DataQuest Solutions

Graphic Design using Canva

Lesson 1. Canva Basics

- Navigating the Canva dashboard
- Understanding Canva's interface and tools
- Free vs. Pro features

Lesson 2. Design Principles

- Color theory (contrast, harmony, color psychology)
- Typography (font pairing, hierarchy, readability)
- Layout and composition (alignment, proximity, balance, white space)
- Branding elements (logos, colors, fonts)

Lesson 3. Working with Canva Elements

- Using shapes, lines, and grids
- Inserting and editing images (transparency, cropping, filters)
- Icons, illustrations, and stickers
- Using Canva's drag-and-drop system

Lesson 4. Templates and Customization

- Starting from templates
- Creating your own custom templates
- Editing and adapting designs for different purposes

Lesson 5. Creating Different Types of Designs

- Social media graphics (Instagram posts/stories, Facebook, LinkedIn banners)
- Posters and flyers
- Business cards
- Logos and branding kits
- Presentations and pitch decks
- Infographics

- Resumes/CVs
- E-books and PDF designs
- YouTube thumbnails and channel art

Lesson 6. Branding and Consistency

- Creating a **brand kit** in Canva
- Consistent use of color, font, and logos
- Building reusable brand templates

Lesson 7. Advanced Features

- Canva AI tools (Magic Resize, Magic Write)
- Background remover
- Animation and transitions (for videos and presentations)
- Collaborating with teams
- Content scheduling (Pro feature)

Lesson 8. Exporting and Sharing

- Export settings (PNG, JPG, PDF, MP4, GIF)
- Print-ready designs
- Sharing links and templates
- Embedding designs on websites

Lesson 9. Practical Projects & Practice

- Design challenges (e.g., daily posts)
- Client mockups or portfolio projects
- Creating a portfolio to showcase your designs