

Course Description: Join our Canva Design course in Dubai and learn advanced skills in graphic, web and presentation design using Canva - the world's leading online design platform. Taught both in-person and virtually, the course equips you with expert proficiency to create high-impact visual content. Whether you are a complete beginner or seeking to upgrade your skills, this intensive training will give you hands-on experience in using Canva like a pro.

CANVA

Introduction to Canva

- What is Canva – overview of features and capabilities
- Creating a Canva account and setting up profile
- Exploring the Canva interface – homepage, menus, toolbar
- Finding and using templates, elements, photos, illustrations
- Adding call-to-action buttons and text
- Developing infographics
 - Using charts, icons and visuals to present data
 - Organizing information clearly and effectively
 - Design tips for visually compelling infographics

Design Fundamentals

- Design principles – composition, color theory, typography
- Choosing fonts, colors, and graphics
- Basic graphic design techniques and best practices

Creating Visual Content

- Designing social media posts and stories
 - Using templates for various platforms like Instagram, Facebook, Twitter
 - Creating visually engaging posts with text overlay, graphics, effects
 - Making posts and stories with Canva's tools and features
- Making ads and banners
 - Using size templates for platforms like Google, YouTube, Instagram
 - Designing engaging display ads and social media banners

Advancing Design Skills

- Photo editing in Canva – cropping, filters, adjustment tools
- Working with transparency and layered design
- Advanced techniques with text, shapes, illustrations
- Animating elements and videos

Collaborating and Organizing

- Share folders and designs for feedback and collaboration
- Use Canva's teams and comments to manage projects
- Create brand kits for color palettes and fonts
- Organize designs with folders and tags

Publishing and Exporting

- Exporting images, PDFs, videos from Canva
- Printing, downloading, and sharing directly from Canva
- Integrating Canva with other platforms

Canva Tools and Tips

- Canva apps for mobile and desktop
- Keyboard shortcuts for efficient designing
- Finding inspiration – using templates, ideas, and designs
- Canva pricing tiers and features