

Technology

# CANVA Visual Communication Design for Business Content

Using Canva for Corporate Communications

**\$850** / 2 Days

Delivery  
In-Person

Level  
Beginner-  
Intermediate



## About the Course

Join our Canva Visual Communication course and discover the simplicity and power of designing with Canva at a professional level. This two-day course is perfect for professionals who are new to design or those looking to streamline their existing design processes using Canva's robust features.

Explore the comprehensive features of Canva that make it a powerful tool for enhancing workplace communication. You'll learn how to navigate Canva efficiently, apply design principles for professional and effective designs, and explore generative AI Canva features to make your visual corporate communication tasks easier and more impactful.

## 3 Takeaways



Master the fundamentals of Canva.



Learn and apply essential design principles to create visually compelling content across various formats



Leverage Canva's AI tools to streamline the design process across work teams

Who is this course for?

# Professionals who want to improve their visual communication design for Business Content

You'll Learn:

- ✓ Develop storyboards and design flows to convey visual communication ideas and direction
- ✓ Create visual content by combining various media, materials, processes and environment
- ✓ Critique design work produced independently, or in collaboration with others, to improve their visual quality and appeal
- ✓ Provide constructive and actionable suggestions to improve visual designs
- ✓ Develop organisational strategies to enhance the overall appeal of visual communication outputs at an organisation level

# Day 1

Here's what you get to learn in this course



Introduction to Canva

Using Canva templates

Exploring Canva Elements

Photo Editing on Canva

## Topic 1

### Introduction to Canva

Discover how Canva empowers non-designers to create stunning visuals with ease and confidence. You will learn how you can quickly create professional-quality designs for your business or personal projects.

- Why use Canva?
- Exploring the interface of Canva
- Using the basic tools of Canva to create designs from scratch

## Topic 2

### Using Canva templates

Ditch the blank canvas and unlock the power of Canva's vast template library. This module will guide you through to find professionally designed templates tailored for every need – from social media graphics and presentations to marketing materials and beyond.

- Finding suitable templates for your design
- Customising ready-made templates to make it your own
- Using AI Magic Design to generate designs

## Topic 4

### Photo Editing on Canva

Transform ordinary images into extraordinary visuals that capture attention and tell your story. This module will teach you how to harness Canva's powerful photo editing tools to enhance, manipulate, and optimize your images for maximum impact.

- How to upload your own photos
- Setting background image
- Using AI Magic Studio tools for photo editing

## Topic 3

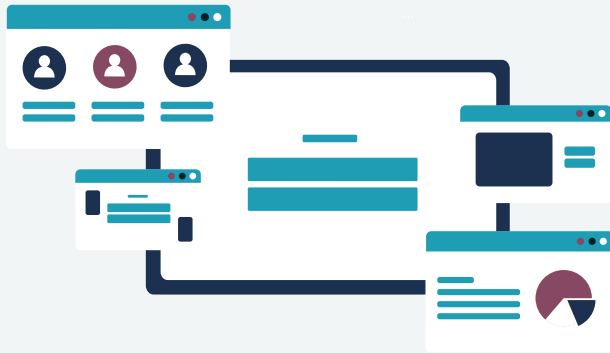
### Exploring Canva Elements

Dive into Canva's vast library of graphic elements and discover the endless possibilities for creating stunning visuals. This module will teach you how to find, customize, and combine different elements to elevate your designs and make them truly unique.

- Creating lines & shapes
- Using the filter to find suitable graphics
- Using picture frames & grids

# Day 1 continue..

Here's what you get to learn in this course



Typography & Formatting on Canva

Video & Animations on Canva

Preparing Files for Output

## Topic 5

### Typography & Formatting on Canva

Transform ordinary text into eye-catching visuals that communicate your message clearly and effectively. In this module, you'll unlock the full potential of Canva's typography and formatting tools to create stunning designs that captivate your audience.

- Generating text with AI Magic Write
- Formatting Type (Fonts, Colour, Size)
- Adding Bullet & Numbered Points
- Additional Text Effects
- Alignment of objects
- Copy Style
- Transparency
- Hyperlinking objects / Duplicating objects

## Topic 7

### Preparing Files for Output

Learn how to export your Canva creations in the perfect format for every purpose. This module will guide you through the various output options, so you can confidently share your visuals online, in print, or in presentations..

- Downloading your design for web or print
- Publishing to other platforms

## Topic 6

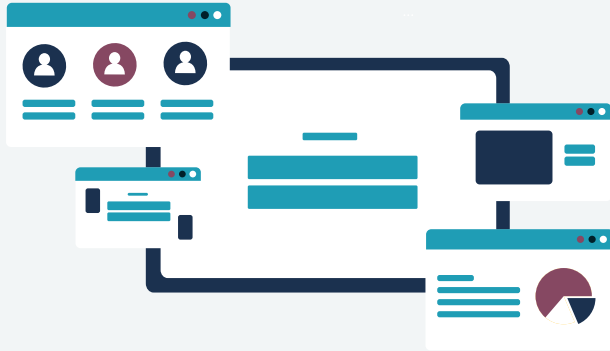
### Video & Animations on Canva

Transform static designs into captivating videos and animations that grab attention and leave a lasting impact. This module will demystify Canva's video and animation tools, empowering you to create engaging content that tells your story and connects with your audience.

- How to upload your videos
- Trimming & Cropping your video with AI
- Adding and cleaning up audio with AI
- Animating objects
- Adding transitions
- Generating text with AI Magic Write
- Formatting Type (Fonts, Colour, Size)
- Adding Bullet & Numbered Points
- Additional Text Effects
- Alignment of objects
- Copy Style
- Transparency
- Hyperlinking objects
- Duplicating objects

# Day 2

Here's what you get to learn in this course



Effective Visual Design Principles

Brand & Team Management in Canva

Designing Effective Corporate Communications

## Topic 1

### Effective Visual Design Principles

Go beyond basic tools and learn the visual design principles to leverage Canva's capabilities to create visually stunning, professional-grade designs that communicate your message effectively and leave a lasting impression.

- Colours
- Typography
- Layout Techniques
- Understand and apply criteria for effective evaluations of design projects

## Topic 2

### Brand & Team Management in Canva

Unlock the full potential of Canva for Teams and empower your organization to create a cohesive and impactful brand presence and maintain brand consistency across all your visuals.

- Set up Canva for Teams and manage admin permissions
- Set up a Brand Kit for consistent branding across teams
- Working collaboratively on Canva

## Topic 3

### Designing Effective Corporate Communications

Learn to visually articulate the company's message across various platforms effectively, ensuring that all internal communications are not only informative but also visually compelling and on-brand.

- Design considerations for digital vs print
- Setting up grids and guides
- Colour Profile (RGB vs CMYK)
- Best practices for the layout and visual organization for effective internal newsletters, EDMs and social media posts
- Creating corporate branded templates and adapting designs for different corporate communications
- Exploring Canva partner apps to enhance workflow

Meet Our Trainer

# Liyana Ahmad

“ The engaging trainer tailored the workshop perfectly to our needs, providing valuable design principles and time-saving Canva tips. I thoroughly enjoyed the session!

Alicia, HOD

“ The trainer demonstrated her expertise in using Canva and also showed on-the-spot how to improve our designs.

Joshua, Programme Executive



Liyana is a graphic designer turned trainer whose mission is to help non-designers learn design in a friendly and relatable manner, through the use of easy, accessible design platforms like Canva.

She is an ACTA certified trainer, Adobe Certified Professional in Graphic Design & Illustration Using Adobe Illustrator, and an Adobe Certified Instructor in Creative Cloud Design & Layout Solutions. She is also the only official Canva ambassador in Singapore.

To date, she has taught over 1000 learners through workshops and learning events under her company Lookeesan Creatives. She also helps businesses craft powerful brand identities through her creative agency, Reka Collective.

# For More Information:

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