



REAL WORLD
TECHNOLOGY TRAINING & SOLUTIONS
"Training You Can Really Use"

Graphic Design for Non-Designers Using Canva®

Duration: 2 Days

Method: Instructor-Led Training (ILT) | Live Online Training

Course Description

Learn how to effectively use Canva to design graphics for your business. This course will not only teach participants how to use Canva but will help them develop a brand identity for their business or organization.

Target Audience

This course is intended for:

- Beginner Designers
- Digital Marketers
- Freelancers,
- Social Media Managers,
- Visual Content Creators,
- Anyone interested in graphic design,
- Entrepreneurs and small business owners who want to create a strong brand,
- Virtual Assistants who need to create professional graphics & designs for their clients.

Prerequisites

To attend this course, candidates must have:

- Basic computer knowledge.

Course Objectives

Upon successful completion of this course, attendees will be able to:

- Navigate Canva's interface.
- Apply colour psychology, the colour wheel, and schemes to create emotional responses.
- Differentiate between fonts and typefaces; apply type classification.
- Learn branding essentials and design logos reflecting brand identity.



Microsoft Partner

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Course Objectives *Continued*

- Develop brand kits and maintain consistency in materials.
- Design engaging social media graphics for platforms like Facebook, Instagram, YouTube, and Twitter.
- Create animations, and short-form videos for YouTube, TikTok, and social media stories.
- Design professional resumes, presentations, and personal websites.
- Produce digital products like e-books, magazines, and mock-ups.
- Create merchandise mock-ups (e.g., t-shirts, mugs).
- Design business stationery like letterheads, brochures, and flyers.
- Ensure consistency across all branded materials.

Course Topics

Module 1: Introduction to Canva

- Account Creation
- Accessing Canva
- Exploring Canva

Module 2: Colour Theory

- Colour Psychology
- The Colour Wheel
- Colour Schemes

Module 3: Typography

- Fonts and Typefaces
- Type Classification

Module 4: Branding

- Branding Basics
- Logos
- Brand Kits and Guidelines

Module 5: Social Media Graphics

- Facebook Graphics
- Instagram Graphics
- YouTube Graphics
- Twitter Graphics

Module 6: Videos and GIFs

- Animations
- MP4 vs. GIFs
- YouTube Videos
- TikTok & Story Videos

Module 7: Personal Branding

- Creating Resumes/CVs
- Creating Presentations
- Publishing Websites

Module 8: Digital Products

- E-Books & Magazines
- Creating Mock-ups (T-Shirts, Mugs, etc.)

Module 9: Business Stationery

- Business Letterheads
- Envelopes
- Brochures
- Flyers

EXERCISES INCLUDED

