

Canva MasterClass Training Outline

This outline provides a comprehensive structure for a Canva MasterClass, designed to take participants from basic understanding to advanced design techniques and practical application.

Course Title: Canva MasterClass: Design Like a Pro

Target Audience: Beginners to intermediate users looking to master Canva for personal or professional use.

Course Duration: 8 hours (1-2 hours session)

Module 1: Getting Started with Canva (Introduction & Basics)

- **1.1 Welcome & Course Overview**
 - What is Canva, and why is it essential for modern design?
 - Course objectives and what participants will achieve.
- **1.2 Setting Up Your Canva Account**
 - Signing up (Free vs. Pro).
 - Navigating the Canva dashboard.
 - Understanding the workspace layout.
- **1.3 Understanding Canva's Core Features**
 - Templates: How to use and customise.
 - Elements: Shapes, lines, graphics, photos, videos, and audio.
 - Text: Adding, formatting, and text effects.
 - Uploads: Bringing in your own assets.
 - Backgrounds: Solid colours, gradients, images.
 - Brand Kit (Canva Pro feature): Setting up brand colours, fonts, and logos.
- **1.4 Basic Design Principles in Canva**
 - Colour theory basics (complementary, analogous, monochromatic).
 - Font pairing and hierarchy.
 - Layout and composition (rule of thirds, white space).

Module 2: Designing for Various Platforms

- **2.1 Social Media Graphics**
 - Instagram posts & stories (sizing, engagement tips).
 - Facebook banners & posts.
 - LinkedIn banners & posts.
 - Pinterest pins.
 - Creating carousels and animated social media content.
- **2.2 Marketing Materials**
 - Flyers & Posters: Designing for print and digital.

- Brochures & Infographics: Visualising information effectively.
- Business Cards: Professional and impactful designs.
- Presentations: Crafting engaging slides.
- **2.3 Branding & Personal Use**
 - Logo design basics (using templates and elements).
 - Resumes & Cover Letters: Professional templates and customisation.
 - Invitations & Cards: Personalising designs for events.
 - Certificates & Documents.

Module 3: Advanced Canva Techniques & Features

- **3.1 Mastering Elements & Effects**
 - Using frames and grids for image placement.
 - Applying photo effects and filters.
 - Background Remover (Canva Pro).
 - Duotone, Shadow, and other advanced effects.
 - Magic Edit (AI-powered editing).
- **3.2 Working with Text & Typography**
 - Advanced text effects (curved text, glow, outline).
 - Using brand fonts and custom font uploads (Canva Pro).
 - Text animations.
- **3.3 Video Editing in Canva**
 - Importing and trimming video clips.
 - Adding music and sound effects.
 - Transitions and animations for video.
 - Creating short social media videos and intros/outros.
- **3.4 Collaborative Features & Organization**
 - Sharing designs and team collaboration.
 - Organising designs with folders.
 - Content Planner (Canva Pro).

Module 4: Optimizing, Exporting & Best Practices

- **4.1 Exporting Your Designs**
 - Understanding different file types (JPG, PNG, PDF, SVG, MP4, GIF).
 - Print quality vs. web quality.
 - Transparent backgrounds (Canva Pro).
- **4.2 Canva Pro Deep Dive (If applicable)**
 - Recap of Pro features and their benefits.
 - Team features and brand consistency.
 - Content planner and scheduling.
- **4.3 Design Best Practices & Tips**
 - Maintaining brand consistency.
 - Accessibility in design.

- Leveraging Canva's content library effectively.
 - Troubleshooting common design issues.
- **4.4 Q&A and Next Steps**
 - Open forum for questions.
 - Resources for continued learning.
 - Encouragement for practical application.

Practical Exercises & Hands-On Sessions (Throughout the course)

- **Design a social media post** for a specific product/service.
- **Create a simple flyer** for an event.
- **Customise a presentation slide** with brand elements.
- **Edit a short video clip** with text and music.
- **Recreate a given design** using advanced Canva features.