MODULE 5 – CANVA DESIGN MASTERY

Canva Design Mastery

Design Clean, Professional Graphics Using Free Tools

INTRODUCTION

In today's digital world, every business needs designs—posters, logos, flyers, social media posts, product labels, business cards, thumbnails, and more.

The best part?

You don't need to be a professional designer to create amazing designs.

Canva is a beginner-friendly design platform that allows anyone to create high-quality visuals in minutes. With the right structure, you can produce clean, modern designs and easily start charging for your work.

This module teaches you:

- How Canva works
- How to create clean designs
- How to structure visual layouts
- How to use colours properly
- How to improve your creativity
- How to use Canva to earn money

SECTION 1: UNDERSTANDING CANVA

Canva is built for simplicity. Everything works through:

- Drag
- Drop
- Resize
- Replace
- Customize

You don't need advanced design knowledge—just the basics of layout, spacing, and color.

Key Tools in Canva

- Text tool
- Photos and elements
- Shapes and icons
- Backgrounds
- Grids and frames
- Brand kits
- Templates

SECTION 2: DESIGN FOUNDATIONS FOR BEGINNERS

To create beautiful designs, you need to understand **five** key foundations:

1. Layout

This is how elements are arranged on the design.
Good designs have:

- Clear structure
- Good spacing
- A hierarchy (big → medium → small)

Avoid clutter. Give elements space to breathe.

2. Fonts

Fonts communicate the "mood" of your design.

Best beginner combinations:

- **Bold + Regular**
- **Serif + Sans-serif**
- **Uppercase heading + lowercase body text**

Font Rules:

- Never use more than **2 fonts** per design.
- Keep text large and readable.
- Use bold fonts for headings.

3. Colours

Colours affect emotion.
Use **2–3 colours max**.

Safe colour combinations:

- Black + Gold
- Blue + White
- Black + Red
- Green + White
- Purple + Black

Use Canva's colour palette generator for inspiration.

4. Spacing

Spacing separates elements and makes your design clean.

Rules:

- Increase letter spacing slightly for headings
- Add padding around text blocks
- Never squeeze elements too close together

5. Visual Hierarchy

Make important things BIGGER.
Make supporting text smaller.

Example:

- Title → Large
- Subheading → Medium
- Body text → Small

This guides the viewer's eyes naturally.

SECTION 3: HOW TO CREATE A PROFESSIONAL DESIGN (STEP BY STEP)

Follow this proven four-step formula used by designers:

STEP 1: Choose the right template

Search for:

- "Business poster"
- "Promo flyer"
- "Social media post"

Pick a template with clean structure.

STEP 2: Replace the content

Swap:

- Text
- Images
- Icons
- Colours

Use the brand colours of the business you are designing for.

STEP 3: Adjust spacing & alignment

Make sure elements are aligned properly:

- Use Canva's alignment tools
- Space out text
- Centre important elements

STEP 4: Polish the design

Add finishing touches:

- Shadows
- Gradients
- Subtle icons
- Better fonts
- Consistent colours

These small touches make your work look premium.

SECTION 4: HOW TO BUILD A CANVA PORTFOLIO

Your portfolio is what gets you clients.
Create:

- 7 posters
- 3 logos
- 3 business cards
- 5 social media posts
- 3 flyers

Place them into a clean, simple Canva presentation.

This is enough to look professional.

SECTION 5: HOW TO MAKE MONEY WITH CANVA

You can earn by offering:

- Poster design
- Logo design
- Flyers
- Social media content
- Menu design
- Business cards
- Wedding invites
- Resume design
- T-shirt mock-ups

You can also create:

- Monthly packages
- Weekly advertising posters
- Branding bundles

Start small, grow steadily.

SECTION 6: 7-DAY CANVA MASTERY PLAN

DAY 1: Learn the interface

DAY 2: Study templates

DAY 3: Create 3 posters

DAY 4: Create 3 logos

DAY 5: Create 3 flyers

DAY 6: Build your portfolio

DAY 7: Reach out to 20 clients

SUMMARY

Canva is a powerful tool that lets you create professional designs in minutes. With the right structure, you can become a designer even without experience—and start earning immediately.