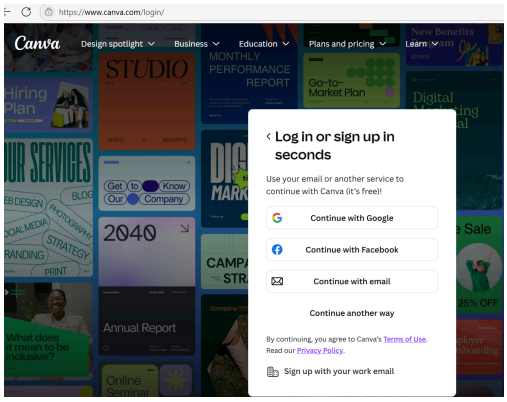
Discovering Canva:

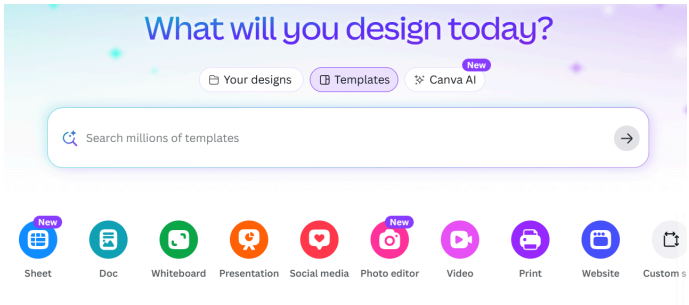
Creating Free Marketing Materials for Your Business

Step 1: Creating a Canva Account



1. **Go to the Canva Website**
   Open your web browser and navigate to www.canva.com.
2. **Sign Up for a Free Account**
   - If you don't already have a Canva account, click the **Sign Up** button located at the top right corner of the page.
   - You can sign up using your **Google**, **Facebook**, or **email**. If you already have an account, simply click **Log In** and enter your credentials.
3. **Verify Your Email**
   If you signed up with an email, check your inbox for a verification email and click the link to activate your account.

Step 2: Exploring Canva's Features



Once you're logged into Canva, it's time to explore the various tools available to help you design your label:

1. **Homepage Layout**
   After logging in, you'll land on the **Canva homepage**, where you'll find options to start

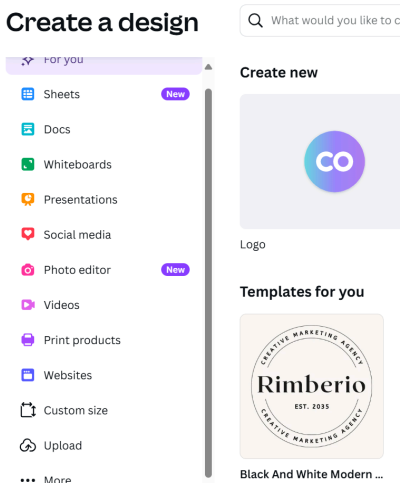
new designs, view your previous projects, or browse templates. Notice that you can create flyers, various social media posts, videos, custom sized items, and more!

2. **Searching Templates**
    - If you want inspiration, you can search for **various pre-made content** in the search bar to see pre-designed templates that you can customize.
    - We will focus on creating a custom-sized label using the **"Input Size"** feature for more flexibility.
3. **Explore Features**
   On the left side of the screen, you will see options like:
    - **Templates**: Pre-designed options for various projects.
    - **Uploads**: Upload your own images or logos.
    - **Elements**: A wide variety of graphics, shapes, icons, lines, and illustrations.
    - **Text**: Add text boxes and choose from a variety of fonts.
    - **Background**: Choose a color or image for your label's background.
    - **Photos**: Access a wide library of stock photos for your design.

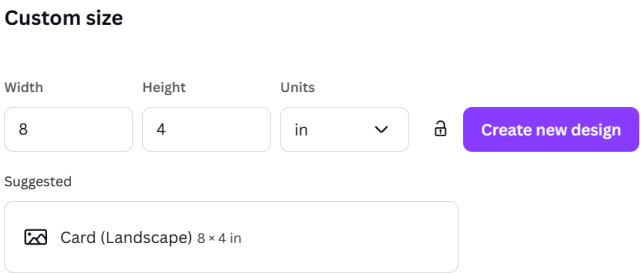
Step 3: Setting Up Your Label Dimensions Using the "Input Size" Function

For this project, we will create a custom-sized label that will fit a mason jar. Follow these steps:

1. **Start a New Design**
    - From the homepage, click on the **Create** button located at the top left.
    - In the drop-down menu, click **Custom Size** at the bottom.

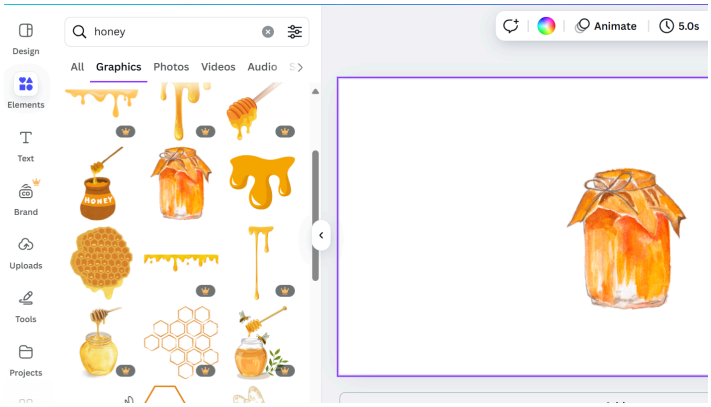


2. **Input the Dimensions**
    - In the custom size window, set the dimensions for the mason jar label. Measure your jar to get the correct dimensions depending on what you would like to include (ex. Full or front sticker label, top label, etc.)
    - If you want to make a larger or smaller label, adjust the dimensions accordingly.



3. **Set the Units**
    - Ensure you select **inches** for the unit of measurement. Canva may default to pixels, so make sure you're using inches for printing.
4. **Click "Create New Design"**
   After entering the dimensions, click the **Create Design** button. A blank canvas with the size you've specified will open.

Step 4: Designing Your Mason Jar Label



Now, it's time to create a beautiful and functional label for your mason jar. Follow these steps to add and customize your design:

1. Choose a Background

- Click on the **Background** tab on the left side.
- You can choose a solid color or an image. Consider colors and textures that reflect the product's agribusiness nature (e.g., rustic, organic textures for farm products).

2. Add Graphics and Icons

- Under the **Elements** tab, search for images like "herbs," "vegetables," "fruits," or "organic" if your agribusiness focuses on those areas.
- Drag and drop the graphics onto your label. Resize them as needed by clicking and dragging the corners.

3. Add Text

- Click on the **Text** tab and choose a text box style.
- Enter your product name, the company or farm name, and any other important details like ingredients or product description.
- **Font Tip**: Choose a font that matches the tone of your agribusiness. A clean, modern font works well for organic products, while rustic or handwritten fonts can evoke a more earthy, artisanal feel.
- Adjust the font size and color to ensure readability.

4. Upload Your Logo or Images (if applicable)

- If you have a logo for your agribusiness, click the **Uploads** tab on the left and upload your logo file (e.g., PNG, JPEG).
- Drag your logo onto the label and resize it to fit appropriately.

5. Consider Label Information

- Ensure your label includes essential details, like:
    - Product Name (e.g., "Organic Honey")
    - Business or Farm Name
    - Product Description (e.g., "Raw, locally-sourced honey")
    - Ingredients (if necessary)
    - Any legal disclaimers or nutritional information (if required)

Step 5: Review and Finalize Your Design

Before you finalize your label, double-check the following:

- **Alignment and Spacing**: Make sure everything is aligned properly and evenly spaced.
- **Contrast and Readability**: Ensure there's enough contrast between text and background colors to make it legible.
- **Print Size**: Verify the size is correct for the mason jar lid.

You can adjust and make changes at any point by clicking on different elements and editing them.



Step 6: Download and Print Your Label

Once you're satisfied with your design, it's time to download and print your label:

1. **Download Your Label**
    - Click on the **Download** button in the top right corner.
    - Select the **PDF Print** option (this is best for printing) and ensure the "Crop marks and bleed" box is checked for professional-quality printing.
    - Click **Download** to save the label file to your computer.
2. **Printing the Label**
    - Open the downloaded PDF on your computer and print it on adhesive paper or regular paper (depending on your needs).
    - Cut out the label using scissors or a paper cutter.
    - If using non-adhesive paper, you can glue or tape the label to your mason jar.

Note: Send designs to nfout@wvstateu.edu for live WVSU workshop events in which this activity occurs.

Step 7: Reflection and Final Tips

- **Reflect on Your Design**: Take a moment to reflect on the choices you made for your agribusiness product label. What elements (colors, fonts, graphics) best reflect your product's story and values?
- **Customization**: Feel free to experiment with different design elements. Canva offers hundreds of free tools and templates to explore!
- **Printing at Home vs. Professional Printing**: For larger quantities, consider using a professional printer for high-quality labels. For smaller batches, home printing can be sufficient.