Canva Design and Publishing Essentials

Duration : 1 day

Course Overview

Canva is easy graphic design for people who aren't graphic designers! It's used mainly to make social media posts look professional, as you can publish your designs straight to Facebook, Twitter etc …although it's recently expanded into presentations.

There are two versions of Canva – paid (pro) and free. This Canva training course can be attended by people who have either account (there are only a few differences).

Objectives

By the end of the sessions the delegates will have set up a brand kit in Canva, created designs such as a Facebook post or an Instagram post (both from scratch and using templates) and understand how to download or publish their designs (e.g. to Facebook or Twitter).

Course Content

Introduction
What is Canva?
Accessing Canva
Canva versions
Navigating the home screen

Getting Started (Basics)
Create a design from a template
Create a design with custom dimensions
The editor – parts of the screen
Naming your design
Saving in Canva
Undo/Redo
Templates,
ontextual Menus
Zooming (Fit & Fill, Full screen)

Taking it Further
Photos – stock photos and personal photos
Editing your image (basic)
The colour picker
Using elements (including animated elements)
Adding text to a design (including styles)
Adding music
Using video
Uploads.

Brand Kit
Create a colour palette
Delete a palette
Upload a brand logo and brand fonts (pro version)

Page Management
Adding, deleting and copying a page
Adding page titles
Moving through pages.

Working Collaboratively
Using comments & notes (add a comment
Edit a comment
Reply to a comment
Delete a comment
Moving through comments,
Add a note
Sharing a design
Downloading a design
Publishing straight to Facebook/Twitter etc
Teamwork (create a team, invite members
Edit your team name
Switching between accounts

Using Folders
Create a folder
Add files to a folder
Rename a folder
Share a folder
Delete a folder
Using Likes.

Create a Presentation
Create either a mobile first or a traditional presentation
Using presentation templates
Add timings
Add notes
Animate elements
Keyboard shortcuts during presentations