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Program Canva - a digital tool for everyone, 5 days

Málaga

Program Description

The "Canva: A Digital Tool for Everyone" course introduces participants to the Canva.com platform and the Canva mobile app as accessible and powerful tools for graphic design. The course focuses on developing practical skills to create visually appealing and professional digital materials for educational, professional, and personal use. Participants will explore Canva's features through hands-on activities, enabling them to confidently design and publish a wide range of visual content.

Competences

By the end of the course, participants will be able to:

- Confidently use the Canva.com platform and Canva app
- Create attractive and professional graphic designs
- Personalize and edit projects using Canva's design tools
- Design materials for social media, advertising, email campaigns, and marketing
- Use advanced Canva features, including animations, video, and audio
- Share, publish, and apply Canva projects in professional and personal contexts

Methodology

The course is delivered over five days through practical, workshop-based sessions. Each day focuses on specific Canva functionalities and design techniques. Participants actively work on real projects, applying newly acquired skills immediately, with guided support and feedback throughout the course.

Results

Upon successful completion of the course, participants will:

- Navigate the Canva interface and understand its core functions
- Personalize their Canva accounts and work effectively with templates
- Edit text, images, graphics, and icons
- Create original projects such as cards, invitations, logos, websites, and multimedia content
- Apply advanced design techniques using animations, video, and audio tools
- Share and publish Canva projects for social media, marketing, websites, and educational use

Day by day Planning

Day 1 – Introduction to Canva

09:00–09:30 Introduction to Canva.com and the Canva app

09:30–10:00 Creating and setting up a Canva account

10:00–11:00 Canva Pro for Teachers (free access and features)

11:00–12:00 Legal and ethical use of Canva resources

12:00–13:00 Personalising the Canva account

13:00–14:00 Working with templates and basic layouts

Day 2 – Design Tools and Visual Resources

09:00–09:30 Text editing and formatting options

09:30–10:00 Using graphics, icons, and design elements

10:00–11:00 External image resources (Pixabay, Giphy, Pexels)

11:00–12:00 Photo editing tools in Canva

12:00–13:00 Creating text with backgrounds

13:00–14:00 Design principles: rule of thirds

Day 3 – Creating Projects from Scratch

09:00–09:30 Designing cards (thank-you, invitation, or greeting cards)

09:30–10:00 Creating bookmarks

10:00–11:00 Logo design fundamentals

11:00–12:00 Creating a website in Canva

12:00–13:00 Creating avatars and custom characters

13:00–14:00 Working in a virtual classroom environment

Day 4 – Multimedia and Projects

09:00–11:00 Creating animations, videos, and audio using Canva resources

11:00–12:00 Video editing and enhancement

12:00–13:00 Creating promotional and marketing content

13:00–14:00 Using Canva's recording studio

Day 5 – Advanced Tools and Final Projects

09:00–11:00 Creating webinars and interactive presentations

11:00–12:00 Sharing projects as templates

12:00–12:45 Using Canva Boards

12:45–13:30 Publishing websites in Canva (free and paid domains)

13:30–14:00 Final project presentation and course closure