

## Designing with Canva Level 1

Course Length: 1-day (8:30am – 4:00pm)

Course Cost \$310.00 + applicable taxes

### Overview

This course introduces business professionals to key design components and provide learners with a set of tools to create simple, creative and aesthetic designs in Canva. The course covers the use of different features on Canva and basic design principles, composition rules, use of color, typography, and use of images. A merge of graphical and information design to make clean and clear design projects that help you deliver your ideas.

### Course Objectives

Create a set of design projects with Canva. You will have to choose a topic for your design, the style, develop the content, and finally, join everything you've learned into a complete set of designs.

This course will prepare you to use the most common basic features of Canva.  
In this course, you will:

- Define basic visual design concepts
- Plan your design project
- Learn the basic use of a design platform (Canva)
- Create a set of graphic designs inside Canva  
(Business Card, Instagram ad, poster, flyer, Website)

### Course Content

#### Lesson 1: Visual Design

Identify the basic visual design concepts, graphic design theory, and some tips and tricks within Canva to help your work stand out.

Composition elements  
Lines and spacing  
Text and images  
Basic colour theory

## **Lesson 2: Canva Basics**

Learn the core skills to use Canva efficiently and effectively.

What is Canva?

Free versus Pro – what's the difference?

Setting up your Canva account

Login, homepage, menu, templates and features.

Creating folders for organization

## **Lesson 3: Typography & Layout**

Use the tools and elements available in Canva, to create a business card.

What is Typography?

Fonts and typefaces

Typeface categories

Spacing and alignment

Hierarchy in text

## **Lesson 4: Templates**

Use the tools and elements available in Canva, to create an Instagram ad.

Finding and editing templates

Changing the colors, text and images on a template

Using lines and shapes

The difference between sans serif and serif fonts

## **Lesson 5: Designs in Canva**

Learn how to apply all of the core skills to project designs, and we will produce some high quality examples, which you can then apply to your own work. (Poster, flyer and website)

Adding and editing elements

Adding icons and Illustrations

Working with pictures and filters

Shadows, Frames and Backgrounds

Adjusting colour, alignment and transparency

Rulers and margins

## **Lesson 6: Exporting and Printing**

Use the tools and elements available in Canva, to export and print your work.

Downloading and Sharing Your Designs

Crop marks and bleed

Flatten PDF

Printing your Designs