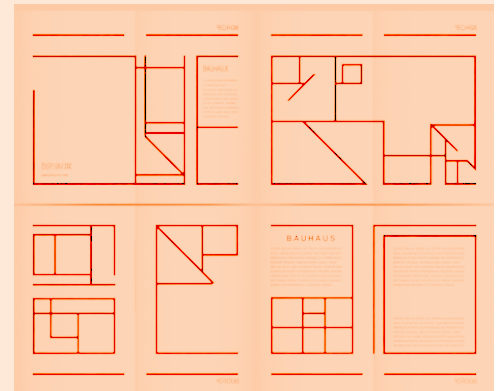


Two-day training

Introduction to Canva



This two-day hands-on open-enrollment Canva course is designed for marketing professionals who need to create professional visuals across digital and print formats. This class can be formatted as a one-day class for private training sessions. Gain practical experience designing flyers, email headers, presentations, logos, and infographics and social media graphics. The course teaches Canva's interface and how to apply key design principles using built-in templates, tools, and Canva AI features. Learn how to streamline their creative workflow.

What you'll learn in this training course

- Get comfortable with the Canva workspace
- 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

Audience for this training course

Whether you're a content marketer, brand manager, or small business owner, this course teaches you how to visually communicate ideas more effectively, speed up content creation, and ensure brand consistency across campaigns.

Training course duration

This class is a two days in length. It runs from 10:00 am - 5:00 pm ET.

Training course curriculum

This training course uses lesson files and content from the Illustrator Digital Classroom, which was written and created by our instructors.

Locations for this Canva Introductory training course

You can attend classes in Boston, on site, or at your office.

Private and customized training course options

This training course is offered as a private class for groups or individuals, and the content can be customized to meet your specific needs. Speak with a training representative at 781-376-6044.

Learn Canva's interface to design with confidence

- Gain confidence with Canva's intuitive interface and learn to pick the right format and structure
- Finding out how to navigate the Canva dashboard
- Choosing the right canvas for your project
- Understanding basic visual hierarchy

Mastering tools to turn ideas into graphics

- Gain the core tools needed to bring your content to life. Turn your marketing messages into eye-catching visuals.
- Working with text, images, and shapes
- Cropping and adjusting images

Managing layers and visual alignment

- Use and create templates to save time and stay on-brand
- 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 CTAs
- Designing multi-post campaigns

Create brand kits and logos

- 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
- Reinforce foundational skills and build your confidence

Use Canva Pro and AI tools

- 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 premium graphics and content

Design email newsletters

- Learn to create email-friendly graphics that boost open and click rates—ideal for marketing campaigns, product launches, and customer outreach.
- Skills: Creating email headers and newsletter visuals; Exporting graphics optimized for email platforms
- Project: Design an email banner and a hero image

Introduction to infographics in Canva

- Make complex data understandable and impactful—ideal for reporting KPIs, summarizing results, and supporting internal or client presentations.
- Skills: Designing charts and data visualizations; Structuring clear visual narratives with icons and graphics

Using Canva's presentation builder

- Structuring content for clarity and persuasion
- Adding images, video, animation, and linksColorizing maps
- Alternative solutions beyond Illustrator
- Using Data for Storytelling

Executing a custom infographic layout

- Creating a visualization from start to finish

Register for this training class online by calling 781-376-6044