

## Mastering Canva

**Course Duration: 16 hours**

**Course Overview:**

**Target Audience:**

### **Module 1: Why we need Canva**

- What is Canva and how it helps?
- Course overview
- Why we should become better at designing

### **Module 2: Canva Fundamentals**

- Canva homepage – Top & Left Navbar
- Canva homepage – Middle section
- Thousands of free templates
- Canva editor
- Design ingredients
- Working with text, photos and colours
- Aligning and layering elements
- Premium Vs free elements
- Downloading, sharing and publishing the designs

### **Module 3: Canva PRO (The paid version)**

- Unlimited content
- Collaborate with your team
- Brand kit pro
- Background remover
- Magic resize
- Transparent background
- Animation pro
- Fonts pro
- Schedule social

### **Module 4: Creating brand identity**

- Your mission and vision
- Target audience
- Brand personality
- Core values

## **Module 5: Designing your brand**

- **Finding the right template**
- **Setting up your style guide**
- **Adding your content**
- **Styling your document**
- **Downloading & publishing**

## **Module 6: Designing social media**

- **Editing your photos with Canva**
- **Profile picture**
- **Facebook post**
- **Facebook cover**
- **Facebook Ad**
- **Instagram post**
- **Instagram story**
- **YouTube thumbnail**
- **YouTube channel art**
- **Creating infographics**

## **Module 7: Creating videos and animation**

- **Editing videos with Canva**
- **Recording studio**
- **Creating TikToks, reels and shorts**
- **Creating tutorials and educational videos**
- **Designing animated social media posts**
- **Creating animated GIF's**

## **Module 8: Creating awesome presentations**

- **Canva as the new PowerPoint**
- **Designing mistakes to be avoided**
- **Sort this out before creating your slides**
- **Create wow slides**
- **Adding charts and graphs to your presentation**
- **Embedding interactive media to your slides**
- **Delivering your presentation from Canva**
- **Recording talking presentation**
- **Sharing your presentation with your team and audience**

## **Module 9: Designing the website**

- **Build simple websites with Canva**
- **Get started with Canva website**

- **Building your Homepage**
- **Your product or service pages**
- **Publishing your website**
- **Tips to create better websites with Canva**