VO: Tobin A.

	Action	Narration	File
1	Show different newsletter templates	Creating engaging, eye-catching newsletters help you connect with your customer base. They allow you to share valuable content and promotions and help increase business.	TA-3
2		Some characteristics of an effective letter are design, content, and value. Today, we will focus on design. The design of your newsletter is one way to communicate your message effectively.	TA-4
3	Show typing canva.com into search bar	There is a way to design newsletters without a graphic design background. By using Canva, you can pull from their bank of newsletters, modify them to fit your needs, and add your content all in one program.	TA-5
4	Zoom in on log in Log in with google	Let's start by logging in. Click the login button, there are several options for subscriptions. The free version allows access to a small bank of free designs, however, you can purchase individual designs if needed. The edu version is for school-based employees, and the pro version gives you the most options.	TA-9
5	Zoom in on create Type newsletter in the search	Once you are logged in, click "Create a design" and choose **Newsletter or type newsletter in the search bar**. Here you will have the ability to search for the theme that best suits your newsletter content.	TA-7
6	Arrow point to template libary	On the left-hand side, you will find Canva's template library. If you have a theme you can search by using keywords here. Search templates or you can search styles if you are looking for a specific color palette.	TA-8
7	Point to elements	Elements help you add eye-catching clip art, videos, frames, and photos…there are many options available to enhance your newsletter's visual appeal.	TA-10

8	Point to brand creation	If you have a brand, you can access a premium feature that allows you to set your brand colors and add logos and search for assets to assist with building your newsletter. Click "Brand Hub" to set these features up for easier access to custom assets that help make your organization visible.	TA-11
9	Point to uploads	If you have photos you would like to include, click upload and either click the upload button or drag media into the program. Properly formatted media will be automatically uploaded.	TA-12
10	Point to text	Adding text is easy. Click on the Text box and either choose the type of text or add a preset style to your newsletter. Once the text is added to your document, double-click to edit the text.	TA-13
11	Point to draw	If you are skilled at freehand, there is a drawing feature you can access to customize your newsletter.	TA-14
12	Point to projects	The final few options are "Projects" where you will find past projects, and apps, where you will find a plethora of apps you can connect to Canva to use. There are AI apps that can be added, although not free, you have a trial period to use them. Take some time to scan through the apps to see what you would like to connect to your Canva account.	TA-15
13		As you can see, by using the integrated options in Canva, you can create a newsletter that includes much more than just text.	TA-16
14		Now that we have reviewed the settings, let's create a quick newsletter together.	TA-17
15	Open blank newsletter add theme	Let's open a blank newsletter page and add a theme color. Once we have chosen our theme, We will add some text boxes as well as some frames where we would like to add photos.	TA-18
16	Add text box Add frames Add elements	In addition to our texts and photos, we also may want to include graphics that will make our message pop. If	TA-19

		you connected any apps you can draw content from there as well.	
17	Colorful cartoon floral library newsletter Zoom in on choices	If you choose to modify an existing template, you can choose your design and begin to modify content and any design you would like to change.	TA-20
18	Click here on the black

Zoom in on color choices | For example, I want to change the black outline on this template. To do so, click on the color you would like to change, and click the color square to choose the color you would like to switch to. The color pallet on the left will appear in the document color choices. | TA-21 |
19	Resize text box as an example	Now you are ready to customize the information in the newsletter. Double click on the text boxes to change the text. If your text does not fit in the box, you can change the size of the text, or resize the text box to fit your needs.	TA-22
20	Highlight upload Demonstrate both	Remember to change any photos that are preset in the template. You can upload photos from your computer by clicking upload and choosing your photos from your computer, or you can drag and drop from a file into canva.	TA-23
21	Demonstrate click and drag	Once you have your photo uploaded, click on the preset photo and click the trashcan to delete it. You are left with an empty frame, click uploads and choose your photo. You can drag and drop your photo into the photo frame from here. If you click the photo and it drops into the middle of your newsletter, you can click and drag it over the frame, it will resize to fit the photo frame.	TA-24
22	Arrow for add page.	To add a second page, click add page. This will give you a blank page, with the background of the first page. You can cut and paste objects from the first page to design your second page or you can choose the template again.	TA-25
23		To add designs, choose the elements tab. You can choose elements that	TA-26

		are prepopulated, or you can click on magic recommendations and see prepopulated choices that match your design elements.	
24		Next, place text boxes and continue to add your content.	TA-27
25		Once you are satisfied with your content, you can share your newsletter. There are a few ways you can do this. If you are working with a group and need to have several contributors, you can click the collaboration link and choose who you would like to add to your newsletter.	TA-28
26		If you would like to share your newsletter as a link, you an click on the view only link and your newsletter will open in another tab once the link is clicked. This is ideal if you are emailing the newsletter to a listserv, or adding it to another company wide newsletter.	TA-29
27		To download the newsletter for printing, you can click on download and choose the format you would like to use. There are several other share options available by clicking more.	TA-30
28	Scan back to canva creation options	Canva is not just limited to creating newsletters. The possibilities are endless, happy creating!	TA-31