

Scottish Golf

Club Support

Using Canva

Creating Professional Graphics for Free



Background

For many clubs, producing professional standard graphics using the likes of Photoshop is a skillset that is often unavailable. This often leads clubs to not have eye-catching graphics for use on social media, website and emails, having poor quality graphics created on word or similar, or indeed the club having to pay someone to produce these graphics for them.

However, there is another option for clubs across Scotland that will allow them to produce high quality graphics, free of charge. The platform that makes this all possible is Canva.

What is Canva?

Canva is a free graphic design platform that allows you to easily create social media graphics, website banners, email banners and more using professionally designed templates.

You can even upload your own photos and add them to Canva's templates using a drag and drop interface. It is like having a basic version of Photoshop that is free and does not require extensive photo editing knowledge to use.

Canva is home to thousands of free, professionally designed templates that, thanks to their drag and drop interface, can be customized with just a few clicks. Simply upload your photos to Canva, drop them into the template of your choice, and save the file to your computer.

What could my club use Canva for?

Canva is an excellent free tool that can add value to your golf clubs. Some examples of what the platform could be used for includes:

- Facebook, Instagram, or Twitter graphics.
- Facebook or Twitter cover photo graphics.
- Email banners.
- Website banners.

- Zoom backgrounds if you are hosting a club event or AGM.
- Posters or flyers for in and around the clubhouse.
- Brochures such as new member welcome packs, open day leaflets and more.

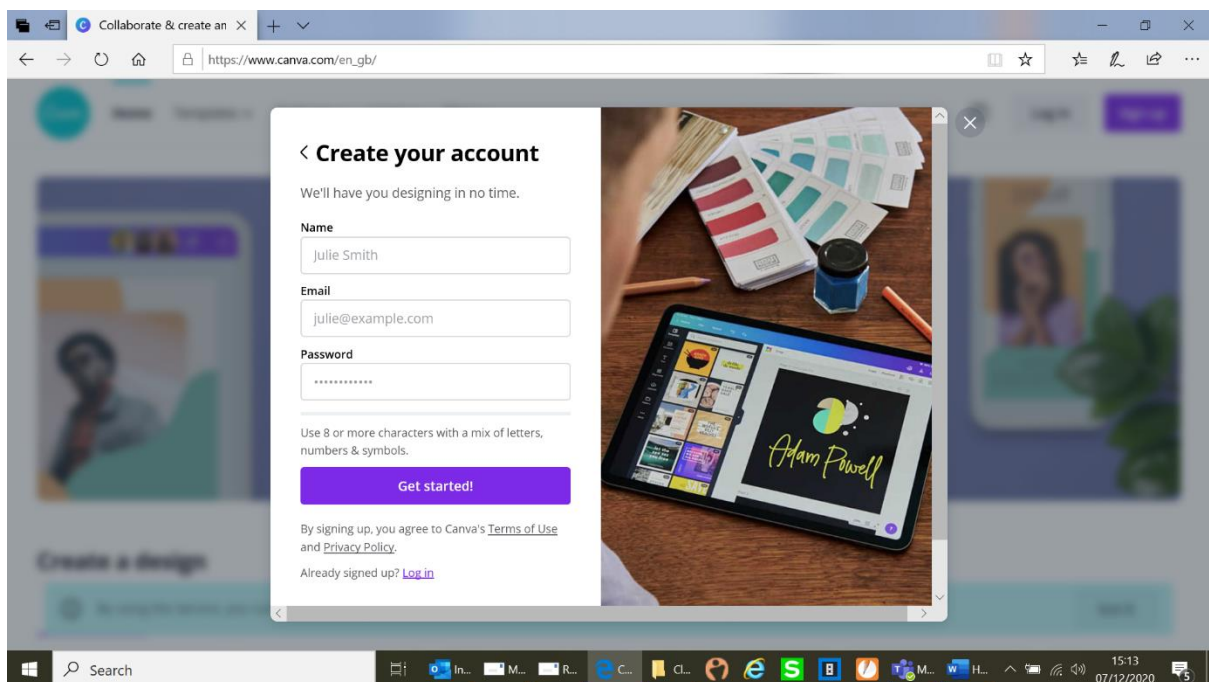
By using Canva, you will be able to bring many of the public facing areas of your business to life by producing professional looking graphics, without the normal cost or expertise required to do so.

The more you use Canva, the better you will get at it, but even the most basic graphics produced using the platform can add value.

How to use Canva

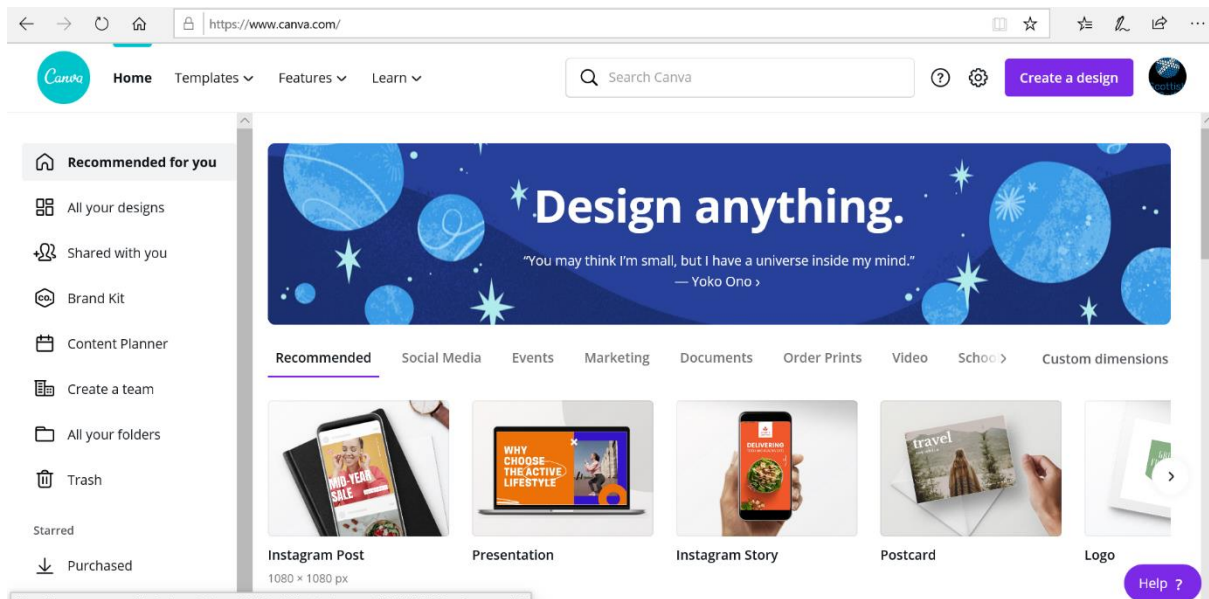
Registering for an account

- Visit the Canva website here - https://www.canva.com/en_gb/
- Select “Sign Up” in the top right-hand corner of the page.
- Follow the instructions and register for your account.



Log in and familiarise yourself with Canva

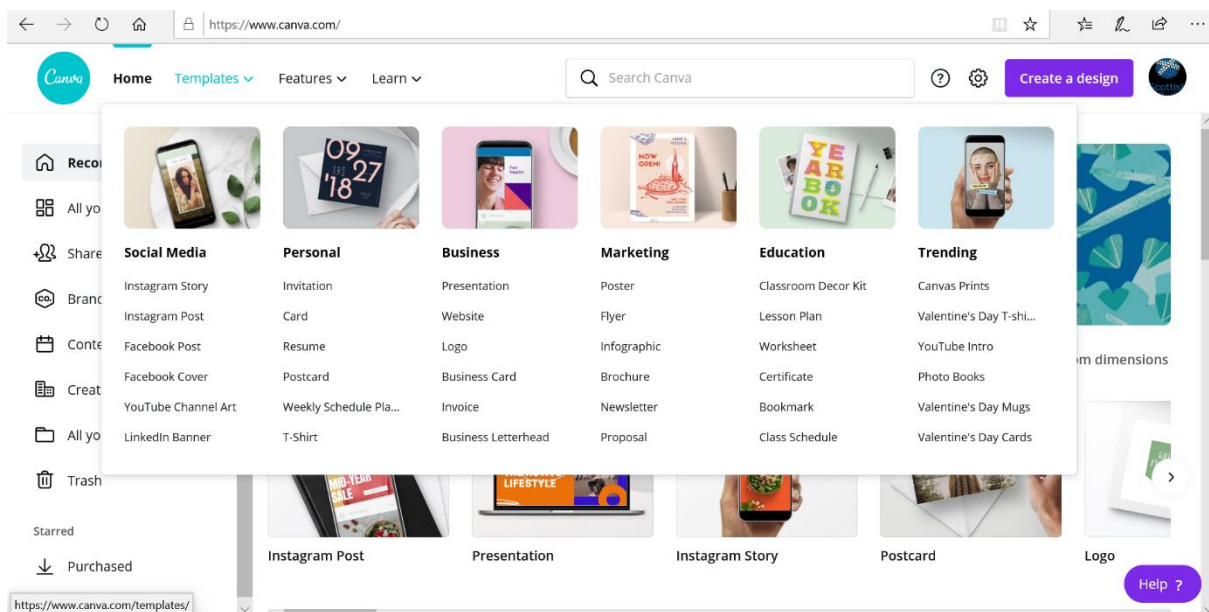
Once logged in, you will be taken to the below home screen:



Once logged in, you will see several different tabs on the left hand and top menus. The two key tabs to note are “Templates” and “All your Designs”.

Templates

The templates on Canva provide a handy shortcut to professional quality designs. The templates are fully customizable, so you can change the colours, images and more to suit your taste. Below you will see the variety of templates available to you including social media posts, posters, flyers and more.



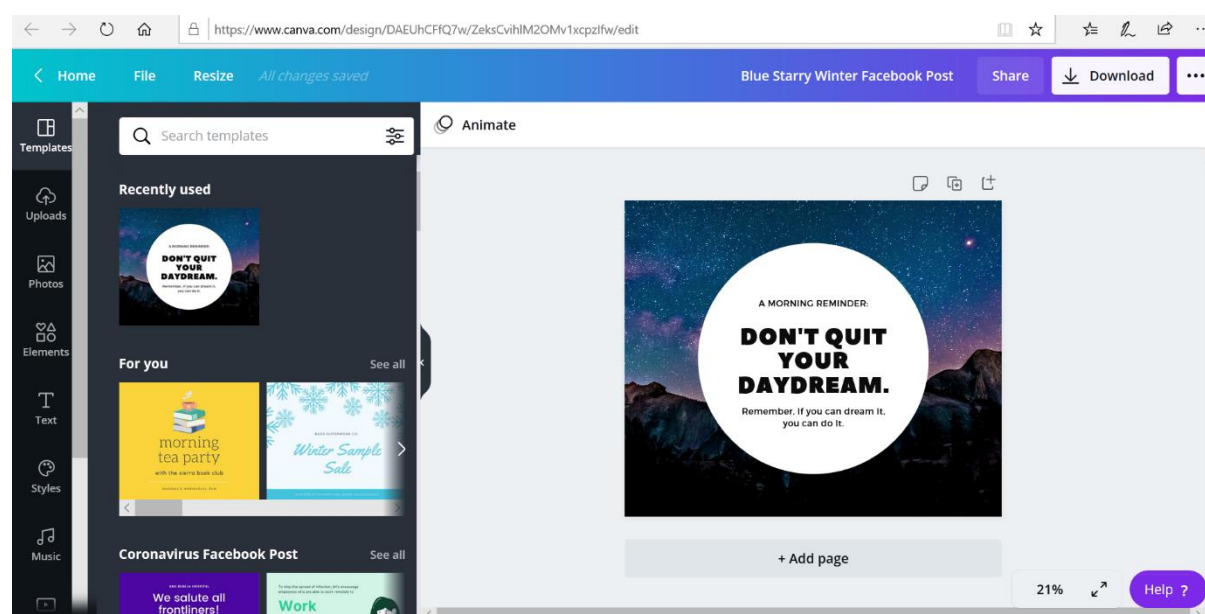
If you feel like you are confident using Canva, you do also have the option to create designs completely from scratch and a full guide on how to do this can be found [here](#).

All your Designs

By selecting the “All your Designs” tab, you will be taken to a page that will hold all of your previous designs on it. This is a useful feature that allows you to revisit designs in progress, rework previous designs and duplicate previous designs to edit and maintain consistency. It is valuable to have a variety of different designs, but there may be occasions where you simply wish to use a similar design or template again, perhaps changing the feature image or some of the text content.

Creating a design using a template

Once you have familiarised yourself with Canva, the next step is to get stuck right in and start creating graphics. For this example, a Facebook post template has been selected and can be seen below:

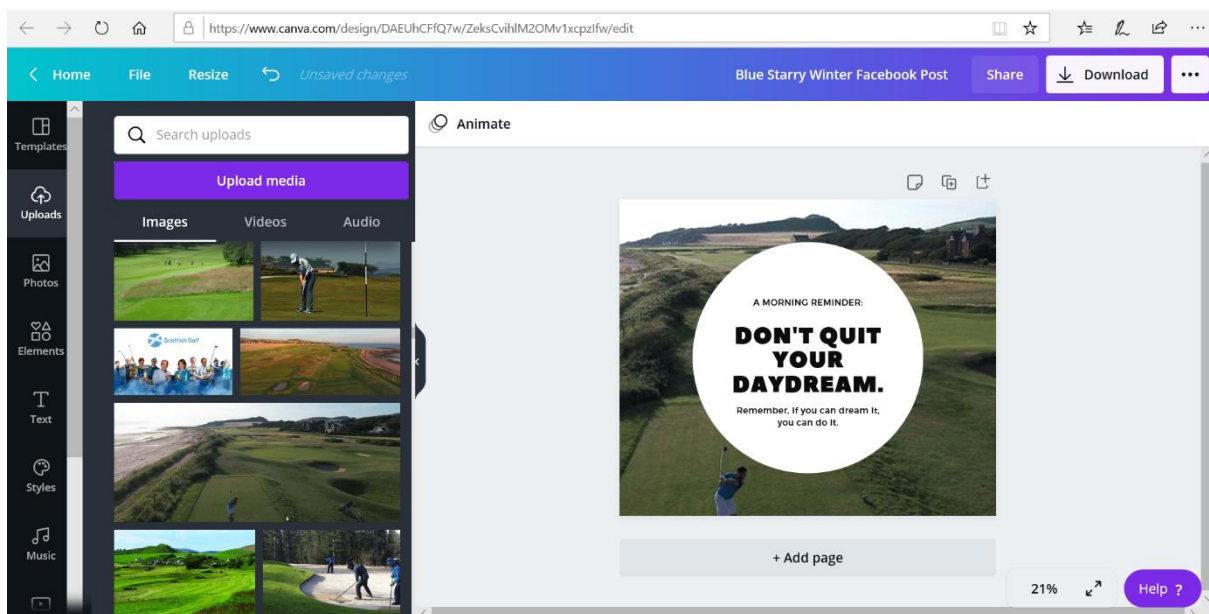


At this point, it is important to note the different tools available on the left-hand menu bar. The important ones to focus on for editing a template are:

- Uploads – this is where you can upload images that you wish to use in your graphics, such as images of your golf course, of you clubhouse or whatever you are looking to promote.
- Photos – this is where you can access stock imagery from Canva. With a free Canva account, the photos you can access are limited but there are options for you to use should you need to.

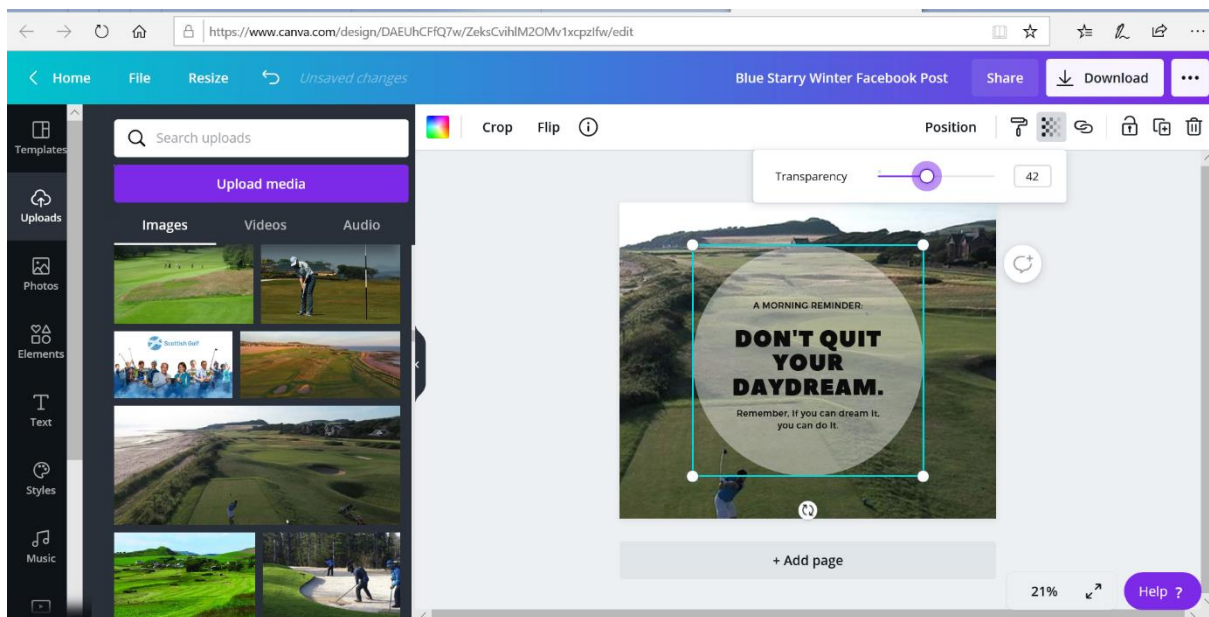
- Elements – this allows you to add elements such as shapes and stickers. The best way to understand what is available here is to have a search through and see what is there.
- Text – while the templates will have text included, you can also add additional text using this function.

Once you have selected your template, you can then start working on tailoring it for your own needs. The first thing you can look at doing is changing the image. This can be done by going into uploads, uploading any images you want to use to Canva, and then dragging and dropping your chosen image into your template. The below shows how this will then look:



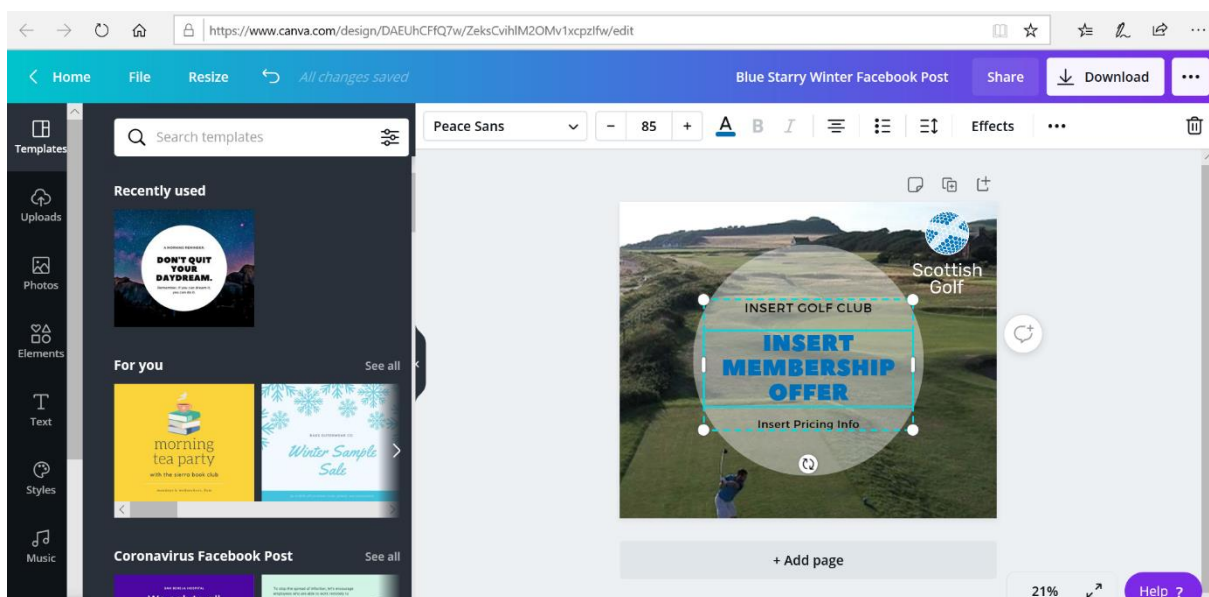
There are also some other features that allow you to edit the general look and feel of your graphic. In the below screenshot, the white circle on the template has been selected, and its transparency has been edited to let more of the image show through. The other options that are available which can be seen below are:

Using the colour option (the multicolour box top left) you can change the colour of the element of the graphic you have selected. Using the position option, you are able to change where the element of your graphic sits, but this can also be done by simply dragging to reposition.

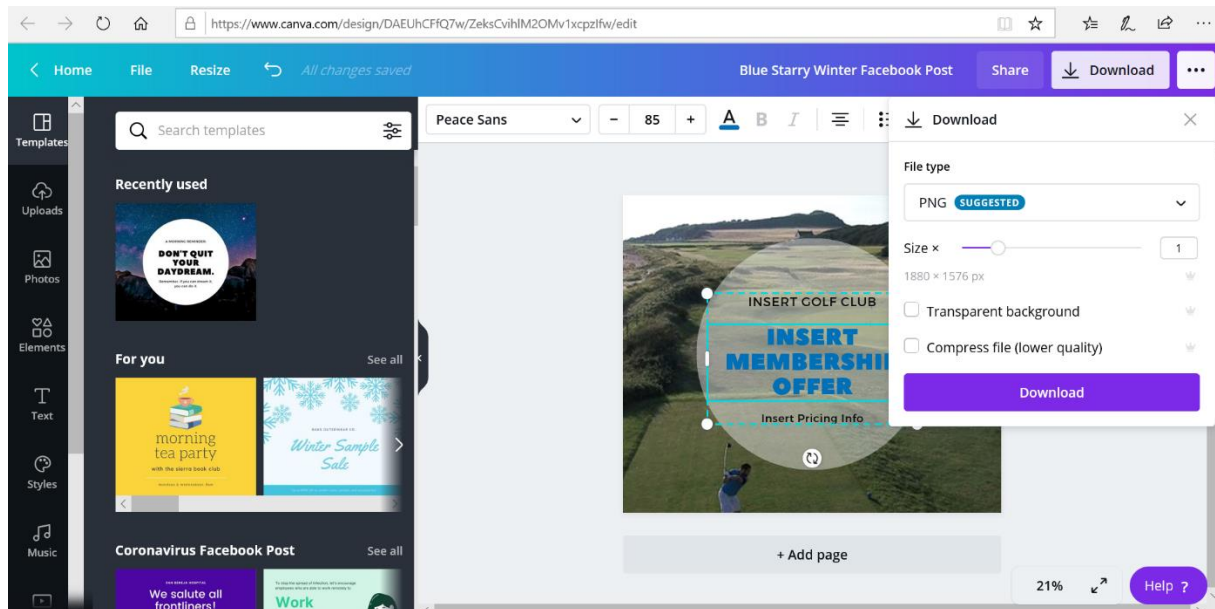


With your elements edited, you can now look to change the text on your graphic. Below some example text is used to fill the space and the colour of the middle text has been altered as well. You can also change the size and font of your text.

In addition, a handy addition to any graphic is your club logo. This can be done by uploading your logo via the uploads tab, and then clicking your logo to add (this is instead of dragging as that will replace the background image). Once you have done this, you can resize and reposition your logo as required.



Once you are happy with your graphic, you can then download it for use. To do this, you should click the download button on the top right, select the file type (this will usually be PNG or JPEG), and then simply hit download.



Your finalised graphic is then ready for you to use!



This guide takes you through the process of creating a very simple individual graphic. Canva also allows you to go far beyond this creating things like flyers, posters, membership welcome brochures and more, and as you learn the platform and become more comfortable using it, you will be able to explore these options further.

Some Examples

Cawder Golf Club Christmas green fee advert:



A Christmas green fee voucher for Cawder Golf Club. The top section is a blue banner with a small Christmas tree icon on the left, the text "CAWDER GOLF CLUB" in large white letters, "GREEN FEE VOUCHERS" in smaller white letters below it, and the club's crest on the right. Below the banner are three photographs: a green with sand traps, the clubhouse building, and a wide view of the golf course. The bottom section is another blue banner with the text "AN IDEAL CHRISTMAS GIFT" and "GET YOURS TODAY" in white. At the very bottom, contact information is listed: "E: ADMIN@CAWDERGOLFCLUB.COM" and "T: 01417611281".

CAWDER GOLF CLUB
GREEN FEE VOUCHERS

AN IDEAL CHRISTMAS GIFT
GET YOURS TODAY

E: ADMIN@CAWDERGOLFCLUB.COM T: 01417611281

Dullatur Golf Club membership advert:



A membership advertisement for Dullatur Golf Club. The top section features three photographs: a golf course with a sand trap, the clubhouse, and a golf course with a yellow flag. Below these is a dark red banner with the text "18 Months Membership for £999" in white, "AT DULLATUR GOLF CLUB" in gold, and the club's crest. To the right of the crest is a photograph of a golf course with a yellow flag. Below the red banner are two more photographs: a golf course with people and a sunset over a golf course. At the bottom, contact information is listed: "E: membership@dullaturgolf.com" and "T: 01236 723230".

18 Months Membership
for £999
AT DULLATUR GOLF CLUB

E: membership@dullaturgolf.com T: 01236 723230

Gleddoch Golf Club gents open flyer:



Individual Gents Open
Sunday 14th July
£15 Per Person

Scratch & Nett Prizes, Handicap Limit 28



To Enter Email:
secretary.gleddochcommittee@outlook.com