



JULY 15 - JULY 17, 2019

SO YOU SAY YOU CAN'T :

DESIGN

CREATE STUNNING
VISUAL SOCIAL MEDIA

CONTENT FOR FREE



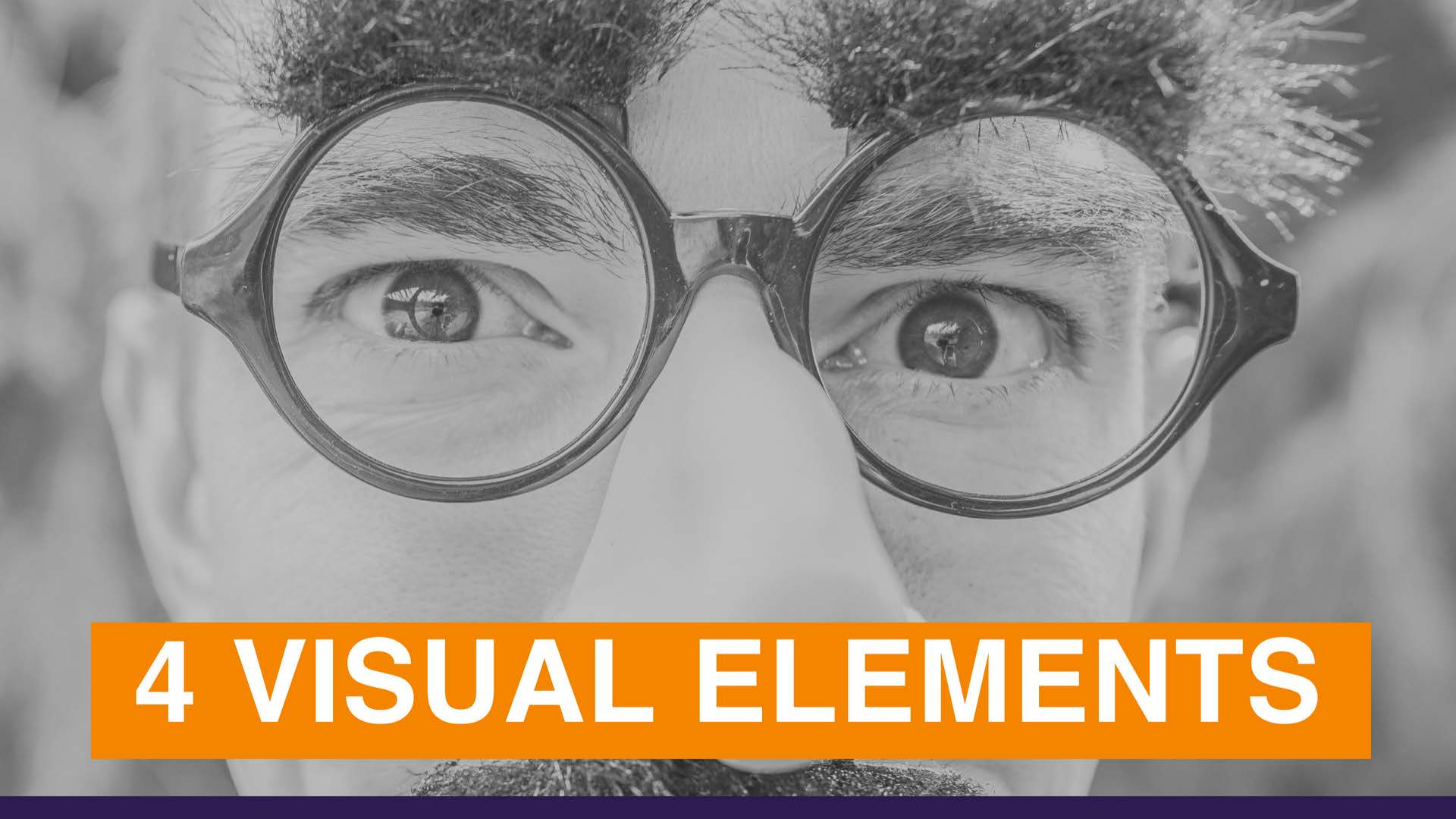
4 DESIGN ELEMENTS

CONCEPTUAL

VISUAL

RELATIONAL

PRACTICAL



4 VISUAL ELEMENTS



COLOR



FONT



SHAPE

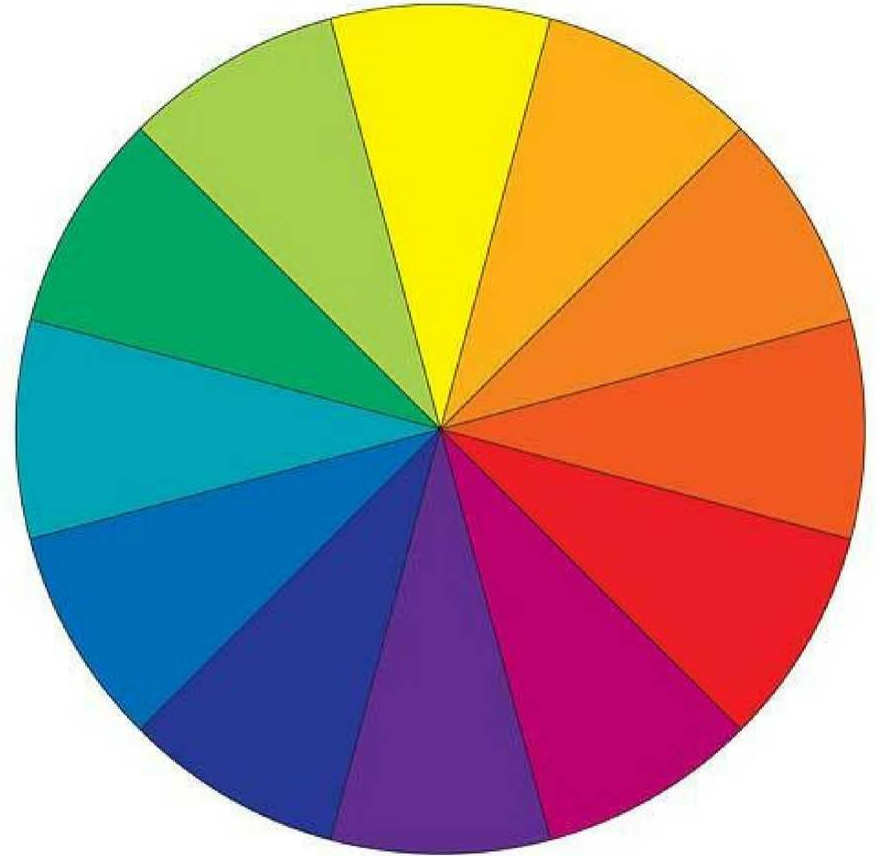


FILTER



NAME A COLOR

**'OPPOSITES
ATTRACT'
COMPLIMENTARY
COLORS**



FONT FEELINGS

A photograph of a foundry. In the foreground, a white, cursive sign spelling "Home" is mounted on a white metal frame. The sign is slightly weathered with some black spots. In the background, there is a complex arrangement of metal type and decorative pieces. A large, ornate metal piece with intricate scrollwork and floral patterns is prominent on the right. A metal grate is visible in the upper left, with a small, textured object (possibly a piece of type or a decorative element) resting on it. The overall scene is filled with various metal components, suggesting a traditional printing shop or foundry.

CHILDISH

CHILDISH

CHILDISH

CHILDISH

**FONT CHOICE
ADDS MEANING
TO WORDS**



SHAPE SHIFTER

SHAPES ADD MEANING TO LOGOS AND IMAGES

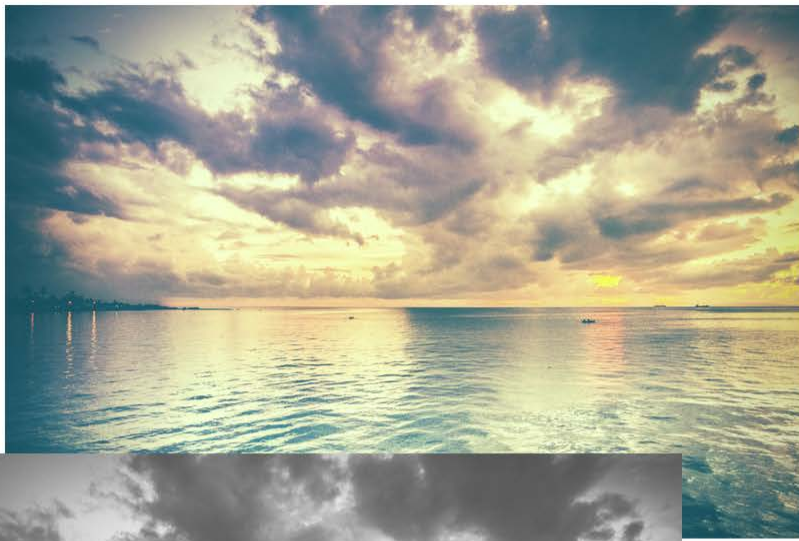
FedEx®

FedEx®



FILTERING FUN

A wide-angle photograph of a sunset over a calm body of water. The sky is filled with large, dark clouds that are illuminated from below by the setting sun, creating a dramatic play of light and shadow. The colors range from deep purples and blues in the upper sky to bright oranges and yellows near the horizon. The water in the foreground is dark blue with gentle ripples, reflecting the colors of the sky. In the distance, a few small boats are visible on the water, and a dark silhouette of a coastline with palm trees is on the left. A large, solid orange rectangular banner is superimposed over the upper portion of the image, containing the text 'FILTERING FUN' in a bold, white, sans-serif font.



**FILTERS
CHANGE THE
'FEEL'
OF THE IMAGE**



DIFFERENT EXPERIENCE
DIFFERENT EXPERTISE
DIFFERENT TALENTS



WHAT WOULD YOU DESIGN IF YOU
HAD THE KNOW-HOW?

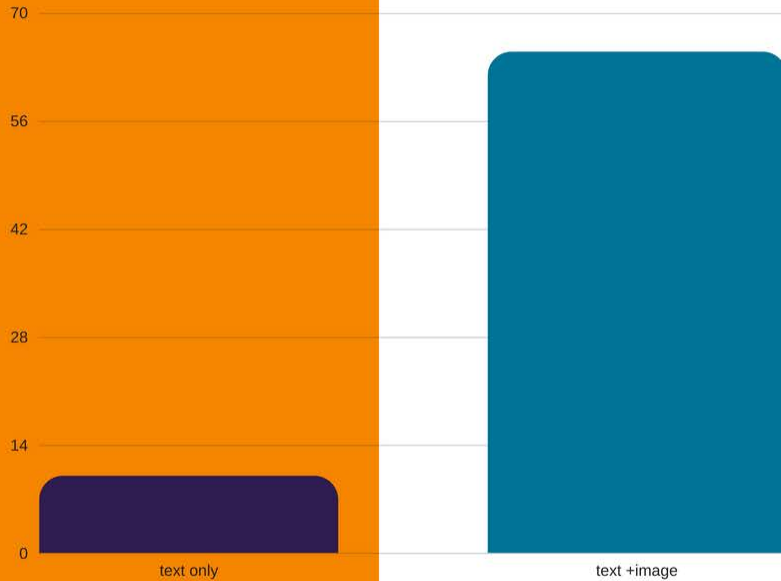




social media graphics
blog headers
flyers
Slidedecks
Power Point Presentations
email signatures
infographics
event signs
marketing materials

LET'S

TALK STATS

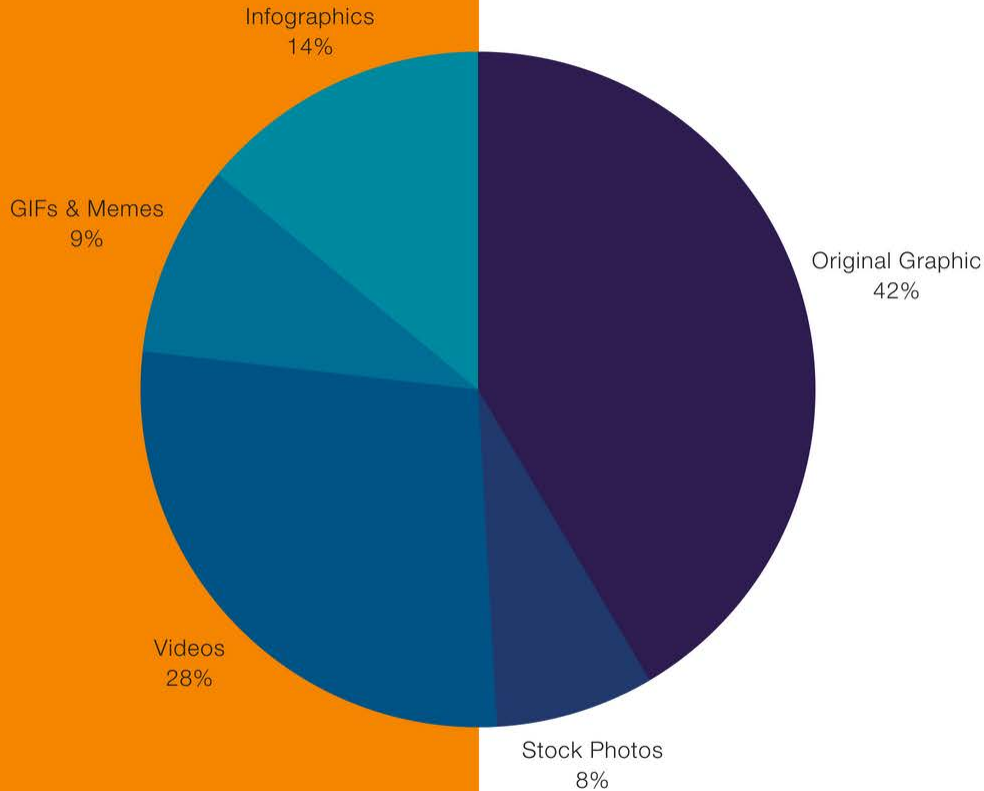


**After three days,
people retain only
10% of information
read. Pair the text
with an image and
65% of information is
retained.**



Like

Posts that include
images produce
650 percent higher
engagement than
text-only posts.



**41.5% of
marketers say
that original
graphics perform
best**

5

20-MINUTE THINGS YOU CAN DO TO INCREASE BLOG TRAFFIC

1

CHANGE YOUR BLOG TITLE



More people will click on your posts if your blog title makes them want to learn more.

2

OPTIMIZE IMAGES FOR MOBILE

Over half of your traffic will come from phones, so make sure images are easy to see.



3

DESIGN AN INFOGRAPHIC



Use shorter versions for Pinterest, then submit infographics to sites for even more traffic.

4

REVIEW YOUR KEYWORDS

Check Google Analytics once a month, especially for posts that you really want to rank #1.



5

ADD LINKS TO HIGH DA WEBSITES



If you link to high DA sites, Google will see your website as being high-quality too.

For more details visit conversionminded.com

Infographics can
increase web
traffic by up to
12%

source: demandgenreport.com

LET'S

TALK TOOLS



PROBLEM



**PICTURE WITH
UNDESIRABLE
BACKGROUND OR
UNWANTED
DISTRACTION**

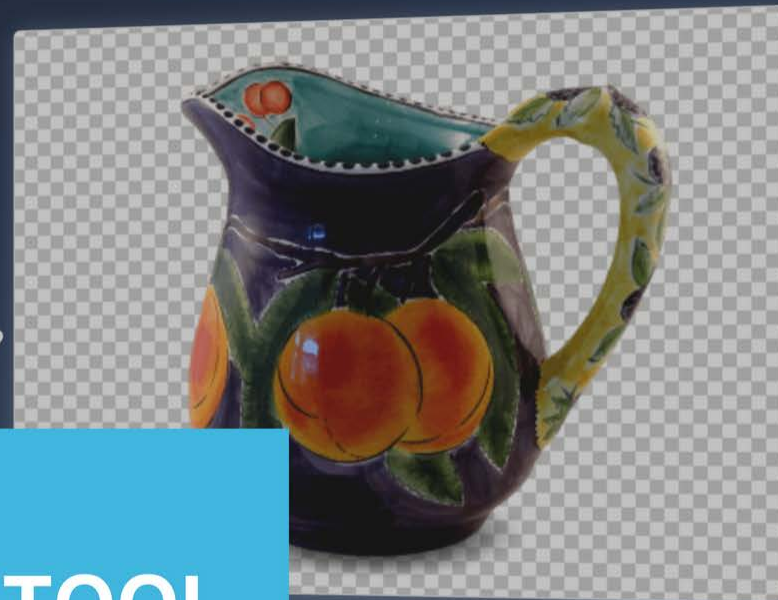
A photograph of a wooden desk with a silver laptop on the left, a white grid-lined notebook in the center, and a black pen resting on the notebook. The background is softly blurred, showing a chair leg. A bright blue rectangular box with a white border is overlaid on the bottom left of the image, containing the word 'SOLUTION' in white, bold, uppercase letters.

SOLUTION

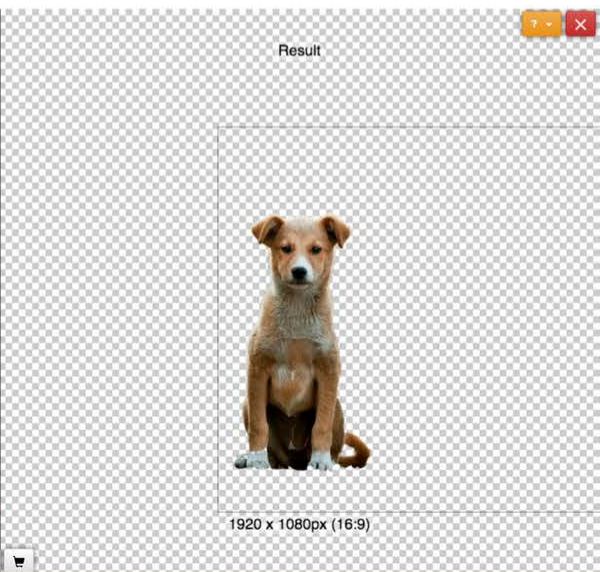
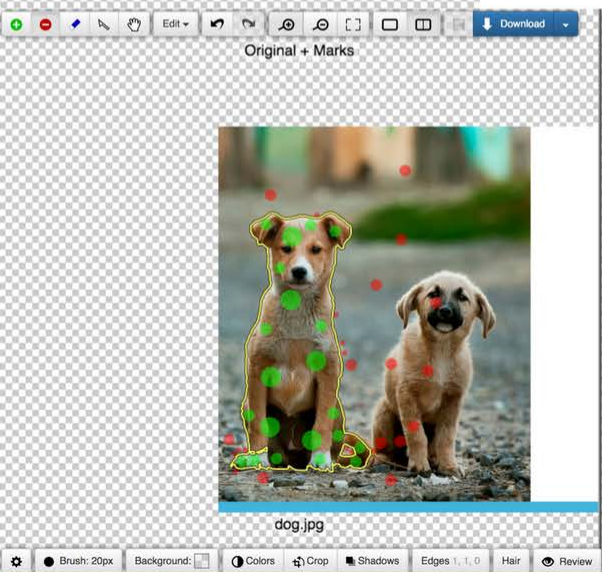
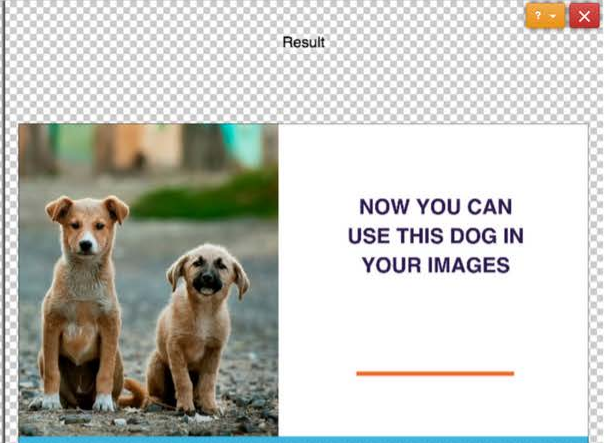
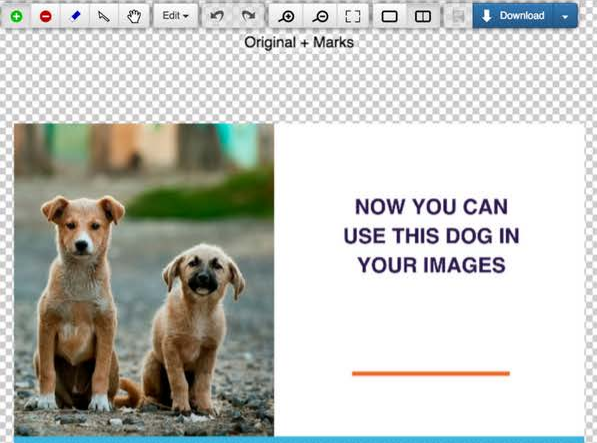
You've been logged out.

Instantly Remove Image Backgrounds Online

Get a transparent background with
just a few clicks. Upload your image to



CLIPPINGMAGIC.COM BACKGROUND ERASER TOOL





**CLIPPED DOG
FOR USE IN YOUR
SOCIAL MEDIA
GRAPHICS**



EVENT



FOTOS®

EVENT



FOTOS®

FASTSIGNS®

More than fast. More than signs.™

FASTSIGNS®

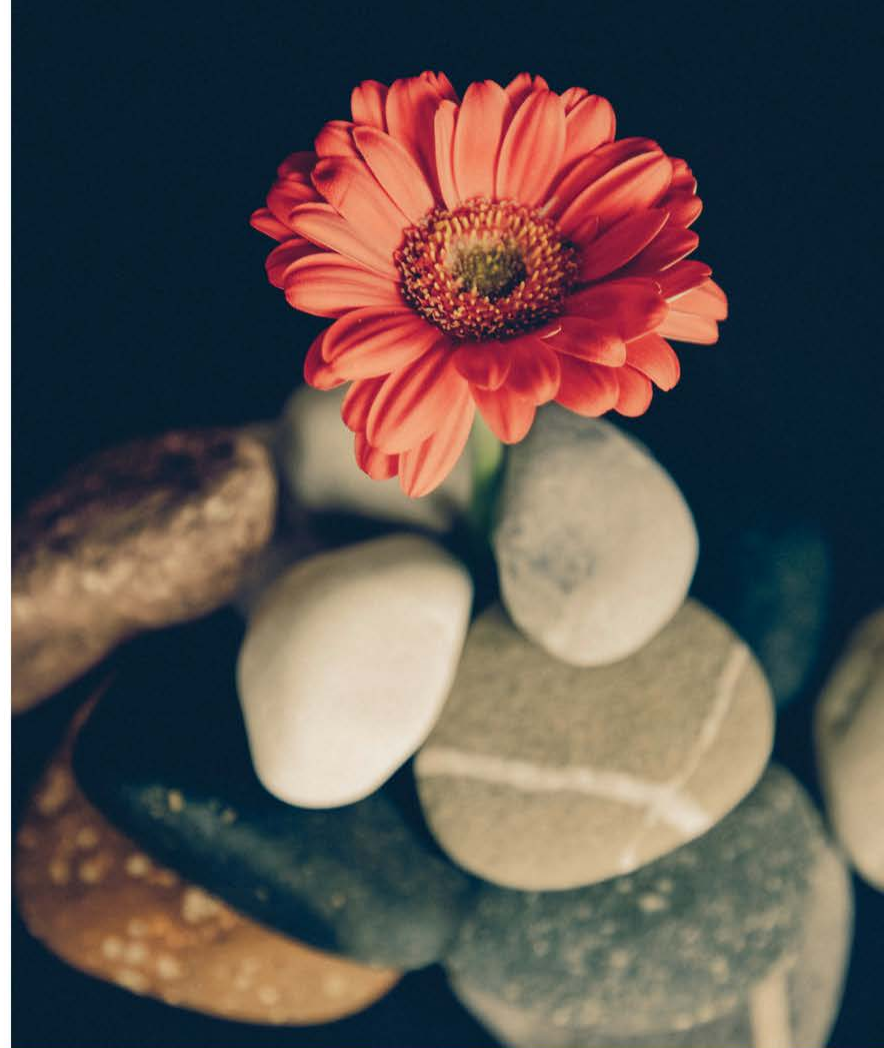
More than fast. More than signs.™

**WORKS GREAT ON
LOGOS, TOO!**



PROBLEM

**NEED TO MATCH
FONT COLOR TO
IMAGE**

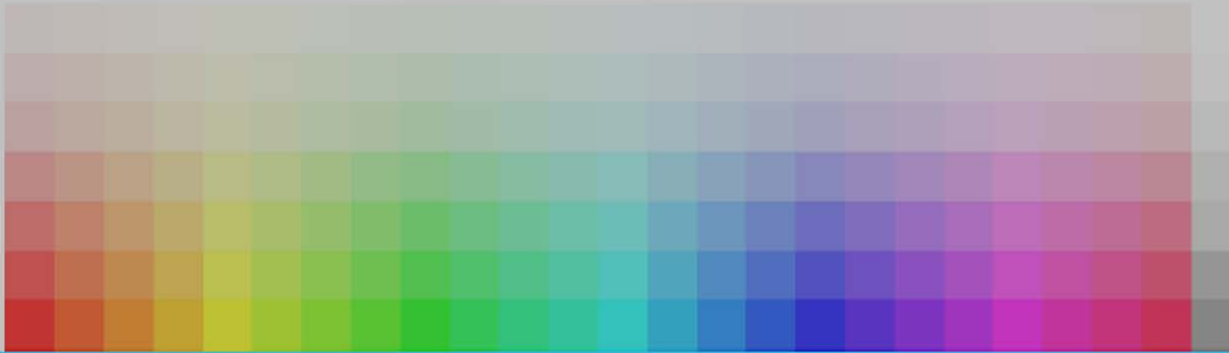


A photograph of a wooden desk with a silver laptop on the left, an open notebook with a grid pattern in the center, and a black pen resting on the notebook. The background is blurred, showing a chair and a window. A blue rectangular box with a white border is overlaid on the bottom left of the image.

SOLUTION

HTML Color Chart

Click on any color square to get its HTML color code.



HTML-COLOR-CODES.INFO
COLOR MATCHING TOOL

CHOOSE 'COLORS FROM IMAGE' AND UPLOAD YOUR FILE



HTML Color Code

COLOR TOOLS COLORS FROM IMAGE CONVERT COLOR FORMAT COLOR NAMES MORE TOOLS

Colors From Image

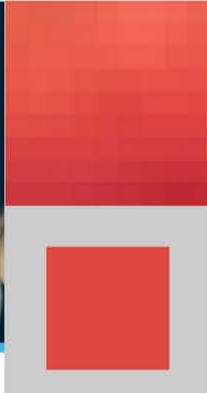
Upload file from your computer or insert link to online image to access its color codes.

Upload File

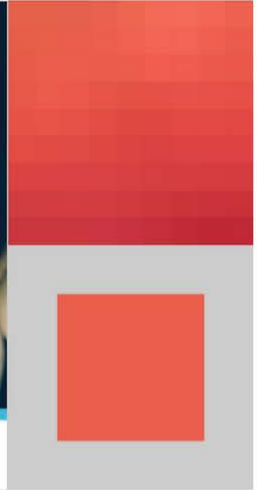
http://...

Go

NEED TO MATCH
FONT COLOR TO
IMAGE



NEED TO MATCH
FONT COLOR TO
IMAGE



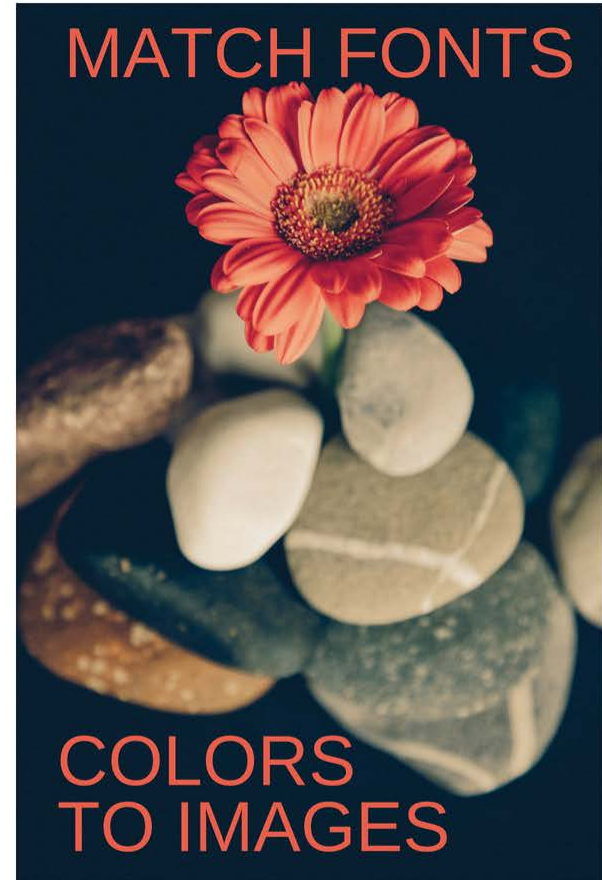
Color code:

#EB5E4B



NOW YOU HAVE A HEX COLOR CODE FOR YOUR IMAGE

**MATCH THE COLOR
OF YOUR FONT TO
THE COLORS IN THE
IMAGE YOU USE**





PROBLEM

A B C D E
F G H I J
K L M N O
P Q R S T
U V W X
Y Z

**NEED TO IDENTIFY
AN UNKNOWN
FONT TO USE IN
GRAPHICS**

A photograph of a wooden desk with a silver laptop on the left, an open notebook with a grid pattern in the center, and a black pen resting on the notebook. The background is blurred, showing a chair and a window. A blue rectangular box with a white border is overlaid on the bottom left of the image.

SOLUTION

Sans Serif

Slab Serif

Serif

DISPLAY

HANDWRITTEN

Script

WhatTheFont

Instant font identification powered by the world's largest collection of fonts.

1 Upload Image — 2 Select a crop box — 3 See results

MYFONTS.COM
FONT RECOGNITION TOOL

PNG or JPG only

UPLOAD YOUR FILE AND IDENTIFY THE TEXT

WhatTheFont

Instant font identification powered by the world's largest collection of fonts.



1 Upload Image 2 Select a crop box 3 See results



WhatTheFont

Instant font identification powered by the world's largest collection of fonts.

1 Upload Image 2 Select a crop box 3 See results



ABCDE Change Text A A

[Classica Prestige A Bold](#) by Présence Typo \$36.00 [Get it](#)



[Latiénne URW Medium Swash](#) by URW \$19.95 [Get it](#)

← Back to image



[Osjiyo Dohitsu NF](#) by Nick's Fonts \$10.00 [Get it](#)



NOW YOU HAVE THE NAME OF THE FONT TO SEARCH FOR A FREE VERSION



PRESTIGE FONT

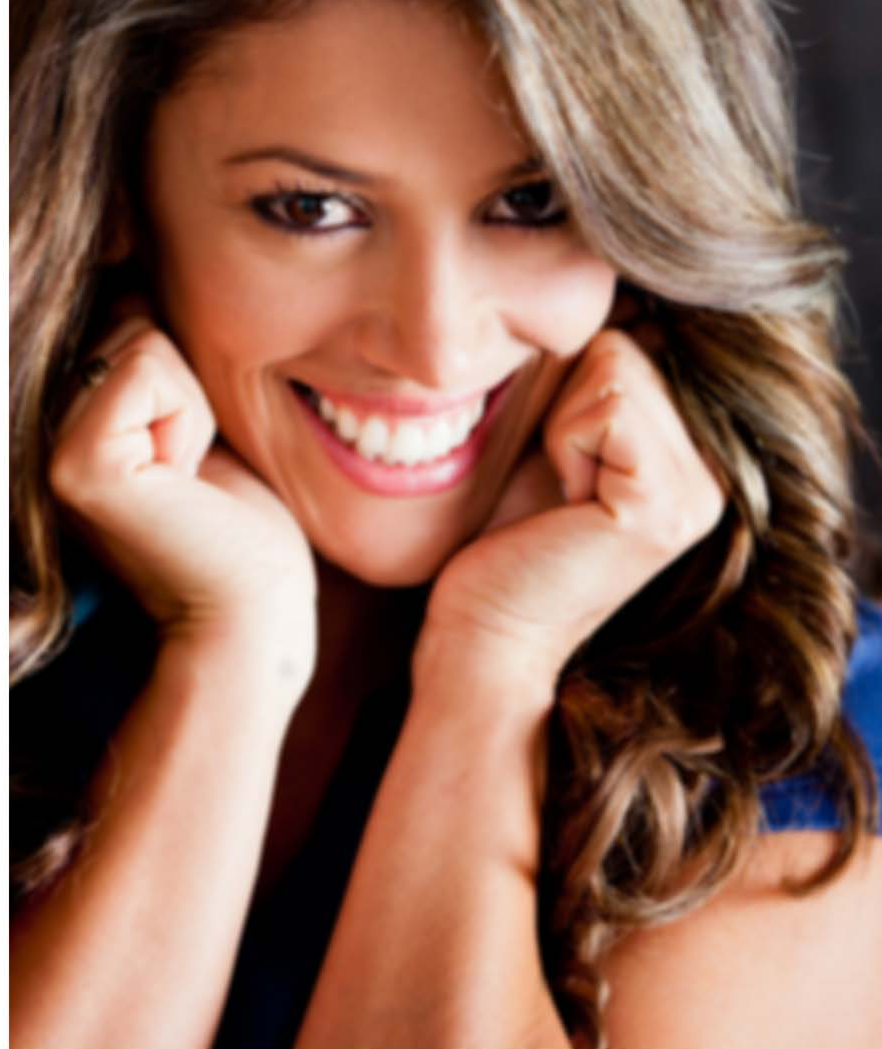
FREE VERSION

**CREATE IMAGES
WITH MATCHING
FONTS**



PROBLEM

**PHOTOGRAPH
NEEDS EDITING
BEFORE IT CAN BE
USED ON SOCIAL
MEDIA**



A photograph of a wooden desk with a silver laptop on the left, a white grid-lined notebook in the center, and a black pen resting on the notebook. The background is blurred, showing a chair leg. A blue rectangular box with a white border is overlaid on the bottom left, containing the word 'SOLUTION' in white capital letters.

SOLUTION



Online Photo Editor

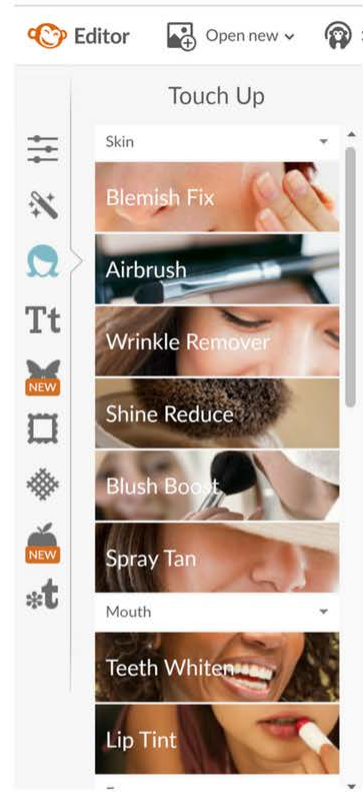
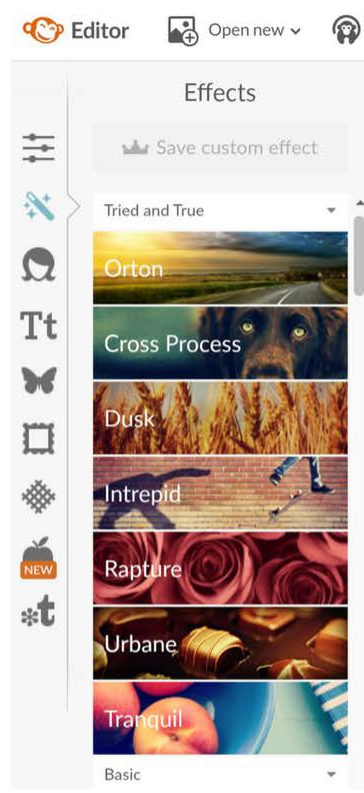
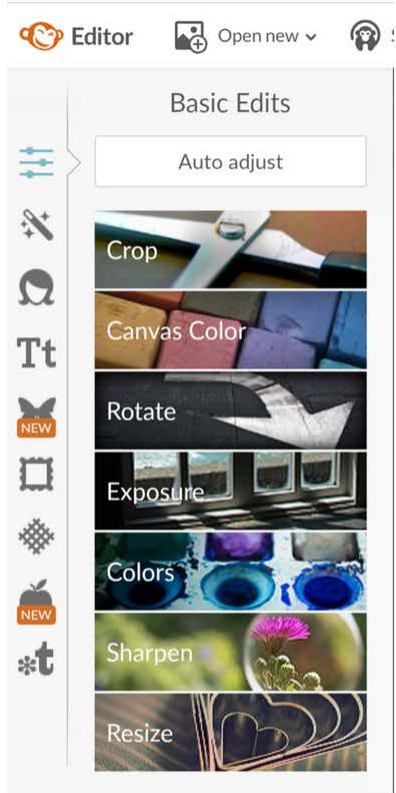
PicMonkey's got all the effects you want and all the tools you need. Take your pics to the next level.

EDIT A PHOTO

FREE TRIAL

PICMONKEY.COM
PHOTO EDITING TOOL





EDIT PHOTOGRAPHS AND ADD TEXT, IMAGES AND FILTERS

**FIX BLEMISHES,
ADJUST SHARPNESS
AND ENHANCE
OVERALL LOOK**





PROBLEM

**IMAGES ARE
NEEDED FOR ALL
SOCIAL MEDIA
PLATFORMS**



A photograph of a wooden desk with a silver laptop on the left, a white grid-lined notebook in the center, and a black pen resting on the notebook. The background is blurred, showing a chair leg. A blue rectangular box with a white border is overlaid on the bottom left, containing the word 'SOLUTION' in white capital letters.

SOLUTION

Design anything. Publish anywhere.

Q | What would you like to design?

E.g. Presentation Wide (16:9), Poster, Facebook Cover, Instagram Post, Facebook Post

Recommended

CANVA.COM
DIY DESIGN TOOL



Social Media

Presentation Wide (16:9)

Poster

Facebook Cover

Flyer

CREATE ALL THE THINGS!






COAST FA
 Mc Donald's
 Fall Rec League



REGISTRATION ENDS
IN 5 DAYS

REGISTER ONLINE: COASTFA.COM




COAST FA
 Mc Donald's
 Fall Rec League




REGISTRATION ENDS
IN 1 DAY


REGISTER ONLINE: COASTFA.COM

TODAY

TROOP #2103 self-defense class
reminder
 Bridgewater Academy
 Myrtle Beach
 16/03/2018
 6:30-7:30 PM



TROOP #2112 self-defense class
reminder
 Socastee Rec Center
 Myrtle Beach
 18/04/2018
 9:30-11:30 AM



EDITABLE TEMPLATES
REDUCE GRAPHIC DESIGN FEES



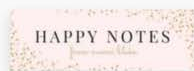
Instagram Post



Blog Banner



Card



Email Header



Twitter Post



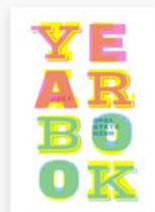
Pinterest Graphic



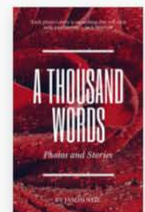
Certificate



Resume



Yearbook



Book Cover



Desktop Wallpaper



Wattpad Book Cover



Gift Certificate



Business Card



Label



Facebook Event Cover



YouTube Thumbnail



Tumblr Banner

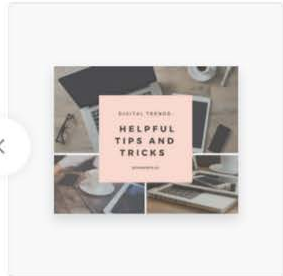
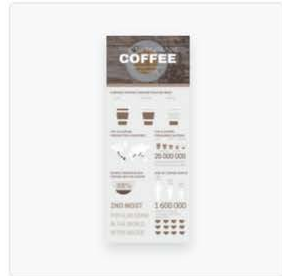


Photo Collage



CD Cover



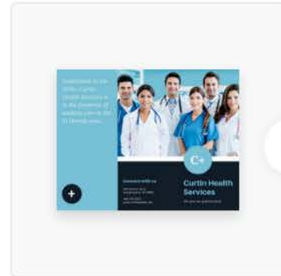
Infographic



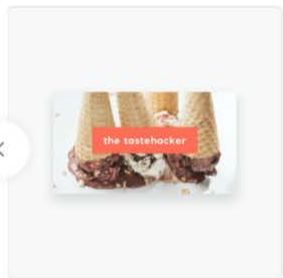
Menu



Logo



Brochure



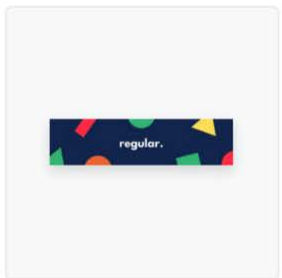
YouTube Channel Art



Twitter Header



Google+ Header



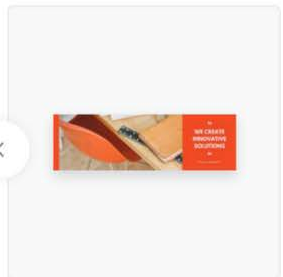
Etsy Shop Cover



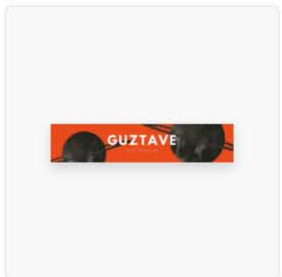
Etsy Shop Icon



Twitch Banner



LinkedIn Banner



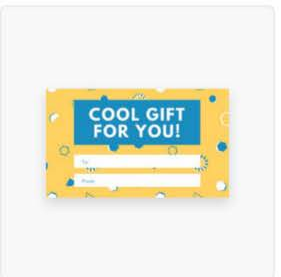
SoundCloud Banner



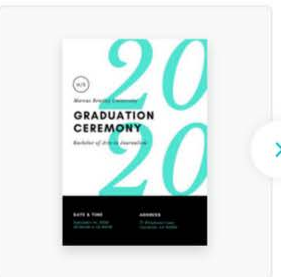
Postcard



Invitation



Tag



Program



CANVA

BEST FEATURES

FONTS

FONTS

FONTS

FONTS

FONTS

FONTS

FONTS

FONTS

FONTS

FONTS

RESIZING



DUPLICATION

Your designs

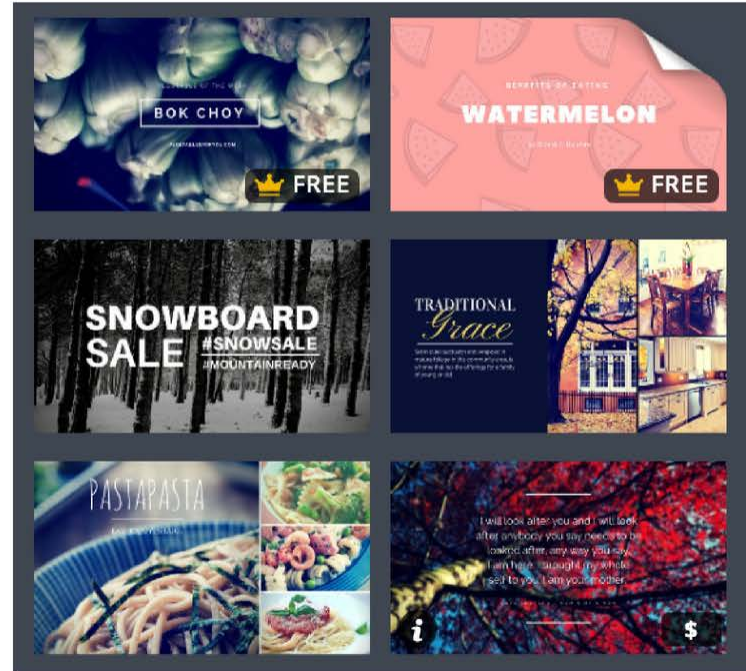
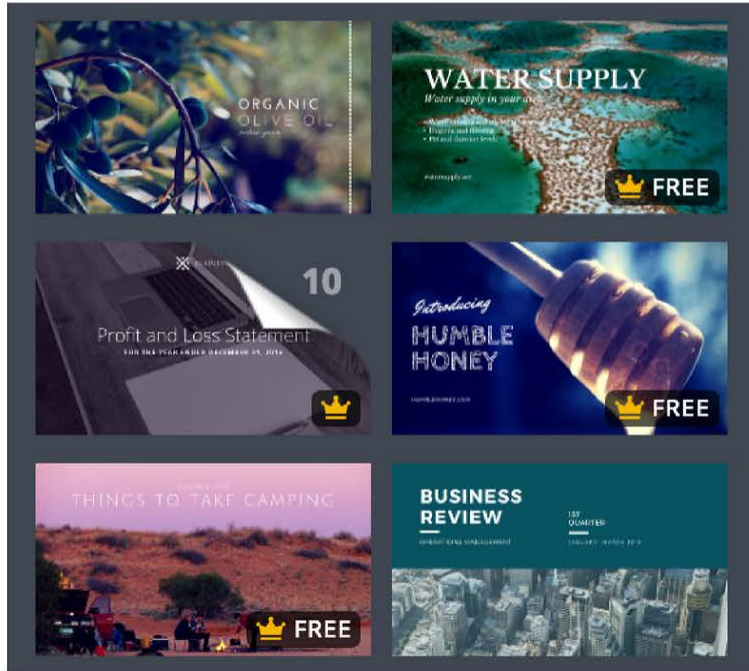


So you say you can't design 3



So you say you can't design

EDITABLE TEMPLATES



FILTERS



FREE IMAGES



Nature



People



Food



Fitness



Artistic



Minimal



Travel



Fashion



Real Estate



Landscapes



Vintage



Business



Seasonal



Lifestyle



Inspirational



Wedding

SIMPLE INTERFACE

The image shows a user interface for a design tool. On the left is a dark sidebar with a user profile for 'Dorien Morin...', a 'Create a design' button, a search bar, and a list of design categories. The main area has a blue-to-purple gradient background with the text 'Design anything. Publish anywhere.' and a search input field. Below this is a 'Recommended' section displaying six design templates with their respective labels.

Left Sidebar:

- Dorien Morin...
More In Media
- Create a design
- Search your designs
- All your designs
- Use Canva 1.0
- Shared with you
- Team members
- Your brand
- Team stream
- Find templates
- + Add new folder
- AWW
- Blab
- CF
- Coast
- Furniture & M...

Main Area:

Custom dimensions

Design anything. Publish anywhere.

What would you like to design?

E.g. Presentation Wide (16:9), Poster, Facebook Cover, Instagram Post, Facebook Post

Recommended:

- Social Media
- Presentation Wide (16:9)
- Poster
- Facebook Cover
- Flyer
- Facebook Post

CANVA TUTORIALS



Tutorials

Fast-track your ability to create amazing designs by completing the Design Essentials tutorials course.

www.canva.com/learn/design/tutorials/



TWO BONUS TIPS



TO STAY INSPIRED



CREATE A SWIPE FILE
NEVER RUN OUT OF IDEAS



BUILD A STOCKPHOTO FILE
NEVER BUY ANOTHER IMAGE

LET'S CONNECT!

DORIEN MGRIN-VAN DAM



dorien@moreinmedia.com