

FUNDAMENTAL OF CANVA DESIGN

Duration: 2 days; Instructor-led | Virtual Instructor-led

WHAT WILL YOU LEARN

Discover the power of Canva's free, user-friendly design tools in this hands-on workshop. Through guided instruction and practical exercises, participants will explore Canva's intuitive interface and learn how to efficiently use its design elements, such as text, images, and layouts to create professional-looking designs for work and personal use.

Whether you're a beginner or looking to enhance your design skills, this workshop will equip you with the skill to create visually impactful designs for presentations, social media, marketing, and more.

COURSE OBJECTIVES

Upon completing this 2-days workshop, participants should be able to:

- Identify basic elements of Canva's interface
- Understand Canva's design features to creating visually balanced designs
- Able to create a simple graphic design using Canva, either from scratch or by customizing an existing template.

AUDIENCE

Ideal for anyone looking to enhance their visual communication skills, whether for business or personal projects, by creating professional and impactful designs.

METHODOLOGY

The workshop will utilize a mix of lecture and live demonstrations to introduce Canva's interface and tools, followed by guided hands-on practice for participants to apply their learning immediately. Design challenges will encourage participants to apply their skills in real-world scenarios. Feedback and critique sessions will help participants analyze and improve their designs, and interactive Q&A sessions will ensure clarity and support throughout the learning process.

COURSE CONTENTS

Day 1

Module 1: Introduction & Ice breaker

- Welcome & Self introduction
- Brief overview of Canva and its potential applications

- Objectives

Module 2: Introduction to Canva

- Benefits of using Canva
- Create and Sign Up Canva Account
- Canva interface tour (dashboard, menu, and design elements)

Module 3: Basic Design Elements

- Introduction to templates, design types
- How to use text, colors, shapes, and lines
- Introduction to fonts and how to pair them
- Basics of color theory
- Activity: Design a basic poster using text and shapes

Module 4: Canva's Pre-Designed Templates

- Customizing templates: how to change text, images, colors, and other elements
- Understanding layers and grouping elements
- Activity: Modify an existing template to create a custom poster

Module 5: Adding Images & Icons

- Uploading and using your own images
- Accessing and using Canva's built-in image and icon library
- Best practices for image placement and cropping
- Activity: Create a poster using images and icons

Module 6: Designing with Grids & Frames

- Introduction to grids and how to use them for layout balance
- Using frames to create unique image masks and effects
- Activity: Design a photo collage using grids and frames

Module 7: Group Activity: Design Critique & Feedback

- Participants present their designs (either social media posts or flyers)
- Group feedback and discussion on what works and areas for improvement

Day 2

Module 8: Chart and Graph Tools

- Includes tools to create bar charts, pie charts, and line graphs, ideal for visualizing data in reports or presentations.
- Customizable to align with brand colors and design style.
- Activity: Participants to turn raw data provided into branded visuals

Module 9: Advanced Typography, AI tools & Design Pitfalls

- Advanced text features include shadows, text effects, and letter spacing adjustments for improved typography.
- Discuss pitfalls, such as overusing fonts, cluttered layouts, and misalignment issues, and demonstrate corrective practices.
- Explore AI tools available in Canva

Module 10: Creating Professional Presentations in Canva

- Explore Canva's presentation templates, slide transitions, and layout tools.
- Apply advanced typography, color schemes, and brand elements to presentations.
- Activity: Create a branded slide deck with multi-page layouts, using text hierarchy and visual design principles.

Module 11: Collaborating with Teams in Canva

- How to share and collaborate on designs
- Using version history and design comments
- Exporting designs in various formats (PDF, PNG, MP4, etc.)
- Activity: Collaborate in pairs to create a joint design project

Module 12: Designing for Different Platforms

- Understanding dimensions and requirements for different platforms
- How to resize designs for different platforms using Canva's Magic Resize tool
- Activity: Create one design and resize it for multiple platforms

Module 13: Final Design Project & Presentation

- Activity: Final project of their choice
- Presentations of the final projects
- Wrap-up, feedback, and Q&A