

## A Guide to My 3 Favorite Design Tools

No design experience? You can still produce amazing graphics and videos for your social feeds! Here are my favorite, easy-to-use design tools for retailers!



### Canva.com

Canva is the ultimate design program for people who know nothing about design! Create a project from scratch or use one of their beautiful templates. Choose from pre-sized projects, already built to fit your Facebook cover, email header and more! Upload your own photos or use their collection of stock photos to drag, drop and make something really unique for your business. Oh, and there is an app, as well! Many retailers only need the free version of Canva, but if you would like to save photos with transparent backgrounds, upload your own fonts, and save your brand's colors, upgrading to Canva for Work is just \$12.95/month! ([www.canva.com](http://www.canva.com))

### Legend

Legend is an app for iPhone and Android that easily helps you create animated videos and GIFs, with more of a focus on text than photos. You simply type in the message you want to share, choose a background if you'd like a photo background, choose a color scheme and then choose a theme. The result is an eye-catching video that takes your text to the next level. ([www.legend.im](http://www.legend.im))

### Ripl

Like Legend, Ripl is a smartphone app available for Android and iPhone that animates both photos and text. They are easy to make and stand out compared to your plain photo posts! Simply build your video in the app and then share to Facebook or Instagram. ([www.ripl.com](http://www.ripl.com))