



Canva Course Syllabus

Introduction to Canva Course

In this Canva course learn to create professional visual designs in digital and print formats through hands-on exercises and projects. Gain practical experience designing flyers, presentations, artwork, logos, social media graphics and infographics. The course teaches Canva's interface and how to apply key design principles to your work. You will also learn methods for working more efficiently using built-in templates, tools, and Canva AI features. Learn how to streamline your creative workflow using Canva's brand kits, content collaboration features, and multi-format export tools. This course teaches you how to visually communicate ideas more effectively, speed up content creation, and ensure brand consistency across campaigns, regardless of your role.

Skills learned in this Canva Course

- Use Canva's core layout tools, image editing features, and drag-and-drop functionality
- Adapt and customize templates to meet your campaign needs
- Design and export flyers, logos, email banners, and social media posts
- Build a reusable brand kit with logos, fonts, and color palettes
- Apply AI tools like Smart Resize and Background Remover to save time
- Collaborate with teams, export files for digital and print, and manage feedback
- Learn to quickly create professional content: graphics, flyers, social media posts, and animations.

Canva Course Duration: This course is designed for two days or four half-days.

Group and Corporate Canva Training: The topics and duration of this training can be customized for your group. Contact us for details regarding private workshops for organizations.

Learn through hands-on projects

- Apply skills in real-world Canva projects
- Practice what you are learning with hands-on exercises
- Reinforce skills and build your confidence
- Projects occur throughout the course



Learn Canva's interface to design with confidence

- Gain confidence with Canva's interface
- Learn to pick the right format and structure for your projects.
- Learn to navigate the Canva dashboard
- Choosing the right canvas for your project
- Understanding basic visual hierarchy

Master the core Canva tools

- Gain the core skills needed to bring your content to life.
- Turn your marketing messages into eye-catching visuals
- Use text, images, and shapes
- Cropping and adjusting images
- Manage layers and visual alignment

Use and create Canva templates to save time and keep branding consistent

- Learn to adapt Canva's templates and build your own to save time on future projects while ensuring design consistency
- Customizing pre-built templates
- Replacing placeholder content with branded elements
- Creating and saving reusable templates

Design engaging social media graphics

- Develop social media graphics that fit each platform's specifications and support campaign goals
- Formatting for LinkedIn, Instagram, and other platforms

- Optimizing layout, color, and calls-to-action
- Designing multi-post campaigns

Create brand kits and logos for visual identity

- Create a visual identity from the ground up to build consistency across all marketing materials
- Building a brand kit with colors, logos, and fonts
- Designing a simple logo using Canva elements
- Learn to apply brand assets consistently

Use Canva Pro and Canva AI tools to work smarter

- Explore Canva Pro and AI features that accelerate your workflow
- Repurposing content across channels, including print, digital, and social
- Learn to use Smart Resize, Magic Write, and Background Remover
- Access variety of existing graphics and content and customize to your needs

Design email newsletters

- Learn to create email-friendly graphics that boost open and click rates—ideal for marketing campaigns, product launches, and customer outreach.
- Create email headers and newsletter visuals; Exporting graphics optimized for email platforms
- Design images for use within email campaigns



Using Canva to communicate data with visuals

- Make complex data understandable and impactful
- Design charts and data visualizations
- Structuring clear visual narratives with icons and graphics.

Build professional presentations that sell your ideas

- Using Canva's presentation builder
- Structuring content for clarity and persuasion
- Adding images, video, animation, and links