

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 using Canva's brand kits, content collaboration features, and multi-format export tools.

## 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
- 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

- Turn your marketing messages into eye-catching visuals
- Work with text, images, and shapes
- Crop and adjusting images

## Managing layers and visual alignment

- Use and create templates to save time and stay on-brand
- Customize pre-built templates
- Replace placeholder content with branded elements
- Create 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
- Build a brand kit with colors, logos, and fonts
- Learn to apply brand assets consistently
- Reinforce foundational design skills

## Use Canva Pro and AI tools

- Explore Canva Pro and AI features that accelerate your workflow
- Repurpose 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
- Create 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
- Design charts and data visualizations; Structuring clear visual narratives with icons and graphics

## Using Canva's presentation builder

- Structure content for clarity and persuasion
- Add 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