

Technology

Canva with AI: Visual Design for Business Content

Using Canva for Corporate Communications

*SFC-Eligible: Up to 70% Course subsidy

S\$850 /2 Days

Before Subsidy

Delivery
In-Person

Level
Beginner-
Intermediate

About the Course

Join our Canva AI course to 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.

Learn how to navigate Canva efficiently, apply design principles for professional and effective designs, and explore generative AI features that make visual communication easier and more impactful. You'll also learn how to plan and develop content strategically, so every design is built with a clear purpose to engage your audience — and how to transform business information into compelling visual stories that communicate key messages at a glance.

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?

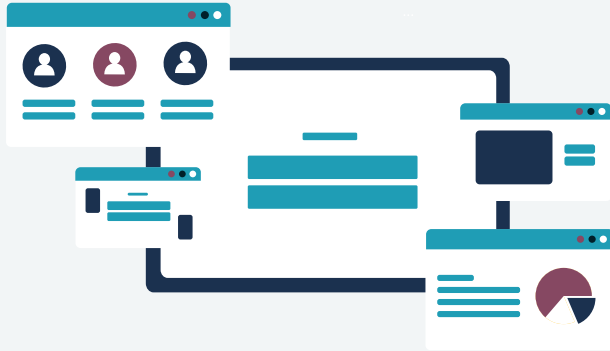
Professionals who want to improve their visual communication design for Business Content

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

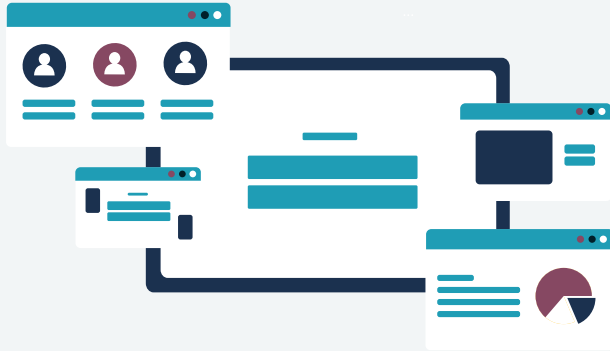
Exploring Canva Elements

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

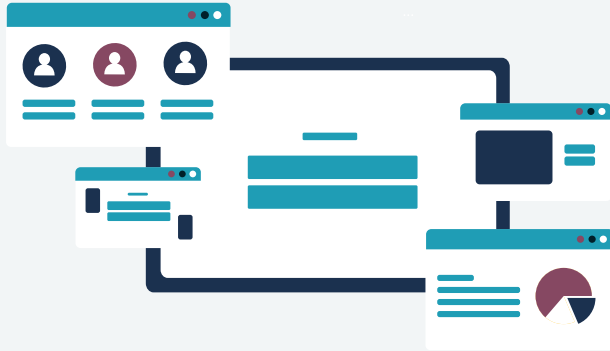
Video & Animations on Canva

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

Ezekiel

“ The trainer is great, he is well versed with the topic he is teaching. He also shared tools and tips which are useful.

Shakila P, Assistant Vice President

“ The trainer is able to keep the class captivated throughout. I can truly see his passion in his work.

Joshua, Programme Executive

Ezekiel specialises in visual communication, presentation design and AI-assisted content creation.

Across more than 500 projects, Ezekiel has developed presentation decks, reports, infographics and communication assets for organisations in the public, financial services, technology, education and professional services sectors. His work has helped clients strengthen proposals, secure stakeholder buy-in, raise funds, increase sales, win industry recognition and support high-stakes partnerships on international platforms.

As both a practicing designer and trainer, Ezekiel brings current project experience into every learning engagement. He continually explores developments in communication strategy, information design, visual storytelling and generative AI, translating them into practical methods that professionals can apply to real workplace content.

For More Information:

Find us at

Impress Training Pte Ltd.

8 Burn Road,
#04-11/12, Trivex,
Singapore 369977

Contact us at

(+65) 6636 9772

mail@impresstraining.com

(+65) 8221 5898

www.impresstraining.com



Follow us on Instagram



Like us on Facebook



Watch us on YouTube



*SFC-Eligibility

SkillsFuture Credit (SFC)

Eligible Singapore Citizens may use their SkillsFuture Credit balance to offset respective course fees. This is only applicable to **Self-sponsored Individuals**.

Participant need to meet the attendance and assessment requirements to be eligible for the subsidy.

Assessments

As part of the requirement for SkillsFuture Singapore, there will be an assessment conducted at the end of the course.

Attendance

Participants are required to attain a minimum of 75% attendance and pass the assessment to receive a digital Certificate of Completion issued by Impress Training along with a WSQ Statement of Attainment.

Please contact us for more details.