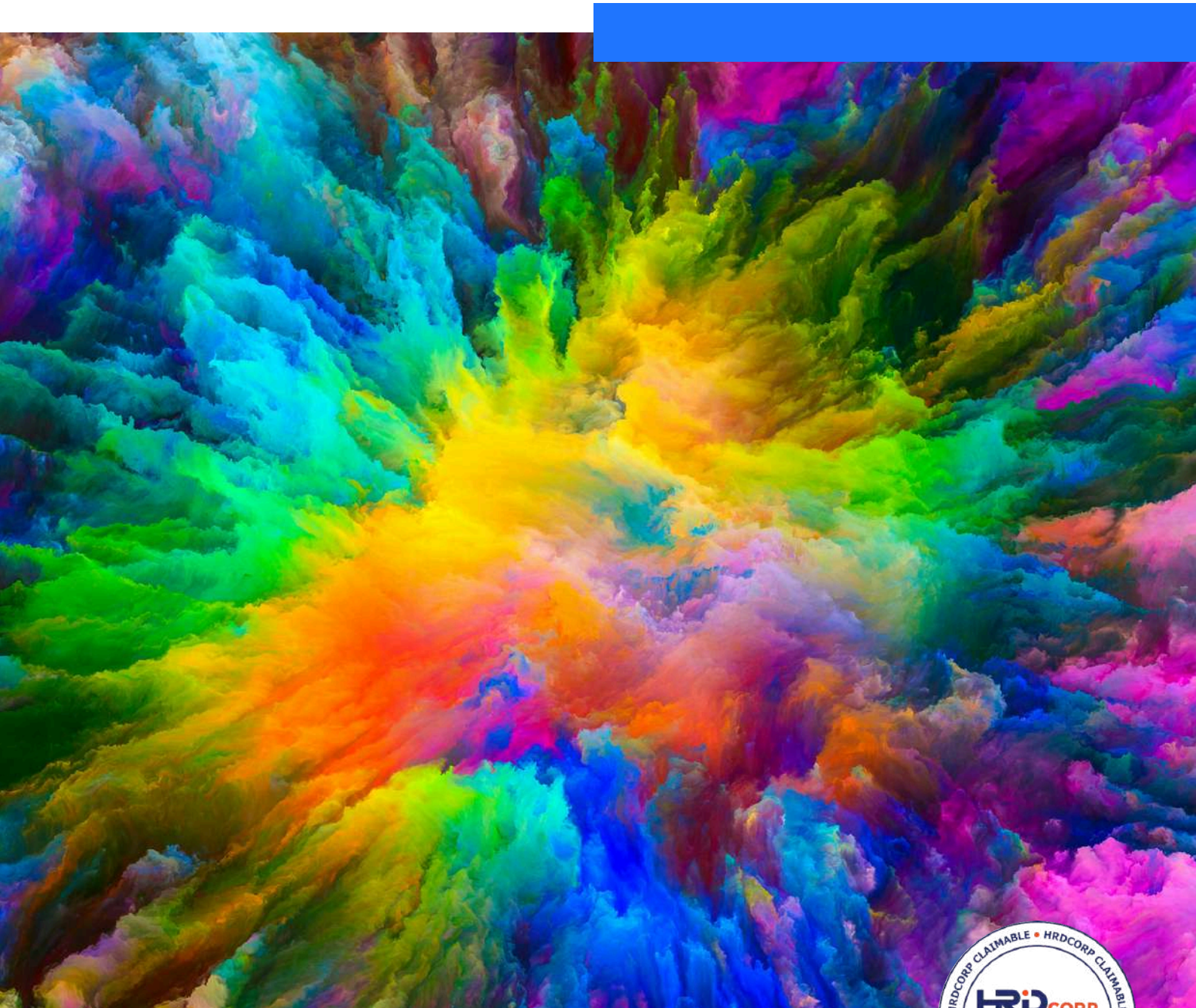**COURSE OUTLINE**

Canva for Business: Mastering Visual Design for the Workplace

Canva for Business: Mastering Visual Design for the Workplace

Duration: Two days (9:00am to 5:00pm)
Method: Instructor-led
Mode: Physical/Virtual
Level: Beginner to intermediate
Instructor: Lim Li Chong (Onion)

Overview

This two-day comprehensive course equips participants with the skills to create professional, **effective designs** using **Canva**.

Tailored for non-designers and small business owners, this program focuses on foundational design principles, leveraging Canva tools, and integrating **AI** for content creation.

Participants will explore **hands-on activities** to design social media posts, presentations, flyers, and more, while understanding the importance of design in communication and branding.

By the end of this course, participants will have the **confidence** to produce visually compelling designs efficiently and share them proudly.

Course Objectives

- Introduce participants to the basics of design and visual communication.
- Develop participants' ability to navigate Canva and utilize its tools effectively, including exploring the difference between Free and Pro features.
- Enhance participants' understanding of foundational design principles like alignment, color harmony, and typography.
- Empower participants to use AI tools like ChatGPT for content generation to complement their designs.
- Provide practical experience in creating designs such as flyers and presentations, while receiving constructive feedback.

Who This Course is For

This course is designed for:

- Non-designers who need to create designs for daily tasks (slides, social media posts, certificates, etc.).
- Small business owners who want to execute designs without relying on professional designers.
- Anyone interested in producing impactful designs efficiently while learning design fundamentals.

Prerequisites

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

Day 1: Building Foundations and Gaining Confidence

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.

Day 2: Mastering Advanced Tools and Practical Applications

Module 4 — Using ChatGPT for Content Creation

Overview:

- Introduction to AI for generating ideas and text.
- Using ChatGPT to create content for designs (e.g., taglines, captions, promotional text).
- Merging design principles with AI-generated content for cohesive outputs.

Practical Activity:

- Ask ChatGPT for content ideas and integrate them into a flyer design in Canva.
- Create the flyer design using Canva templates.

Learning Outcome:

Participants will streamline content creation while ensuring alignment with design goals.

Module 5 — Colors, Fonts, and Visual Harmony

Overview:

- Basics of color theory and choosing harmonious palettes.
- Understanding typography: font pairing and creating hierarchy.
- Achieving visual consistency in designs.

Practical Activity:

Design a business card by applying principles of color and typography.

Learning Outcome:

Participants will enhance their understanding of colors and fonts to create aesthetically pleasing designs.

Module 6 — Final Project and Feedback Session

Overview:

- Apply all learned skills to create a comprehensive project (e.g., a social media campaign, brand kit, or presentation).
- Presentation of projects for peer and instructor feedback.

Practical Activity:

Create and present the final design project.

Learning Outcome:

Participants will leave with a professional, polished design they can use in real-world applications.

Closing Remarks:

- Recap of key takeaways.
- Q&A and open discussion.
- Post-training resources (template links, Canva tutorials, design inspiration).
- Encourage continued practice and engagement with design communities.

HARMONIZING OUR SKILLS WITH YOUR ASPIRATIONS

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COURSE OUTLINE