Course Name: Design Like A Pro Using Canva

Synopsis

Do you want to learn how to design like a pro using Canva? Canva is a powerful and easy-to-use online tool that lets you create stunning graphics for your business, social media, and marketing needs. In this course, you will discover how to navigate Canva, create your own brand identity, design eye-catching social media posts, produce professional marketing materials, and master the tips and tricks of Canva. You will also explore the most important features and functions of Canva that will help you unleash your creativity. This design course is entry to the intermediate level, for sales & marketing personnel who require basic skills to create social media artwork and marketing collateral. A fast-track course for your ability to create amazing designs. By the end of this course, you will be able to design like a pro using Canva and impress your audience with your amazing graphics.

What You Will Learn

The goal of this course is to teach you how to use this non-technical graphic design application called Canva.

- List and explain the core functionalities of Canva, from basic editing tools to advanced features.
- Identify and utilize hidden tricks and pro techniques employed by professional designers.
- Comprehend the principles of branding and apply them to develop a cohesive brand identity with Canva.
- Understand the design considerations for different social media platforms and create impactful visuals for each.
- Explain the role of effective visuals in marketing and utilize Canva to design professional marketing material.

By the end of the training, participants will be able to:

- Design simple artwork using this graphic design application
- Design marketing material
- Design social media artwork
- Design brochure and flyers
- Edit images like a pro, including removing backgrounds, resizing photos, and applying effects.
- Master the art of font pairing and typography to create visually appealing designs.
- Employ composition techniques to achieve balanced and aesthetically pleasing layouts.
- Design a complete brand kit, including logos, color palettes, and brand guidelines, using Canva.
- Create engaging social media graphics, posts, and stories for various platforms.
- Develop professional marketing materials such as presentations, flyers, and brochures.

Who Should Attend

This course is suitable for:

- Entrepreneur
- Business Owner
- Graphic Designer
- Social Media Marketer
- Digital Marketer
- Salesperson
- Account Managers

Prerequisite

- Stable Internet Access (At least 10Mbps above)

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- Valid Email ID (either Personal/Business)
- Valid Canva Account (Free Or Pro)
- Dual monitor will have an advantage for better learning experience

Course Methodology

During this 2-day class, the trainer will guide you & explain all the expect on online designing. Each participant will have a chance to practice, especially come to all Canva's features, including setting up marketing material and social media artwork. Participants will get a hands-on activity along this 2 day's course.

Course Duration

2 day(s) - 9am - 5pm

Course Structure

As a digital marketer / social media marketer, we always face big challenges when it comes to social media artwork. We might not be a talented designer, we are not creative enough like the professional designer, and have no design inspiration. Therefore, these courses will benefit us. In this course, you will learn how to use a world class simple to use social media designer tool. (You might even fire your in-house designer after mastering these tools)

Topics include:

- Getting Started With Canva
- Navigating Canva
- Special Feature In Canva
- Business Branding With Canva
- Social Media With Canva
- Marketing Material With Canva
- Canva Tips and Tricks

- Bonus - Canva's Alternative

Session 1: Getting Started With Canva
In this chapter, we learn how to get started with Canva.

Session 2: Navigating Canva
In this chapter, we learn how to navigate with Canva and its major feature

Session 3: Special Feature In Canva
In this chapter, we learn how to use several special features in Canva.

Session 4: Business Branding With Canva
In this chapter, we learn how to use Canva for business branding, creating logos, business needs such as letterhead and etc.

Session 5: Social Media With Canva
In this chapter, we learn how to use Canva to design each social media artwork, creating a fast and effective social media content.

Session 6: Marketing Material With Canva
In this chapter, we learn how to use Canva for marketing, without relay or outsource to professional designers.

Session 7: Canva Tips and Tricks
In this chapter, the trainer will teach the tips, and tricks that are never revealed in public.

Session 8: Bonus - Canva's Alternative
Never put all the eggs into one basket. In this chapter, the trainer will provide an alternative to Canva, so student can use as an option during their design journey