[Graphic Design–Gradient (Ombre) Effect–Canva Tutorial]

Introduction: Canva is a relatively new, easy-to-use online graphic design, presentation, document, and even video editing/creation tool. While its primary downloading formats were PNG- and MP4-based, it does now offer an SVG option for use in printing and scaling. After producing mock-ups for a recent client, it was asked by many how the logos, text, and blank apparel images were rendered in a gradient coloration. The following Camtasia video will inform the learner on the in-app tools and simple sequences necessary to recreate and produce custom ombre-color-filled letters, silhouettes, and document scapes.

Learning Objectives: Correctly identify the appropriate tools of use and perform the sequence of steps necessary to render a blank lettered logo, document scape, or a silhouette with an ombre coloration effect or fill for quick graphic design purposes.

Outline:

- ***Introduction: Canva****–What is it? (design editing tool); What are we doing with it today? Why are we using it?*

  -Topic 1: Ombre Lettering (showing current Elementum logo; trial with second example (ex.) pickleball' letters)

  -Topic 2: Ombre Silhouette (Using "Rosie the Riveter" silhouette; 2nd ex. with pickle)

  -Topic 3: Ombre Image/Canvas Fill (Using rash guard Elementum design as base; show ombre pickle shirt filled)

- ***Additional Information****–Saving the design; exporting; file types*
- ***Summary:*** *Tools used; what was accomplished in the lesson; "Try for yourself" call to action w/ feedback prompt.*

Color Palette: Simple primary and secondary colors, matching those of the Brazilian Jiu Jitsu belt system: White, Blue, Purple, Brown, Black.

Loaded Reference Document:
https://www.canva.com/design/DAFm4w97fX8/kF9PYt5mOoqorBtclddoEg/edit?utm_content=DAFm4w97fX8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

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1. [Introduction]		
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**
Canva home screen, with arrows and title names in a contrasting format (for legibility) appearing timed to VO to show where the buttons are. Go from viewing the homescreen to create an account screen debrief to the loaded document. Slow scroll of the document timed to VO reference of 3 design types. Arrow showing "create new doc" feature.	Voiceover (VO): " Hello there, welcome to this brief graphic design tutorial. My name is Sophia Neuber of Learning Leaf Designs, and today I'm here to show you how I created my recent ombre apparel logo mock ups using tools available in Canva. We have 3 designs from a recent client order that utilized the set of skills I'm about to show you, which we'll recreate on a new series of designs for practice and sequencing of steps. The first we'll look involves creating ombre color-filled letters, often used for document headers, signs, logos, etc. In the second example we'll go a step further and repeat those steps with an alteration for silhouette imaging over lettered/fonts. At this moment in time, go ahead and create a free Canva account if you haven't already, click on a blank worksheet/document (I'd recommend presentation size) and practice along with me."	Document is loaded with 11 slides: 3 examples of the Elementum designs spaced out by 2 blank pages in between each example page, with a color sheet at the end. *Use light blue arrows for legibility and palette match

2. [Topic 1: Ombre-filled Lettering/Font]		
Visuals/Graphic	**Script/Audio**	**Programming/Animation Notes**
The first pre-filled example is shown (recent client logo for	Here are a few samples of gradient-filled text. As you can see, the main styles fall between 2 options: block letters or text font. We're going to start with the block letters, as those have the fewest steps. Starting on a fresh page, find the	Order of video/VO: Ombre single

Elementum). Video scrolls down to the first blank page (2 blank pages between each pre-filled example topic). Arrows and labels for buttons/tools used appear timed to VO mention.	**tab labelled "Elements" in the left sidebar. It should have some shapes as the icon. Select it, and in the section at the top of the opened panel that says "Search Elements" type a combination of "Frame"click "Select all" then search for "frame letter" or similar. Several alphabets with non–changeable fonts will appear. Choose one to get started. After selecting, it will auto populate into your document. You can adjust the sizing and placement now or later.** **You now have two options: #1) you can simply click the new letter frame and select the color square at the top, and scroll down until you spot the Gradients section, and use one of the premade options, or #2), you can use the search tab in the Elements sidebar panel, type in "Gradient" and choose an image from this selection. Once clicked, the image will appear on your workspace. Simply drag it over the block letter, and voila! It snaps to it. The frames automatically mask the images; for additional fun, choose a gradient that isn't transparent (right click it in the elements panel to check the attributes), and then layer a transparent gradient or image over top for a unique look!"** **Now the last text example on the page:To create a gradient within a selected or edited font, we have a few steps: 1) Click the "Text" tab in the left sidebar. Select "Header", as this will automatically give us a large, legible font for our canvas. Type your custom word, double click to select all of the letters (they should all be highlighted upon doing this), and open the drop down menu above for different font styles. Choose one, and make note of the fact that the thicker the font, the more you'll see the color gradient. After selecting your font, change your font color using the color swatch blob to WHITE. While this could technically work with other colors, for it to easily show the color gradient without unexpected tint, we need the white. Now, locate the tab for Transparency further along the same tools bar at the top. It should look like little black squares fading away. Adjust your text's transparency to a number between 40-47. We want it light enough for other colors to show through, but not so light that the imaging software can't detect it properly. Once you've got**	**letter (large, logo), ombre block letters, then individual font.**

	that done, simply use the Elements tab to search for a gradient to use that's NOT transparent, and insert over the entire canvas. Right click this gradient square, and select "Move backward" to position BEHIND the text. Either make sure the gradient takes up all of the blank space behind the text now, or we can crop it out in the next step. Now the most important part: Clicking the "Share" button, download the current page as a PNG without any of the boxes clicked (do NOT click Transparent background). Sidenote: make sure you're downloading just the page and not the entire document with all pages. **Now In the uploads tab of the left sidebar, upload the very PNG file you just downloaded. What we've done is turned our different images and font into one picture, which we can now–here's the fun part–edit by selecting it and picking "Edit Photo" at the top, and choosing the "BG (Background) remover" tool if you're in Canva, or upload to whatever alternative site you're using for that. Ta-da! The font is now customized. Save to favorites, or download for use again. *If for any reason there are more bits to edit when using the Cnva BG tool, you can do so in that same tool by re-clicking 1 or more times until it looks appropriate, or adjusting the brush to manually edit out any unwanted bits, as you might find with some intricate fonts. Repeat this process with a shape or silhouette for results that'll color your views differently.**	

3. Visuals/Graphic	Script/Audio	Programming/Animation Notes
The video shows our document scrolling down to the last prefilled example page (page 8).	**So to recap: We created gradient-filled black color letters, as well as customized font in a gradient. The same techniques can be applied to other shapes and silhouettes. Last note: If you're planning to print any of these designs on paper or at a printing facility, it's advised to upload or re-create in a CMYK or Pantone-based software such as Adobe Illustrator or similar, as Canva uses RGB, which will not "speak the language" a printer needs to translate colors correctly to the tangible world.**	**Scroll through each example as they're mentioned, and reiterate last page of coloring types.**

	Congrats! Thanks for watching.	