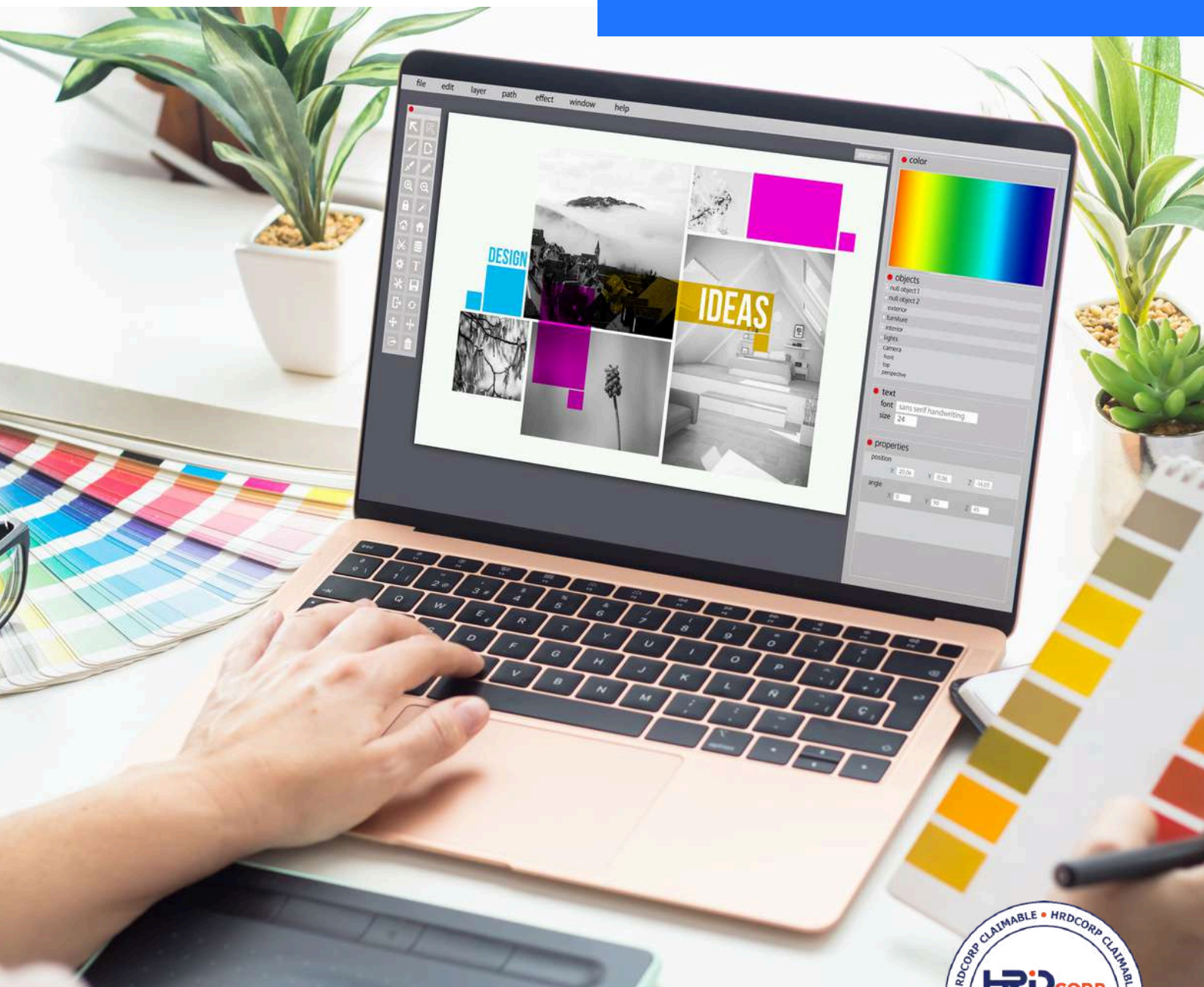


COURSE OUTLINE

Canva Essentials: A Beginner's Guide to Design



Canva Essentials: A Beginner's Guide to Design

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

Method: Instructor-led

Mode: Physical/Virtual

Level: Beginner

Instructor: Lim Li Chong (Onion)

Overview

This one-day course is designed to introduce participants to the essentials of visual design using Canva.

Ideal for **beginners** and **non-designers**, the course covers the fundamentals of design principles, navigating the Canva interface, and creating simple yet effective designs.

By the end of the day, participants will feel confident in using Canva for everyday design tasks, including social media posts, flyers, and presentations.

Course Objectives

- Introduce participants to the basics of design and visual communication.
- Equip participants with essential skills for navigating Canva and using its tools.
- Help participants understand key design principles.
- Provide hands-on experience in creating designs such as business cards, flyers, and social media posts.

Who This Course is For

This course is designed for:

- Non-designers who need to create simple designs for daily tasks.
- Small business owners or entrepreneurs looking to create their own designs.
- Anyone interested in learning the fundamentals of design using Canva.

Prerequisites

- No prior design experience is required.
- Basic computer literacy and familiarity with tools like a web browser are recommended.

Module 1 — Why Design Matters and Building a Workflow

Overview:

- The importance of design in business communication and branding.
- The 5 essential design principles: alignment, contrast, hierarchy, proximity, and white space.
- The value of using references and templates to guide designs.
- Explore the components of a good design workflow: defining the objective, identifying the audience, determining content, finding references, and executing the design.

Practical Activity:

Analyze a sample design and create a basic design workflow for a task.

Learning Outcome:

Participants will understand the foundation of effective design and how to plan and execute their design tasks systematically.

Module 2 — Getting Started with Canva

Overview:

- Introduction to Canva: navigating the interface and exploring its tools and features.
- Understanding the differences between Canva Free and Pro versions, with alternatives for free users.
- Exploring Canva's resources: templates, fonts, elements, and animations, and how to use them effectively.
- Tips for choosing the right template for different design needs.

Practical Activity:

- Participants will select templates and create simple designs (business cards, flyers, social media posts).
- Share completed designs with the group for quick feedback.

Learning Outcome:

Participants will gain confidence in navigating Canva's interface and tools while learning to adapt and customize templates for various design purposes.

Module 3 — Recreating Designs to Learn by Doing

Overview:

- Understanding the importance of recreating designs as a way to deepen design knowledge.
- Breaking down designs into core components (e.g., layout, typography, images, spacing) for reconstruction.
- Techniques for replicating design hierarchy, spacing, color balance, and alignment.
- How analyzing and recreating existing designs sharpens design intuition and decision-making.

Practical Activity:

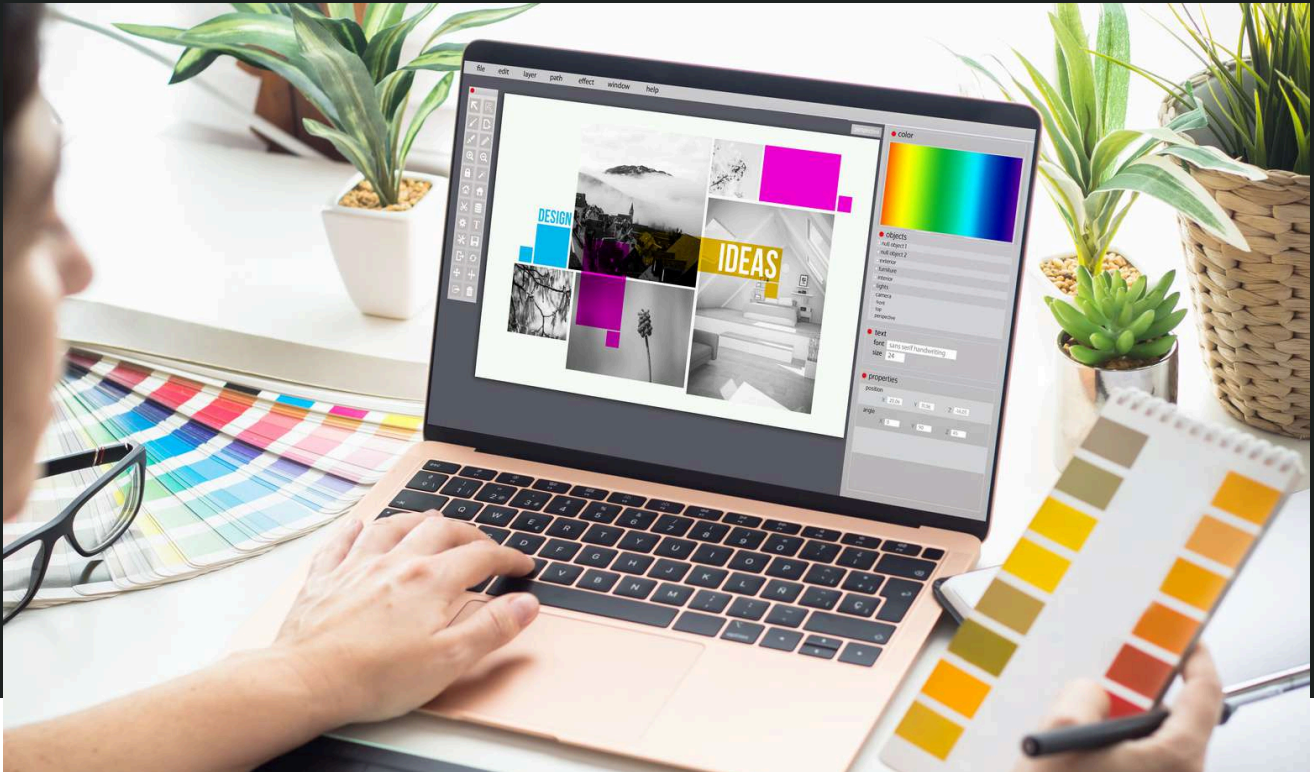
- **Recreate designs:** Participants will recreate 2-3 designs provided by the instructor (e.g., a flyer, Instagram post, or certificate).
- **Find and improve:** Participants will search for a design they find appealing (e.g., from Pinterest or a website) and attempt to recreate it or make a better version by improving layout, typography, and other design elements.
- Share and discuss both recreations with the group for feedback.

Learning Outcome:

Participants will gain hands-on experience in analyzing, recreating, and improving existing designs, honing their design skills and ability to execute their ideas effectively.

Closing Remarks:

- **Recap of Key Takeaways:** A summary of the session's main points to reinforce learning.
- **Developing a Design Mindset:** An emphasis on approaching design with purpose and efficiency.
- **Q&A and Open Discussion:** An opportunity to address questions and share insights.
- **Post-Training Resources:** Access to templates, Canva tutorials, and design inspiration for further exploration.
- **Encouragement for Continued Practice:** A reminder to engage with design communities and continuously refine skills.



HARMONIZING OUR SKILLS WITH YOUR ASPIRATIONS

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