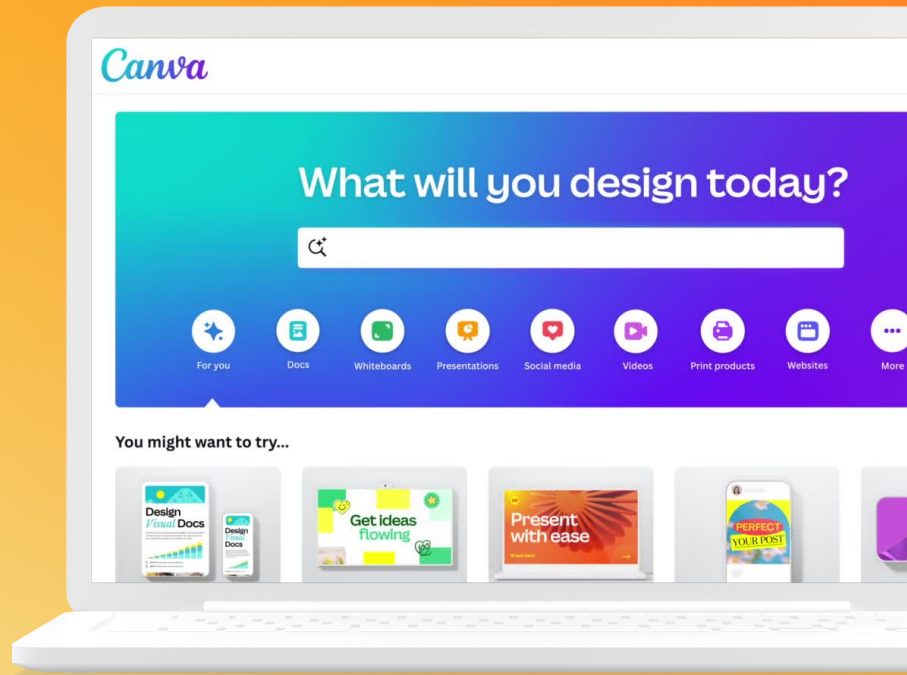


# Magic Design

## Visualize your ideas

Turn your ideas into designs in an instant. Magic Design uses AI to create custom, on-brand, and attention-grabbing designs in seconds. Describe what you'd like to see or upload your media, and Magic Design crafts professional social posts, presentations, and even videos. Like what you see? Apply your Brand Kit, and you're on your way. It's the ultimate sidekick to boost your productivity, spark inspiration, and speed up your design process.



## Made for you

Get a sneak peek at your final design before you even start. Magic Design takes your idea and creates a design for you. Simply write a prompt and watch as Magic Design uses AI to generate a collection of designs for you. Customize the designs to suit your brand, images, and videos.

## Apply your brand

Create a whole suite of on-brand, ready-to-share designs in minutes. Use Magic Design to generate a collection of designs, and then apply your brand colors and fonts from your Brand Kit with just one click. It's never been easier to get your brand out there - and connect with your audience.

## Lightning-fast designs

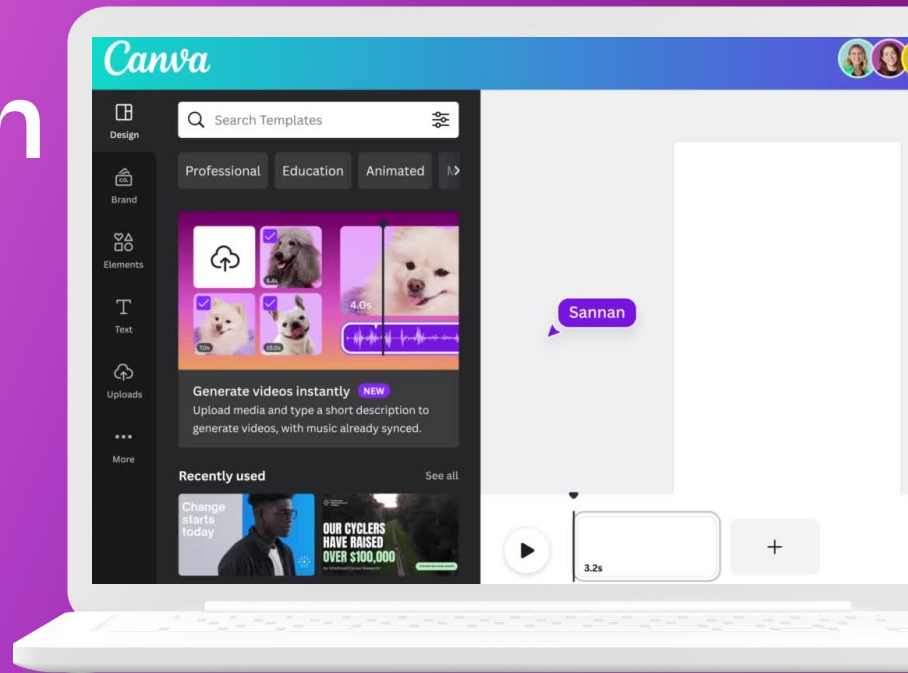
Turn any concept into a captivating design in a flash. From presentations to social media posts, Magic Design speeds up your workflow. With the efficiency boost, you and your team can use your time and energy to focus on coming up with innovative ideas for your projects.



# Magic Design for Video

## Fast-forward your video editing

Transform your content into short, shareable videos with Magic Design for Video. Pick your clips and images and Magic Design does the rest. It even gives you music recommendations to get the vibe just right. With your video editing done in an instant, you'll be able to post more regularly - and keep your audience engaged.



## Skip straight to tapping share

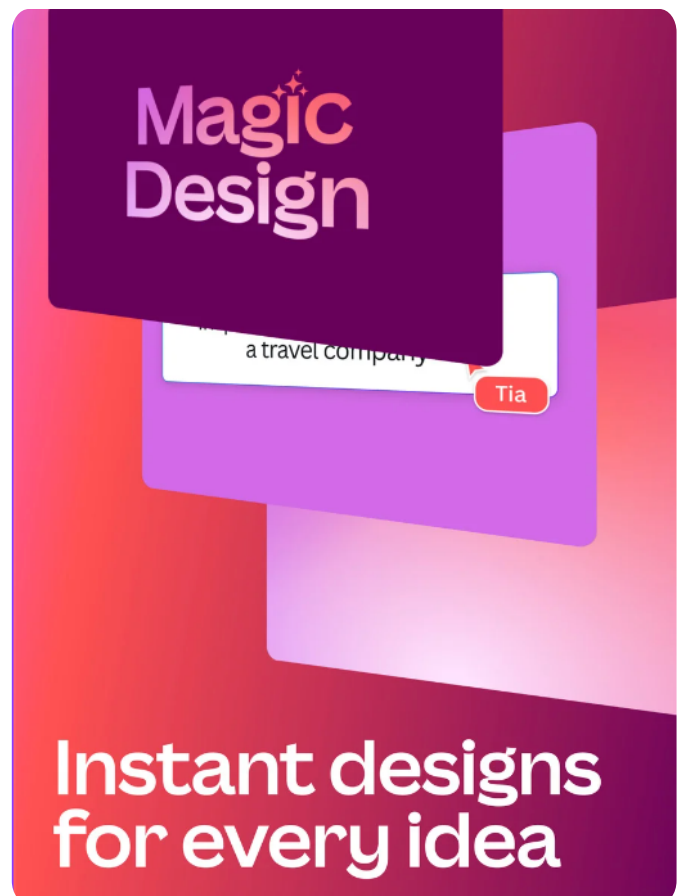
Press skip on video editing and go straight to a video that's ready to share. Magic Design for Video will do the hard work for you and transform your images and videos into a cohesive, compelling story - no video editing skills required. Need more creative control? Jump in and personalize your video once Magic Design has done its thing.

## Set the tone with the right tune

Get expert help with your video's soundtrack. Set the tone by letting Magic Design recommend the best music for your video, then apply it perfectly with Beat Sync. Whether you need to amp up your holiday memories or capture attention with a product video, with Magic Design's intelligent recommendations, you'll get the vibe right every time.

## Fast-forward your process

Keep up with your content calendar with Magic Design for Video. By generating short-form videos from your clips and pictures, Magic Design takes something that used to take hours and does it instantly. Not only will you be able to post more regularly - and get more attention from your audience - but you'll free up time and creativity for your other projects.

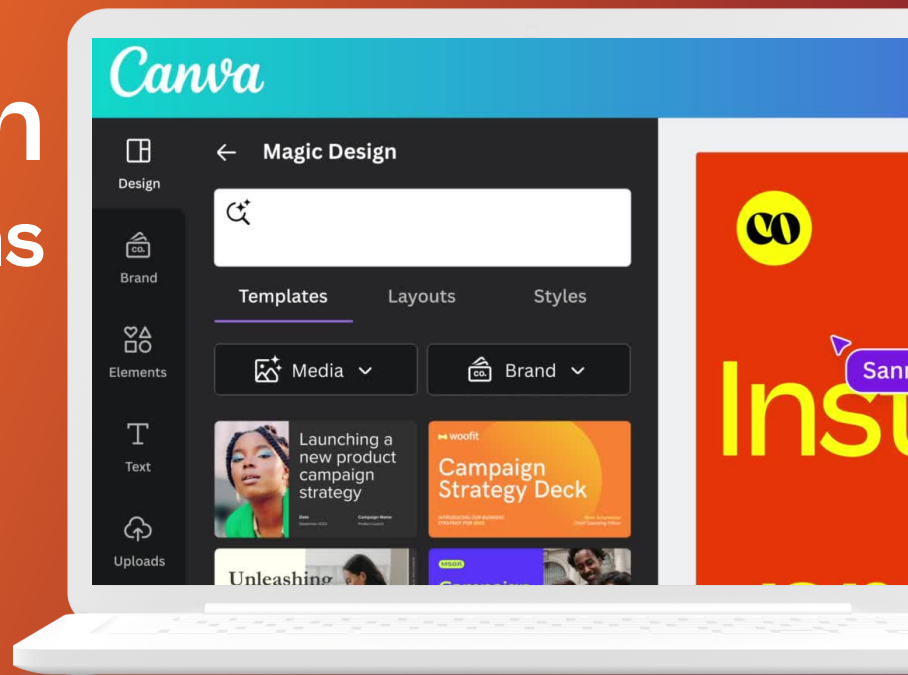


Instant designs  
for every idea

# Magic Design for Presentations

## Create captivating presentations in seconds

Get a head start on your slides. Just type your idea in a few words and watch as slides fill with your topic, outline, and content. With your first draft in the bag, you can add details and apply your branding. With Magic Design for Presentations doing the hard work, you'll have even more time to make your presentation unforgettable - and extra hours to practice in front of the mirror.



## Your storytelling assistant

Create a presentation that connects and captivates. Magic Design considers your ideas and turns them into a presentation that tells your story. You'll find that each slide puts your content first and takes your audience through a cohesive narrative.

## Your shortcut to professional, on-brand presentations

Short on time and can't find the right slide design? Magic Design saves you time by creating a draft design for your presentation. You'll be ready to go with a custom, professional presentation in just a few seconds. Apply your branding from your Brand Kit to personalize it with your company's fonts and colors.

## Conquer the blank page

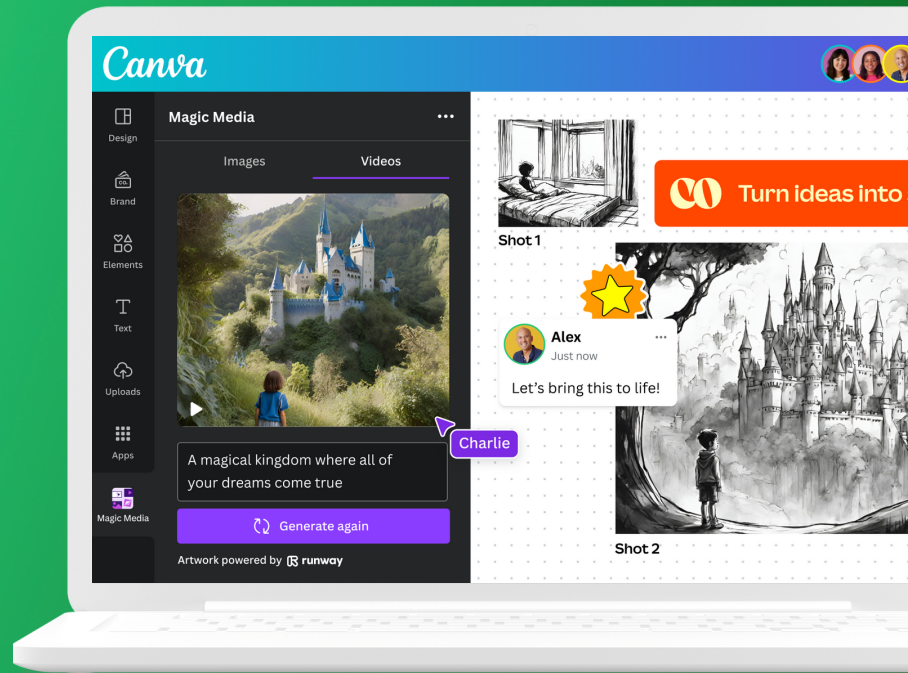
Banish writer's block and kickstart your creativity. Magic Design generates a first draft of your presentation using visual storytelling best practices. With the hard work done, you can jump in to add the details and customize the visuals.



# Magic Media

Turn ideas into images and videos

Dream it up, then add it to your design. Watch your words transform into beautiful images and videos with Magic Media. You'll stand out with visual content that perfectly fits your project.



## Access your imagination

Magic Media puts unique images and videos at your fingertips - helping you express ideas exactly as you imagine them. Visualize a product, sketch out a creative concept, or push the limits of what's possible. Once you've generated your image or video, use our editing tools to fine-tune it, add filters, and remove backgrounds instantly.

## Work fast, scale up

Speed up your creative process. Why spend hours searching, sketching, or rendering an image or video when Magic Media can generate it for you? It's your creative assistant, taking tasks off your to-do list and giving you more time to focus on the final product.

## Safety first, always

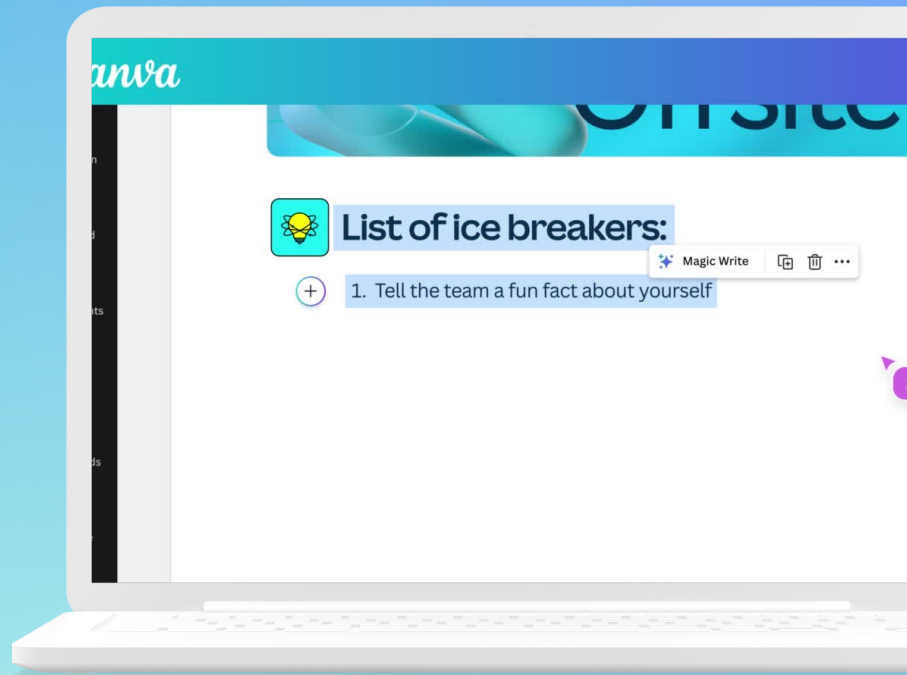
Bring your imagination, and we'll ensure your creativity isn't dampened by harmful or unsafe content. We've put safety measures in place so you can use Magic Media safely and responsibly.



# Magic Write

## Effortless writing, from start to finish

Canva's Magic Write helps you every step of the way, from your first draft to your polished piece. Enter a simple prompt to generate a first draft, reword sentences or paragraphs, summarize or expand a text, and so much more. It's the perfect way to overcome the blank page, increase your output, and make your words more impactful.



## Find the right words

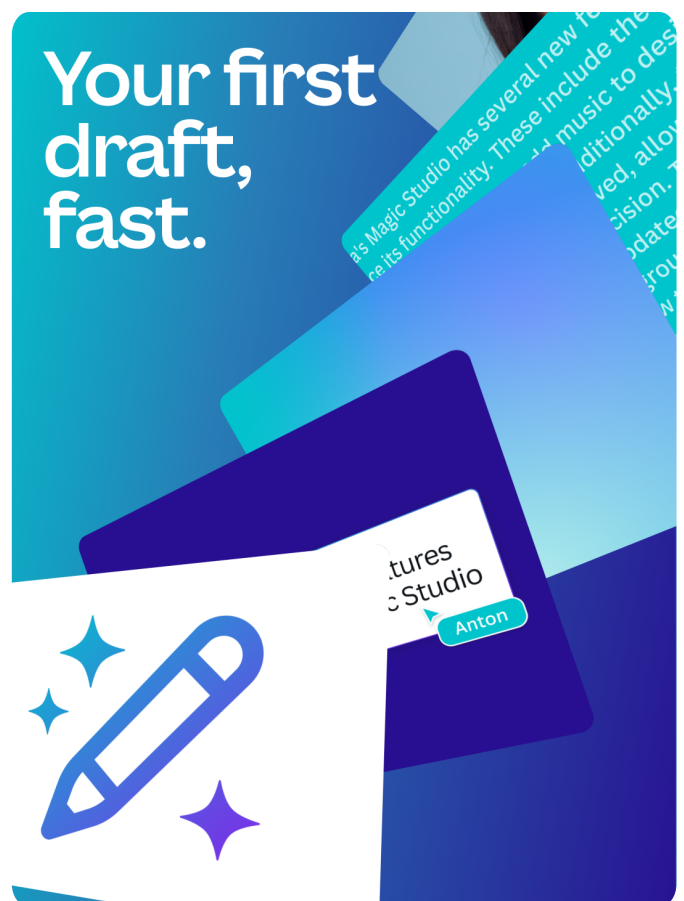
Struggling to get started on a project? Start with one of Canva's templates and use Magic Write to generate a sentence, paragraph, list or outline to use as a starting point. With no blank-page battle, it's so much easier to get going.

## Scale your output

Cut down on drafting and writing time and skip straight to editing and refining. Magic Write generates text based on your prompts, so you speed up your creative process and get more done. Magic Write also acts as your personal editor and helps you explore ways to paraphrase text for more impact. You'll have the confidence you're communicating effectively every time you write.

## Brainstorm great ideas

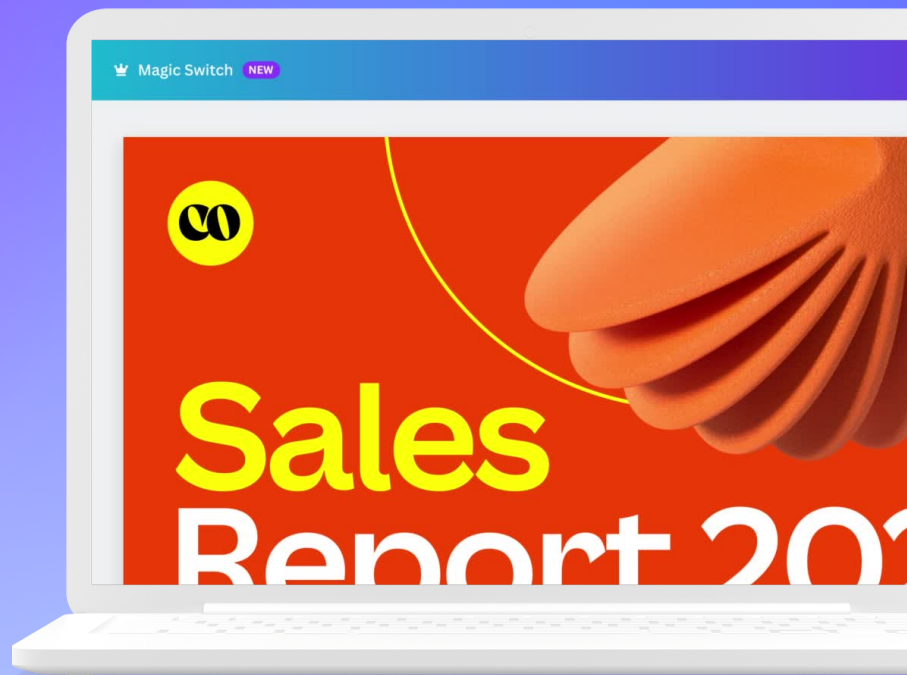
Magic Write is your brainstorming buddy. Instead of waiting for inspiration to strike, use Magic Write to give you fresh ideas. It's the perfect go-to for coming up with catchy headers, blog post ideas, business names, social media captions and much more.



# Magic Switch

## Transform your design

Swap the format, language, and dimensions of your designs in a snap. With Magic Switch, you can transform your decks to different kinds of docs, instantly reformat into multiple versions of your design for any platform or channel, and auto-translate your designs without leaving the page. It's your shortcut to scaling designs for any audience or need.



## Supercharge your communication

Transform content for any purpose within seconds. Use Magic Switch to change formats quickly and get the message across to your audience in any channel. Convert a product presentation into a blog post for your customers. Summarize your new travel policy deck into an executive summary for your team. Or why not sell your idea by turning your presentation into song lyrics?

## Speed up your workflows

Spending too much time perfecting your project plan? Too swamped to write a summary of your pitch deck in another document? Let Magic Switch do it for you. Convert your presentation into an entirely new doc format - like an executive summary or a blog post - so you can win back more time for creativity.

## Create content at scale

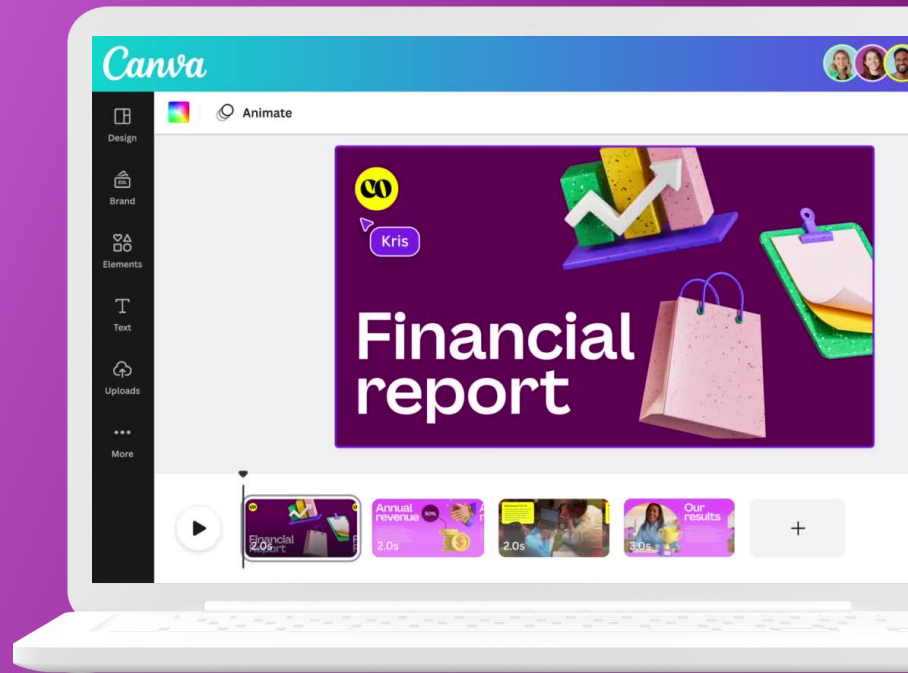
Free up your designers for bigger, better things. Magic Switch instantly reformats your design while preserving the layout into many different sizes so that you can create multichannel campaigns in seconds. With no waiting around for resources, you can launch more campaigns in less time without putting a dent in the budget.



# Magic Animate

## Bring your designs to life

Captivate your audience with motion. Magic Animate analyzes your design, selects the perfect animations and transitions, and then applies them across your entire design. Instantly, your design flows better, reflects your brand's personality, and becomes more memorable. Magic Animate is the perfect way to ensure your next presentation or video leaves a lasting impression.



## Instantly add the 'wow' factor

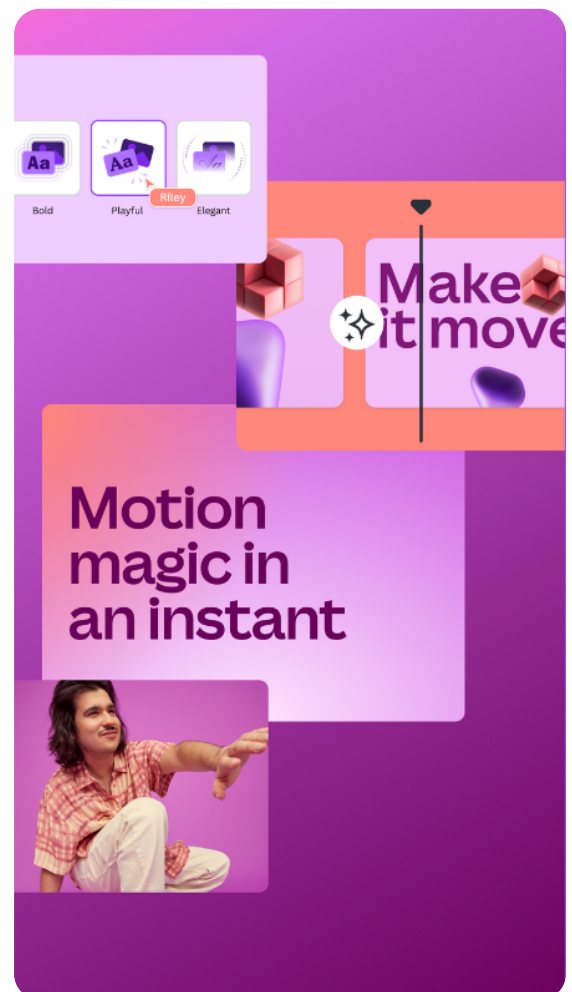
What used to take hours now takes seconds. Say goodbye to manually selecting and positioning animations and transitions – instead, use Magic Animate to instantly add them to your entire design. It's your ultimate time-saver, especially for longer presentations and videos.

## Magic motion recommendations

Let Magic Animate select the best animations and transitions for your project. Using AI, Magic Animate analyzes your design and chooses motion that matches your content, font choices, images, and colors. It's like having an expert motion designer in your pocket, ready to bring your design to life.

## No special skills required

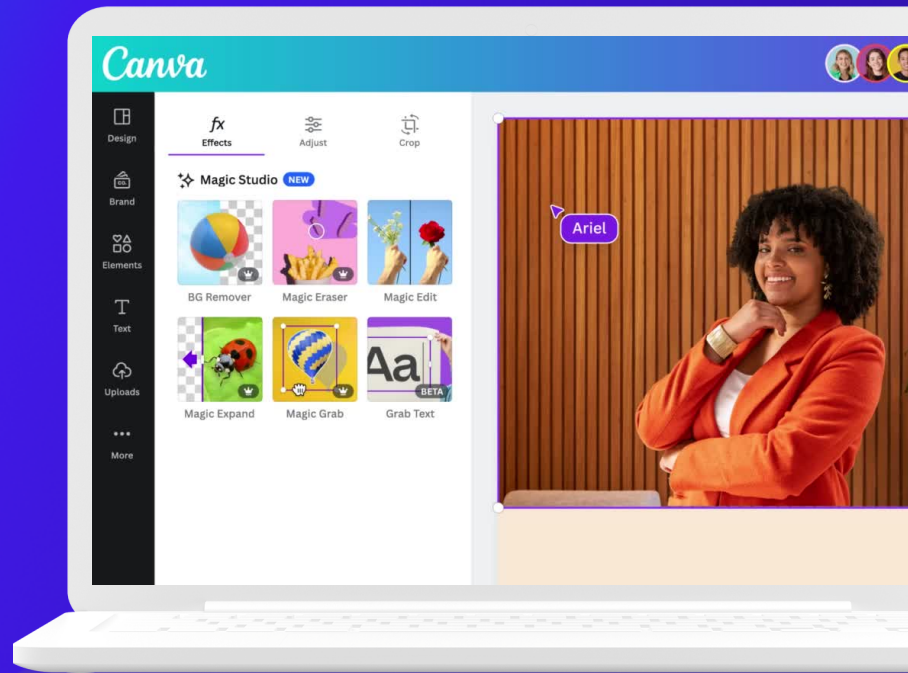
Everything you need to bring the power of motion to your next project is right at your fingertips. You don't need complex software or special skills. Instead, Magic Animate does the work for you and adds high-quality, eye-catching animations and transitions throughout your design.



# Magic Grab

## Make your move

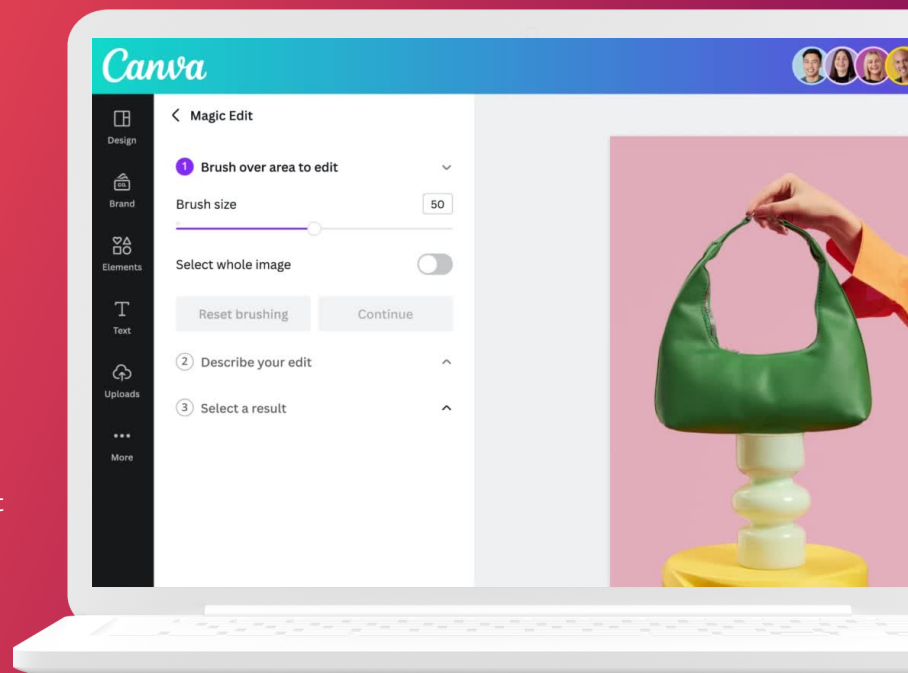
Select your subject and make your move. Magic Grab helps you redesign images, just like a Canva template. Use Magic Grab to select and separate the subject of your photo so that you can edit, reposition, or resize it.



# Magic Edit

## Reimagine your image

Is your image not quite right? Want to change the color or texture of an object? Or swap the background for something else? Magic Edit lets you add to, replace, or edit your image with a short written prompt. Simply select where you want to see the change, write your prompt, and watch as your image transforms. You can even edit your whole image, like swapping day for night. With Magic Edit, anyone can make complex edits or create something completely new - no design skills needed.

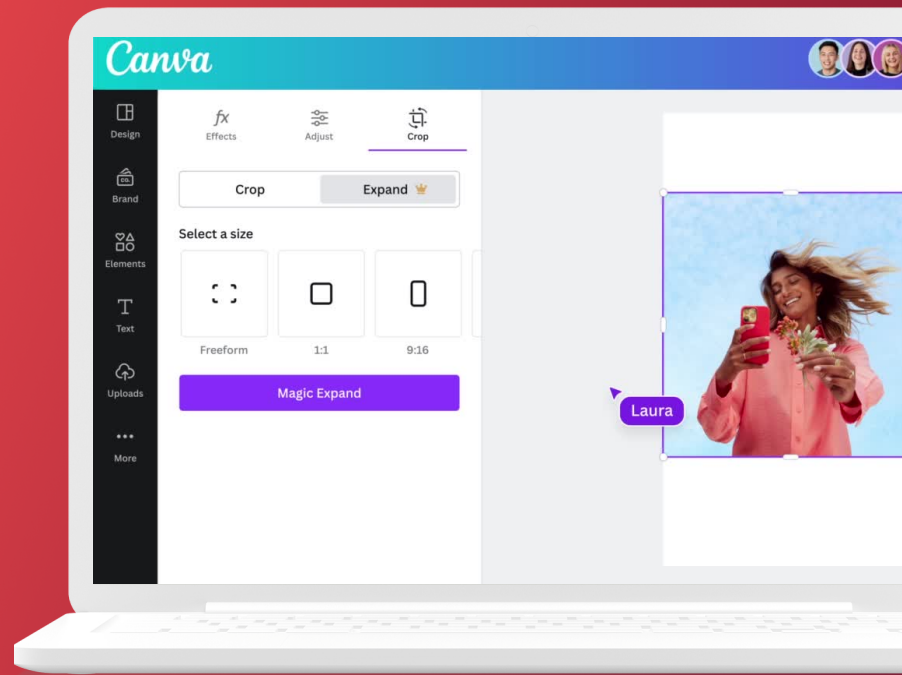




# Magic Expand

## Go beyond borders

Extend an image in any direction. Magic Expand lets you fix awkward framing, save zoomed-in images, or turn a vertical shot into a horizontal one. In seconds, you can recover whatever's just outside the frame, like more of the landscape, and get the perfect shot for your design.



# Magic Morph

## Turn ordinary into extraordinary

Turn elements of your design into something extraordinary. With Magic Morph, you can transform words and shapes with a simple written prompt. Use Magic Morph to apply effects to text or a shape, and quickly create patterns and textures.

