1. Introduction to Canva
2. ~~Creating a premium account~~
   1. ~~Create a github account~~
   2. ~~Go to ‘Settings’~~
      1. ~~Write full name in personal profile~~
      2. ~~Add full name in billing information (don’t have to add payment details)~~
      3. ~~Enable 2FA~~
   3. ~~Get the GitHub Student Developer Pack at~~ [~~https://education.github.com/pack~~](https://education.github.com/pack)
      1. ~~\* Paste images here~~
   4. ~~Wait for approval of education account from GitHub~~
   5. ~~Login or sign up to canva at~~ [~~https://www.canva.com/education/github/~~](https://www.canva.com/education/github/)
3. Canva Features
   1. Magic Design (General)
      1. Head to Homepage, and type in your desired template generation
      2. Show example of ‘Instagram Post for Bubble Tea Brand’
         1. Free plan has only 10 lifetime generations
         2. Cannot be too specific as there are limitations
   2. Magic Design (Powerpoint)
      1. Create a empty Powerpoint template, and type in your desired Powerpoint template generation
      2. Show example of ‘Marketing Research Proposal for Bubble Tea Brand’
         1. Free plan has only 10 lifetime generations
         2. Cannot be too specific as there are limitations
      3. Export either as PDF or PPT, depending on your assignment’s requirement
   3. Magic Media (AI Image Generator)
      1. Head to ‘Elements’ and scroll down to see ‘AI Image Generator’
      2. ‘Generate Your Own’, be as descriptive as possible. E.g. coloured sketch or black and white sketch, realistic or cartoon, etc.
      3. Show example of my Care More, Live Better campaign.
   4. Magic Write (AI Word Generator)
      1. Existing text box, prompt will appear
      2. If new text box, press ‘/’ to generate new text
      3. ‘Continue Writing’ - Expand on what you have wrote, most likely using this the most
      4. ‘Improve’ - Create pointers by grouping relevant points, rephrasing certain parts, etc.
      5. ‘More fun’ - Casual tone, ‘More formal’ - Precise, business tone.
      6. ‘Custom Prompt’ - Enter any prompt you want e.g. turn into a list, summarize this, make it speech-based
      7. Examples can be shown from bubble tea PPT

Notion AI:

Features:  
1) Summarizer

* Copy and Paste: Copy the entire document you want to summarize and paste the content directly into your Notion workspace.
* Type "/summarize" within Notion, and the AI will analyze the text, extracting the main points and creating a concise summary.

// Possible feature that is quite commonly seen is the creation of travel itinerary etc. - Comment by Wei Tat

#### **Event Title: MKTIG X AIIG**

AI Applications on Canva Workshop

#### **Event Date and Time:**

15 Aug Thursday 7:00 PM - 8:00 PM (1hr)

#### **Event Location:**

Over Zoom

**Target Audience:**

Undergraduate students from all disciplines.

### **Introduction:**

Artificial Intelligence (AI) is revolutionizing numerous industries, from healthcare and finance to education and entertainment. This workshop is designed to give participants a thorough understanding of Canva AI, its applications, and how to harness its capabilities in students’ respective fields.

### **Objectives:**

1. **Educate Participants on AI Fundamentals:**
   * Introduction to AI concepts that are being used on Canva.
   * Overview of AI technologies and tools.
2. **Highlighting Real-World Applications:**
   * Demonstrations of AI applications in daily life.

### **Agenda:**

| **Time** | **Activity** | **Action By** |
| --- | --- | --- |
| 19:00 - 19:05 | Opening Remarks [5mins] | AIIG |
| 19:05 - 19:25 | Address: "Discover Canva's AI-Powered Features" [20 mins] | AIIG |
| 19:25 | Start of Canva Practice | MKTIG |
| 19:25 - 19:45 | Step-by-step Tutorial of Using Canva’s AI Applications [20 mins] | MKTIG |
| 19:45 - 19:50 | Photo-Taking Session with Participants [5 mins] | Both IGs |
| 19:50 - 20:00 | Closing Remarks and Q&A [10 mins] | AIIG |