Canva for Business: Visual Design for the Workplace

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

Overview

This two-day hands-on course is designed to help individuals create purposeful and visually compelling designs using Canva. Whether you're in HR, marketing, admin, operations, events, or any role that requires visual communication, this course equips you with practical design skills you can apply immediately in your work.

Participants will explore real-world use cases including posters, flyers, presentations, and buntings, while building confidence in design workflow, visual hierarchy, and creative thinking using Canva's features.

Course Objectives

- Understand and apply key design principles to produce clear and engaging visuals.
- Gain practical experience using Canva tools to create various workplace-related design materials.
- Build a strong design workflow—starting from ideation to final output.
- Learn Canva tips, tricks, and extensions to speed up the design process.
- Work in teams to design and present a visual campaign, improving collaboration and presentation skills.

Who This Course is For

This course is ideal for:

- Working professionals across departments who need to create visuals (e.g., HR, marketing, admin, events, operations).
- Teams who want to improve internal and external communications using Canva.
- Anyone looking to improve their visual design skills for workplace application.

Prerequisites

- A laptop with internet access is required for hands-on activities.
- A Canva Free account is required.
- Basic computer literacy and familiarity with common digital tools (e.g., web browsers).

Course Structure

Day 1: Understanding Canva Tools & Design Workflows

Module 1: Why Design Matters – Mindset, Tools & Fundamentals

Overview:

The session starts by exploring why design is everyone's job—even if you're not a "designer." In today's fast-paced digital world, clear visual communication is a vital skill across roles.

This module sets the foundation by shifting mindsets, showing how anyone can design with the right tools and approach.

We'll look at:

- Why design matters in the workplace (internal communication, branding, clarity).

- The difference between traditional tools like Adobe vs. modern, accessible tools like Canva.
- The rise of SaaS design platforms and how Canva is democratizing design.
- The designer's mindset: clarity over complexity, done is better than perfect, time management in design.
- How templates and visual references (like moodboards) are part of every pro designer's process.
- 5 key design principles: alignment, contrast, hierarchy, proximity, and white space.

This session aims to build both confidence and perspective—equipping participants with the why before diving into the how.

Learning Outcome:

Participants will recognize design principles and understand how to begin strong using templates and visual references.

Module 2: Navigating Canva: Tools, Tricks & Real-World Exercises

Overview:

- Understand the difference between Free and Pro features.
- Navigating the Canva interface: tools, elements, templates, download options.
- Exploring Canva apps (e.g., Smartmockups, QR Generator, Background Remover).
- Tips & Tricks: Useful Canva shortcuts and time-saving extensions (e.g., color picker, font finder).

Hands-On Activity:

- Spot and fix design issues in a sample visual using core design principles (e.g., alignment, contrast, hierarchy, etc.).
- Recreate a given visual using Canva tools and elements to build confidence.

Learning Outcome:

Participants will improve familiarity with Canva's interface and begin applying creative and efficient design approaches.

Module 3: Creative Workflow, Moodboards & Collateral Design

Overview:

- Explore the components of a good design workflow: defining the objective, identifying the audience, determining content, finding references, and executing the design.
- Understanding design needs across flyers, posters, buntings, etc.
- Introduction to the concept of moodboards and visual references.
- Finding inspiration using Pinterest, Behance, Google (etc.)
- Introduction to Canva Whiteboard for brainstorming.

Hands-On Activity:

- Use Canva Whiteboard to compile references for a flyer/poster/bunting.
- Begin designing a visual based on a given workplace scenario or topic.
- Present their designs and receive feedback from the trainer and peers.

Learning Outcome:

Participants will practice ideation using references and Canva Whiteboard, gain exposure to team-based brainstorming, and refine their designs based on real-time feedback—developing confidence in presenting and justifying their creative decisions.

Day 2: Canva AI, Presentations & Real-World Design Projects

Module 4: Creating Presentations with Canva AI & Visual Storytelling

Overview:

- Learn how Canva's AI tools (Magic Tools, Design for Me, Code for Me, etc.) can support content creation and design.
- Understand the 6-step framework for structuring a clear and compelling presentation.
- Explore template-first vs. content-first approaches to designing slides.
- Discover practical tips for creating consistent, engaging presentations using transitions, layouts, and visual hierarchy.

Learning Outcome:

Participants will develop a critical mindset for visual storytelling and gain confidence in presenting ideas visually.

Module 5 – Planning a Campaign: Objectives, Collaterals & Strategy

Overview:

- Teams identify a real-world design objective (e.g., projects, events, campaigns, product launch, etc.).
- Use Canva Whiteboard to brainstorm design ideas, list required collaterals, and sketch presentation structure.

Hands-On Activity:

- Each team maps out their design plan and lists 2–3 visuals they'll create (e.g., flyer, poster, bunting, social media post).
- Begin design work based on the plan.

Learning Outcome:

Participants apply strategic thinking to plan their project and use collaborative tools to execute as a team.

Module 6: Final Presentation: Campaign Showcase & Reflection

Overview:

- Teams consolidate their campaign into a final presentation using Canva. Slides should include:
  - Team Introduction
  - Project Objective & Target Audience
  - Strategy Overview
  - Moodboard & Inspiration
  - Final Designs (e.g., posters, flyers, buntings)
  - Reflections, Contributions & Learnings

Hands-On Activity:

- Design and finalize campaign collaterals (e.g., posters, flyers, buntings).
- Structure and design the presentation slides using Canva.
- Present the campaign (5–7 mins per team) followed by trainer and peer feedback.

Learning Outcome:

Participants present their Canva creations and gain valuable feedback to reinforce skills in design thinking, execution, and communication.

Closing Remarks:

- **Recap of Key Takeaways:** A summary of the session's main points to reinforce learning.
- **Q&A and Open Discussion:** An opportunity to address questions and share insights.
- **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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