

Canva Advanced

Course Code

SSAC002

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:

- How to create a Brand Kit
- Canva templates and how do you use them?
- How to create and share your own Canva Templates.
- How to use Canva Elements – Images, Video, Audio, Animations
- How to use your own Photos & Videos.
- How to use Background Remover.
- How to use Grids and Frames.
- How to create Tables.
- How to create Charts.
- How to optimise Canva for social media marketing with Magic Resize.
- How to use Canva Content Planner
- How to organise your designs on Canva in Folders & Projects.
- How to use GIFs.
- How to add QR codes, YouTube & Maps.
- How to search for non-copyright images, video, audio and graphics.
- How to create Mockups.
- How to convert images to animations.
- How to add audio.

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How to create a Website or Landing Page on Canva.

Content

Learning Outcomes:

- Learn how to use Canva templates for all your visual marketing.
- Learn how to create Canva Templates for use within your team, or for sharing with your customers.
- Learn how to use Canva for your social media marketing including Facebook, Instagram, Twitter, LinkedIn, TikTok, Twitter.
- Learn how to plan and schedule your content with Content Planner.
- Learn how to create a Brand Kit with your logo(s), brand colours, fonts.
- Learn how to visually display your Data with Charts and Tables.
- 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.
- Learn how to create Mockups.
- Learn how to create a One-Page Website or Landing Page.