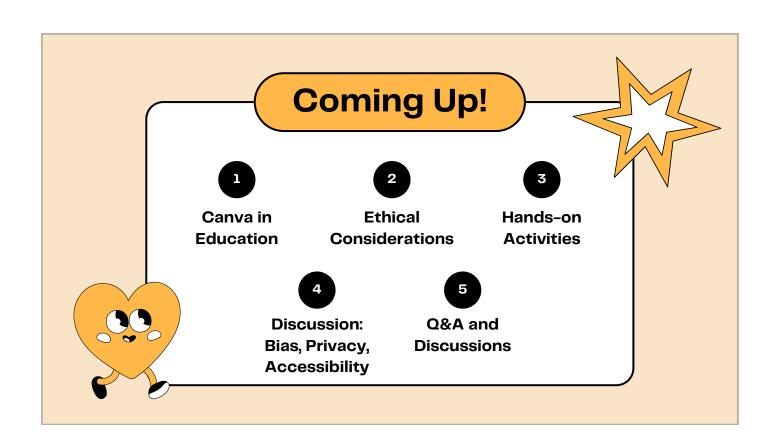
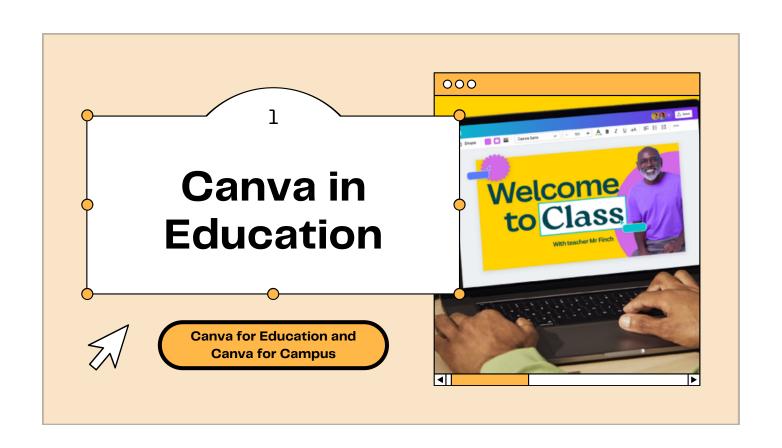


Hello and thanks for joining us today! My name is Prabhjot and here's my exploration of Canva's integration of AI into its educational offerings and what that means for both teaching and learning.







Canva, a web-based design tool, launched Canva for Education in 2020 for K-12. It has 25 million users worldwide, with under-13s needing parental consent. Canva for Campus, aimed at higher education, is growing, notably through a University of California partnership reaching 500,000+ users. Education accounts face limits unlike Campus ones, which have full AI and app access.

Case Studies



Case studies

Read examples of case studies in schools and discover how Canva for Education empowers teachers and learners globally.



UC x Canva



From UC-Irvine's Office of Information Technology page:

Purchasing Canva for Employees Now Available



Canva is no longer free for faculty and staff. It is still free for students.

Faculty and staff who wish to use Canva can purchase a license by <u>following the Order Instruction steps outlined in our knowledge</u> <u>base article</u>. Students can obtain a free license by using the <u>Log in to Canva link</u> in the Quicklinks section above.

Canva Teams

Canva for Campus

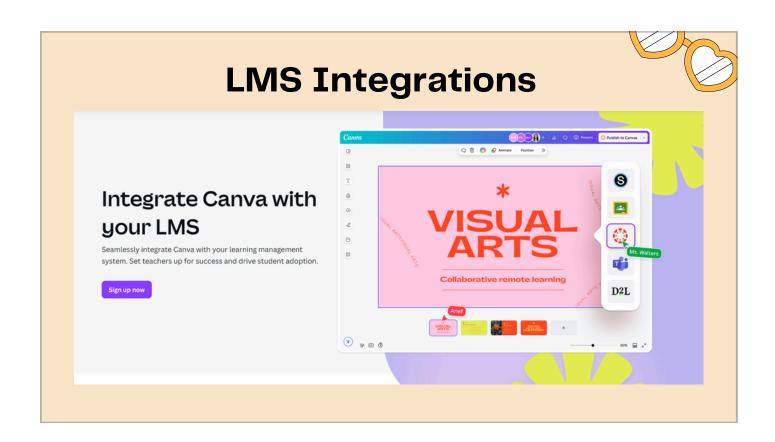
Everything in Pro, plus:

- Scale your brand and centralize assets
- Ensure brand consistency with approvals
- Edit, comment, and collaborate in real time
- Generate on-brand copy with AI[^]
- Team reports and insights
- Pay as you grow
- 1TB of cloud storage
- Online customer support
- Al Admin Controls
- ISO 27001 certification and SOC 2 Type II compliance

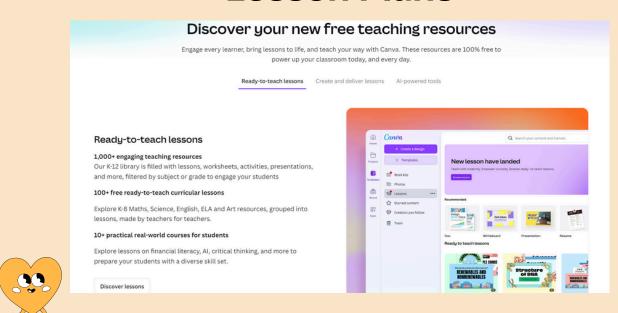
Premium features include:

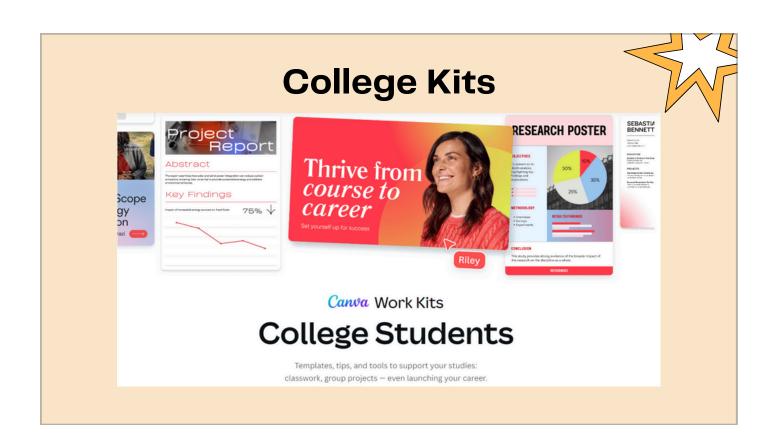
- Centralized admin controls and reporting
- Deploy to students via SSO
- Unlock premium access for students when you purchase Canva for your faculty and staff
- Scale your brand and centralize assets
- Ensure brand consistency with approvals
- Edit, comment, and collaborate in real time
- Built-in accessibility features
- LMS integrations
- AI Admin Controls
- ISO 27001 certification and SOC 2 Type II compliance
- Onboarding and training for staff and faculty
- Dedicated customer support

Looking for fewer than 25 staff licences? Try Canva Teams.



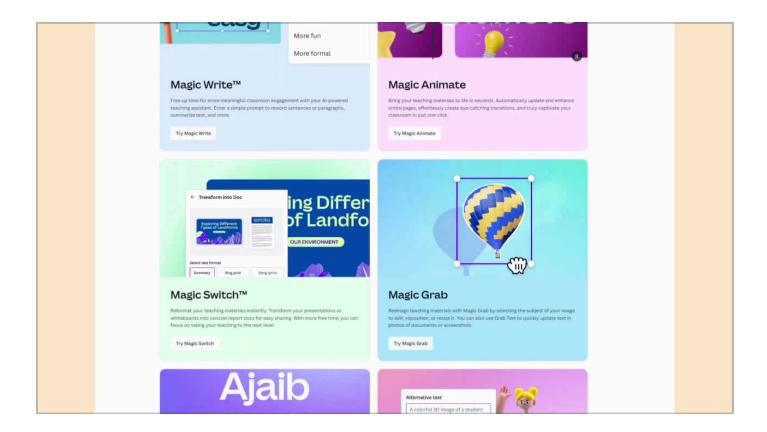
Lesson Plans



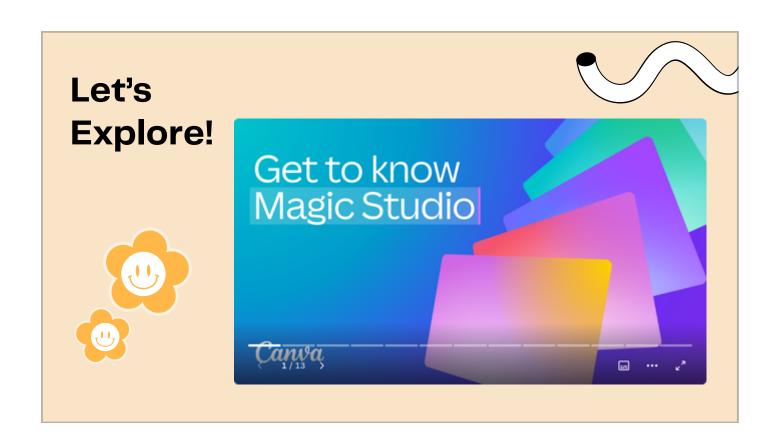




Magic Studio is the suite offered to Campus and other Pro accounts.



Classroom Magic is their packaging for K12. Both teacher and student access for these tools depends on Canva and admin controls.

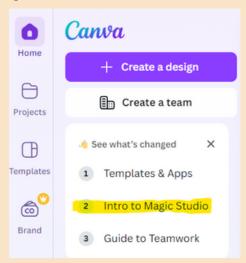




Let's Explore!



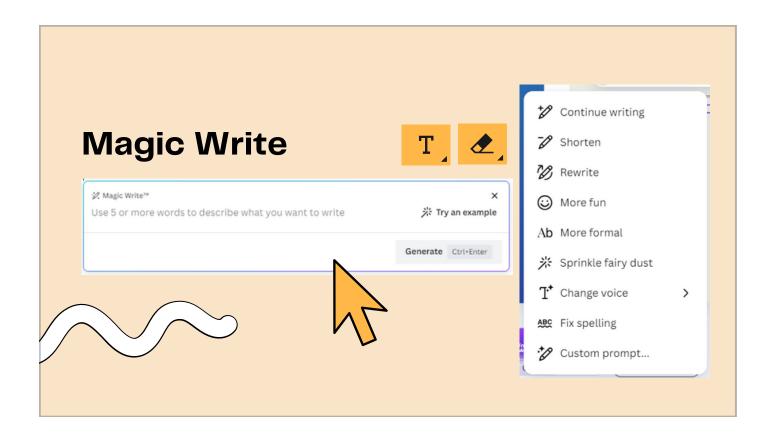
If you have a Canva account:



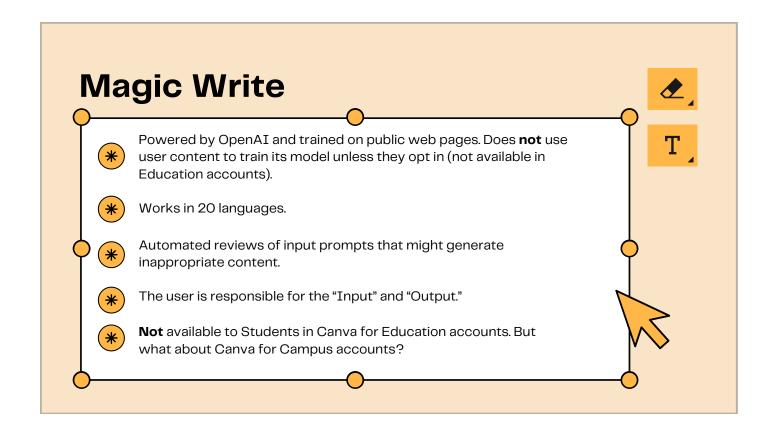
If you don't have one:

Canva requires an account for its
Al features :/
Link coming in the chat!

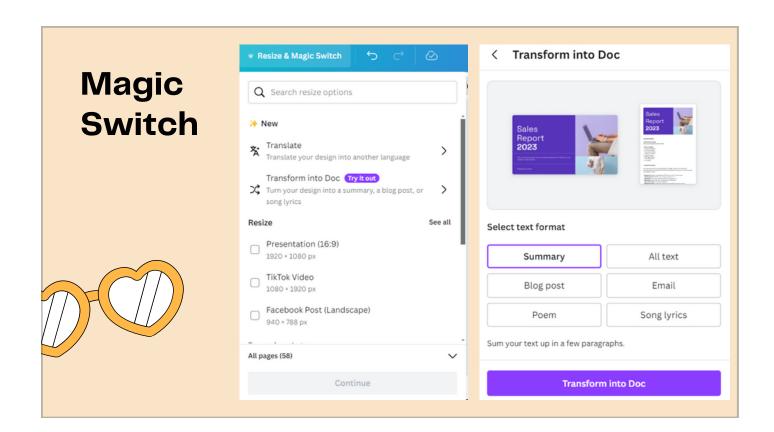




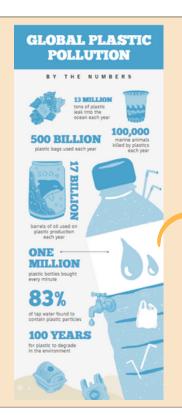
Magic Write assists with starting projects, continuing writing, summarizing, rewriting, and other creative functions.



Powered by OpenAI and trained on web content until 2021, Canva doesn't use user content for training without permission but may use data from consenting users. Supporting 20 languages, it offers automated content reviews, yet users are responsible for their creations. Unavailable to Canva for Ed to deter plagiarism, Canva for Campus students have full AI access.



Magic Switch enables easy file format or size changes, significantly reducing prep time for teachers. Access can be restricted for students by admins and teachers but is fully available to Campus students. Its powering technology and K-12 access remain unspecified.



Example: Magic Switch

Give it a try! What are your impressions?

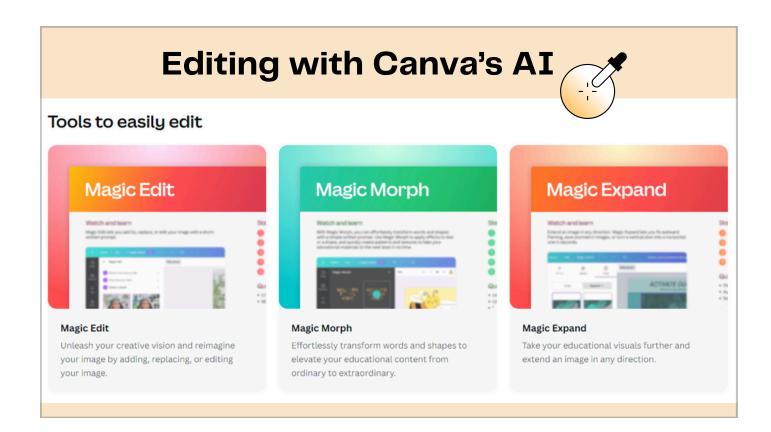
OVERVIEW OF GLOBAL PLASTIC POLLUTION

This summary provides a quick look at the severe issue of global plastic pollution. The facts and figures highlighted here present a grim picture of the current situation and emphasize the urgent need for action.

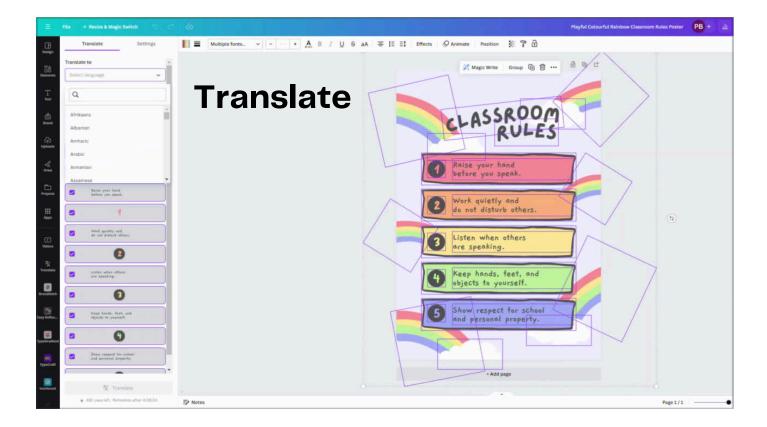
- . Every year, 13 million tons of plastic end up in the ocean.
- · 500 billion plastic bags are used annually worldwide.
- · The production of plastic consumes 17 billion barrels of oil each year.
- · Plastic pollution is responsible for the deaths of 100,000 marine animals annually.
- Every minute, consumers purchase one million plastic bottles.
- · Research has found that 83% of tap water contains plastic particles.
- Plastic takes up to 100 years to decompose in the environment.



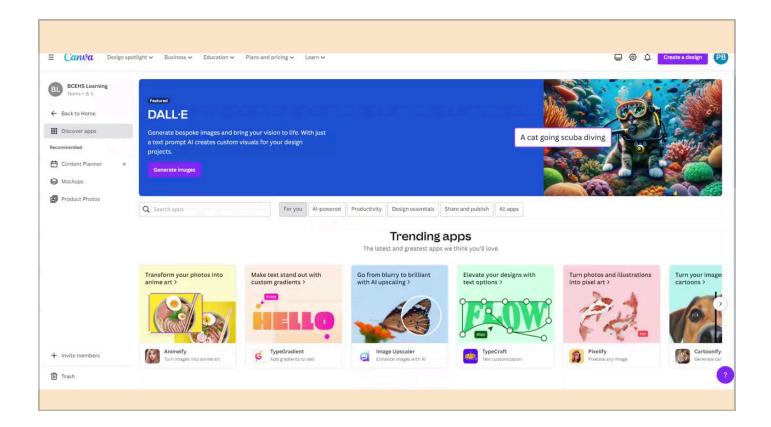
In this example, an infographic on global plastic pollution becomes a summary. Notice the added argument enhancements. It highlights generative AI's potential and limitations, underlining the importance of user verification for accuracy and consistency.



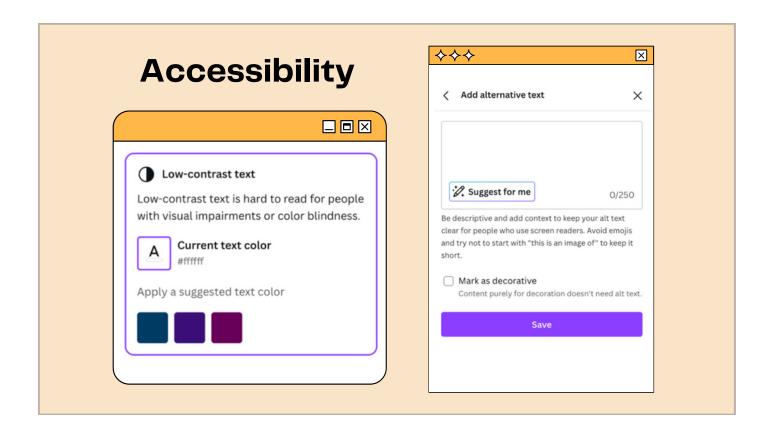
Admins can choose teacher and student access for Canva's image editing tools. These tools highlight considerations around ethical AI image use and editing.



Canva for Education's Translate feature supports translating up to 500 pages monthly in over 100 languages, aiding educators in multicultural areas by enhancing accessibility for non-English speakers. While beneficial, its effect on language learning warrants consideration. Teachers and students have default access, subject to admin controls.



Canva's App Marketplace offers AI and social media apps outside its privacy policy. Teachers have default access, students require permission, and higher ed users get full access. Third-party app use demands accepting terms per project, boosting security through renewed consent.

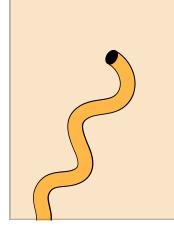


Canva's alt text feature highlights images with contrasting colors for accessibility and flags missing alt text, offering a "Suggest text" option for convenience. Teachers can enable and educate students on this feature.

Visualize your ideas with Magic Design™

Create custom, on-brand, and attention-grabbing content in seconds. Describe what you'd like to see – or upload your media – and Magic Design uses Canva's AI to craft professional presentations, videos or social posts.

Magic Design



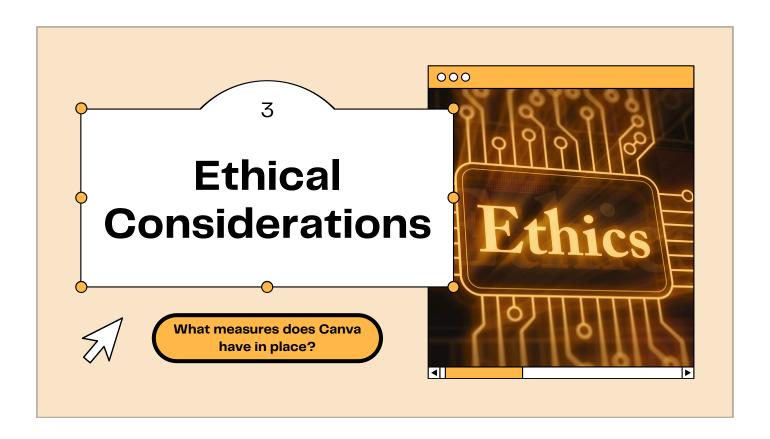
Is Magic Design free?

Access to Magic Design is included in Canva Pro, NFP, and Education accounts. If you're an administrator, teacher, or brand designer, you can choose who can access Magic Design in your team or class. Learn how to change your teams' access to Magic Features. In addition, Magic Design for Video isn't available for students using Canva for Education. Teachers can access the feature, but can't grant access to students.

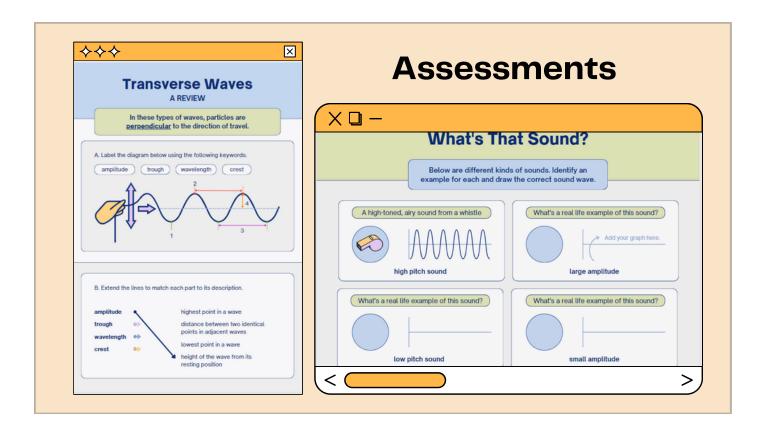
Accounts on a Canva Free plan have 10 lifetime Magic Design uses including Magic Design for Presentation and Magic Design for Video. The usage will be counted when a template is applied to the editor or when you click Generate for Magic Design for Video. Also note that during those 10 generations, if a presentation/video/design uses Pro assets, users will need to upgrade to a Canva Pro account or purchase each element separately.

Magic Design is accessible to teachers and students with admin permission, and teachers can further grant student access. it let's you generate presentations and videos with prompts.

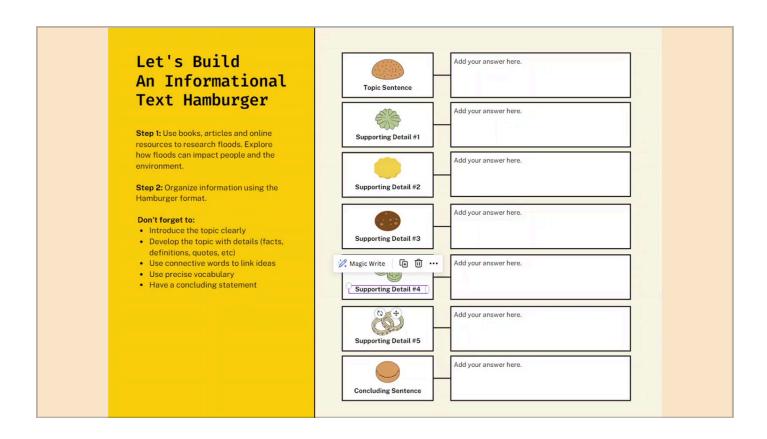
It is important to note that students can use Canva's Free forever version, subject to monthly and lifetime limits on Magic features.



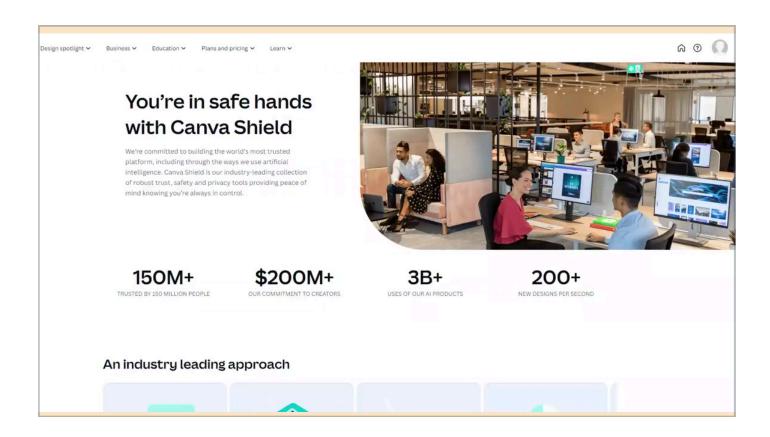
Let's take a deeper dive into ethical consideration regarding the use of these AI tools.



Canva's pre-built lessons typically feature worksheets with minimal text, focusing on dragand-drop, labeling, and drawing activities, preventing AI misuse.



For written assignments, features like Magic Write and Translate are possible in worksheet instructions but not in answer boxes, potentially preventing plagiarism.



Driven by its guiding values of "be a good human" and "be a force for good," Canva has proactively developed Canva Shield, an extensive array of trust and safety tools, to maintain ethical integrity throughout its offerings. Canva ensures that its generative AI products undergo thorough safety evaluations during their development phase and beyond.

Be a good human

Please be a good human when using AI Products and don't use them to create any harmful content. We will not allow any use of AI Products that violates these terms or Canva's <u>Acceptable Use Policy</u>, and we may suspend or terminate your account if we find that you are using it in this way.

In addition to the matters listed in our Acceptable Use Policy, it is prohibited to use AI Products to:

- · Mislead anyone that the content generated by AI Products is human-generated;
- · Provide medical advice or any content regarding the treatment, prevention, diagnosis or transmission of diseases;
- · Provide legal or financial advice;
- · Generate contracts or legally binding obligations;
- · Generate political content including for dissemination in electoral campaigns;
- · Generate source code;
- · Generate spam, ransomware, keyloggers, viruses or other software;
- · Generate nudity or shocking content including obscene gestures, bodily fluids or other profane subjects;
- · Generate or disseminate information to be used for the administration of justice or other legal purposes;
- · Implement fully-automated decision making.

Canva's AI Product Use guidelines create a strong ethical base yet depend heavily on user responsibility, raising potential for misuse. Canva's push for reporting inappropriate content faces practical challenges in education, emphasizing the need for careful AI tool selection and student education on ethical use.

Canva Shield: Our commitment to AI safety at school

We're committed to ensuring Canva is a safe, private, and secure tool for the classroom. As part of our mission to equip every classroom with the best technology to unlock creativity, we're providing each school district with the option of choosing if or when to enable these products for their students.

We know Canva is likely to be the first interaction teachers have with this technology and we take that responsibility incredibly seriously. We've also invested heavily in technology that ensures this new suite of tools is safe and appropriate for the classroom. With <u>Canva Shield</u>, we're introducing a range of strict safety measures to provide students and teachers with peace of mind when using Al in the classroom. From robust trust and safety features to reporting functionality, automatic content moderation, and stringent student and teacher data protection, you're in good hands. We're also rolling out a number of additional classroom-specific safety measures including:

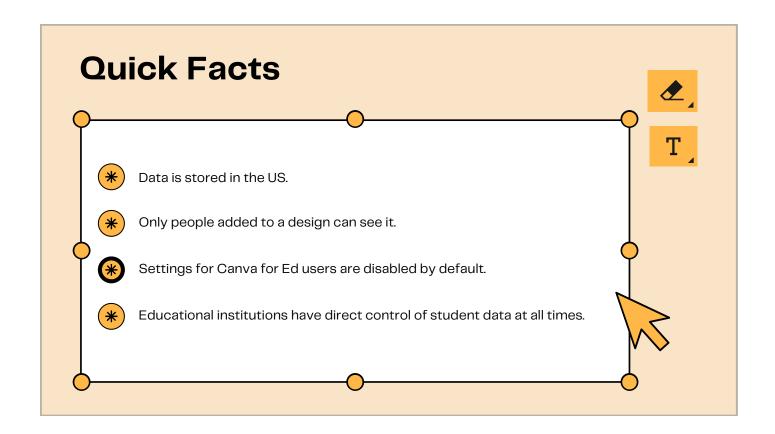


- **Advanced Educator Controls**: School administrators are able to set access permissions to these Al tools based on what they're comfortable with.
- Automatic Reviews: We use advanced technology to automatically review input prompts to
 prevent the creation of any inappropriate content.
- Blocked Terms: As an additional precaution, we've blocked more than 10,000 words from being
 used in AI prompts to ensure content is safe for the classroom.
- Reporting Options: We provide the ability to report and block any potentially unwanted terms or content.

Some additional classroom-specific safety measures Canva has in place are advanced educator controls, auto reviews, blocked terms, and reporting options.



Next, we have Privacy and Data Security.



Quick privacy highlights:

Data is stored in the US.

Access to designs is limited to added members.

Canva for Education has fixed privacy settings; users can't change them, and student data isn't used for training.

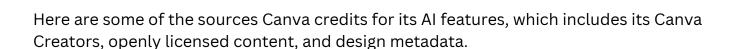
Schools control student data and can request data reviews or deletion from Canva.

How does Canva develop and improve its AI features?

We're developing our AI features using a combination of:

- Content from creators that are part of the <u>Canva Creators</u>program and have consented to
 this. We've committed \$200 million to Canva Creators and Creator-driven AI over the next
 three years to ensure that our Creators can earn a viable income stream while helping fuel
 the creativity of millions of people around the world.
- Licensed content from stock media agencies and other partners. Contributors, creatives, and agencies receive royalty compensation for this licensing.
- Openly licensed content.
- User content from our users who have expressly consented and explicitly opted in to help support Canva in building better AI features.
- General usage and activity from our users who have not opted out. This includes things like
 design metadata, such as what color and font combinations are popular with our community
 and other anonymised information detailed below. Most importantly, this does not include
 your private design content, and you can choose to opt out at any time.

Our range of AI features are powered by a variety of models and technologies, including open source models developed by our partners. We do not allow our partners to train models on user content without express consent.





What is general usage and activity data, and how does Canva use it?

General usage and activity data covers information about how people use Canva, but never your user content. General usage and activity data includes things like:

- Design metadata, such as how people use layouts, colors, and fonts.
- Analytic events, such as what features you use, and which buttons you click.
- Search queries, such as what templates and graphics people search for.
- Prompts that are instructions or commands, such as prompts entered into Magic Edit, but this does not include the photo that you are editing.

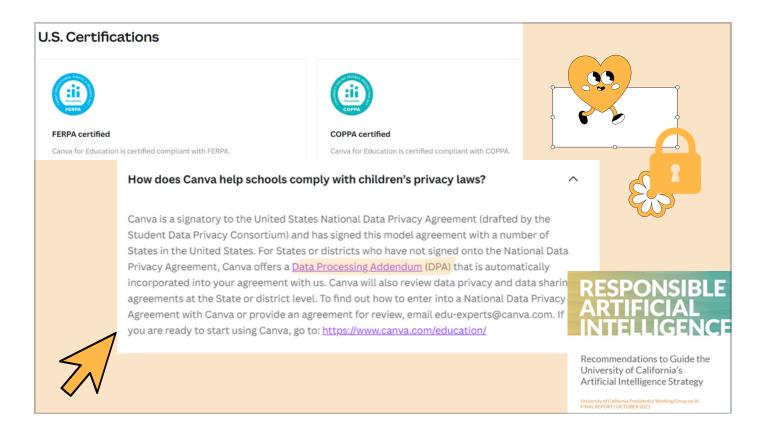
We use this information to help build better products and features. For example, by knowing which fonts are most popular, we can provide better font combinations and suggestions. You can opt out of sharing this data with us at any time in <u>Privacy Settings</u>.

This would include design usage and feature usage, search queries, and prompts, but not the content itself.

Data Collection

Data Element	Reason Data Element is Needed
School Name	Roster students, teacher, and staff in the right school
Grade Level	Roster students and teachers in the right school
Course Name	Roster students and teachers in the right course
Application Log in	To provide student, teacher, or staff access to the service
Application Password	To provide student, teacher, or staff access to the service
Student First Name	To provide student access to the service
Student Last Name	To provide student access to the service
Teacher First Name	To provide teacher access to the service
Teacher Last Name	To provide teacher access to the service
Teacher Email	To provide teacher access to the service
Staff First Name	To provide staff access to the service
Staff Last Name	To provide staff access to the service
Staff Email	To provide staff access to the service

Canva collects minimal data from students, educators, and administrators for login purposes, platform operation, and user access, adhering to data minimization principles.



Canva adheres to major US privacy laws like FERPA, COPPA, and NDPA, highlighting its commitment to privacy and security. However, educators and administrators bear the responsibility to meet national security standards. This commitment extends across Canva's educational services, demonstrated by its partnership with the University of California.

Provider (Purpose) · Amazon Web Services (data storage, service emails) **Third Party** Amplitude (Analysis of aggregated user behaviour data) Atlassian (user support) **Services** · Ada (chatbot for user support) · Appbot (user support) · Braze (email communications) X □ -· Canva Solutions, Inc. (user support) · Concentrix (user support) "The third-party service providers process · Elastic (data logging) student data for the sole purpose of · Jira (user support) delivering the Canva for Education service. If · Loggly (logging) a school deletes their Canva for Education • Looker (Analysis of aggregated user behaviour data) account, or requests the deletion of · Mode (Analysis of aggregated user behaviour data) personally identifiable information associated · MongoDB (Atlas) (data storage) with a student's account, Canva will direct · Sentry (error monitoring) these services to delete any such information · SheerID (teacher verification) · Slack (platform support) they hold." · Snowflake (data storage)

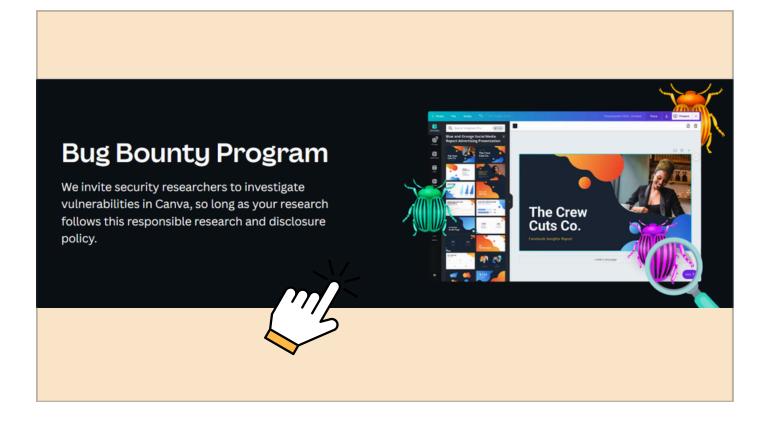
Canva openly acknowledges the 3rd party service providers it employs, and what schools need to know.

· Zendesk (user support)

OpenAI (Canva AI products, only when enabled by the authorized school)

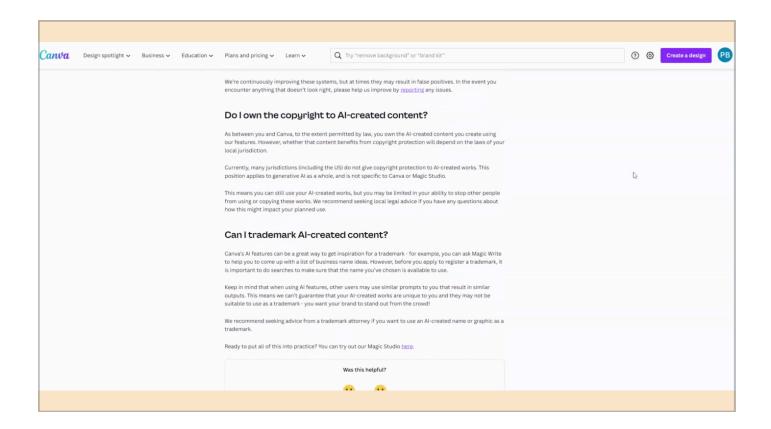
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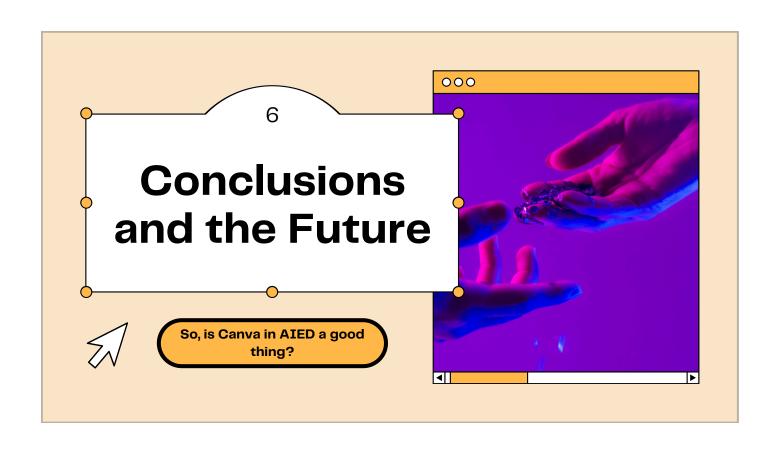


Canva is SOC2 Type I and ISO 27001 certified, mandating regular security audits. It also runs a Bug Bounty Program, encouraging security experts to find vulnerabilities, showcasing its commitment to robust security and ethical practices. This initiative, emphasizing transparency and accountability, is vital for protecting student data in educational settings, bolstering trust in Canva's AI features.





Canva moderates content to tackle AI bias and recognizes fairness varies across cultures. Despite efforts and regular audits, fully eliminating bias is challenging. Canva's focus on fairness in education calls for continuous monitoring to guarantee equal access for all users.



Questions and Suggestions



Transparency in AI Training

Datasets and Principles? Methodologies?

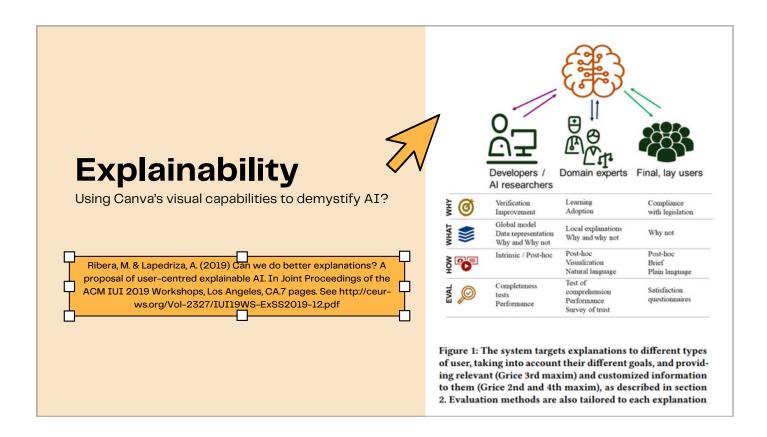
Effectiveness of Reporting Mechanisms

How practical and efficient are their content reporting mechanisms?

User education on identifying and reporting content

Having done a deep dive into Canva's AI-related security measures, here are some critiques and suggestions that come to mind:

- 1. AI Training Transparency: Enhancing transparency about AI training data and principles could build trust. Clarifying AI decision-making processes could lead to more ethical use.
- 2. Reporting Mechanism Effectiveness: Evaluating and enhancing the effectiveness of Canva's reporting mechanisms, alongside better user guidance on managing inappropriate content, could foster more ethical usage.



Given Canva's expertise in visual communication, presenting this guidance through visually compelling materials could not only align with Canva's strengths but also improve user engagement and comprehension, thereby elevating the platform's commitment to a safe and respectful user experience (Ribera, 2019).

Questions and Suggestions



Evaluating Bias
Mitigation Efforts

Concrete examples? Is there a "black box"?

Creator Compensation Insights Mitigating the issue of fair compensation for creators in the AI space

Compensation structures? Selection criteria? Impact on educational content diversity?

- 3. Evaluating Bias Mitigation Efforts: Demonstrating the impact of Canva's bias reduction efforts with concrete examples would clarify their effectiveness. While AI algorithms often remain confidential, more transparency could alleviate the "black box" issue and build trust. Success stories of bias mitigation could guide ongoing improvements in fairness.
- 4. Creator Compensation Insights: Addressing fair compensation for AI-generated content creators is crucial. The Canva Education Creators program supports and rewards educators, but further details on compensation practices and selection criteria could lead to broader industry standards for valuing creative work in education.

Questions and Suggestions



Adherence to Privacy and Compliance Standards

Outside of the US? Higher ed considerations?

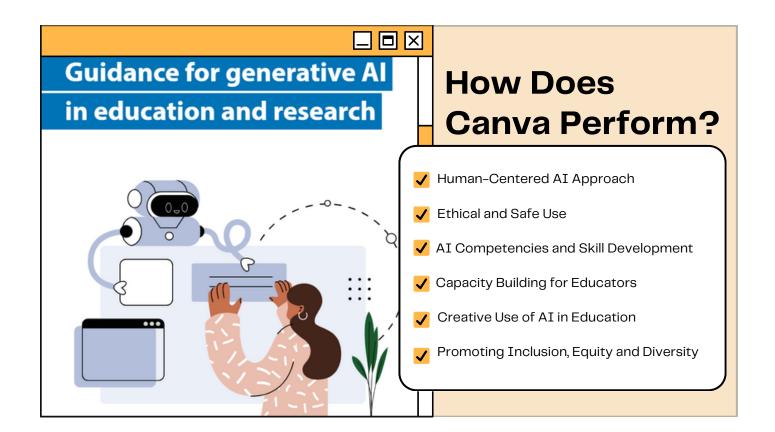
Future Expansions and Edtech Directions

Long-term studies - Visuals? Retention? Learning Outcomes?

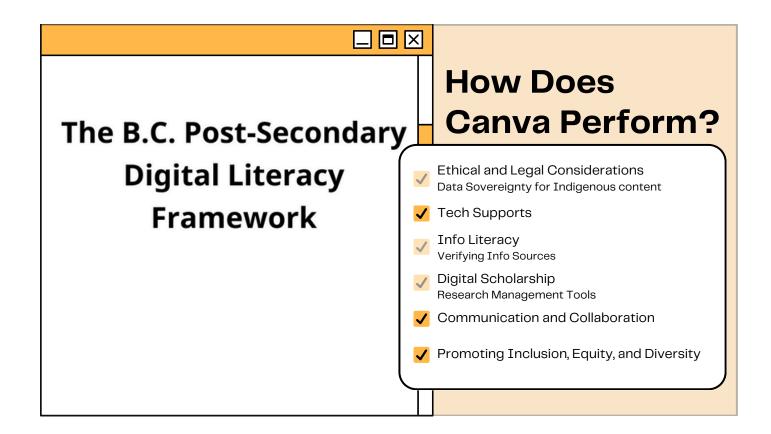
"Makerspaces" and the "Maker Movement" Canva for Campus expansion

5. Adherence to Privacy and Compliance Standards: Detailing and expanding operational compliance to higher ed and internationally and its user impact could reassure users of its dedication to education security.

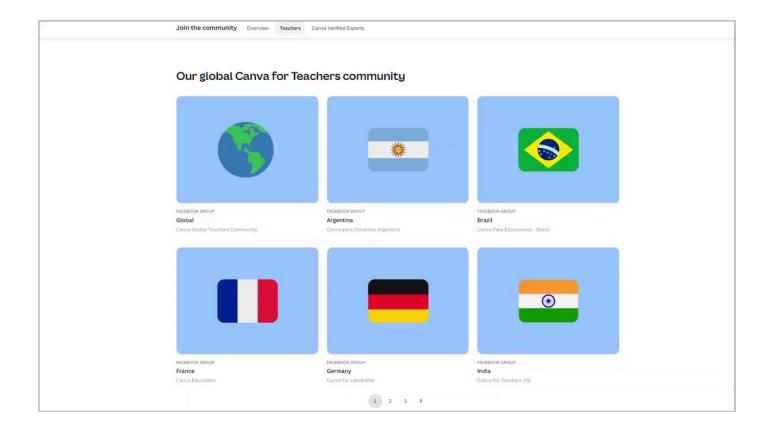
Future Expansions: ongoing studies are needed on AI tools' impact on learning and engagement. Interest also lies in Canva's contribution to the maker movement and the development of Canva for Campus.



Canva's commitment to enhancing creativity, supporting educators, and promoting inclusivity aligns with UNESCO's vision, highlighting its role in preparing students and teachers for a digital future and making education more accessible and diverse.



Canva's commitment to enhancing creativity, supporting educators, and promoting inclusivity aligns with UNESCO's vision, highlighting its role in preparing students and teachers for a digital future and making education more accessible and diverse.



My stance on Canva is overwhelming positive. I would argue that Canva continues to be a great source of democratizing design and education worldwide. It'll be interesting to see how they expand while remaining ethically sound in their AI development and deployment.

