

Working with Text in Canva - Course Module

1. Adding and Formatting Text

Learning Objectives:

- Learn how to add text elements to a Canva design.
- Apply basic formatting (size, color, style).

Adding Text:

1. Click "Text" in the left menu.
2. Choose Add a heading, Add a subheading, or Add a body of text.
3. Or use a pre-designed text template from the library.

Basic Formatting:

- Change font style & size.
- Adjust text color & background.
- Make text bold, italic, or underlined.

Image Suggestions: Canva "Text" panel screenshot, before-and-after formatting example.

2. Using Font Combinations for Better Design

Learning Objectives:

- Understand why font pairing matters.
- Use Canva's ready-made font combinations.

Why Font Pairing?

- Improves readability.
- Creates hierarchy in design.

How to Use in Canva:

1. Select a heading and choose one font.
2. Use a different but complementary font for subheadings/body.
3. Explore Canva's "Font Combinations" or text templates for inspiration.

Tips:

- Avoid pairing two decorative fonts.
- Combine a bold display font with a clean sans-serif.

Image Suggestions: Good vs bad font pairing example, Canva font combo library screenshot.

3. Adjusting Alignment, Spacing, and Effects

Learning Objectives:

- Master text alignment and spacing for balanced designs.
- Apply visual effects to make text stand out.

Alignment:

- Left, Center, Right, or Justified.
- Use “Position” tool for perfect centering.

Spacing:

- Adjust letter spacing and line height.
- Keep body text comfortable to read.

Effects:

- Shadows, Glows, Lift, Hollow, Splice.
- Apply subtle effects to enhance readability.

Image Suggestions: Alignment button screenshot, spacing adjustment panel, text with shadow effect.

4. Typography Basics for Beginners

Learning Objectives:

- Understand typography terms and their impact on design.
- Apply beginner-friendly typography rules.

Key Terms:

- Serif vs Sans Serif: Serif has decorative strokes, Sans Serif is clean.
- Kerning: Space between letters.
- Leading (Line Height): Space between lines of text.
- Hierarchy: Organizing text by importance.

Beginner Rules:

- Stick to 2–3 fonts per design.
- Ensure text contrasts with background.
- Use size to emphasize key points.

Image Suggestions: Typography terms infographic, serif vs sans-serif comparison, good vs bad typography example.