

TOOLBOX OF RESOURCES

Tool name: Canva

Category: Graphic Design and Layout

Official website link: <https://www.canva.com>

Available languages:

- Interface available in: Canva supports a wide range of languages, including Spanish (Spain and Latin America), English (several variants), French, German, Portuguese, Italian, Japanese, Korean, Chinese (simplified and traditional) and many more. Language settings can be changed in the profile settings.
- Supports content creation in all languages (text fields fully editable, with built-in translation features available for design elements).

Free version available?:

Yes

If you are an NGO, you can apply for the Canva Pro plan, and you will get all the features of the Canva Pro plan, free of charge.

Short description:

Canva is a comprehensive online graphic design and visual communication platform that enables users to create professional-looking designs without extensive design experience. It offers an intuitive drag-and-drop interface, a vast library of templates, stock photos, illustrations, videos and fonts. It is ideal for creating a wide variety of visual content such as presentations, social media graphics, posters, invitations and more. Its focus on ease of use and accessibility has made it popular for personal, educational and business use. The free version allows unlimited content creation and access to a large amount of features and templates.

Key strengths:

- Easy to use drag and drop interface.

- Vast library of customisable templates for various design needs (presentations, social media, marketing, etc.).
- Extensive collection of stock photos, videos, audio, graphics and fonts.
- Real-time collaboration features for team projects.
- Includes AI-powered tools (e.g. Magic Studio for text-to-image, background removal, text editing and layout automation).
- Supports a wide range of output formats (PNG, JPG, PDF, MP4, GIF).
- Accessible on multiple platforms (web, desktop application, mobile application).
- Offers brand consistency features (Brand Kit in the Paid Pro version).
- Supports accessibility through alternative text and customisable visual settings.

Limitations:

- Some advanced features (e.g. Brand Kit, analytics, premium content, higher resolution downloads, specific export options such as transparent PNG) are exclusive to paid plans (Canva Pro/Teams).
- Designs created with free templates can sometimes look generic or similar to others.
- Limited advanced editing capabilities compared to professional design software (e.g. Adobe Photoshop, Illustrator).
- Colour accuracy for printing may vary (mainly uses RGB).
- Intellectual property terms could be a concern for commercial use of certain free assets.

Screenshots or example links:

- <https://www.youtube.com/playlist?list=PLATYfhN6gQz9WW7SGO8WyM55BI3DqnGLd>
- <https://creativemarket.com/blog/canva-templates-graphics>