PAPER CRANE STUDIO

FREE GUIDE · CLAUDE SKILL

Design posters with Claude's free *Canvas Design* skill

Canvas Design is a free, open-source skill from Anthropic that makes Claude design posters and visuals as PNG or PDF files. Here's how to add it to Claude in about 2 minutes, and the prompts that get the best posters.

Free · Open source · By Anthropic · PNG + PDF posters

Get the skill

GitHub: https://github.com/anthropics/skills/tree/main/skills/canvas-design
Zip: https://pcs-dm-bot.sandy-wowista.workers.dev/files/canvas-design-skill.zip

BEFORE YOU START

A free skill.
Made by Anthropic.

Skills are folders of instructions that teach Claude to do one job really well. Canvas Design is one of the free skills Anthropic publishes in its official skills collection on GitHub. With it, Claude first writes a short design philosophy for your poster, then draws the poster itself as a PNG or PDF, and finally polishes it. It's made by Anthropic and shared under the open-source Apache 2.0 licence. We didn't make it; we just think every small business should know it exists.

What you need

- A Claude account at claude.ai. Per Claude's help centre, Free, Pro and Max plans can turn on example skills and upload their own skills in Customize > Skills.
- A computer browser for the first setup (uploading a file is easiest there).
- The skill: either from Claude's skills directory, or the zip file from our link (it's Anthropic's folder, unchanged, with its licence).
- Your exact words: business name, offer, date, price. Claude designs better when it doesn't have to guess.

Good to know

- The skill makes art-style posters: strong picture, very little text. It's perfect for Instagram, shop windows and event posters, not for dense menus or price lists.
- Claude may need a couple of tries. Ask for changes in plain words ("bigger name", "warmer colours").
- Always check spelling, prices and dates yourself before you post or print.
- Free plans have usage limits, so keep your first prompts focused.

01 SETUP Add Canvas Design to Claude

~2 min | Tools: Claude (claude.ai, in a browser)

You add the skill once. After that, Claude uses it by itself whenever you ask for a poster.

1. Open claude.ai and go to Customize > Skills.
2. Click the "+" button, then "Browse skills". If Canvas Design is listed, click "Add" and you're done.
3. If it isn't listed: download the zip from our link (or the folder from GitHub). Don't unzip it.
4. In Customize > Skills, click "+", then "Create skill", then "Upload a skill", and choose the zip.
5. Make sure Canvas Design is switched on in your skills list.
6. Test it with the prompt below in a new chat.

COPY-PASTE PROMPT

```
Use the canvas-design skill to make a quick test poster: a calm, abstract
sunrise in warm colours, with one small word: HELLO. Output a PNG, 1080 x 1350
pixels.
```

LEVEL UP

On a Team or Enterprise plan, an owner may need to switch skills on first in the organisation settings. Ask your admin if you don't see Customize > Skills.

WATCH OUT

Only upload skills from sources you trust: a skill can include instructions and scripts. This one comes straight from Anthropic's official GitHub collection.

02 YOUR POSTER
Your first real poster

~5 min | Tools: Claude with Canvas Design switched on

Give Claude the feeling, the exact words and the size. Keep the words short: the skill is at its best when the picture does the talking.

1. Start a new chat and paste the prompt below.
2. Fill in every [BRACKET] with your real details.
3. When the poster arrives, ask for one change at a time.
4. Download the PNG (for Instagram) or the PDF (for printing).

COPY-PASTE PROMPT

```
Use the canvas-design skill to design a poster for my business.
Business: [NAME], a [WHAT YOU DO] in [AREA/CITY].
What it's for: [OFFER / EVENT / NEW PRODUCT].
Mood: [WARM AND HOMELY / BOLD AND MODERN / CALM AND PREMIUM].
Colours: [YOUR BRAND COLOURS, OR "choose for me"].
Text on the poster, exactly as written, nothing else: "[NAME]", "[ONE SHORT
LINE]", "[DATE OR TIME]".
Size: PNG, 1080 x 1350 pixels (Instagram 4:5). Keep all text inside the frame
with clear margins.
```

LEVEL UP

Ask for an A4 PDF version of the same design for printing: "Same design as an A4 PDF, print quality."

WATCH OUT

Never let Claude invent prices, phone numbers or dates. Type them in the prompt and check them on the poster.

A MATCHING SET

03 A week of posts that look like one brand

~10 min

Tools: Claude with Canvas Design switched on

Once you like one poster, ask for a series in the same style. A feed where every post matches looks like a real brand.

1. Stay in the same chat as your favourite poster.
2. Paste the prompt below with your 3 topics.
3. Check every poster for spelling and numbers.
4. Post them across the week, same time each day.

COPY-PASTE PROMPT

```
I love this poster. Using the same design philosophy, colours and fonts, make 3 more posters as a matching series:
1. [TOPIC 1, e.g. our bestseller]
2. [TOPIC 2, e.g. weekend timings]
3. [TOPIC 3, e.g. customer thank-you]
Text on each, exactly: [WORDS FOR 1] / [WORDS FOR 2] / [WORDS FOR 3]. PNG, 1080 x 1350 each.
```

LEVEL UP

Save the design philosophy Claude wrote (it's a short .md file). Paste it into future chats to keep every poster on-brand.

WATCH OUT

Different topics, same look. If one poster drifts in style, ask: "Make number 2 match the first poster's colours and type."

MAKE IT A HABIT

Your first 3 days

Day 1
Add the skill and make the test poster (step 01).

Day 2
Make one real poster for this week's offer (step 02) and post it.

Day 3
Turn it into a matching set of 3 (step 03) and schedule them.

Common mistakes

- Too many words. Posters with a name, one line and a date work best.
- Not giving the exact text, so Claude makes up its own.
- Forgetting the size, then the poster gets cropped on Instagram.
- Posting without checking spelling, prices and dates.

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