Transcript for Design Smarter: Harnessing Canva's AI for Enhanced Educational Outcomes
BCcampus EdTech Sandbox Session hosted on November 6, 2024
Presenter: Prabhjot Bhamra
Host: Britt Dzioba and Gwen Nguyen

BRITT DZIOBA:
All right. It's 10:00 A.M. Now. I just want to thank everyone for joining us for our third EdTech Sandbox Series. My name is Britt Dzioba, and I'm an advisor at BCcampus on the Learning and Teaching team. I want to start us off by stating that I am situated on the traditional and unceded homelands of the e həńqəmińəḿ and Sḵwx̱wú7mesh speaking peoples. which is colonially known as Burnaby, B.C., and I'm very grateful to be joining you all today. Today, our session is on Canva and how you can use the embedded AI features to enhance this tool for learning outcomes. This session will be led by Prabhjot Bhamra, who is an instructional designer at BC Emergency Services, and I'm going to pass it over to Prab, who's going to get started on the session. But I just want to note that there may be a few announcements at the end, as well as a survey link. If you're able to stick around for just 1 minute after Prab is finished today, that would be awesome. I'm just going to hand it over to you now.

PRABHJOT BHAMRA:
Hello, everyone. Thank you so much for joining me and carving out some time from your day to just let me yap about Canva and how much I love it, which doesn't mean I won't be employing a critical lens, but, you know, just admitting my bias and affinity right out of the gate. So yeah, let's get started. I'm just going to go ahead and share my screen.

Awesome, so, as we get started, I just wanted to let you know that Canva's AI tools do require an account for you to be able to use them. If you already have a Canva account, please feel free to sign in and follow along with whatever I'm sharing. If you aren't able to do so or don't have a Canva account, that's completely fine. You can just watch and you're welcome to sign up later or whenever you choose. We will have one interactive piece to the presentation that we'll do together and then, if you can't sign in, that's totally okay. I'll just give you a few minutes to sign in if you haven't already. If you're ready to go, please do give me a thumbs up using the react option. the BCcampus team will let me know that that's the case.

Okay. Today's presentation will be on Canva's AI features and how they have been used in the classroom and how you can use them as well.

Some of the things that I hope to cover are just Canva's involvement in the educational space, ethical considerations, hands-on activity portion, as well as a discussion around bias, privacy, and accessibility issues. And then if there's time at the end, I would love to answer some questions or just have a discussion with you guys about Canva things of that sort.

Yeah, there's two offerings that Canva offers when it comes to education. One called the Canva for Education Suite of Tools. As you can see in that image, it's mostly geared towards K–12, and

they launched it in 2020. So as you can imagine, it was a very good time for them to launch. From their last reports, they have about 25 million users, and they do ask for under 13s to have parental consent before they are allowed to use Canva for Education. Canva for Education is also free. Their offering for higher ed is not free. It's Canva for Campus. There's a few caveats to the free part, which we'll talk about. But for campus is fairly new. It's still expanding. And in terms of AI tool access, Canva for Education, the K–12 version can be severely restricted, depends on the admin controls and who's in charge of employing that for your school district or just your school. Canva for Campus, they do have full AI and app access. So pretty much the same as a corporate account. There are some case studies. There is a link that I think, Kelsey can you share for us in the chat? Most of the examples are for K–12 schools. However, there are a few examples they've shared that are universities and colleges, mostly in the US or Australia, not so much for Canada. I'm actually not aware of any post-secondary institutions in Canada that do have the Canva for Campus offering. If I'm incorrect, please do put that in the chat. But I think so far as I know, Canva for Campus hasn't been adopted by any post-secondary institution in Canada so far.

Their biggest offering, and this, for some reason, isn't on their case studies page just yet, and I do have a separate thing for that that Kelsey can also share is their collaboration with the University of California system. That's about half a million students and faculty that were able to use Canva for free with all of the AI options and access. This was launched, I believe, sometime around November 2023, so about a year ago. They did a trial run, as you can imagine, something that I found out just the morning from the trial what they've decided it is still free for students, but if faculty or staff or a department want to use Canva, the full version, they do have to put in a request and have it purchased. That's something new. Their trial run was of course free for everybody.

Just a quick overview of what Canva for Campus offers you in comparison to a Teams account. You could use a Pro account if you are in the K–12 system, even in Canada, you can get a free Pro account. There is a whole system to do that. I don't have the link for that, unfortunately, but we can find it out and provide that for you. But you basically got 1 terabyte of storage and there's quite a bit of AI axis that's allowed with that if you do have the teacher account, again, which is free. If you are in the higher ed system, you would probably have to get a paid Pro version account just for yourself, or if you're buying for a fairly short or fairly small team, apologies, you could get the paid version as well. Canva for Campus. Again, I'm not aware of any Canadian institutions that have it employed, but that is a possibility.

LMS integrations. This is where we get more hands on and how do you actually end up using Canva. You can use it by itself or have a Canva account that you are sharing with other people. But if you want to integrate it into your LMS, there are a few options that it is possible to get it integrated with. Excuse me, use Teams or D2L or even Google Classroom, you're good to go. I believe this is Canvas, and I'm not actually familiar with the logo that's up top here. I think it's Schoology or something like that, but, that's something you're familiar with that's an option for you as well. Pardon me. The screenshot here doesn't actually have or it's not showing Moodle,

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but having it integrated with Moodle is also an option. I believe I have a link to more details on the LMS integration options as well, which Kelsey will share with you in the chat as well. I will be sharing a lot of links, unfortunately, feel free to use them, produce them, after this session. Yeah, there's so much to be said about Canva.

Even if you don't, decide to go with the Pro options or the Teams options or Canva for Campus, there are some readily available lesson plans for you. Normally Canva collaborates with research tanks or institutions or even just teachers directly themselves to provide resources. Most of the library is K–12, again, but towards the 11 or 12 grade levels, I guess you could potentially use them for higher ed purposes as well. Then there's quite a few ELL options that are readily available, and they're superbly well done. So feel free to check that out as well. There are some real world courses as well, which there's the caveat, they are more, so geared towards the American school system or the American system in general, but worth checking out for sure.

Their options for college kits are fairly limited, but something that's fairly recent, and I found quite interesting is the Canva Work Kits for college students. There's a set of presentations, templates for posters, and reports, and even resumes and things like that that you could share with your college level kits or college level students. And as you can see from the screenshot, they are quite bright and fun. But as the instructor or as the librarian or as the educator, you do have power to ask them to not use a certain type of art style or keep it to whatever parameters you set, right? But it's a very good starting off point for sure.

Now we can actually get into the Magic Studio part. I figured we should probably talk about some stuff in the beginning. But their suite of tools for AI is called Magic Studio, and the truncated or the more secure version that they offer in the K–12 section is called Classroom Magic. But it's basically the same thing. There's a bunch of options under their Magic Suite and these tools are made in house. Anything that starts with Magic is something that Canva themselves have created, and there's quite a few options there.

We will start with exploring things. I'm just waiting for this little thing to load. So as you can see, you can actually put a presentation within a presentation, and that's what I've done here. This is not AI related, but I could honestly talk about the non AI functions of Canva as well for hours. So I just wanted to show you that this is an option as well. There is a presentation link that I'll be sharing with you just in a few seconds. But we're going to stop now for a bit and just give you a chance to try out the AI functions altogether, and then we will discuss or debrief on them. So moving on to the next slide,

If you do have a camera account, I would ask you to, on your home page, look for the Intro to Magic Studio option in the top left corner. If you don't have an account, not to worry, I will share a link momentarily, and we will also work on it together. There is the possibility of doing an optional group or breakout room activity as well. So I think Kelsey can help me with that if we could open up optional breakout rooms and work on it alone or with folks that you happen

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to know who are also attending this session. Feel free to join a room and work on it. In the main room itself, what I'll do is also work through or show you these AI features. I'm just going to stop sharing for a second.

I'll actually keep it in this view because if you're presenting, you can't actually make edits to the thing. But, again, this is our workspace. This is something that Canva has created. Again, you can find this exact same deck in your Canva account, but we're all busy, so why not do it together. The second slide has most, if not all of them, on the screen. If there's something you're already familiar with, or you don't really care about like Magic Grab, you feel free to skip that, you can jump ahead and all of these are links to the slides already. Feel free to jump around.

But I will just go ahead and go to the first one. Which is the Try Background Remover. If you're an educational developer or instructional designer or anything of that sort, this is actually such a life saver. The instructions are just on the left side here. I will let someone take over the reins and actually try it out. You don't need to unmute or anything, but just go ahead and give it a try. The instructions are on the left. Ta-da! Amazing. Thank you so much for doing that. Whoever did that. But it's fairly simple to use, as you can see. Yeah. It's a lifesaver if you happen to just take a very good picture of a subject, but the background is a mess. You can always just do this and impose the apple on something else. That's completely perfect. Thank you so much for doing that.

We'll go on to Magic Grab, which is fairly similar to the Background Remover. Yeah, I'll again open up the floor, anyone who wants to give it a shot, go ahead, give it a shot. I can see a few people trying. There you go. So a couple of people managed to do it. We've had two astronauts there. Again, I'll just remind you if you aren't signed in, it will probably not let you use the AI tools. If you are already signed in, even if you have the free account, there are a couple of... There's a number of uses allowed per month for all of these activities. Yeah, absolutely. Similar to the previous little thing we did with the Background Remover. Again, if you need to move a subject from one spot to the other, you can 100% do this or if you only have the one photo but you need to, for example, show a process where you take an object. Do step two, step three. This comes super handy for things like that.

Next, we have Magic Eraser. Select the photo, edit Magic Eraser. This one I'll do because I feel like I'm making everybody do all the work and I'm not doing anything. Again just choose the photo and then on the left side, you have a couple of image options. If you choose Magic Eraser, you have the option to choose either a brush or a click. With a click, it's not as accurate as you can imagine, but you can give it a try. I'm just going to give it a try here. I don't want this word. I will click it and wait for Canva to do its Magic. There you go. The bird's no longer there. I had no beef with the bird. I just wanted to show you how it works. As you can imagine, this is a photo that Canva shows themselves, so it wasn't that bad. But with other photos, you do have to be a bit mindful because it won't always work.

Moving on to Resize and Magic Switch. This one's a really good one. I think I should do this one as well because it might open up on your screen but not everybody else's. Basically, there is an option for resizing up here. I can click on that and then turn this presentation or this slide into a bunch of different things. I can make it into an Instagram story, a post. If I wanted to make it into a print product, there's options for tote bags even. Of course, the caveat being, you do have to still end up. You'll probably end up adjusting it a little depending on what you're trying to do. For this activity, they asked us to try transforming it into a document. Let's try that. That would be under Magic Switch right at the end. Then once you try to do that, again, feel free to do it on your screen if you like. There's a couple of different options that you can choose. If I wanted to generate a summary, I could. If I wanted to do an outline of the presentation, I could, and there's quite a few other options there. I could turn it into a creative blog post, generate content marketing ideas out of it, do a LinkedIn post, even a poem, even a song out of this if I wanted. Feel free to play around with those options when you do have the time. Let's try doing this summary option. If I go ahead and click that, I do have to wait a little bit because it's a fairly big presentation. Then it doesn't change your original presentation thankfully. You do still have access to that. It copies in before transforming it. If we open up that document, it generates something like this. Which can, imagine you can use to save a lot of time when you're presenting something. It has again a list of everything that the presentation covers in a short format because we asked it to make an executive summary.

Okay. The next one we have is called Magic Write, and here I'll pass the baton back to you guys. Anyone can go ahead and do as the instructions suggest. Select the text box under the title. So where it says, click this text to use Magic Right. Then you should see an option come up that says Magic Right. And then a custom prompt option. And feel free to unmute and be like, I don't know what you're expecting us to do here. Please, help us out. There you go. Someone managed to do it. Okay. Thank you so much. So, there's a bunch of different options, and again, we'll debrief after we have this play session, of course. And out of the many things that Magic Write lets you do, we just went with a custom prompt. We wanted a newspaper article about dancing penguins and it just made up a story. If you've had experience with AI before, you know that it loves making up stories, so you do have to fact check everything that you generate out of AI, and this is an example of it. We just wanted a story. That's fine. It works. But if you do try to use this for a presentation, for example, on something factual like I don't know how glaciers are made or something like that. You would still have to go back and check if it's actually giving you the information that you need and if it's accurate, right? Not so much a concern if it's something scientific. Pretty big concern if you're talking about social studies and things like that. That was Magic Right. We will talk a little bit more about each and every of these after our play session.

Moving on to Magic Media. There are AI image or illustration generation tools that Canva has partnered with, and you can find them under the apps section. But for now we're just looking at the in-house apps that Canva has, and one of them is Magic Media. For this one, we can go into elements. And then we can look to generate your own, which is up here. And then it gives you a little box to type in whatever you want to see. You have the option of doing images or graphics

or videos, and we can see that Joslyn. Yes, thank you so much, Joslyn. Joslyn has already got our graphics up and ready to go. That's always an option. You can also do images. You can also put in the styles that you want to do. Right now, we've just gone with a simple goal thing. But if you wanted it in a hand-draw style, you could do that, sticker style, you could do that. There's a few different options you can see under. That's another fun part.

Let's move on to styles. Again, if I'm going too fast, please just say something. Going onto styles. This is really handy if you're trying to put together materials for one course or one initiative or one project. You can make sure that all your designs are consistent. Try Styles. What is it asking us to do? We need to go into Design. Then the dot, dot, dot is referring to, the dots that come up on the top right corner. Usually the first things you see are recently used ones. If, for example, I wanted to do this, I do have a bunch of options I can choose from. I can do only text, only colours, only elements, and then whatever I choose, I can decide to apply the style to the page. To demonstrate, if I wanted to do the whole thing, it does that. It's changed the text, as you can see, the font. It's changed the colours, and it's changed the background colours as well. I also have the option of doing shuffle style. If I wanted to, you know, I'm just not feeling that creative when I wanted to take it over for me, I can always do that. If I'm not happy with whatever has happened, there's always Undo and Redo buttons up here. Okay. Awesome. Let's go to the next one. And then fair warning, this is a video. So if you're not plugged into headphones, it might be a bit of a scare.

But I'll pass it back to you guys if someone wants to take over and showcase how Highlights work for us. This must be one of those that just shows up on your screen and not everybody else's, but that's completely okay. Again, massive... actually, I did see the number move. It's changed the video for all of us, which is perfect. But I'll still work through it. There is the Background Remover option within videos as well, which I think is pretty cool. Then you do have the option of trimming it, your video. Trimming your videos and editing them as you please. If you click on Auto Trim, that's not what they've asked here, but I'll just speak to it because I'm here already. It edits the main parts out for you. If you have a lot in the beginning and a lot in the end, that's not really relevant. You can also do as it's asking you to do. You can always do Highlights as well, which is super helpful too. If you want to generate time stamps for a video that you've done. So it's pretty useful in that sense. Yeah. And because it's a video within a presentation, I'll just let you guys play on with it afterwards. But yeah, it can auto-trim a video for you as well as generate time stamps for your videos as well.

Okay. Moving on, Magic Design. This is arguably my favourite one, especially if I'm in a creative block and I don't know what to do. It's super helpful, but also again, you have to... It might make you a little bit lazy. I'll explain it. Essentially, it gets you started on another presentation if you don't know where to start. We, I'll demonstrate this one as well, but feel free again to do it on your end. If you click on the Design tab, there is the sparkly magnifying glass, and anytime you see the sparkles, that's when you know this is something that's run by AI. And you can put in a forward or more forwards at least, as a prompt to get what you are trying to get started on.

So I'll just exactly type in what they're saying, "a presentation about why we should get a cat." Then it gives you a bunch of options, you might have to wait a little bit for them. Yeah. It gives you at least eight to choose from. It comes with the slides already set out at least seven. Usually, I think it's seven with a title slide and other things that might be relevant to whatever topic you have put in, as well as images as well, which again, these are still editable as is everything else within Canva. I'll just click this one for fun. If I wanted to do this, and we'll go back to the original presentation, not to worry. We can take a look at the slides. It's auto-generated. It's known to put in. It already knows that you need a cover image, you need a title and a subtitle to make it official. And then it does a fairly good job at laying out things logically. As you can see, it gives pretty solid reasons to get a cat. I myself am a dog person, but I love cats as well. This is great. I completely agree with this. "Cats provide companionship and reduce stress levels. They are the best companions." Oh, there you go. There's a dog for me and other dog people. Furry friends spring joy, 100%, they do. They reduce loneliness. Notice that it's also bolded some of the key arguments that it finds. Even just setting out information in two halves like this. It shows that it does help you facilitate putting in together. Now this alone won't be enough, obviously. If you do use it for a better, or I shouldn't say better, but for a more official educational presentation, 100% you would have to put in more things, but at least it gets you started, Then you can notice it doesn't do a perfect job. The slides are just here randomly. You already did talk about reasons to adopt a cat. Why are you repeating this? There should be a stronger argument at this point. Yeah, things like formatting, again, it does give you the option, but you will still have to go in and change things, right? It knows how a quote might help, some anecdote or appealing to logos might help, so it does that for you as well. This one had eight slides. Unless somebody else added it, I'm surprised it had eight slides because usually it has seven. Awesome. We'll go back to our original presentation and try to finish off.

Play time. The last one I wanted to show you is the Magic Animate. Again, If you're really good at animation already, that's perfect. That's amazing. I'm not, so I heavily rely on this. What you need to do is click on the page and then wait for this option to show up. There's an animate option for both the page itself and the elements on the page. Elements is just Canva's fancy way of saying items on the page. When the photo and the text is what they mean when they say element. For this page, in particular, we've only had the page animations show up, not the element ones, but that's completely fine as well. You can try these out by just hovering over them. As you can see, it animates everything on the page, the images, the text, even the numbers within the bullet points. It does that for you. Some of these are again, even the main drives you towards what it entails. Some of these are not so formal. Some of them are quite formal and you can use them for the appropriate situation. But if you're lost, if you're like, Oh, I don't have the time, you could click Magic Animate and then it gives you what it suggests is the best one. I really like this example because I personally would not have thought of, you know, animating these boxes by themselves to kind of float up one by one. But you don't have to stick with what it recommends. You can also do other slides. It gives you tons and tons of options to choose from. Okay. So that was it for the play time.

Before we talk further, I was wondering if anybody has any opinions, suggestions, or comments on the little play time we had. Feel free to put it in the chat or unmute yourself.

PARTICIPANT:
Hi, Prab, thanks for their presentation so far. Quick question for you around web accessibility piece. I know in products like Microsoft products or Adobe, there are features, some of them AI enabled to support accessibility, and I'm wondering if there are similar things in Canva when these pieces get.

PRAB:
That's a really good question and I'm not sure who asked that because my screen is not so good, so I do apologize, but thank you for asking. That was going to come up on one of the screens, but I will talk about it right now. Essentially, if you go to the bottom left of your screen, and this can be a presentation, a document, or anything of that sort. Basically, just look for this sparkly thing, that means quick actions. Then you can type in "Accessibility" and click on the Design Accessibility piece. What it does is basically just scan the entire document and everything for accessibility concerns. Then it will point out any issues that it finds with typography, colour contrast, and alternative text, which is funny because Canva put this presentation together, did they not run this test? I don't know. But let's look at typography. Yeah, there you go. It's saying small text size for the little piece we made on the dancing penguins, which completely makes sense. It does identify that it's very small text, no one's going to be able to read it. Increase font size to 12 point is the suggestion that comes in. If I wanted to do that, if I click on it, it says it's done, but I don't see this showing up as 12 point. Again, some of the things you do have to manually go in and fix. Right? Or actually, it is 12, my bad. But again, the suggestions might still need to be tweaked. If you end up with a lot of generated text, you can also again use AI to shorten the text as well. Let's try shortening. Yeah. This is actually pretty good that it's actually giving me a link to the terms and conditions again, and letting me know that it is new technology. They are recommending that I make sure the content is appropriate to begin with and things like that. So if I do try it out, does anything happen? It did shorten it a little bit. I know I increased the box as well, but just noticing some of the words, it did shorten it a little bit, and you can keep doing that as per your needs. Colour contrast. It's identified 42 issues. And I got stuck for a second. But it's identified 42 issues and you can go through them one by one and fix everything. If I do click on this one, what happens is, just for example, it says that the contrast is hard to read because your background is this glassy-looking box as well as the gradient in the back. So it points out the current text colour to you. It's white, and then it suggests changing it to other colours. Let's see if that works. Yeah. Yeah, you can go ahead and do that for every single thing that it's pointed out. And then alt text. This will show up for every single graphic, any image or photo that you might see, then again, pretty much like everything else, you can go in and change things. Some of the items might show up as locked, and that's purely to deter anybody that you're sharing the link with from changing some vital aspects of the thing, but as the owner, you can go ahead and unlock that to be able to change whatever you need to change so either the colour or alt text, as we're trying to do right now. Then when you click on alt text as well, you don't need to do it by

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yourself. You can also click on Suggest for Me. If it's something that it's just like a logo, you don't actually want it, any alt text to go with it. You can also mark it as decorative. But if I did want to say something, I could click on Suggest for Me, and says, "Read the full script online." Again, AI is not perfect and should just say Canva logo. You're welcome to change that to make it accurate. Right? And then you just click Save and it saves that for you.

There's a few other comments. I'll just go through them first. "Is the accessibility checkers still available through the AI add ons?" It should be yes. As we saw. Hi, everyone. Someone's zing. A, sorry about that. That's perfect.

Then Kristine asks, what is Magic Studio used for online posts? Kristine, you can use it for anything. If you're making a document, online post, presentation, poster, something that you're going to print, you can basically use Magic Studio for literally everything within Canva.

Went through that faster than I'd imagine. So is there anything that somebody or anybody wants to spend more time or see more features about? Feel free to just unmute yourself or put it in the chat?

GWEN:
Hi, Prab. Yeah. Sorry, I'm joining late because of another meeting, but I'm wondering if you could just talk a little bit about the ethical considerations and data privacy for the ethical use of Canva AI in the classroom?

PRAB:
Yes. Absolutely. That was the second section. So 100%. That is what's coming up next. Thank you so much for asking that. But before we do that, I just want to give a bit of more opportunity for anybody who wants to see more features, for example, or just have me redo anything.

And so, Kristine says, "Sorry, I meant Magic Media animation features. I didn't realize that it could be used for making presentations. Yeah. We can just quickly go back to the Magic Animate. Yeah. Yeah, you can use that for presentations. Mostly, I guess, animations would be just presentations and Instagram stories. You could probably also use them for videos if you're editing videos in Canva. Anything that's moving, media piece that's moving. I can think of Instagram stories, even TikTok. You can do TikTok as well. What else? What else could we possibly do? Well not print pieces, but mostly social media presentations and videos. Again, we can come back to this if we have time towards the end. But I'll just go into the ethical considerations and such as one of the participants just suggested.

Let's go back to this and just want to ensure that everyone is able to see the screen. Someone can just confirm, you can see this. Sorry, I can't see anybody. I should really have gotten another monitor for today, but we're doing the best we can. Um, so quickly going over the features that we saw yet again, Magic Write. There's a bunch of things we can do. We did the custom prompt, but you can fix spelling. You can change voice so you can make it sound more

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formal or less formal, and if you're stuck on something, you can continue writing or shorten whatever you've written, rewrite. More fun. This is fairly useful if you're doing social media posts. You just click on more fun and it pulls from words that are doing well SEO wise and changes the wording according to that. More formal, again, like it suggests, it just makes your text more formal. And Sprinkle Fairy Dust is a fun one, but I just don't know how it would be practical in any sense. It essentially just makes your text sound like something out of a fantasy book. Like, Oh, Oh Lord and Your highness Britt and Princess Kelsey did something for you, stuff like that. Again, you can have fun with that. They need concern that you might notice coming up for you is this plagiarism. And 100%, yes, it could be. You as the admin can restrict what your learners can use. If you're the teacher, of course you have access to everything full on no restrictions whatsoever, but if this is something that you're using with your students, you can restrict what options they have access to within Magic Write as well. It is powered by Open AI, so that's the same company that is responsible for Chat GPT, and they've trained on public web pages up until 2021, I believe. They actually don't use user content, so anything that you put in or your team puts in or your learners put in unless you opt into that. And this is absolutely not available in education accounts. Education again, are those accounts that are K–12 specific only. They do work in 20 languages. They have an automated review system going on which reviews the input prompts, and that's similar to what happens with ChatGPT as well. So it tries it best not to generate any inappropriate content or not give you the output if you put in something that's inappropriate. At the end of the day, from a legal perspective, what they've done is put in you as the user responsible for your input as well as output. However, that's something key to note. Again, like I mentioned, it's not available to the students in K–12 using Canva for education accounts, and that's again, just the labelling for their K–12 accounts. They're not so clear about Canva for campus accounts. I know a lot of people that are joining in today are higher-ed professionals, I believe. They're not too clear about what kind of limitations they have in terms of Magic Write. But you do still have the option of controlling your user content not being used to train the model.

Magic Switch that we very quickly saw. You can use it to translate things and you can use it to transform your document into a summary or something else. These are just some of the examples. But you could go into a completely different format as well if you wish, so you could do a TikTok video out of a presentation. It wouldn't come out very well, but you could give it a try if it's short enough. There's a bunch of different options to choose from.

Here's one example that I did where I picked an infographic that was already in the content bank within Canva, and I turned it into a summary.

So I'll just pause here because I want to grab a drink of water as well, but I'll pause here and I welcome your suggestions or impressions out of the output generated. Do you think it did a good enough job or do you have any concerns? Do you think it's done a fairly accurate job? Has it added anything that wasn't actually part of the result infographic? It definitely has added feelings or an interpretation of the data. Like a grim picture, it's not mentioned anywhere. It is a grim picture, but it hasn't really mentioned that anywhere and severe issues and things like

that. Thank you, Kristine. It 100% is adding a few things, and that's something you would want to be careful about, when you're using this feature. Is not to say that it would completely mess up what you're trying to do, but simply to just be aware of.

The photo features Magic Edit. We did that a little bit with the photo of the apple, we were moving the background, moving the subject from the photo to another photo that all falls under Magic Edit. Then Magic. Uh, sorry. Gwen has a point. We should probably address that as well. "Sorry, might be wrong, but Open AI does train on user data, by default, except in Europe." No, 100% Gwen. You're completely correct. It's just if you use Open AI through Canva, Canva's actually put up a wall, saying that you can't actually train on our data that's coming in through Canva. But if you were to go into ChatGPT, for example, and try to use Canva, I don't know if that's still an option, I was for a bit, then it's 100%. Yeah, they will completely use anything you put in. There is a little option to toggle that off, but I don't trust that to be honest. But anyway, that's a really good point. Thank you.

Coming back to the slide, there is an option called Magic Morph. We didn't really actually explore this one because it's not so practical. It is super fun though. It's basically like you put in a word. Do you guys remember Word Art from Microsoft Word where you could put it in text and it makes it into a rainbow thing or a bunch of different options. It's basically that, but expanded. Then Magic Expand is another one we didn't see. It's fairly useful if you've got a short or a small image and you want to extend it out. It just extends the background if you need it to fill a space.

This one's really useful for folks that work with multicultural participants or learners or what have you. Basically, you can see in the video, what's happened is, I had a poster on classroom rules in English to God. Let me go back to that slide. But, I had a classroom rules poster that I wanted to translate into Punjabi, and let me just select everything that's on the page. Go to translate. Then there's about 150 languages, I believe that you can choose from. I just went with Punjabi because that's the one I can read as well, and it automatically translated for me. Now, because I can read this, I can tell you that there are some issues in the sense of grammar, so you should not be having those circles. Then for some of the words, it's used very archaic old words that you would never use in everyday speech. With whatever language you end up choosing, it's the same risk that comes with any other translation feature. You have to go back and see if it's actually conveyed the tone that you wanted to convey. With translate, it does a complete, very clear cut job. It doesn't really pick up on the nuances or the voice and things like that. But as we saw with the infographic one, for some reason, it added things like grim picture and several issues and things like that. It's interesting to note how AI works differently in different features.

There are some apps that are available through the App Marketplace is what it's called on Canva as well, and they're labelled under different things that they cover. So productivity, design, share, and publish, and they keep adding these apps over and over again. I did want to show you what they were about. Yeah. Thank you, Kelsey. There's a link to the Canva's app

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Marketplace as well, which you're welcome to take a look at. But I will show you here as well. You can either use the link or if you're already working on a project, you can go to the apps option on the left side and then look through theirs as well. Some of the apps, like I mentioned, are in-house Canvas apps, but there are integrations with other apps as well that Canva doesn't own, right? Something that I really appreciate about Canva is that it puts the terms and conditions and privacy policy and permissions right in front of you, as you're about to use the app. So I just picked up this just as an example. It tells you who created it, so you could click on the link, go to another page and read about the company that's offering the app. And it also tells you what permissions you're allowing the app to grab from you based on what you're trying to get it to do for you. And you can open up the terms and conditions and things like that. One fun fact is, you might find it annoying, but I can see why it is. It will, no matter how many times you've used a certain app, every single time you try to use that app, it will make you agree over and over again. From a legal standpoint, they've got their asses covered. But I think that's also a pretty good security feature. Every single time you use the app, even if I've used this before in the same presentation or a different presentation, I will have to agree that I am allowing it to grab certain things from what I'm doing. Oh, thank you for joining us, Laura. No worries. If you guys need to jump off, that's completely okay as well. But I think we have one more hour to go. But yeah, that's fairly useful. Yeah, that's true for every app. I don't think it's true for the Magic Studio ones, but it's true for every other app that you can think of.

Going back into the presentation. Accessibility. We already had an opportunity to talk about that. I'm glad that whoever raised the question did. Again, it does point out any low contrast text, any missing alternative text, and things like that, and gives you suggestions as to how to fix that problem as well. Magic Design, that again is the option where we just put in a prompt and asked it to generate a presentation for us. We can take a moment to look at the security features of it. As the administrator, teacher, or brand designer, you can choose who access Magic Design in your team or class. If I was, I don't know, like a content lead, I could decide that, I don't actually want my employees using Magic Write, I want them to generate their own copy. I could turn that off. Again, people can go around that by copy and pasting text, but at least I did my part. There is a Magic Design for video as well in the sense that very similar to Magic Design, you put in a prompt and it generates a quick video for you. It is very, very glitchy, and what they've done is not made it available for K–12 students completely. There's no other way around it. They cannot generate any videos using Canva at all. If you have a free plan, as I briefly mentioned before, you do have 10 lifetime Magic Design uses, which is low, but it is what it is. You can again just get a Pro account if you really wanted to play around with it. Yeah. If you do end up using Pro Assets, Assets, again, are the elements or the photos, videos, any asset that you're using from them, that will impact your usage limitations as well. But if you have again, free Pro Teacher account or just a Teams account, you're good. The limit is very high. It's like 500 uses a month or something like that. You're good on that front.

Ethical considerations. This is the part where I will talk your ear off, but it's definitely worth talking about. Assessments. There are pre-built assessments within Canva that you can just generate and assign to your students within a class or whatever. To the best of their abilities,

what they've tried to do is not make them word related. There's not something that you can copy and paste answers to. It's things like labelling a diagram, matching. Even using embedded audio that you can use to ask your students to draw a graph or things like that. To the best of their abilities they've tried to add assessments which make it harder for students to cheat. But then again, your limitations would be the content you're teaching. But this is a possibility as well.

Then with written ones, as we talked about Magic Write, if you look at the video that's playing right now, the box where the student's answer goes, you can type in whatever. You can copy/paste text because some students will of course want to type it out in a Word document, for example, and put it back in. You cannot edit the questions or the supporting details in this example. You can only edit the space where you can fill in your answers. But you as a teacher can also put in limitations on that and make it like no copy/ paste text, if you wish. That's one very tiny feature that they've also put in to help deter plagiarism and things like that. In terms of safety, Canva does have something called the Canva Shield, and I'm not sure if I shared the link to that, but if you look it up, it's very easy to find. They do have... they claim to have a very industrial-leading approach with a lot of security features put directly in your hand. So you as administrator can decide what's allowed and what isn't. You can also have a very in depth clock to their sales team about what's happening and also about privacy. But they do report that they take security very, very seriously, especially with the education accounts. This is from their page on Canva Shield. Basically, educators have an advanced level of um protection, and so they take student data in particular very, very seriously. Some of the things that we've already mentioned were automatic reviews. If you put in like a swear word or something, it will just ask you to stop. Blocked terms, if you try to generate something that's really even as a teacher, if you try to generate something that's not so great, it will basically not give you one or give you an error message or things like that, and then you also have the ability to report if it does give you an output that you weren't expecting or isn't completely the safest option out there. You could report it and share your concerns with the Canva team. Just note that some students need copy paste as they use software to write text when they have a learning disability. That's completely true. Yeah, 100%. That is a limitation in Canva, which I was going to address towards the end too. It's like it purports a lot of accessibility, but is it really accessible? Not every aspect of Canva is accessible. If you really think about it, so you as the teacher do have to make a lot of calls while you try to use the features. But that's a very good point. Yeah, going back to Canva Shield for now. Yeah, there's a lot of different settings that you can choose from as a whole, as well as within the assignments or the designs that you're using.

They have on their values page, the biggest value that they've talked about is being a good human. And if you wanted to use any AI products, this is what they're saying that a lot of the AI products that are available to the marketplace as well, they hold them to the standards. So even as a user, you can't really be using Canva to mislead anyone on your AI products. No medical advice or any content regarding the treatment, prevention, diagnosis, or transmission of diseases. You cannot talk about diseases. That puts you in a difficult spot if your class is biology, but it is what it is. Provide legal or financial advice. Again, that's what they're trying to

say that you can't really keep the Canva logo on there and do that. Generate contacts and legally binding. This is where you see it gets a little tricky because Canva is very pervasive in so many different organizations. There are law firms, there are departments that use Canva, but at the same time, they're saying, don't use our Magic Write, for example, for generating this content. It has to come from you. You can make it look pretty using Canva, but you're not actually supposed to be using that Canva Magic Write for things like that. Yeah, and a bunch of other things, like nudity, bodily fluids, spam, source code, things like that. But again, you can always copy paste things, which is again, something to be aware of.

Privacy and data security. How secure really is your data when it comes to Canva? Quick facts Canva is, the data is stored in the U.S. In terms of school districts, I'm only aware of the Surrey School District, for example, in B.C., using Canva for education for their K–12. But they put in very heavy restrictions on some things and their data still is stored in the U.S. I think at this point anyway, I don't think you can ask them to use a server that's within Canada. Only people added to a design can see it, so that applies to no matter what kind of Canva account you're using. Settings for Canva for Ed, users are disabled by default. As mentioned, the students cannot change anything in K–12. Even for Canva for Campus, the college students cannot change anything. They can use more than the K–12, but they cannot change any of the settings. Educational institutions have direct control of student data at all times. Depending on your situation, that might be a good thing. Again, that's something that you really have to hold your administration responsible for when they sign into a contract of that sort. How does it develop and improve its AI functions? Content from creators. There's a lot of creators that it collaborates with. They do try to pay them what they're worth, which is a major concern with a lot of AI-generated art or even writing a lot of people that actually generate the original content haven't seen a cent from it, but Canva does its best to work with creators and if you are accepted as a Canva creator in the program that's mentioned up there, you're guaranteed some money for the next three years anyway. What happens to your content and your contributions and your income after that is not evident, but this is a fairly good start. There is a lot of licensed content that Canva's content library has. If you go into the elements tab and look at photos and graphics and things like that. That's something that Canva's already taken care of in terms of payment. Then you're also able to see who the content comes from. They don't actually anonymize the creator. The creators are usually given their own page or if they're not given their own page, it just links you to the content creator. If you like a particular art style and you want to check out who it comes from, you absolutely could do that within Canva. There's a lot of openly licensed content. Even if you use a free account, there's a bunch of things you can use as free. Then there is at least they claim that you do have to expressly consent and explicitly opt into helping Canva create better features. So you could opt out if you wanted. It does, however, collect design meta data, so colour, font choices, graphic choices and things like that, so they can continue creating new and offering more things that are popular with their population. Yeah. So layouts colours and fonts, as I was saying, and that's the activity data that is being saved. What features do you use? Within Magic Write, Magic Design, and all those Magic features we saw and what buttons you click, they do actually keep track of that. You can't opt out of those, unfortunately, as well as search queries, whatever templates and graphics people

are looking for. They do record that as well as the prompts you put in for Magic Design, for example. If I kept looking for or trying to create a presentation on cats, it would report that to create more data on that front.

For the K–12 section, they're actually very transparent about what data element they're collecting and why they're collecting it. If you look at the screen now, it does tell you that they're collecting school name, grade level, course name, application login, and password, the teachers' and students' names and emails and things like that. But they tell you why. And that's if you're using the Canva for education option, right? Their reasons make sense, to make sure that nobody else is getting into the class, just the teachers and the students, and to let you have control of the data as the school and let you pull data for your needs.

So there is something called FERPA and COPPA down in the states, and there's also a data processing addendum that kind of goes with your contract if you're approaching them with a Canva for Education request. So, they've tried their best to kind of, you know, play along with the certifications, security certifications that happen in the U.S. There is no readily available data that's similar that applies for Canadian context. So that's something to be careful about. Then the University of California collaboration that I had mentioned earlier, where they had rolled it out to about half a million students and faculty, and some of the UC universities have decided to keep their contracts. Some haven't, some have modified it. There was a 300-page deep dive into responsible AI use through Canva that I can find the link and share with you if you like.

Third-party services. Again, we briefly saw in the app marketplace slide that there are some third-party services that are used for Canva for Education as well. You can see a whole list of them on the right side. There's Amazon, there's Braze, there's well, quite a few, and opening eyes, as you mentioned, Canva products only available when enabled by the admin. Again, they've tried to be as transparent as possible by mentioning who the provider is and what they're using it for. Even with the very safe option of Canva for Education, just know that there is stuff being stored elsewhere.

This one was fun. This is the Bug Bounty Program. Essentially, this is open for anything whatsoever. If you are from an IT background and you find any security concerns or vulnerabilities within Canva, they invite you to report it to them, give them their research policies, and then there's also some financial thing that they offer you. I haven't seen many reports or people actually giving anecdotes and things of that of having found bugs and reported them to Canva. But I'm guessing it's one of those deals where you tell them and they're like, Oh, good job. Thank you so much. Here's the money, now shoosh, don't publicize this anywhere. But it's great to see that they actually do have something like this in place where they do invite you to come in and raise your concerns about security.

Bias and fairness. Some people might be confused about, you know, do I own the content that I make with Magic Studio? Do I not? And so on that front, they have a list of Magic Studio dos

and don'ts. They do ask you to not reference any known brands, characters, or real life people when you're using Magic Studio, and then there's a bunch of does that they'll let you play around with. If you do edit an image with AI features, like if I remove the background for an image, I still own the image. There's some things that you're safe in that regard. It also makes clear what your expectations for Magic Studio can be. Anybody with a proper account can use these, and you're welcome to put in your prompts as per your needs and rework something as much as you want within your limitations. But as between you and Canva, you own your AI-created works. If I made this presentation using AI, which this one I didn't really. But even if I had, I would still own it, and then AI sharing content, if I do share it outside, I still have the rights to whatever I've created. There's a whole page, I think I have the link for that as well. Kelsey will share it momentarily. If not, we can always send out a link to this page as well. There's a whole list of things, and they also ask you to give credit to your AI co-author. Yeah, just mentioned that all of the stuff that is within your content.

If you use AI, just mention it's AI, and that's what is the instruction at University of Toronto as well. That's where I'm getting my masters currently from, and they also say that you can use AI in your content. Just mention that you did so. It's all good.

Conclusions in the future, I've been talking for very long time. This is a part where I would love for you to share your thoughts, opinions on chat, or by just unmuting yourself. So some of the questions I have regarding the transparency and in AI training. It does say it's not going to train on your data unless you let it train on your data. But what are the data sets and principles used? What kind of methodologies do they use revolving around AI? Then report, sure we can report anything that makes the alarm bells go off in our brains, but like how practical and efficient are these content-reporting mechanisms. Does anything happen and things like that. So I'm not sure if anyone here actually heard about this or saw that to that I'm going to reference, but there was this TikTok real by an educator in the states, who was putting together, um, an online module of sorts on juvenile crime rates and things like that. And so for putting together that presentation, what she'd done is using the Canva Magic feature, or Magic Media feature apologies. She just put in a prompt that was like, Oh, a student sitting at a desk with an ankle monitor on their leg. And that was the prompt. And basically all of the images that were generated were of children of colour. You can imagine that was not taken well. I tried that out too while the real was still fresh, and it's true. If you put in something of that sort for some reason, well, we know the reason. It's because of the flawed data. But because of that, all of the images generated were of kids only of colour and things like that. If you report that will anything actually be done? I'm not sure. I haven't actually gone back and tested this feature out if it actually still generates that, but that was a very valid example of the datasets and methodologies not being so clear. Then I would suggest there would be some user education on identifying and reporting content. With the playground activity that we did there was fairly clear to follow. We could have, you could do that on your own as well and even with the LMS, if the link that was shared quite a while ago on LMS integrations, if you go into that. There are some courses, some self-paced courses that you as teacher can take or your students can take on learning how to use Canva. But there isn't anything specific that, to my knowledge, anyway,

that is user education on identifying and reporting content. What happens with that report? That's something that I would definitely suggest to be wary of and that Canva should be working on in my opinion.

Explainability. This is something that we talked about in class when I originally made this presentation. Sure it has a lot of visual capabilities. Canva, if you haven't used it, you've at least seen the products everywhere because there's pretty much everywhere in every industry. But this part is not clear. It doesn't tell you who the developers are or the researchers are, who the domain experts are with the AI content. You do see it for the regular content, but not the AI content. Then what the effects are on the final users like for sure with the company of the size, Canva does have the information on all of this, but they haven't made much of this public. If anyone wants this article, please let me know, I'll be happy to share it with you. But essentially, it just goes deeper into this.

Is there a black box? An AI black box is basically referring to the idea that even AI researchers don't really know what happens within the AI system. They can put in information asking the AI system not to follow a certain pattern or be aware of this and that, but even AI researchers often don't know what exactly is happening. That's what the black box image is about. Some concrete examples would be great as to how Canva's AI actually works. There is the issue of fair compensation for creators in the AI space. Now Canva does claim that it does its best, but then again, some concrete examples would be great. What are the compensation structures like? If there's a selection criteria, and if there is an impact on educational content diversity that they've noticed as well in regards to that.

Outside of the U.S. As Canadians, this is our biggest concern. They're sure there's FERPA, there's COPPA, but are there any compliance standards within Canada or even higher-education compliance standards that Canva has taken into consideration? If not, is there something that can be put in place or any consideration for people outside of the U.S? Then for future expansions and tech directions, I would say we need long-term studies. Granted, that Magic Studio is new. Are the visuals actually helping? Are they distracting? What's their attention like? Learning outcomes. Do they meet them? Do they not meet them? I'm not really sure. Even with this full presentation that I've done for us today, I'm aware. It's like so many moving pieces and some of you might have liked that, some of you not, but I would be interested to know if that actually makes a difference for a learner. Then for sure Canva for Campus expansion, a lot of the content that I shared today. I'm aware that it's mostly K–12 related, but that's the data that Canva's put out and that's their main educational audience, so to speak.

Finally, we're almost done, guys. Finally, there is UNESCO guidance for generative AI in education research, which I think else has already shared the link to. To be fair, Canva does score fairly high on that in the sense that it's human centred with their ethical Canva Shield and all those ethical or sorry, security safeguards they've put in. They do have a fairly robust ethical and safe policy in the pages. The help pages that they've made publicly available. Um, AI competencies and skill development. Yeah, there's a lot of content that will show you how to

use them and give you suggestions on how to use them. But of course, as the user, it's up to you to make sure that actually applies for your context. Capacity building for educators. There is so much in terms of education. There is also a link that will be coming up shortly. That is the Canva Community for Teachers. So that's a global thing. You don't have to be a K–12 teacher. You can be an educator of any sort, that you can join a community and share ideas, share concerns, and work through problems together. Creative use of AI. Yeah 100%. It's super creative, way too creative. It's very easy to get carried away with all the things that Canva can afford you. Then promoting inclusion, equity, and diversity on that front. There is quite a bit of diverse content, I would say, in terms of images and graphics that you can find while putting your stuff together. However, yeah, with the story that I shared about generating all the students of colour on a topic of crime. That is something to be aware of, and they're not entirely clear on what steps they've taken, if any, to mitigate that type of content generation.

How does it perform in relation to the B.C. Post-Secondary Digital Literacy Framework? It scores a little low on that. There isn't enough emphasis on data sovereignty for Indigenous content. For info literacy, you can't again, they haven't really made it obvious as to what web pages or what content they've used to use their info. Then research management tools, there aren't any. I think that's a very good avenue for Canva to explore as they continue to grow in the Canva for Campus space or the higher-ed space. But on other fronts, it does pretty well. There's a lot of tech support available. Although from personal experience, I will tell you if you reach out to their customer service, it's going to not be that great of an experience, but their AI actually works better than their customer service, and their LinkedIn page works really well as well, sometimes. Communication and collaboration, there's a lot of options and stuff for that as well.

Yeah, this is the global Canva for Teachers community that I was mentioning. It is, I think all of them are Facebook groups that you could join if you wish.

Awesome. Thank you for listening. I know I talked a lot and then if we do have time, I'm happy to go over particular concerns. But if you have any thoughts, comments, or suggestions, please feel free to ping me on LinkedIn or add me and things like that. But if you don't have the time, I would still love to get your comments or your feedback. What I'll do is find the link to this page and share that over here.

GWEN:
Thank you very much for a very comprehensive presentation, a lot to learn, Prab. I think Britt is also here. We now open the floor for any questions, comments, or feedback related to Canva's sandbox as well as the presentation itself.