

# I'm *Not* A Graphic Designer

## How I Hired Myself as a Graphic Designer for My Business.

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Canva can make you the graphic designer you always wanted to be with its easy to use tools, free graphics and fonts, and pre scaled templates. Canva is a very user-friendly graphic design tool that helps the average person create his or her own beautiful graphics. Even the Marketing Manager at my current company uses Canva, she says, "Canva reduces the time spent on creating eye-catching graphics in half. You no longer have to rely on Photoshop and graphic designers to make your content visually appealing. It's a must-know tool for any marketer."

The company was founded 1 January 2012 in Australia. The website rapidly became popular, with more than 750,000 users in its first year.

I recently came across this tool about a year ago and saying, I am addicted, might be an understatement. This tool can make the computer illiterate look like graphic designers of their own. The best part: It's FREE! Everyone likes an amazing tool that does not require a monthly subscription. However, there is a subscription option with a free 30 day trial for "Canva for Work", which has extra features, abilities, and use of free images. Honestly, the average person does not need Canva for Work.

 <p>Canva Free Plan</p> <p><b>\$0</b></p> <p>Free to use</p>	 <p>Canva for Work Monthly Plan</p> <p><b>\$12<sup>95</sup></b></p> <p>Per month, USD</p>	 <p>Canva for Work Annual Plan</p> <p><b>\$119<sup>40</sup></b></p> <p>Per year, USD</p> <p><b>20% DISCOUNT</b></p>
<b>Free Plan</b>	<b>Monthly Plan</b>	<b>Annual Plan</b>
<ul style="list-style-type: none"><li>• Simple drag and drop design tools and elements</li><li>• Design with millions of stock images, vectors, and illustrations</li><li>• Create two free design folders</li><li>• Access hundreds of fonts</li></ul>	<ul style="list-style-type: none"><li>• All the features of the Free Plan plus many more powerful tools</li><li>• Save your brand fonts, colors, and logos and design templates</li><li>• Create unlimited design folders</li><li>• Upload your own fonts</li><li>• Build a team and collaborate on designs together</li><li>• And much more!</li></ul>	<ul style="list-style-type: none"><li>• Equivalent of US \$9.95 per month – over a 20% discount!</li><li>• Save your brand fonts, colors, and logos and design templates</li><li>• Create unlimited design folders</li><li>• Upload your own fonts</li><li>• Build a team and collaborate on designs together</li><li>• And much more!</li></ul>

Some really cool features I have noticed with upgrading to Canva for Work:

1. The ability to make vectored images
2. Upload your own fonts
3. Access to thousands of free images and graphics
4. Ability to create with a team
5. Unlimited folders

My favorite is the ability to create vectored images:

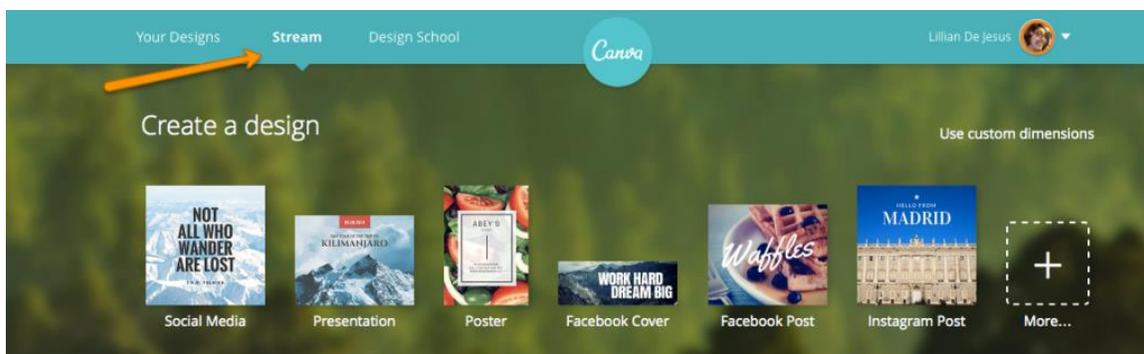


Would you prefer  
the image on the  
left or image on the  
right?

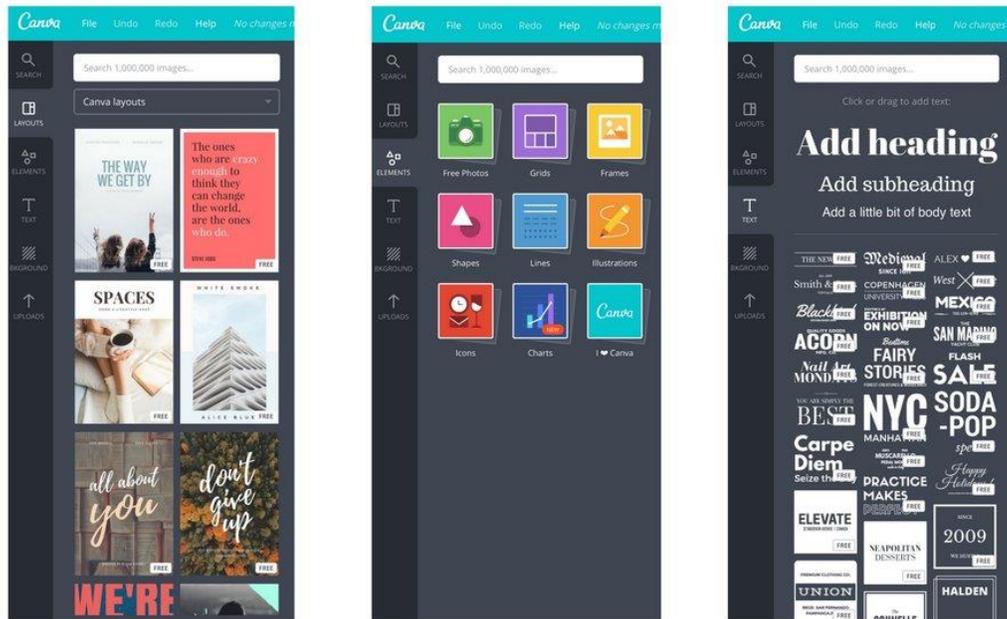


There is so much you can do with the free version of Canva, let me show you.

The first thing you will notice is the amazing, pre scaled templates for all types of uses from a Facebook cover photo to a website banner. All the dimensions are already correctly preset for you, just chose what you trying to create for.

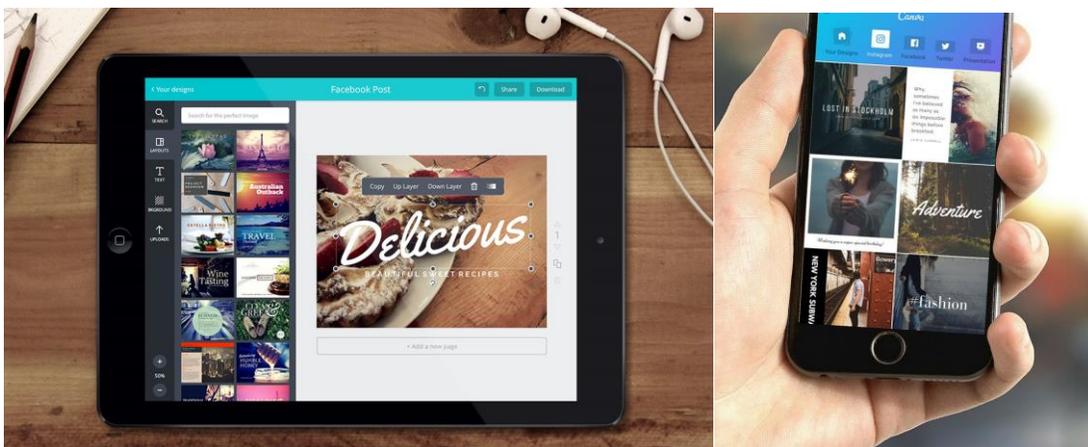


Then once you choose the proper platform, you are then presented with hundreds of free template designs, fonts, and images, all without worrying about any copywrite or trademarked photo or image. You are free to pick and chose from the tons of options provided for you.



When you are finished designing, you just click “download” and you are given a nice .png or .jpg image to use. All of your designs will save to your profile as well, so you can go back and modify and reuse your designs any time.

And if you need to design on the go, there is a Canva app for iPad and iPhone.



Now that I have gotten you all pumped to be your own graphic designer, let me let you in on one little secret I have come across.

I highly recommend you create these amazing images on your computer. Why? The app looks great, however it does not have nearly the same functionality of the desktop version. Sometimes I get frustrated with the app caused I want to do something I cant seem to do on the app version. I am just hoping they update that, cause creating these badass images from my phone would be clutch for us social media gurus who typically work mobile.

**Other Recommended Readings:**

<http://ufsocial.jou.ufl.edu/2017/05/makes-better-facebook-post/>

<http://ufsocial.jou.ufl.edu/2016/02/visuals-in-social-media/>

<http://ufsocial.jou.ufl.edu/2016/08/social-media-key-brand-architecture-success/>



Holds an MBA in entrepreneurship and a Graduate degree in social media from the University of Florida.