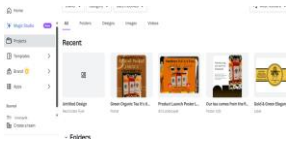
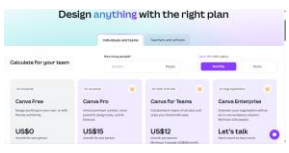
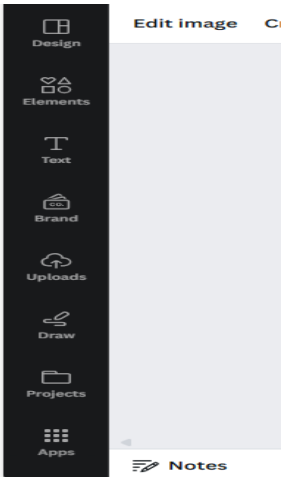
Storyboard

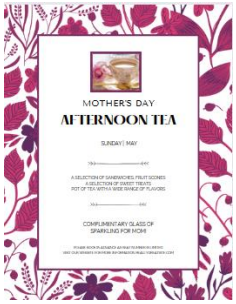
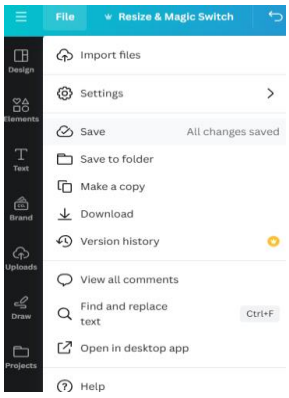
Video Tutorial: Mind Your Business- Creating a Professional Flyer Inexpensively- Canva Tutorial

By: Alisa Jackson-Patterson

	Graphic / Pic / Art / Video / or simply description	Script Describe what's happening and who's doing what.	
1		Building and Maintaining a business can be A LOT! Emotionally, physically, and monetarily.	
2		Building and Maintaining a business can be A LOT! EMOTIONALLY	
3		PHYSICALLY	
4		MONETARILY	

5		So you have an event coming up and you need a flyer to announce it, BUT you are on a budget. NO WORRIES! Im going to walk you through how you can create your own flyer, and on a budget at Canva.com	
6		If you are new to the Canva app, click the sign up button in the left to create your account. If not, sign in, and LET'S GET STARTED.	
7		As you can see by skimming through my project folder, I use Canva for just about everything. I use it for labels, posters, certificates, banners, and flyers. Flyers will be our focus today.	
8		The first thing we want to do is select the Create Design tab in the upper right corner. This will create a drop down where you can select the type of document you would like to create. In this case we will select FLYER.	
9		From this page you can choose to create your own flyer from scratch or you can choose from templates that have already been provided and make them your own. Type in the topic and scroll through the selections. Today because we are focusing on Minding our business, I am going to type in "Tea Business" Hundreds of templates will populate. You can now scroll to see which one stands out to you and fits best with your theme. NOTE- In the bottom right Corner of some flyers you will see a small gold crown. This signifies you will need a pro membership to save this flyer.	
10		The plans range from $0 - $15 a month. Choose the one that best fits your needs. Some things to consider are: • Will you use the site often? • Is it just you or do you have a team? • What quality of product do you want to create?	

11		Today we are creating a flyer to promote an event for my tea business. I will be hosting the event on the weekend of May 25th. However, it will be themed for Mother's so somewhere in here we will quote, "Every day is Mother's Day"	
12.		Now that we've made our selection, we can now begin to make the flyer our own. Prior to this, let's make sure you have got the vision in your mind of what you would like to add from your personal files to this flyer, and select the upload option. This is where I would upload any logos, pictures or anything that is specific to your business.	
13.		Now that everything has been uploaded we can now start with adjusting our background and image. **REMEMBER TO SAVE AS YOU GO!!!** **You don't want to loose your hard work.** Select the image and make the changes you would like to make. I believe I would like to change the colors and flowers to a more spring timey feel. Select Edit Images and Duotones. This will allow you to adjust the color of the picture. For this theme I believe I will select the Fuschia theme.	

14.		For the purpose of my design I am going to extend the frame of the picture to the edges of the frame. I think it looks nicer this way. Next I will make sure the inside section is centered and expand it a little bit on each side. Each side should be w-6in x h- 8.8in	
15.		Now that everything is centered and just right, lets work on the inside. Go to the tool bar and select an uploaded image or go to elements and type in the photo you are looking for. For this, I think a nice tea cup will be perfect. Delete the original picture. Select the new picture and size it to your specification. At this point decide if you would like a border around the picture and around the inside frame.	
16.		NOW lets work on the wording! I suggest using only 2-3 different types of font. Your typography is very important. You want to use fonts that will stand out and draw the attention of the audience. The fonts used are Hatton, Raleway, and TenorSans. For the purpose of training we will keep these three fonts. Now you can go in and change your wording to fit your specific event.	
17.		Guess what? You have now completed your flyer and you are now able to save it and download. You can now: SAVE- SAVE TO FILE- Create a file for business files to save the flyer in. DOWNLOAD- There are a number of file types to choose from, PNG, JPG, etc. Choose the file type and select DOWNLOAD. Then save file to your device. YOU HAVE NOW COMPLETED YOUR 1ST FLYER! CONGRATULATIONS	

18.		I Will be using video the whole time. Walking the audience through the process. The only pictures will be the Intro picture and the ones titled emotionally, physically, and monetarily. I do not plan on being on video myself. The targeted audience will be people in business, even people in ministry that must make flyers to promote their products and events, who would like to save money and make professional flyers on their own. The video should be between 5-10 minutes. Just enough information that the audience can grasp the process and not be overwhelmed.	
19.			
20.			
21.			