

■ Complete Canva Course Outline (1-Month)

Title: "Design Like a Pro with Canva: Graphics, Branding, and Beyond"

Duration: 4 Weeks

Format: Online / Offline / Hybrid

Level: Beginner to Intermediate

Outcome: Learn to design, brand, and market visually using Canva professionally.

■ Module 1: Introduction to Canva & Design Basics

What is Canva? Free vs Pro

Canva interface walkthrough (Desktop + Mobile)

Canva design types (posts, banners, presentations, videos, printables)

Basic design principles (contrast, hierarchy, alignment, spacing)

Canva brand kit: Fonts, colors, logos

Using Canva Templates Efficiently ■

Assignment: Create a quote post with a shape + background + text ■

■ Module 2: Social Media & Content Creation

Quote post with background, shape, and text ■

Add images with transparency in background/shapes ■

Product post using shapes and elements ■

Design Instagram & Facebook posts/stories

YouTube Banner Design ■

YouTube Thumbnail Design ■

Carousel posts (multi-slide Instagram design)

Using Canva's Magic Tools (AI Tools – Magic Write, Resize, etc.)

Assignment: Create a week's worth of content: 3 posts + 1 story + 1 thumbnail

■ Module 3: Branding & Identity Design

Logo design in Canva ■

Creating brand guidelines (colors, fonts, logo usage)

Designing business cards & letterheads

Creating a Panaflex / Event Banner ■

Flyer and poster creation

Mockup creation using SmartMockups integration ■

Brand folder organization and template reuse

Assignment: Design a brand identity package: logo, flyer, and mockup

■ Module 4: Professional Projects & Printables

Creating Resumes/CVs in Canva ■

E-book cover and lead magnet PDF design

Slide deck / business pitch presentation

Export formats: Print (PDF, CMYK), Digital (RGB, PNG, JPG)

Using margins, bleed, and print-safe areas

Assignment: Design a 5-slide pitch + printable resume

■ Module 5: Videos, Ads & Motion Graphics

Create a short video ad (MP4/GIF) ■

Animation basics: text, elements, transitions

Adding background music and voiceover

Canva video editor walkthrough

Export for TikTok, Reels, YouTube Shorts

Assignment: Create a 15–30 sec animated ad for a business/product

■ Module 6: Website & Portfolio Building

Website design using Canva (Canva Sites) ■

Adding buttons, navigation, and linking pages

Publishing websites (Free domain or custom domain)

Portfolio creation (multi-page design)

Freelance-ready design presentation

Final Project: Create a full digital brand kit: Logo, Social Media Pack, Resume, 5-slide presentation, Video ad, Website homepage, Mockup display

■ Recap of Key Tools & Techniques Covered

Templates & Custom Dimensions

Brand Kit Creation

Transparency & Layering

SmartMockups

Canva AI Tools

Website Design

Print-Ready Design

Animation & Video Editing

Exporting & Sharing Professionally

■ Completion & Certification

Weekly Assignments

Peer and Instructor Feedback

Final Presentation & Portfolio Review

Certificate of Completion

Bonus Resources: Canva Template Packs, Free Resource Library, Freelancing Starter Guide