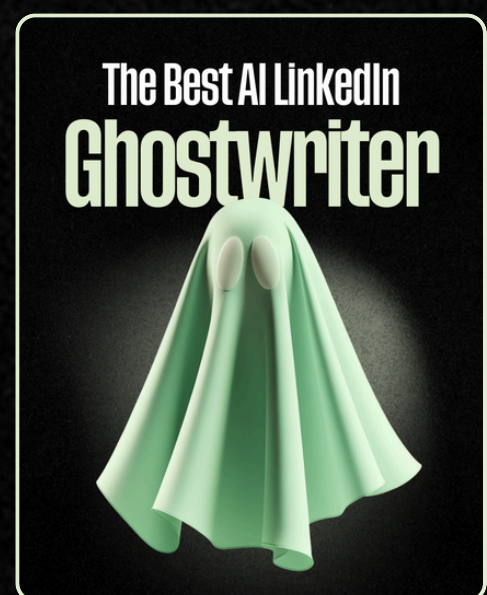
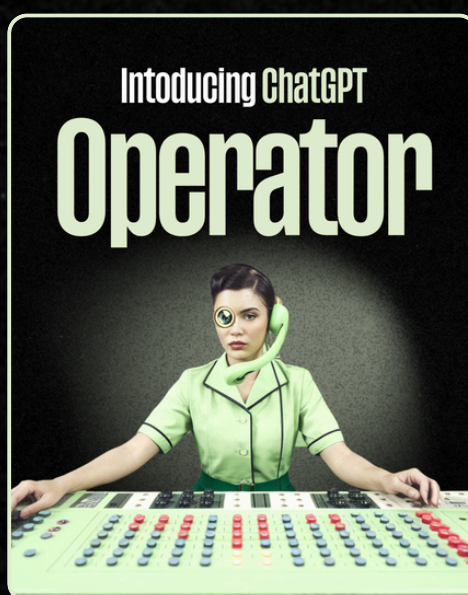
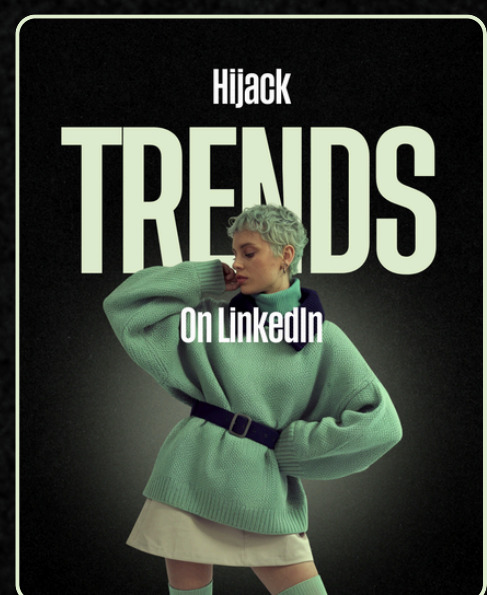
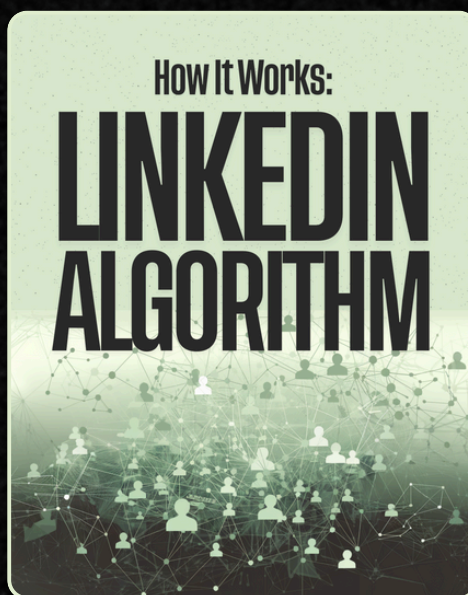
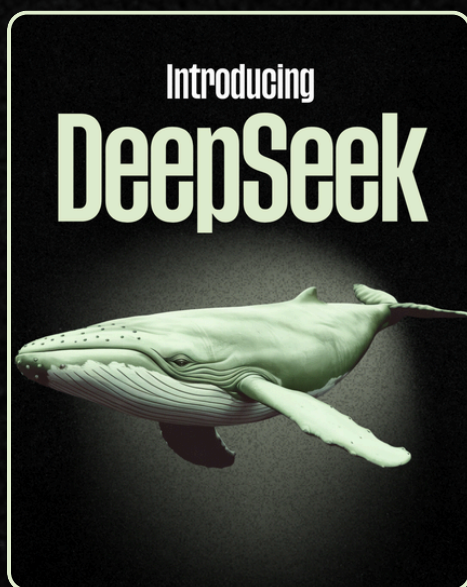
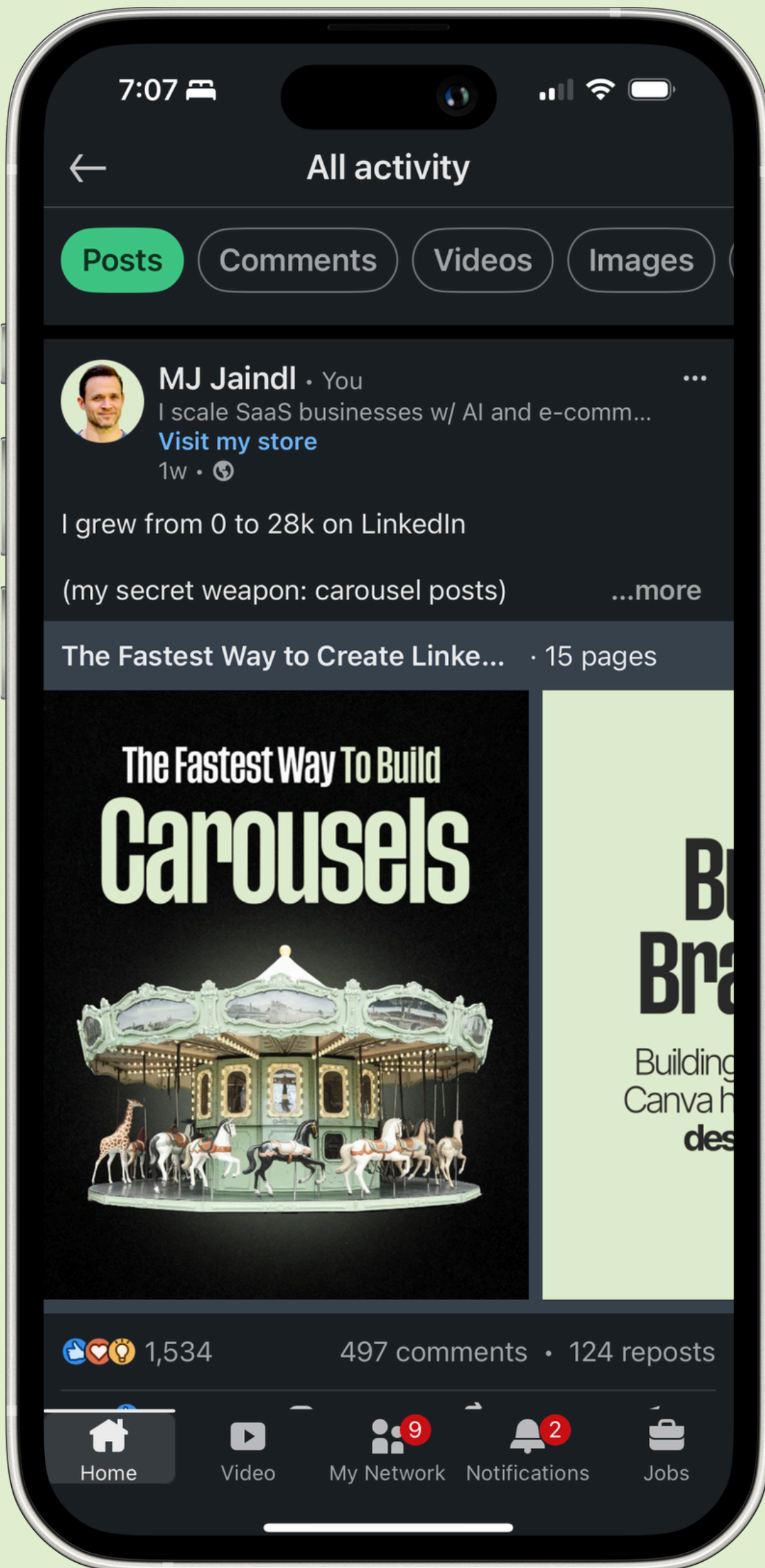


How To Design Carousel COVERS





Feed View

} Hook

} Title

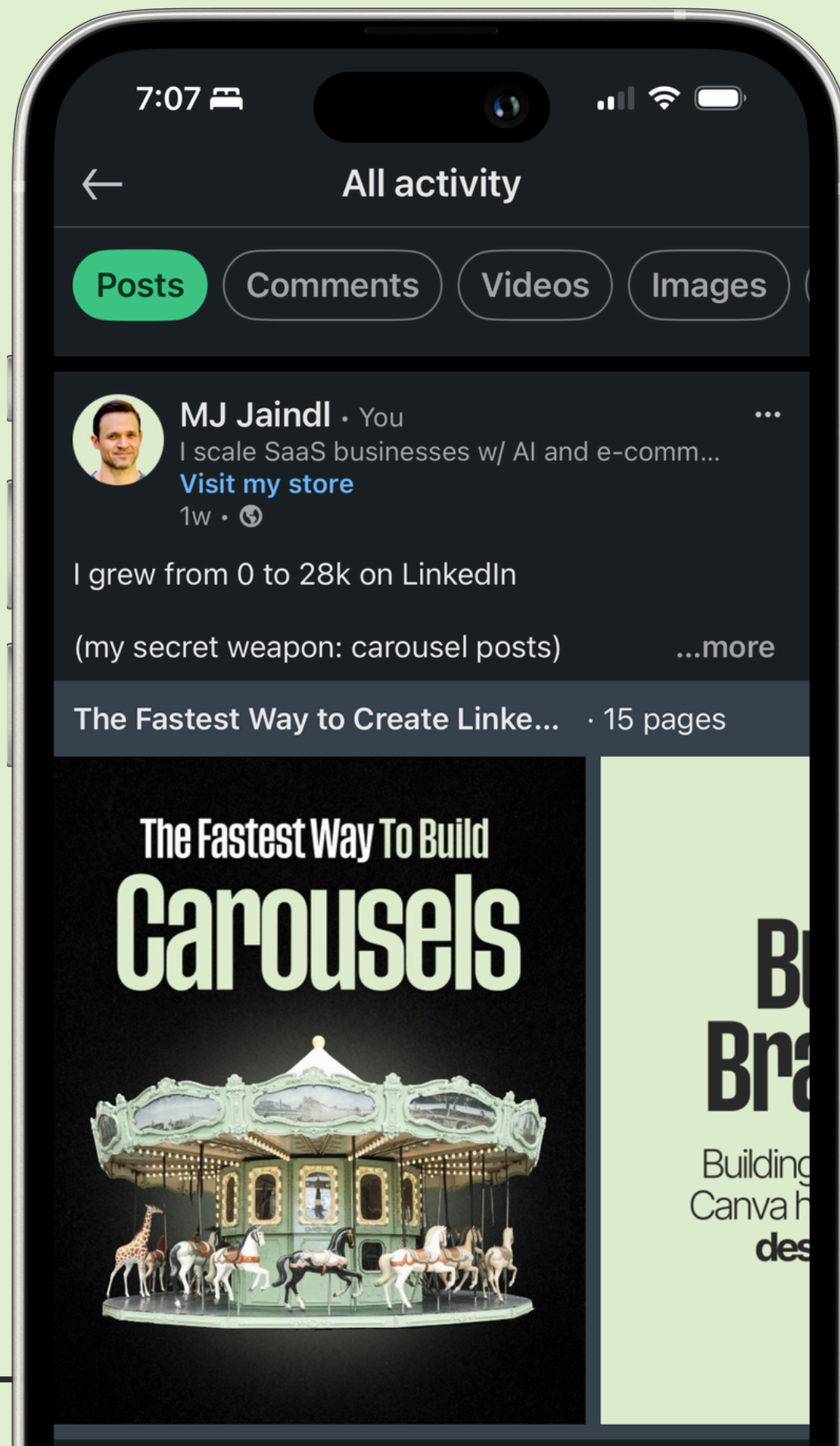
} Hook & Nudge Slides

} Engagement

Visual Hooks

88% of LinkedIn users browse their feed on a mobile device.* Eye-catching visual hooks are important.

Great **visual hooks** stand out in the feed.



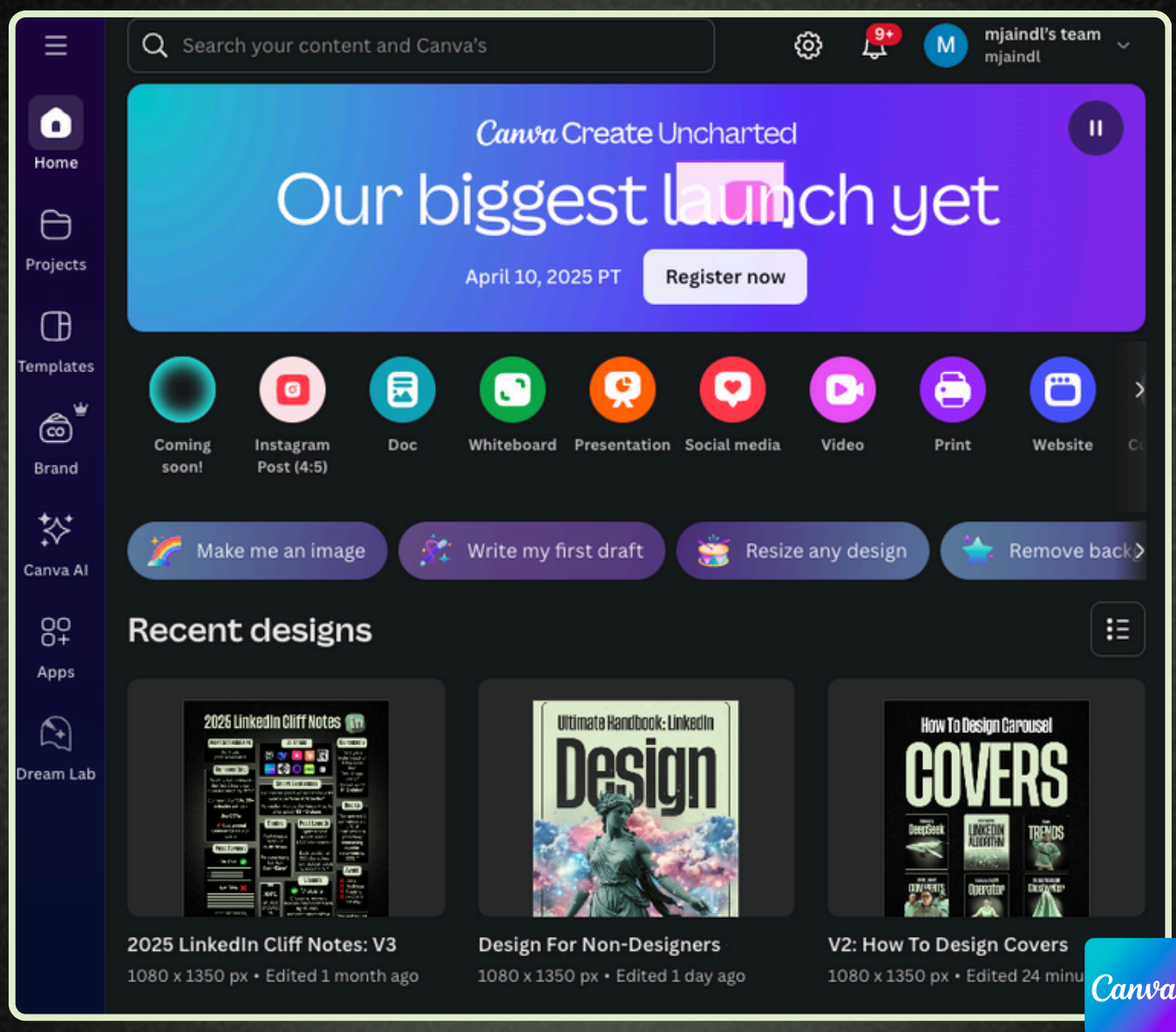
Text hooks only get a small amount of real estate.



* Richard van der Blum - 2024 LinkedIn Algorithm Insights Report

Open Canva

Create quality designs fast
with Canva



Canva is the starting point for
90% of my LinkedIn posts.

1: Set Size

1080 x 1350 **pixels**



Set your slide size in **Canva**

2: Use A Tall Font

Tall fonts work best on covers

ANTON

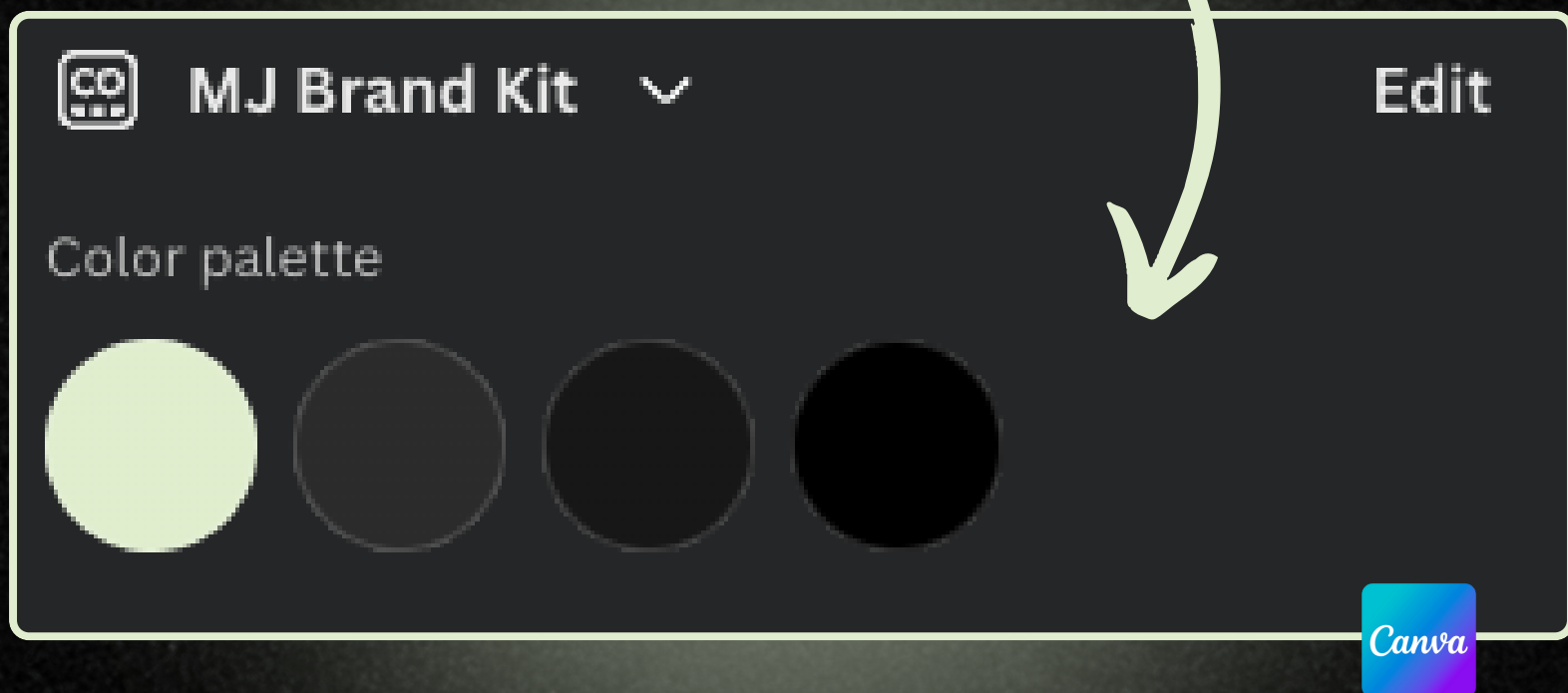
BISON

August

3: Select 2 Colors

Less is more. Only 2 colors.

I USE 4 COLORS , BUT 3 ARE JUST DIFFERENT
SHADES OF BLACK

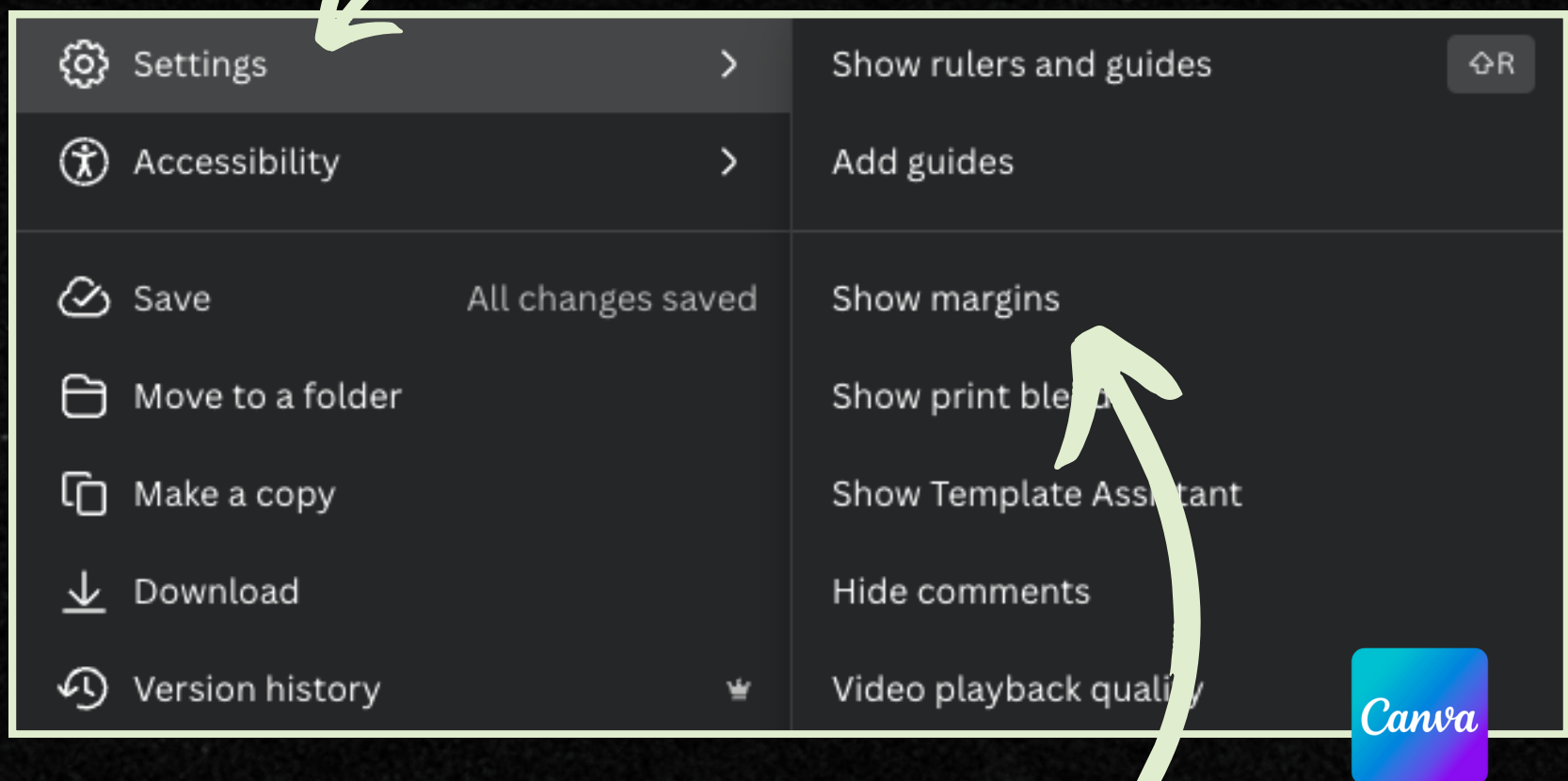


SIMPLE COLOR PALETTES ARE EASIER FOR
OUR BRAINS TO PROCESS

4: Show Margins

Use “Show Margins”

CLICK “SETTINGS”



CLICK “SHOW MARGINS”

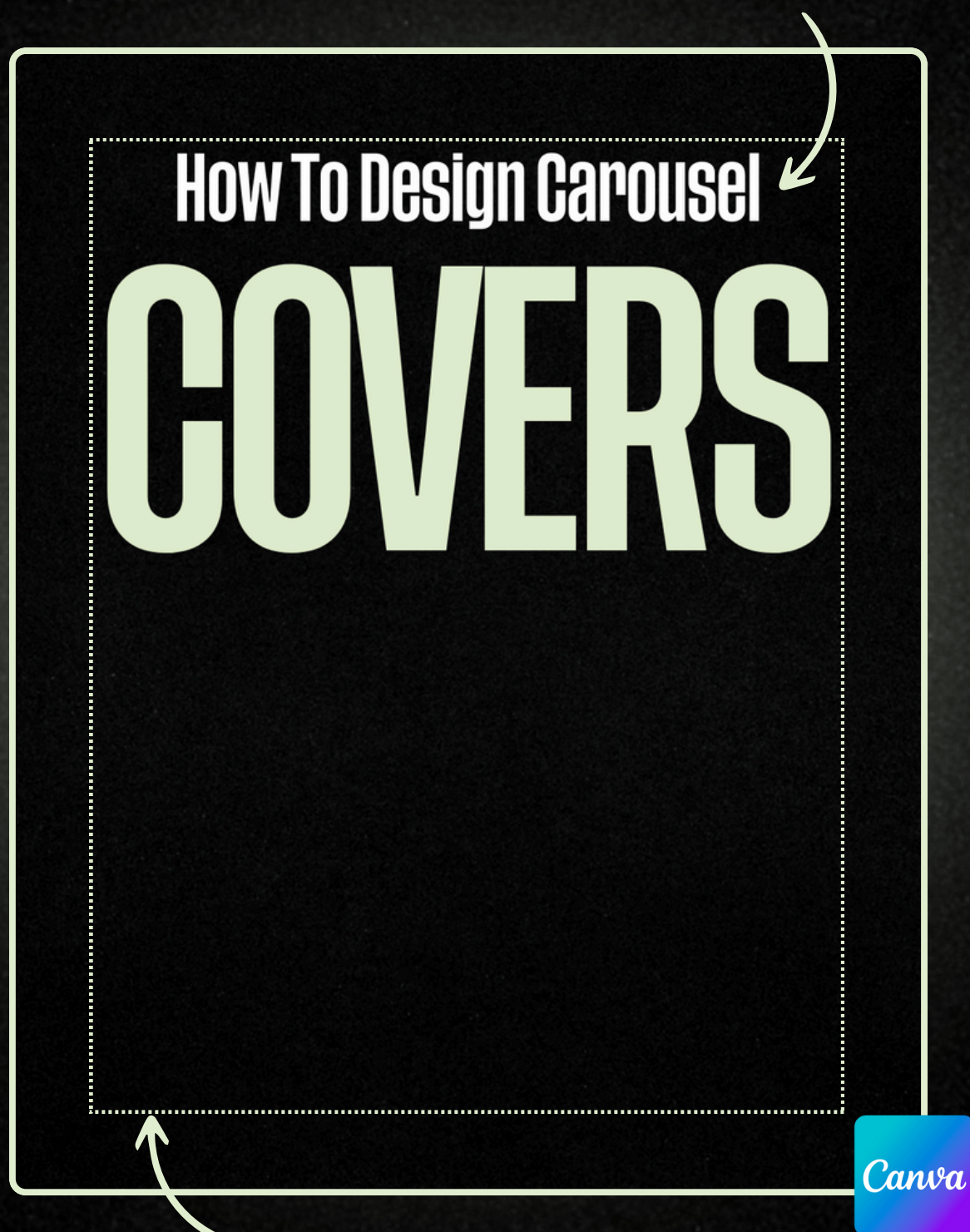
MARGIN



5: Position Text

Position your text at the top

ADD TALL FONT TEXT AT THE TOP



STAY WITHIN THE MARGINS

6: Create Image

Generate image in ideogram

PROMPT

SET IMAGE SIZE

The screenshot shows the Ideogram AI interface. On the left, a text box contains the prompt: "A mint green astronaut from the shoulder up . The face shield is cover the astronauts face so you can't see it." Below the prompt are six style buttons: "Auto", "General", "Realistic", "Design", "3D", and "Anime". On the right, a settings panel is open, showing various options: "Magic Prompt" (set to "On"), "Aspect ratio" (with checkboxes for 4:5, 1:1, and 5:4), "Visibility" (set to "Private"), "Model" (set to "2.0"), "Color palette" (set to "Auto" with a color bar), "Rendering" (set to "Turbo"), "Seed number" (set to "Auto"), and "Negative prompt" (set to "Things to avoid"). At the bottom right of the settings panel, it says "Uses 1 credit" and a "Generate" button. A large curved arrow points from the "Color palette" setting to the text "IMPORTANT: SET COLOR PALETTE" at the bottom of the image. Another arrow points from the word "PROMPT" to the prompt text box, and a third arrow points from the text "SET IMAGE SIZE" to the "Aspect ratio" section.

A mint green astronaut from the shoulder up . The face shield is cover the astronauts face so you can't see it.

Magic Prompt ☒ On ☐ Off

Aspect ratio ☒ 4:5 ☐ 1:1 ☐ 5:4

Visibility ☒ Public ☐ Private

Model 2.0

Color palette ☒ Auto

Rendering ☒ Turbo ☐ Default ☐ Quality

Seed number Auto

Negative prompt Things to avoid

Uses 1 credit

Generate

IMPORTANT: SET COLOR PALETTE

7: Select Image

Generate image in ideogram

Ideogram generates 4 images in each generation. I generate a few batches, then select the best image.



I LOVE THIS ONE

I generate 90% of my images with Ideogram. It's simple, fast, and intuitive. Great for efficiency.

8: Add Image

Add image to Canva

USE "BG REMOVER" TO REMOVE BACKGROUND



ADD IMAGE TO CANVA PAGE

9: Reposition

Position your text at the top

POSITIONING THE IMAGE IN FRONT OF THE TEXT CREATES A **LAYERED LOOK**

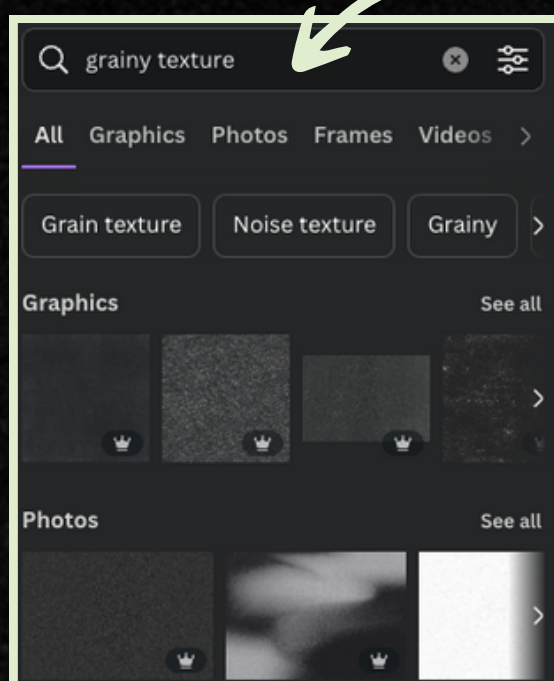


THE IMAGE CAN EXPAND
OUTSIDE OF THE MARGIN

10: Polish

Add a background element

ADD A GRAINY TEXTURE
ELEMENT IN CANVA



GRAINY
TEXTURE

Final Product

An eye-catching cover

How To Design Carousel

COVERS

