

Canva Magic Studio & AI Design — Workbook

This workbook turns the course into a working content system for your brand. You will set up a Brand Kit, build reusable prompts for Magic Design and Magic Write, practice the photo-editing tools, and run a full campaign from brief to publish with Magic Switch. Keep the included templates open as you work — they are designed to become your permanent Brand Kit spec, prompt library, and multi-format resize plan.

Getting Oriented in Canva Magic Studio

Set up the Brand Kit that makes every later tool on-brand, and learn to judge AI output against your brand instead of accepting it.

Worksheet: Brand Kit Setup Sheet

Before generating anything, fill this in, then enter it into Canva under Brand Kit. This is the single highest-leverage step in the course.

Primary logo (filename)

Reversed / white logo for dark backgrounds (filename)

Square logo mark for avatars (filename)

Brand color 1 — Primary (hex)

Brand color 2 — Accent (hex)

Brand color 3 — Background (hex)

Heading font

Body font

Brand voice in one sentence (for Magic Write tone)

Exercise: Map the Tool to the Job

Open Canva and locate each Magic tool so you know where it lives before you need it under deadline. Note the menu path for each.

- Open Magic Design from the home screen and note how to reach it.
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- Inside a design, find Magic Write, then find Apps > Magic Media.
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- Select a photo, open Edit photo, and locate Magic Eraser, Magic Edit, Magic Grab, Magic Expand, and Background Remover.
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- Open a finished design and find the Resize (Magic Switch) button. Write the one-line job of each tool you found.
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Checklist: Two-Minute Quality Check

- Colors, fonts, and logo match the Brand Kit (no template defaults slipped through)
- Zoomed in on any AI-generated image for garbled text, broken hands, or warped objects
- Every fact, price, and claim in the copy verified, not just plausible
- Clean space confirmed for headline, logo, and call to action
- All images, fonts, and elements cleared for commercial use

Generating Layouts and Copy with Magic Design and Magic Write

Make Magic Design and Magic Write produce on-brand drafts you can ship after a quick edit, not generic filler.

Worksheet: Magic Design Prompt Builder

Assemble a specific Magic Design prompt, then generate, pick the best structure, and apply your Brand Kit. Use this for any new design.
Design type (Instagram post / presentation / poster / etc.)

What it announces or promotes (specific)

Key date or detail

Desired mood (2-3 adjectives)

What must fit (headline / button / logo / photo)

Full stitched prompt (one sentence)

Chosen layout + why (structure, not color)

Worksheet: Magic Write Role-Context-Format Prompt

Fill each part, then paste the stitched prompt into Magic Write. Generate options, pick the strongest, edit in your voice, and verify every claim.

Role (who is writing)

Context (the true facts: offer, dates, audience)

Task and format (exact output: e.g., 3 captions under 200 characters)

Tone and constraints (e.g., energetic, no medical claims)

Full stitched prompt

Chosen option after editing

Claims I verified before publishing

Exercise: Build a Branded Deck in One Pass

Use the AI deck workflow to produce a short, on-brand presentation, then refine it for clarity instead of building slides by hand.

- In a new Presentation, generate a 10-slide deck prompted with topic, audience, and slide count.
 - Apply your Brand Kit so colors, fonts, and logo flow across all slides at once.
 - Trim each slide with Magic Write to one idea plus a supporting line, and verify any numbers.
 - Apply Magic Animate for one consistent transition style, then review contrast and readability.
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Checklist: On-Brand Draft Check

- Layout chosen for structure and hierarchy, not just color
 - Apply Brand Kit clicked so colors and fonts match
 - Real logo dropped in (not an AI-generated mark)
 - Magic Write copy edited into the brand voice
 - Every fact, price, and statistic verified
 - One consistent image style used across all slides or posts
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Editing Real Photos with the Magic Edit Tools

Clean up and adapt real photos non-destructively so one image can serve many on-brand layouts.

Exercise: Magic Eraser Cleanup Drill

Take a real photo with a distraction and remove it cleanly, keeping the original upload safe.

- Pick a photo with one clear distraction (a stray cup, sign, cable, or passerby).
 - Brush over it with Magic Eraser, slightly larger than the object, so the fill can blend.
 - Zoom in on the patched area and check for repeated textures or soft blurs.
 - If it looks off, revert and try a cleaner brush — confirm the raw upload is still saved.
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Exercise: Adapt One Photo Three Ways

Use Magic Grab and Magic Expand to turn one photo into multiple formats without a reshoot.

- Start from one strong photo with the subject away from the edges.
 - Use Magic Grab to lift and reposition the subject to make room for a headline.
 - Use Magic Expand to widen the shot into a banner, then again to fit a vertical Story.
 - Use Magic Edit to swap or add one small element to make it seasonal or on-brand.
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Worksheet: Reusable Photo Recipe

Define the fixed sequence and settings you will apply to every brand photo so your feed looks consistent.

Step 1 — Clean: what to remove with Magic Eraser

Step 2 — Isolate: Background Remover / Magic Grab onto which brand color

Step 3 — Frame: which aspect ratios via Magic Expand

Step 4 — Style: saved filter or adjustment preset name

Step 5 — Brand: logo, headline, CTA placement

Background rule (e.g., all product shots on cream)

Where raw uploads are stored (Canva folder name)

Checklist: Photo Edit Check

- Brushed slightly larger than the object for clean blending
- Patched and expanded areas checked for repeats and warping
- Subject kept off the edges before any Magic Expand
- Exact label, product, or face preserved from the original where precision matters
- Raw upload kept so edits can be reverted
- Same filter or preset applied for a unified look

Generating Media, Resizing, and Publishing Safely

Generate on-brand media, turn one design into every format with Magic Switch, and pass a publish-safe gate every time.

Worksheet: Magic Media Prompt Builder

Build a Magic Media prompt one part at a time, choose a Brand-Kit-fitting style, and generate. Never put real text in the image.

Subject (material, key detail)

Style (photo / 3D / flat vector / watercolor — match Brand Kit)

Composition (where the negative space sits)

Lighting

Mood and palette (named colors)

Aspect ratio and placement

Full stitched prompt

Where the real headline text box will go on top

Exercise: One Design, Every Format with Magic Switch

Perfect one hero design and resize it into a full campaign, doing a manual check on each output.

- Finish one hero design in your primary format with the Brand Kit applied and the layout uncluttered.
 - Use Resize to generate Instagram post (1080x1080), Story (1080x1920), Facebook (1200x630), and presentation (1920x1080) at once.
 - Open each resized copy and nudge focal points, spacing, logo, and CTA so it still reads.
 - If you serve other languages, Translate the text and proofread each version.
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Checklist: Publish-Safe Licensing & Disclosure Gate

- No real, identifiable people or third-party logos generated for commercial use
- Own logo added from a real file, not generated
- Fonts and any music or audio confirmed cleared for commercial use
- Canva Content License limits respected (no selling unaltered stock as a standalone product)
- Platform AI-disclosure rules checked for each channel (Meta, TikTok, ads)
- Clients told when deliverables use AI
- Two-minute quality check passed before posting

Checklist: End-to-End Campaign Run

- Brief written: goal, one key message, required placements
- Layout drafted with Magic Design and Brand Kit applied
- Copy drafted with Magic Write and edited into brand voice
- Imagery cleaned with Magic Eraser/Grab/Expand or generated with Magic Media
- Every format produced with Magic Switch and manually checked
- Quality check and licensing/disclosure gate both passed
- Final design saved as a branded template for next time

Your Action Plan

1. Day 1: Build your Brand Kit in Canva from the setup sheet — logos, exact hex colors, and heading/body fonts — and confirm Apply Brand Kit works on a test design.
2. Day 2: Generate three layouts with Magic Design from specific prompts, apply your Brand Kit to each, and save the best as a branded template.
3. Day 3: Run the Magic Write role-context-format prompt to draft captions and headlines, then edit them into your voice and verify every claim.
4. Day 4: Build a 10-slide branded deck with the AI deck generator, trim each slide to one idea, and add one consistent Magic Animate transition.
5. Day 5: Practice photo editing — remove a distraction with Magic Eraser and put a portrait on a brand color with Background Remover.
6. Day 6: Adapt one photo three ways with Magic Grab and Magic Expand, and lock your reusable photo recipe.
7. Day 7: Generate two on-brand visuals with Magic Media (real text added as a separate box), keeping one consistent style.
8. Day 8: Run one real campaign end to end — brief, draft, edit, Magic Switch resize, manual check — and pass the publish-safe gate.
9. Ongoing: Reuse and tweak saved templates and prompts instead of starting cold, and apply the same photo recipe to every image.

10. Monthly: Review your prompt library and templates, retire weak ones, refresh seasonal variants, and re-confirm licensing on any new fonts or music.

