

Canva Magic Design & Content Creator Sheet by CAIT

1. Magic Write Prompt Types

Magic Write is Canva's built-in AI text generator that helps you create content across designs.

Prompt Types:

- **Blog titles:** "Generate 10 blog titles about sustainable living"
- **Social media captions:** "Write an Instagram caption for a coffee shop opening"
- **Email subject lines:** "Create 5 catchy subject lines for a summer sale"
- **Product descriptions:** "Describe a new smartwatch for a tech-savvy audience"
- **Listicles & summaries:** "List 5 benefits of AI in education"
- **Bio/About Me:** "Write a personal bio for a freelance graphic designer"

Pro Tip: Always include your audience, tone, and goal in the prompt.

2. Magic Media: AI Image, AI Video, AI Voiceover

Magic Media tools help you create content assets instantly.

• AI Image Generator:

Prompt example: "A futuristic classroom with robots teaching kids, digital art style"

Ideal for: social posts, event banners, presentation slides

• AI Video Generator:

Generate short video concepts and AI video templates with animations or transitions

Best for: reels, explainers, product demos

• AI Voiceover:

Turn your script into voiceover audio with multiple accents & tones

Best for: presentations, pitch videos, social reels

3. Magic Edit (AI-Powered Design Edits)

Use Magic Edit to alter your design images using simple text prompts.

Examples:

- Replace a background with "a sunny beach"
- Change a dress to "a red evening gown"
- Remove objects or add text overlays automatically

Steps:

- Select the image –Click "Magic Edit"
- Highlight area – Type your instruction
- Generate & choose from variations

4. Use Cases: Marketers, Students, Businesses

User Group

Marketers
Students
Businesses
Educators
Creators

Use Case Examples

Instagram posts, reels, ads, lead magnets
School projects, posters, presentations
Brochures, pitch decks, branding kits, menus
Worksheets, lesson plans, certificates
YouTube thumbnails, content calendars

5. Tips for Better Prompt Results in Design

- **Be visual & specific:** “Sunset over NYC skyline in watercolor style”
- **Mention design styles:** flat, 3D, line art, cartoon, realistic
- **Include composition elements:** “Centered logo with soft pastel background”
- **Describe emotion or energy:** calming, energetic, bold
- **Use aspect ratio hints:** “square post for Instagram”

6. Canva Pro Keyboard Shortcuts

Function	Windows / Mac
Duplicate element	Ctrl/Cmd + D
Group elements	Ctrl/Cmd + G
Ungroup	Ctrl/Cmd + Shift + G
Copy style	Ctrl/Cmd + Alt + C
Paste style	Ctrl/Cmd + Alt + V
Align center	Ctrl/Cmd + Shift + C
Align middle	Ctrl/Cmd + Shift + M

Bonus Tip: Press / to open the quick search bar in Canva.

7. Social Media Content Planner with AI

Canva's Content Planner + Magic Write = effortless social media strategy.

Workflow:

- **Plan your weekly or monthly calendar**
- **Use Magic Write to generate post ideas + captions**
- **Design directly in calendar view**
- **Schedule posts across Instagram, Facebook, LinkedIn, TikTok**
- **Use AI to repurpose content into multiple formats**

8. Canva + Brand Kit + AI = Automated Branding

Use Canva's Brand Kit to automate design consistency with AI.

Brand Kit Includes:

- **Logo**
- **Fonts**
- **Color Palette**
- **Brand Voice (for tone in Magic Write)**

AI Use Case:

“Write a promotional caption in [brand tone] for our new [product] using brand colors and logo in a clean, modern layout.”

Result: You get AI-generated content + brand-aligned visuals in minutes.