

# Canva AI

*Professional visual content. No design skills required — but your judgement is essential.*

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The Problem

**Your Communications Look Like  
You Are Not Taking Them Seriously**

# The Visual Gap That People Notice But Never Mention

## What most churches currently produce

- ✗ Word document posters with clip art
- ✗ PowerPoint slides with default themes and Comic Sans
- ✗ WhatsApp announcements with no image or a blurry photo
- ✗ Social media posts that look like they were made in 2009

## What Canva AI makes possible

- ✓ Professional sermon series graphics in 10 minutes from a text description
- ✓ Social media posts that look designed — because they are designed
- ✓ Consistent visual identity across every format — Instagram, Facebook, bulletin, screen
- ✓ A whole series visual identity from one text brief — resize once, done

↑ *Visual credibility affects whether people take your communications seriously before they read a word.*

The Concept

# What Canva AI Actually Does

# Three AI Features — What Each One Is For

- ◆ Magic Design: describe what you want — Canva generates a complete designed layout. You replace the text and images.
- ◆ Text to Image: describe an image — Canva generates a custom graphic. Use for backgrounds, illustrations, hero images.
- ◆ Magic Write: describe copy — Canva generates text within your design. Useful for captions, taglines, announcement text.
- ◆ Magic Resize: one design → multiple formats in one click. Instagram square → Facebook banner → bulletin insert.
- ◆ The workflow: brief → Magic Design → replace placeholder text → resize → download
- ◆ Total time for a competent first iteration: 15-20 minutes. With practice: 8 minutes.

Demo 1 of 2

# Sermon Series Graphic — From Brief to Download

# Demo 1 — Full Sermon Series Visual Identity

## PASTE INTO CANVA MAGIC DESIGN

Series title: The King Is Coming

Scripture anchor: Zechariah 9:9

Visual mood: Triumphant and hopeful — a King arriving in humility, not conquest.

Anticipation rather than triumph. Warm without being sentimental.

Colour direction: Deep purple and warm gold. Clean and contemporary — not medieval or stained-glass.

Style: Bold typography. One strong image that suggests arrival or entry — an open gate, a road, a crowd. Text should dominate.

### Watch for

Three things to check before using the output: (1) Is the typography readable at thumbnail size? (2) Does the mood match your description? (3) Is there any placeholder text that looks real but is not your content? Read every text element before downloading.

Demo 2 of 2

# **Social Media Graphic — From Sunday Sermon to Monday Post**

# Demo 2 — Weekly Social Media Graphic in Under 10 Minutes

- 1 Open Canva. Click 'Create a design' → choose Instagram Post (1080 × 1080px)
- 2 In the left toolbar, click 'AI' → 'Magic Design'. Describe your graphic: the key quote or scripture from Sunday's sermon, the visual mood, your colour direction
- 3 Browse the generated options. Click the one closest to your direction.
- 4 Replace the placeholder text with your actual quote. Check every text element — do not trust placeholder text.
- 5 Click 'Resize' → select Facebook Event Banner and Bulletin Insert. Download all three. Done.

## Watch for

The Resize feature is where Canva saves the most time. One design becomes three formats in one click — but check each resized version for any text or image clipping that the resize introduced.

# The Brief Is the Design — How to Describe What You Want

- ✦ Visual mood is the most important element: 'warm and hopeful' produces completely different results from 'bold and contemporary'. Spend 30 seconds on this phrase.
- ✦ Include a specific colour direction: 'deep navy and gold' is more useful than 'professional colours'
- ✦ Describe the image you want to suggest, not the specific image: 'suggests arrival or entry' gives Canva more creative latitude than 'a gate'
- ✦ Include your typography priority: 'Text should dominate' or 'Image-led with minimal text' changes the layout significantly

## The Most Common Mistake

### ✗ Not reading the placeholder text

Canva's Magic Design generates placeholder text that looks like real content. It is formatted like a real headline, in your colour scheme, in your font — but the words are generic. Every year, churches publish Canva designs with the placeholder tagline still in them because they assumed the visible text was the real text. Read every text element in your design before downloading. Every one. This is not a step to be trusted to a quick glance.

✓ Fix: Before every download: click every text element. Read it. Confirm it is your content.

# What Canva AI Cannot Do

- ⚠ Canva AI cannot know your church's brand — you must apply your colours, fonts, and logo manually unless you have saved a Brand Kit (Pro plan)
- ⚠ Magic Design generates a starting point — not a finished design. Every output needs your editorial eye.
- ⚠ Text to Image is not always appropriate for church use — generated images sometimes include theologically awkward content. Always review.
- ⚠ JPEG loses quality for print materials — download as PNG for digital, PDF for print. Do not use JPEG for anything that will be printed.
- ⚠ The free plan includes limited premium template access — if you consistently see Pro templates, upgrade or use free alternatives

**Rule: Read everything before you download. Every text element. Every time.**

# Which Canva Plan Do You Need?

## Free (£0/month)

✓ Learning the tool, occasional graphics, testing Magic Design

X Regular multi-format production with consistent brand identity

*Most AI features available. No Brand Kit. Limited premium templates.*

## Pro (\$15/month, ~£12)

✓ Regular church graphics production — weekly socials, sermon series, events

X Multi-person communications teams — Teams plan is better for that

*Brand Kit (saves colours, fonts, logos). 500 AI credits. Background Remover. 1TB storage.*

## Teams (\$10/user/month, ~£8, min 3 users)

✓ Churches with multiple people producing communications content

X Solo communicators — Pro is sufficient and cheaper per user

*Shared Brand Kits, approval workflows, admin controls.*

## DO THIS NOW

## Create a social media graphic for this Sunday's sermon

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- 1 Go to [canva.com](https://canva.com). Create a free account if you do not have one.
- 2 Click 'Create a design' → Instagram Post (1080 × 1080px)
- 3 Click AI in the left toolbar → Magic Design. Describe your sermon's theme, mood, and colour direction.
- 4 Browse the options. Click the closest one. Replace all placeholder text with your actual content.
- 5 Click Resize → Facebook Event Banner. Check the resize for any clipping. Download both.

*Time yourself. How long did it take? Compare that to your current process. That difference is the value.*

# What Good Canva AI Output Looks Like

- ✓ The visual mood matches your brief — 'warm and hopeful' looks warm and hopeful, not generic
- ✓ The typography is readable at every format size — check at 200px wide (phone notification size)
- ✓ Every text element is your content — no placeholder text remaining
- ✓ The design is consistent across formats — the Instagram square and Facebook banner look like the same series
- ✓ The colour scheme uses your church's brand colours — not Canva's default palette
- ✓ The image (if any) is appropriate for your congregation — nothing that requires theological explanation

**The brief is the design. Invest in describing what you want — vague brief, vague output.**

Also worth exploring:

- [Prompt 10 in the Student Prompt Library](#) is your Canva AI brief template — use it every time
- [Module 8 in the main course](#) covers Nano Banana as the companion tool for slide design