

Mastering Canva

Learn to design brand identities, social media graphics, videos, presentations and websites using Canva and Canva PRO.

16 Hours

DURATION

9

MODULES

61

TOPICS

COURSE OVERVIEW

This course introduces Canva and its core editing tools, covering text, photos, colours, layering and publishing designs, before exploring the additional capabilities of Canva PRO such as brand kits, background removal and magic resize. It then moves into building a brand identity and applying it consistently through style guides and templates. Later modules cover designing social media content, videos and animations, presentations, and simple websites, each using Canva's dedicated tools for that format.

WHO THIS COURSE IS FOR

Graphic Designers

Social Media Managers

Marketing Professionals

Brand Managers

Content Creators

Presentation Designers

LEARNING OBJECTIVES

- Explain how Canva's homepage and editor are organised
- Apply text, photo, colour and layering tools to designs
- Compare premium and free Canva elements
- Describe the additional features available in Canva PRO
- Plan a brand identity covering mission, audience and values
- Apply a style guide when designing brand documents
- Create social media graphics such as posts, covers and stories
- Produce videos, animations and presentations with Canva

9 Modules, 61 Topics

01

Why We Need Canva

TOPICS

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

02

Canva Fundamentals

TOPICS

- 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

03

Canva PRO (The Paid Version)

TOPICS

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

04

Creating Brand Identity

TOPICS

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

05

Designing Your Brand

TOPICS

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

06

Designing Social Media

TOPICS

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

07

Creating Videos and Animation

TOPICS

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

08

Creating Awesome Presentations

TOPICS

- 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

09

Designing the Website

TOPICS

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

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit koenig-solutions.com

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