



# How To Work With Images In Canva

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# PRESENTER



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# Tonight's Focus

# IMAGES!

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# Basic Concepts We'll Cover

Why Canva?

Pricing - Non profit discount/Premium

Image Management

- Sizing and Resizing
- Downloading and Uploading
- Modifying Images
- Social Media - sizes, types, posting

Demos

- Zoom background
- Making a consistent sized set of images
- Making a video out of images
- Newsletters
- Website banner image

# Why Canva?

Limited experience?

Limited time?

- User-friendly online graphic design platform
- Enables anyone to create professional-looking visual content without needing advanced design skills.
- Drag-and-drop
- Browser-based interface (no application to download)
- Thousands of templates for social media, presentations, documents, videos, and marketing materials.

# Canva Pricing

## Pro offers more:

- Images
- Templates
- Storage
- Tools

## Recommendation:

- Get your feet wet!
- Start with the free version!

8 Individuals

### Free

Design anything and bring your ideas to life. No cost, just creativity.

## US\$0

#### With Free, get:

- ✓ Easy drag-and-drop editor and 1,000+ design types
- ✓ 1.6M+ templates to get started fast
- ✓ 4.7M+ photos, videos, graphics, and audio
- ✓ 1 Brand Kit (3 colors only)
- ✓ Limited AI access for design, images, video and more^
- ✓ 5GB of cloud storage

#### New Features:

- 🚩 Affinity^
- ※ Ad inspiration library



8 Individuals



### Pro

Unlock premium content, more powerful design tools, and AI features.

## US\$120

#### With Pro, unlock:

- ✓ Premium tools to create faster (resize, translate, remove background)
- ✓ 3.6M+ templates (including premium)
- ✓ 141M+ premium photos, videos, graphics, and audio
- ✓ 5 Brand Kits to manage your brand
- ✓ High AI access for design, images, video, and more^
- ✓ 100GB of cloud storage
- ✓ Plan and schedule social content

#### New Features:

- 🚩 Affinity with AI^
- ※ Ad inspiration and AI ad creation^





# Canva Pricing

## Free for Nonprofits

Officially registered as a charitable nonprofit in your country (e.g. 501(c)(3) in the US)

Independent from government and not operating for commercial profit

This includes:

- Registered 501(c)(3) organizations in the US.
- International NGOs and public charities that meet equivalent standards
- Social impact organizations with clearly stated charitable missions

# Downloading Images - PNG vs JPG

PNG is a lossless format that supports transparent backgrounds and higher quality, ideal for logos and graphics, but with larger file sizes. JPG (or JPEG) uses lossy compression to create smaller, web-optimized files, best suited for photographs where minor quality loss is acceptable.

## Key differences:

- **Compression:** PNG is lossless (retains all data/quality), while JPG is lossy (discards data to reduce file size).
- **Transparency:** PNG supports alpha-channel transparency (ideal for logos/icons), whereas JPG does not support transparency and defaults to a solid white or black background.
- **File Size & Quality:** JPGs are generally smaller, making them better for faster website loading. PNGs are larger but maintain crisp, sharp edges for text and graphics.

## Use Cases:

- Use JPG for: Photographs, complex images, and web images where speed is essential.
- Use PNG for: Logos, graphics with sharp lines, images with transparent backgrounds, or screenshots.

## Note:

Every time a JPG is edited and re-saved, it loses more quality, while a PNG retains its quality regardless of how many times it is saved.



# Website Banner Image

The banner image, which is updated by setting the page Featured Image, should be a minimum of 2000 pixels (px) wide x 370 pixels tall.

For a rotating banner, make a video and save it as a GIF

## Zoom Background

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The recommended Zoom virtual background size is 1920x1080 pixels (16:9 aspect ratio) for optimal, high-quality results, although pixels is also acceptable.

- Images should be in JPG/JPEG or 24-bit PNG format and under 5 MB
- Videos (MP4/MOV) minimum 480x360 pixels, maximum 1920x1080 pixels

# Upcoming Webinar

