Staples Boys Lacrosse Association

How to Create Your Ad

1st Annual 2018 Staples Boys Lacrosse Yearbook

*Deadline for advertising reservations and materials is **May 1, 2018***

There are **2** ways to create your ad:

#1 Create your own ad using a graphic design program such as Adobe Illustrator, Adobe Photoshop, CorelDraw, etc. Submit it as a PDF (300 DPI).

#2 Create your own ad with **CANVA.** This is a user-friendly graphic design program for non-graphic designers. Go to www.canva.com and build your AD.   Instructions are below.

Before you begin designing your ad, create a folder on your desktop and collect your artwork or your photographs and drag them into that folder. You will want to access this folder when you "upload" your artwork or photographs into Canva.

IMPORTANT! When you get to canva.com you must click on the "USE CUSTOM DIMENSIONS" box in the top right corner of the site. Do not look for a template or you will go crazy.   Once you do this follow the instructions below.

Begin by going to the website www.canva.com and follow the steps below:

- Create an account
- Log in, then look to the upper right-hand corner and click on the box **"Use custom dimensions"**
- A dimensions formula will appear in the upper part of the screen
- **Click on the gray box** with a scroll down arrow and scroll down to "in" as in inches.
- Plug in the appropriate ad size you purchased:

        Full page: 7.5w x 10h   (vertical format only)

        Half page: 7.5w x 4.75h

- Click the green button "Design!"

- **IMPORTANT:** Name your file on the top center of the screen in the turquoise banner next to the "Share" button before you begin designing!! Please title your file as indicated below:

    For Business/Corporate: Name of business_2018 Lax Yearbook_size of ad

    example: WonkeyDonkey_2018 Lax Yearbook_Full

    For Player: Name of player_2018 Lax Yearbook_size of ad

    example: BobSmith_2018 Lax Yearbook_Half

- From here, your canvas is set at the correct size and all your tools and elements are available for you on the left hand side of the screen in a black vertical band in gray type to create your ad. If you need help laying out your design, click any of the option "Layouts" on the far left, you can drag any one of these predesigned "layouts" to the white canvas on your right. Then "upload" your artwork or photos and drag your artwork onto the pre-established spaces, play with the scale of your artwork or photograph until you are happy.

- ****All artwork must be in black and white**. In order to convert your artwork or photograph, click on your photograph, then click on "Filter" located just above your ad layout on the right hand corner. Simply click the small black arrow till you see "Grayscale". You can adjust the intensity of the photo by dragging the black dot below the Grayscale image.

- Once artwork or photograph is in place, you can add Text and Elements from the far left options and alter the type or elements as you wish.

- The program Canva saves your artwork as you create. At this point you can log out and the artwork will appear on screen when you log back in.

- When your design is complete click the "Download" button on the upper right hand corner of your ad design. The next box will be "File Type". Click the black arrow to select "PDF-Print", click "Download". This will download load your ad to your desktop.

- When your design is complete and you're ready to send it to the committee, please forward your artwork to: **jtadrian@sbcglobal.net**.

Reference this link if you need more help:

https://support.canva.com/creating-your-design/layouts/