

Canva for Business Beginners

Course Code

SSAC001

Duration

0.5 Day

Format

Classroom | Virtual

Overview

Canva is a popular graphic design platform, used to create social media graphics and other visual content. This workshop is for anyone who wants to understand how to use Canva to create impactful visual content for their business.

Objectives

This workshop will cover:

- What is Canva and why should you use it for your visual marketing?
- How to sign up for Canva.
- Canva Free Vs Pro, which type of account do you need?
- Canva Pros vs Cons.
- What are Canva templates and how do you use them?
- How to use Canva for social media marketing.
- How to organise your designs on Canva.
- How to upload your logo and use your colours and font.
- How to add & use video.
- How to use GIFs.
- How to add QR codes & Maps.
- How to search for non-copyright images, video, audio and graphics.
- How to use grids, frames & background remover.
- How to convert images to animations.
- How to resize for different social media channels.
- How to plan & schedule content from Canva.
- How to add audio.

Content

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Learning Outcomes:

- Learn how to use Canva to plan and create impactful visual content to market your business.
- Learn how to set up a Canva Account for your business.
- Learn how to use Canva templates for all your visual marketing.
- Learn how to use Canva for your social media marketing including Facebook, Instagram, Twitter, LinkedIn, video and more.
- Learn how to upload your logo and use your colours and font with your designs.
- Learn how to use videos and GIFs
- Learn how to find non-copyright visual and audio content that you can use with your designs.
- Learn how to use animations.
- Learn how to resize your visual content for different social media.