

YOUR

For YouTube



How to create YouTube
Thumbnails with Canva

Thumbnail

ZINE



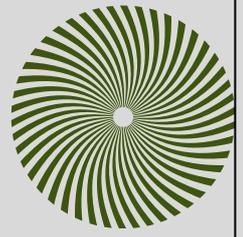
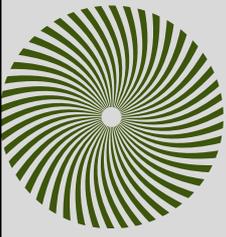
1. **Audience:** YouTube creators
2. **Purpose:** To learn how Canva can upgrade creators' thumbnail designs and YouTube careers.
3. **Key Sections:** Why thumbnails matter, how to download Canva, and how to use Canva to design (with examples).



Your Thumbnail is Everything!

In the YouTube world, we judge books by their covers. Your video is the book and your thumbnail is its cover. Your video is judged by the thumbnail before viewers click to watch it.





How to Create Using Canva

1. Go to the app store or playstore to search for Canva to download the app if you don't have it downloaded on your device(s).

2. Create your Canva account using an email address of your choice and create a password.

Quit Junk Food Successfully



No More Junk Food!

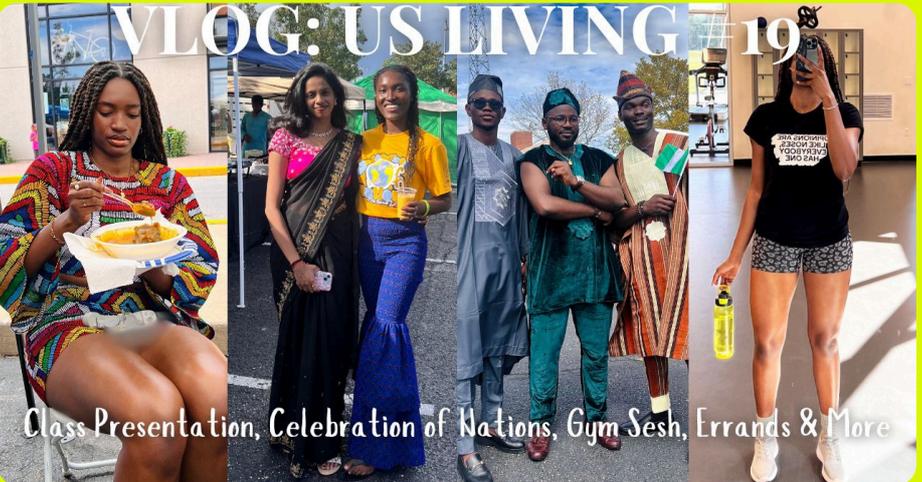
Friday

Friday



VLOGMAS#3

VLOG: US LIVING #19



Class Presentation, Celebration of Nations, Gym Sesh, Errands & More

The three thumbnails above are examples of what you can use Canva to do when designing YouTube thumbnails. Keep a few things in mind though.

KEEP IN MIND

You never have to design from scratch. There are several templates to choose from when designing.



How To Start Designing

1. Open Canva and click on the plus button on the bottom of the page.

2. In the “what would you like to create?” search bar at the top, type “YouTube thumbnail”.

3. Choose a template to begin your design. Use the search bar above to describe the video thumbnail you're trying to create.

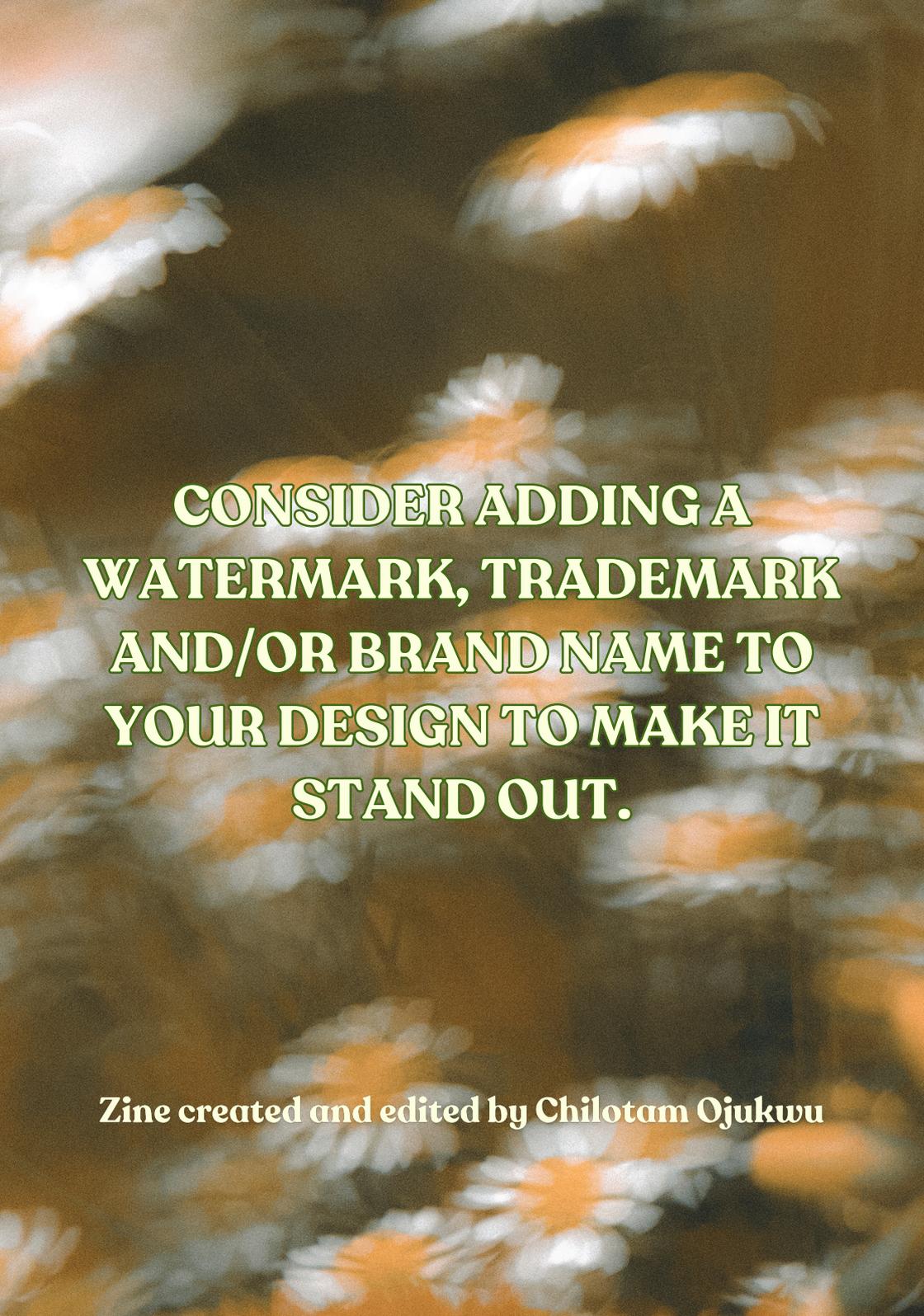


4. Using the “uploads” button either to the left side of your screen (on PC) or bottom of your screen (on mobile), upload the photos and materials you'll be using for your thumbnail.



5. After selecting a template, use the pictures/materials you've uploaded to substitute the design template you've chosen.

6. Edit the texts on the design to fit your video. Save the design to your device (PC or smartphone).



**CONSIDER ADDING A
WATERMARK, TRADEMARK
AND/OR BRAND NAME TO
YOUR DESIGN TO MAKE IT
STAND OUT.**

Zine created and edited by Chilotam Ojukwu

Reflection on Design Choices for the Zine

When creating this zine on YouTube thumbnail design using Canva, I intentionally crafted the content to be less textual, concise, and easy to follow. The audience for this zine includes new and aspiring YouTube content creators, particularly those who may not have advanced design skills but want to enhance their video presentation on the platform.

Design Considerations

Simple & Step-by-Step Instructions – The content is structured sequentially, guiding the reader from top to bottom, and downloading Canva to finalise a design. This step-by-step approach ensures accessibility and easy comprehension for beginners.

Visual Emphasis – I used bold typography, repetition of key messages, and (three) example thumbnails to highlight important concepts such as choosing a template and uploading design materials. The layout keeps the focus on practical application rather than heavy text.

Encouraging Branding – I included a reminder to add a watermark, brand name, or trademark to reinforce the importance of personalisation and branding, a key aspect of YouTube success.

By balancing instructional clarity with engaging visuals, this zine serves as a quick reference guide that enables content creators to design more effective thumbnails that can help them grow their channels and drive more engagement on their channels.