

COURSE OUTLINE

Canva for Visibility

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Duration: One day (9:00 AM to 5:00 PM)

Method: Instructor-led

Mode: Physical

Level: Intermediate to Advanced Level

Instructor: Onion Lim (Li Chong)

Course Overview

This full-day workshop is built for founders, freelancers, content creators, and professionals who need to create polished visuals for their business without a design background. The focus is practical: looking professional, staying on brand, and moving fast - without hiring a designer.

Participants will ground themselves in the universal design principles that separate amateur work from professional output, master Canva's most-used features and time-saving workflows, and produce real assets they can use the following Monday - posters, presentation decks, and a personalised brand kit.

The day closes with a strategic overview of the broader content stack - content formats, tools, and patterns behind brands that grow online - so participants leave knowing exactly what to add next.

Course Objectives

By the end of this session, participants will be able to:

- Apply the 5 core design principles - alignment, contrast, hierarchy, proximity, and white space - to produce clear, professional visuals
- Navigate Canva's interface confidently, using shortcuts, apps, and Pro features to design faster
- Create branded posters that communicate clearly and look professional in real workplace scenarios
- Build presentation decks that hold attention and support storytelling, not crowd it
- Set up a personalised Brand Kit that keeps every piece of content on-brand automatically

- Use Canva's AI features (Magic Write, Magic Design, Magic Studio) to accelerate the creative process
 - Identify the content formats, tools, and patterns beyond Canva that drive visibility online
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Who Should Attend

This course is suitable for:

- Founders, solopreneurs, and small business owners who are their own marketing department
 - Freelancers and content creators who need professional output across every channel
 - Working professionals who create visuals for their role (marketing, communications, events, internal comms)
 - Existing Canva users ready to unlock more advanced workflows and faster systems
 - Anyone creating visuals for their business or personal brand without a design background
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Prerequisites

- A laptop with internet access
 - A Canva Free account (Canva Pro recommended but not required)
 - Basic computer literacy and familiarity with common digital tools
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Course Outline

Introduction: Why Design Matters - Mindset & Fundamentals

Overview:

This opening module reframes design as a core business skill, not a creative luxury. Participants learn why visual communication directly affects how their business is perceived, and ground themselves in the 5 design principles that separate amateur work from professional output.

Topics Covered:

- Why design is everyone's job - even if your title doesn't say "designer"
- The cost of inconsistent branding: how amateur visuals undermine professional businesses
- The designer's mindset: clarity over complexity, done over perfect, templates as shortcut
- The 5 core design principles: alignment, contrast, hierarchy, proximity, white space
- How to use templates and visual references as starting points, not crutches
- Building visual confidence: how to evaluate and refine your own work

Learning Outcome:

Participants will arrive at a clear understanding of why design matters for their business, the universal principles every professional applies, and the mindset shift needed to produce work that looks the part.

Module 1: Navigating Canva - Features That Actually Matter

Overview:

Canva has hundreds of features. This module focuses on the ones that matter most for business owners, walking through the interface, core tools, and the apps and shortcuts that turn 30-minute jobs into 5-minute ones.

Topics Covered:

- The Canva interface: tools, templates, elements, brand assets, export options
- Free vs Pro features: what actually moves the needle and when to upgrade
- Essential Canva Apps: Smartmockups, QR Generator, Background Remover, and more
- Time-saving shortcuts: keyboard commands, copy styles, position locking, alignment tools
- Canva AI features: Magic Write, Magic Design, Magic Studio, AI-generated templates
- Brand Kit setup: fonts, colours, and logos automatically applied to every design
- Practical workflow demonstration: from blank page to polished output in under 10 minutes

Learning Outcome:

Participants will gain confident command of Canva's interface, master the features that save the most time, and leave with a personal Brand Kit set up and ready to use.

Module 2: Designing Posters & Presentations That Work

Overview:

This module covers the two design formats most requested at any business: posters and presentations. Participants will go beyond template-grabbing to learn layout, composition, and design refinements that make their work stand out and communicate clearly.

Topics Covered:

- Finding and filtering the right templates fast using keywords
- Adapting templates to your brand without losing visual integrity
- Working with typography, colour, and spacing for visual clarity
- Incorporating images, icons, and graphics effectively
- Designing decks that structure information and guide the eye
- Integrating data charts, visuals, and icons into presentations
- Animations and transitions: when they add value, when they don't
- Presentation delivery tips: presenter view, phone as clicker, notes, timers

Learning Outcome:

Participants will leave with at least 2 polished posters built for real workplace use, a presentation deck template ready for Monday morning, and the design judgement to handle any future format with confidence.

Module 3: Beyond Canva - The Full Content Stack

Overview:

Canva is the foundation, but visibility in 2026 requires more than static design. This module gives participants a strategic overview of the broader content stack - the tools, formats, and patterns behind brands that actually grow online.

Topics Covered:

- The content stack beyond Canva: a high-level look at video editing tools (CapCut, etc.), filming gear, and supporting platforms
- Different content formats that work today: short-form video, long-form video, carousels, infographics, and the formats worth exploring
- What makes content travel: patterns behind viral videos and viral static posts
- Case studies: walkthroughs of specific brands and how they grew their pages
- Choosing the right format for your business, audience, and bandwidth
- Insights from Onion's real-world content workflow at 24CO

Learning Outcome:

Participants will leave with a clear understanding of the full content stack that complements Canva, an overview of the formats and patterns that drive visibility today, and the strategic context to make informed decisions about which content tools and formats to invest in next.

Closing

Overview:

The day is only valuable if it translates into real changes in how participants create. The workshop closes with a recap of takeaways, Q&A, and a clear forward path so the skills built compound long after the session ends.

Topics Covered:

- Recap of key takeaways and the 5 design principles in action
- Q&A and open discussion
- Post-workshop resource pack: templates, references, and continued learning
- Introduction to the 24CO community and further training paths

Learning Outcome:

Participants will leave with a complete set of design artefacts, a Brand Kit ready to use, a roadmap for content tools beyond Canva, and the confidence to communicate visually at a professional level.

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