



# Social Media & Print Design With Canva

In this course, our friendly & experienced instructors will guide you through the essential tools & features in Canva to help you create professional looking designs for print & digital platforms. This course is suitable for beginners who wish to create social media graphics, posters, flyers, & marketing materials.

**Target Audience:** New Users **Prerequisite:** Basic I.T. skill

**Duration** 2 Days

**Hours** 9am to 4pm

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## Introduction To Canva

- Understanding the purpose & capabilities of Canva.
- Exploring common use cases for social media, posters, & marketing materials.
- Understanding the differences between Canva Free & Canva Pro.
- Exploring common Canva media file types.
- Understanding design formats & image resolutions.
- Preparing suitable dimensions for different digital & print platforms.

## Visual Design Fundamentals & Typography

- Understanding key design principles such as alignment, balance, contrast, & emphasis.
- Applying hierarchy, movement, proportion, proximity, repetition, & white space effectively.
- Understanding the different font categories & how to use them.
- Learning effective font pairing techniques for professional layouts.

## The Canva Workspace

- Creating & setting up a Canva account.
- Navigating the Canva home page, editor workspace, & Navigation Bar.
- Customising the navigation buttons.
- Creating, organising, renaming, & deleting both folders & designs.
- Recovering deleted designs.

## Creating A New Canva Design

- Creating new custom-sized Canva designs.
- Understanding design types & dimensions.
- Learning about page management.
- Adding, removing & naming pages.
- Navigating multiple pages.
- Creating designs quickly using Canva templates.
- Renaming, saving, & duplicating Canva designs.

## Basic Edits & Shapes

- Working with margins, rulers, guides, & smart guides for accurate layouts.
- Selecting, grouping, & managing Canva elements.
- Adding, moving, rotating, resizing, & formatting shapes.
- Understanding layering and alignment of elements.
- Working with elements spacing & positioning.
- Using the floating toolbar & workspace navigation tools effectively.

## Working With Text

- Adding, selecting, resizing, & deleting both text as well as text boxes.
- Applying text formatting, styles, & alignment settings.
- Adjusting spacing, layout, & positioning of text.
- Applying advanced text formatting features for better visual impact.



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## Working With Images

- Using Canva library images.
- Uploading your own images.
- Cropping, straightening, resizing, flipping, & positioning images.
- Applying filters, adjustments, transparency, & enhancement effects.
- Working with frames to create creative image layouts.
- Using grids to organise & reposition images effectively.

## Sharing & Commenting

- Sharing Canva designs with others.
- Understanding view, comment, & edit permissions.
- Adding comments & feedback within Canva projects.
- Presenting & collaborating on designs online.
- Managing shared links & collaborative workflows.

## Exporting & Output

- Exporting Canva projects for print & digital platforms.
- Understanding common export formats such as PNG, JPG & PDF.
- Preparing designs with suitable dimensions & resolutions.
- Applying print settings such as bleed & crop marks.
- Optimising exported files for different requirements.

## Practical Exercises

- Organising Canva projects, folders, & templates.
- Creating layouts with shapes, text & images using frames & grids.
- Applying visual design & typography principles in practical projects.
- Editing & enhancing images for great-looking results.
- Creating social media graphics & marketing materials.