

Best Practices Checklist

Zoom out & check your work!

- Is the main purpose of the design the first thing that is seen?
- Is all the relevant information included, easy to see and read?
- Does the tone suit its purpose and the audience?
- Does it connect or reflect your market's brand?
- Is the design able to be read from where most people will view it?
- Are there too many words?
- Are there any elements that can be taken out? Images, graphics, lines, etc.

The Handiest Canva Tips & Tricks from a Market Director

Learn more & find videos @ canva.com/designschool/tutorials/

- 1) Setting up brand kits
 - a) Logo file formats: SVG is best
- 2) Templates & Applying your brand in Styles
- 3) View Settings to Use *Always turn these on for anything that will be printed*
 - a) Rulers (Shift + R)
 - b) Print Bleed
- 4) Position Tab
 - a) Alignment
- 5) Spacing Text
- 6) Use high resolution images in designs for print. At least 300 dpi for print & 72 dpi for screens.
- 7) Text Effects
- 8) Shortcuts:
 - a) Hold shift to select multiple elements
 - b) Ctrl + mouse scroll to zoom
- 9) Resizing Designs for other applications
 - a) Resize & Magic Switch
- 10) Download Settings
 - a) For Print: PDF Print + Crop marks and bleed + Flatten PDF + CMYK Color Profile
 - b) For Online: PNG or PDF Standard + Flatten PDF