You can do the same with video!

Let's Try It

EDITING TOOLS

1 SPACING

The Spacing tool allows you to increase or decrease the spacing between text and lines

2 EFFECTS

Effects allows you to add some flare and make your text pop

EXAMPLE

Here I've used the 'SPLICE' option

3 ANIMATE
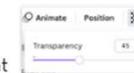
This feature allows you to animate text, photos, elements or your entire design!

Select the text, choose 'ANIMATE' and choose from lots of options!

4 TRANSPARENCY

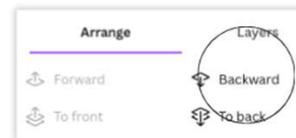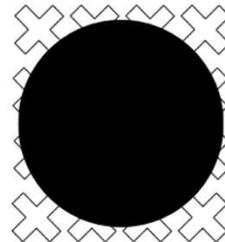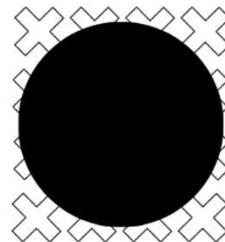This feature changes the opacity of a photo, text or element

Let's Try It

POSITION TOOL & LAYERS

Each element, photo, text box, video etc on the page has it's own layer. You can change the position and arrange these different layers inside the 'POSITION' tool

TO MOVE THE CIRCLE TO THE FRONT HERE

I have selected the cross pattern, Clicked on 'POSITION' and tapped on 'BACKWARD' to move it back a layer

You could also drag from the layers panel to re-order

LOCKING DESIGN ELEMENTS

Locking design elements is a great way to keep your design organised and keep parts of your design locked into place so you don't accidentally move them when working on other elements
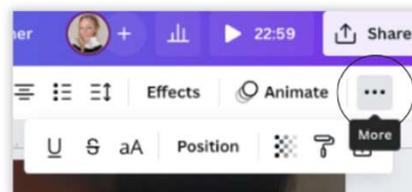
TO LOCK A DESIGN ELEMENT
Simply select the item you want to lock into place and select the LOCK icon

TO UNLOCK A DESIGN ELEMENT
Select the item you want to unlock and select the LOCK icon again

HIDDEN TOOLS
If your screen is low on space it will hide some of these tools. Just click the 3 dots to find them
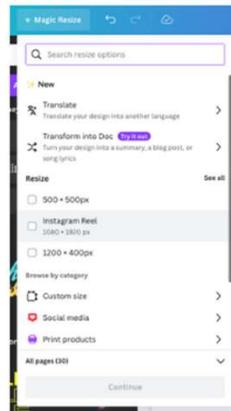
POSITION, LAYERS AND LOCK TOOLS

LET'S TRY IT

MAGIC RESIZE

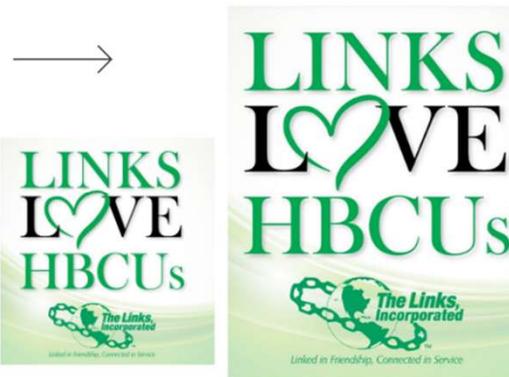This tool will save you so much time!

TO RESIZE YOUR DESIGN IN SECONDS
Select 'MAGIC RESIZE' and either choose a size from the list or add your custom dimensions

COPY & RESIZE will create a new design

RESIZE will change the current design

NOTE

You may need to make a few adjustments once the design has been re-sized

This feature is only available with a pro account

MAGIC STUDIO

BACKGROUND REMOVER TOOL
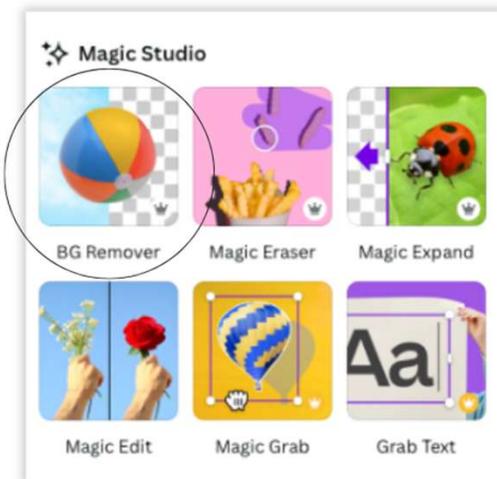
TO REMOVE THE BACKGROUND OF AN IMAGE IN SECONDS

Select your photo and choose 'EDIT PHOTO' then tap the 'BG REMOVER'

Edit photo   Flip   ⓘ   ☰   ⊘ Animate   Position   your text here (8.5 x 11 in)
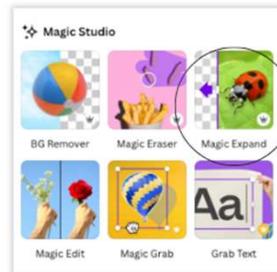
Once of my favourite tools for professional designs!

DESIGN TIP

Create dimension by adding text behind an image. In pic 3 below I have duplicated the photo, used BG remover on the top photo and arranged the text layer to go in between + added a glow
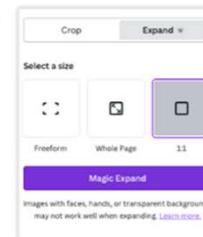

✦ Magic Studio

BG Remover   Magic Eraser   Magic Expand

Magic Edit   Magic Grab   Grab Text

CANVA

MAGIC EXPAND

Magic Studio

BG Remover Magic Eraser Magic Expand

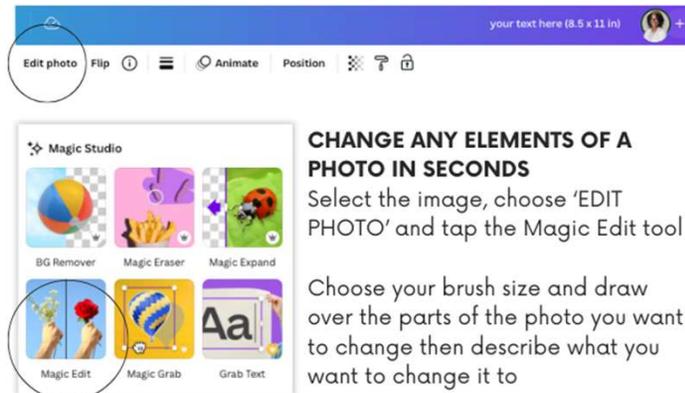Magic Edit Magic Grab Grab Text

QUICKLY EXTEND THE BACKGROUND OF AN IMAGE
If you have an image that cuts off, use the Magic expand tool and it will extend your background!

Choose 1:1
or whole page

Crop Expand

Select a size

Freeform Whole Page 1:1

Magic Expand

Images with faces, hands, or transparent backgrounds may not work well when expanding. Learn more.

MAGIC EDIT

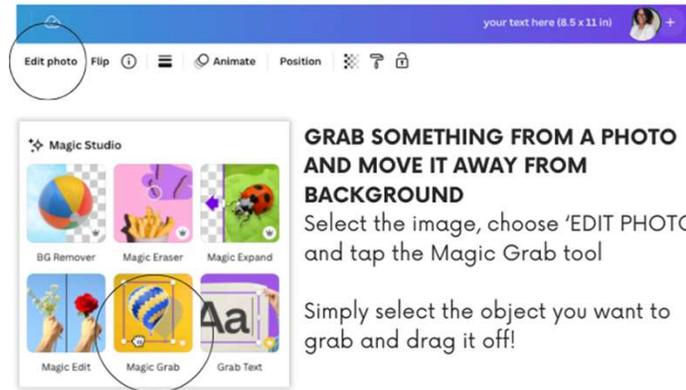**CHANGE ANY ELEMENTS OF A PHOTO IN SECONDS**
Select the image, choose 'EDIT PHOTO' and tap the Magic Edit tool

Choose your brush size and draw over the parts of the photo you want to change then describe what you want to change it to

On the images below, I drew over the papers and asked for
"a bunch of white roses"

MAGIC GRAB

GRAB SOMETHING FROM A PHOTO AND MOVE IT AWAY FROM BACKGROUND
Select the image, choose 'EDIT PHOTO' and tap the Magic Grab tool

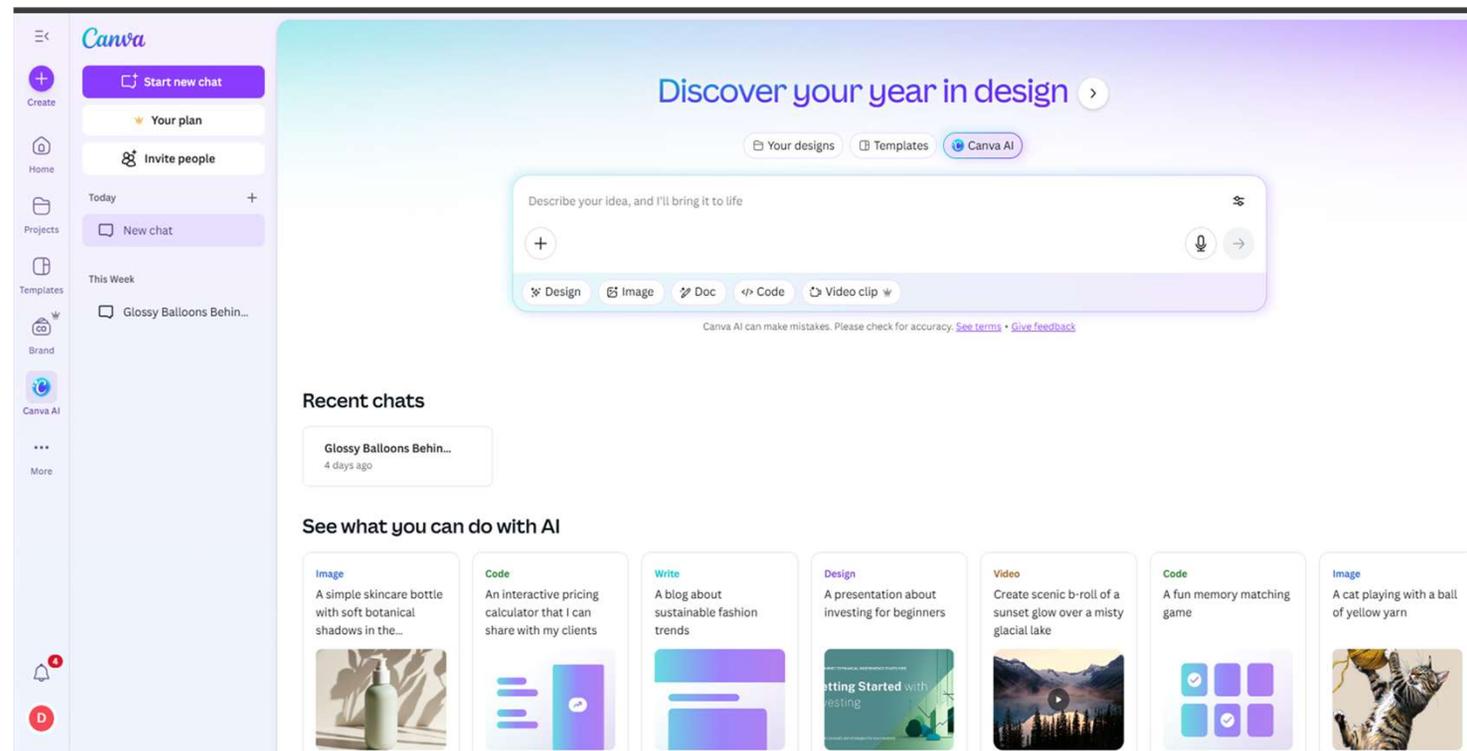Simply select the object you want to grab and drag it off!

MAGIC STUDIO

LET'S TRY IT

Introducing CANVA AI

Meet Canva AI, a new all-in-one creative partner. Canva AI helps you brainstorm, design, and polish content in a few clicks.

Chat through ideas and shape them into professional, fully editable designs in one inspiring conversation.

Edit Templates & Design From Scratch

LOADING A TEMPLATE SHARED WITH YOU

Make sure you are logged into Canva and start by clicking the link you were provided.

A template created by DrMahaffey was shared with you, start designing now

EVENT TITLE

Edit template

Click on 'EDIT TEMPLATE' and it will open up ready for you to edit

TIP! - I always recommend making a copy before you change anything incase you need to revert back to the original!

REAL TIME-EDITING

LET'S TRY IT

FONT PAIRINGS

Choosing the right fonts that pair well is crucial for a good
design! – Here are some of my favourite's!

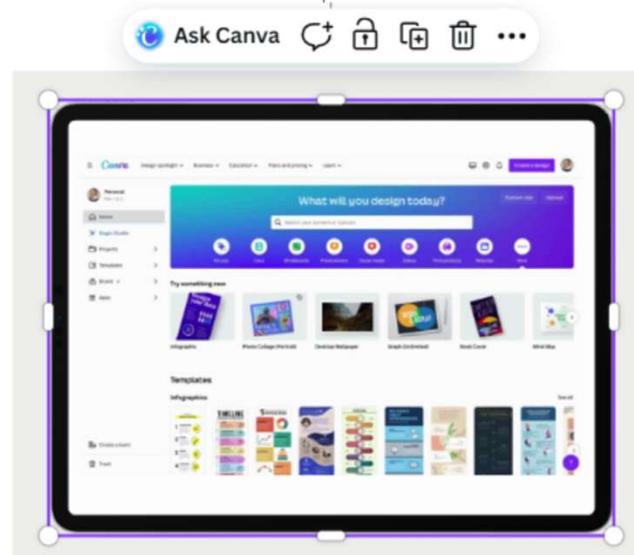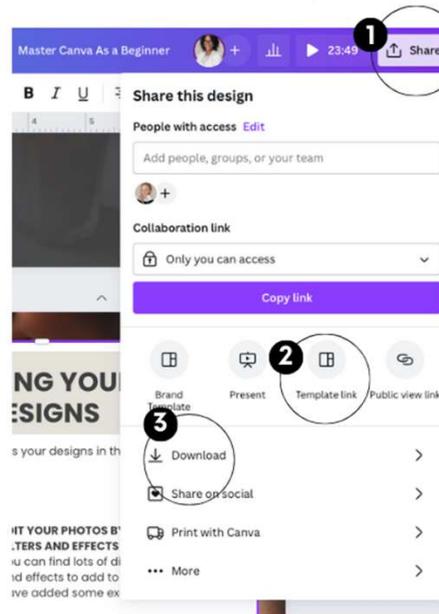|	
TAN MON CHERI OPEN SANS	DM SERIF DISPLAY DM SANS
Playfair Display LATO	BLACK MANGO Garet
Safira March Abhaya Libre	ALATA POPPINS
BAUER BODINI BODY GROTESQUE SLIM	DM Serif Display Breathing
SIX CAPS Poppins	Tan Songbird MOONSHINE

Create a Design from Scratch

HOW TO START A DESIGN FROM SCRATCH

HANDS-ON TUTORIAL

SAVING AND SHARING YOUR PROJECTS

Canva auto-saves your designs in the app as you edit!

TO SAVE YOUR DESIGN TO YOUR DEVICE OR TO SHARE
There are a few different ways depending on the format you need

1 CLICK THE SHARE BUTTON
On top right

2 TEMPLATE LINK
Use this option if you want to create a link to your template where any user can edit the design - this will not change your original

3 CHOOSE DOWNLOAD
Choose download to save to your device. Canva will suggest the best format depnding on the contents but you can always change this

Options include PDF, JPEG, PNG, MP4

NOTE - Choose a transparent background for things like logos!

Any Questions?

Download Freebies
from my AI Twin

GET IN TOUCH

Email: link dionne mahaffey@gmail.com
Email: me@drdionnemahaffey.com
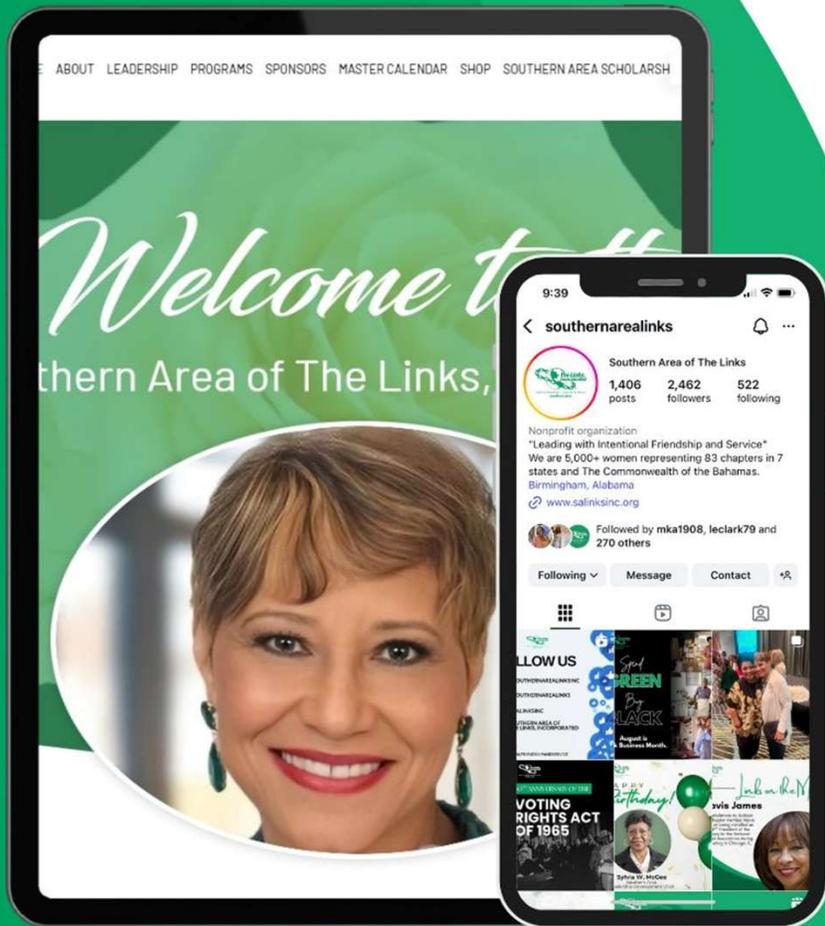**Web:** drdionnemahaffey.com

IG: @dr.dionnemahaffey
LinkedIn: Dr. Dionne Mahaffey

Follow

Join The Conversation

f @southernarealinksinc

📷 @southernarealinks

𝕏 @salinksinc

▶ @southernarealinksinc

🌐 www.salinksinc.org

#salinksinc
#intentionalfriendshipandservice

Thank You!

LEADERSHIP
BY DESIGN:
**The Blueprint for Intentional
Friendship and Service**

www.salinksinc.org | f ⊙ X ▶ in