

Thank you for taking the time to review the information in this document. This is a written version of the information delivered as part of the second Soft Skills Workshop of 2025 within the scope of the Radiometres Program. This workshop was entitled “Canva 101”, and covered the skills needed to create social media and poster content for their CFRC program.

Why Canva?

You may already be familiar with using [Canva](#), but we’ll be focusing on using Canva to develop brand identity for your show: including the use of colour palettes, fonts, and importing your own artwork such as a program logo. All CFRC programmers are also able to use CFRC’s logo in their promotional materials. By the end of this workshop, you’ll have an understanding of how to select image sizes, fonts, colour schemes, backgrounds, templates, using Canva elements, uploading your own artwork including logos, and ensuring bleed lines are in place for poster printing.

In regards to permission and licensing, one of the many reasons we default to using Canva is that it licenses both the Free and Pro images through its use, meaning you can use them at no cost. If you’re pulling photos, images or other elements from other sources, please make sure that you have permission to use them, or that they are in the public domain or operating through a creative commons license. It’s better to err on the side of caution rather than use something for your show which you do not have permission to use, especially without credit.

A Note About Branding

Before diving into any Canva project, it’s a good idea to have an idea of what you would like to create that best sets the mood for your program as a whole, or perhaps a specific episode with a particular theme.

Once you arrive at an understanding of the mood and/or theme you wish to convey through imagery,, you can think about a colour palette that will best represent your program/show promotion. Choosing and sticking to consistent colour palettes for your program with each program post are good ideas as they can make a statement, set the mood and convey emotion that helps you connect with your audience. This can help motivate audiences to follow your social media and more importantly, listen to your on-air program. Repetition, recognition and visibility increase the strength of your program’s brand to existing and potential audiences.

How to Use Canva for Social Media

1. First things first is to log in to [Canva](#), which is a free service you can use at no cost for personal use. You can use a social media account or a personal email to create an account.
2. Once you are logged in to the Canva homepage, you can begin to create a new project. To do so, click the “Create a Design” button on the upper left side of your browser.
3. Then, you will see a menu of options to choose from including Instagram posts, reels and stories that are preset to the correct size for this platform.
4. Once you have selected the design space template, a blank template will auto generate in your browser.
5. From there, you can select a template and style from the left sidebar Click the “Design” Icon at the top of the left sidebar. From the pop up window that will appear, you can search categories and subcategories of templates you can use and also modify. You can use the search bar to type in keywords related to a particular theme that you have in mind.
6. Once you have selected a template that is to your liking, click on the thumbnail and begin customizing the template in the canvas space to suit your tastes and messaging aims. You can edit every bit of the template you select including colours, font, text, images, elements, using resources in the left sidebar and editing options from the toolbar at the top of the canvas space.
7. The template you have selected will likely contain items called elements. These elements include images, text boxes and icons. You can click on any of these elements to modify them.
 - a. To modify text, click on any text box in your template. You can use the top toolbar to format the text to edit and resize your font, change the font styles and colours and add effects including shadowing or curvature. You can also delete the text entirely and click Text on the left sidebar to create new text using a font of your choosing.
 - b. If you want to change other visual elements in your template, you can delete them and choose new shapes, graphics, illustrations, stickers, charts, tables, videos and photos in the Canva library. You can also upload your own artwork to insert into the canvas space. To add elements from the Canva library, click ‘Elements’. Then using the search bar, type in keywords associated with the type of image you are looking for.
8. Once you’ve finished creating your masterpiece, select the “Share” button in the top right corner and select “Download”. From the file type drop-down menu, select your export format. Download as a PNG or JPG for use on social media.

How to Use Canva for Posters

1. Alternatively, if you would like to design a poster for printing, , you can select or search for “Flyer Portrait 8.5 x 11” or other desired size when prompted.
2. All other steps function identically to the use of Canva for social media. Consider creating a design in black & white depending on your printing purposes.
3. Once you have finished, select the “Share” button in the top right corner and select “Download”. From the file type drop-down menu, select your export format. Download as a Print PDF for poster use.