

Be A Master Of Canva: Basics to Advanced Training

Learn professional design skills for brand-building and business growth using Canva, from beginner to expert.

Design Instructor: Alex Johnson • 5 sections • 55 lessons • 20.50h total

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About this course

Many professionals and entrepreneurs struggle to create effective designs for branding and marketing without formal design training. Canva simplifies this, but getting real results requires more than just basic skills. This course addresses that gap by providing structured, practical learning.

You'll learn how to use Canva from the ground up, covering core design principles, brand kit setup, content creation for social media, video, and print, advanced AI tools, automation, and monetization strategies. The format includes video lessons, hands-on projects, real-world case studies, and actionable exercises to build your skills step by step.

Course curriculum

Getting Started with Canva

- **Setting Up Your Canva Account and Choosing the Right Plan (12m)**
Walk through creating your account, comparing Free, Pro, and Teams plans to fit your needs.
- **Navigating the Canva Dashboard and Editor Interface (18m)**
Get familiar with the main workspace, toolbars, and key features for efficient design work.
- **Understanding Design Types and Selecting Templates (15m)**
Explore social posts, presentations, print, video, and websites, and learn to pick the right starting point.
- **Exploring Elements, Text Tools, and Upload Features (20m)**
Dive into graphics, text formatting, and how to add your own images and files.
- **Basic Photo Editing and Filters in Canva (25m)**
Adjust photos with simple tools like crop, brightness, and filters to enhance your designs.
- **Using Grids and Frames for Layouts (18m)**
Apply grids and frames to structure your designs cleanly and consistently.
- **Hands-on Project: Design Your First Social Media Post (30m)**
Apply what you've learned by creating a simple graphic for Instagram or Facebook.
- **Saving, Downloading, and Sharing Your Designs (10m)**
Learn file formats, resolution settings, and how to share or collaborate on designs.

Core Design Skills & Brand Kit Setup

- **Color Theory and Choosing Effective Palettes (22m)**
Understand color harmony, contrast, and how to select colors that communicate your brand message.
- **Typography Basics: Font Selection and Pairing (20m)**
Choose and combine fonts to create readable and visually appealing text layouts.
- **Alignment and White Space for Clean Designs (15m)**
Use alignment tools and white space to organize elements and improve visual flow.
- **Building Your Brand Kit: Logos and Brand Colors (25m)**
Upload logos, set brand colors, and create a reusable brand kit for consistent designs.
- **Setting Up Brand Fonts and Guidelines (18m)**
Add custom fonts and establish guidelines to maintain brand identity across all projects.
- **Working with Photos and Illustrations (22m)**
Source, edit, and integrate stock photos and illustrations effectively into your designs.
- **Using Icons and Background Remover (18m)**
Add icons for clarity and use the background remover tool to isolate subjects.
- **Layering and Grouping Elements (20m)**
Manage design layers and group elements for easier editing and organization.
- **Transparency and Positioning Techniques (15m)**
Adjust element opacity and use precise positioning for professional-looking layouts.

- **Hands-on: Design an Instagram Carousel (35m)**
Create a multi-slide carousel with cohesive branding for social media engagement.
- **Hands-on: Create a Professional Business Card (30m)**
Design a print-ready business card using your brand kit and design principles.

Intermediate Projects & Content Creation

- **Designing Presentations with Impact (25m)**
Build visually engaging presentations using Canva's tools and templates for clear communication.
- **Structuring Pitch Decks for Maximum Effect (28m)**
Learn slide structure, storytelling, and visual hierarchy to create persuasive pitch decks.
- **Introduction to Canva's Video Editor (20m)**
Get started with video editing, importing clips, and basic timeline functions.
- **Adding Animations and Transitions to Videos (22m)**
Enhance videos with text animations, element transitions, and motion effects.
- **Creating Print-Ready Flyers and Brochures (30m)**
Design flyers and brochures with proper bleed, margins, and resolution for printing.
- **Designing Posters for Events and Marketing (25m)**
Apply layout techniques to create eye-catching posters that convey key information.
- **Using Smart Resize for Multi-Platform Content (18m)**
Adapt one design to various social media sizes quickly with the Smart Resize tool.
- **Team Collaboration: Folders, Comments, and Approvals (15m)**
Set up shared folders, use comments for feedback, and manage approval workflows.
- **Hands-on: Plan and Design a Branded Mini-Campaign (40m)**
Produce a cohesive set of assets including a post, story, video ad, and flyer for a campaign.

Advanced Tools & Automation

- **Introduction to Canva's AI Tools in 2026 (15m)**
Overview of AI features like Magic Design, Magic Write, and how they fit into modern workflows.
- **Using Magic Design for Quick Layouts (20m)**
Generate design suggestions and layouts automatically based on your content input.
- **Magic Write for Content Generation (18m)**
Create text content for headlines, captions, and descriptions with AI assistance.
- **Magic Eraser for Photo Editing (15m)**
Remove unwanted objects or backgrounds from images seamlessly using AI.
- **Advanced Animation Techniques (25m)**
Create custom animations, animate individual elements, and control timing for dynamic visuals.
- **Creating Motion Graphics for Social Media (30m)**
Design animated social media posts and stories that capture attention.
- **Designing a Canva Website from Scratch (35m)**
Build a simple, functional website using Canva's website builder with pages and navigation.
- **Publishing and Optimizing Your Canva Site (20m)**
Publish your site, connect a domain, and apply basic SEO settings for visibility.

- **Bulk Create: Automating Design Production** (28m)
Use data sets to auto-generate hundreds of designs, such as product labels or event badges.
- **Integrating Canva with Google Drive and HubSpot** (18m)
Connect Canva to cloud storage and CRM tools to streamline file management and marketing.
- **Connecting to Social Media Schedulers** (15m)
Integrate with tools like Buffer or Hootsuite to schedule and publish designs directly.
- **Hands-on: Set Up an Automated Content Workflow** (40m)
Build a workflow that uses AI and bulk create to produce content efficiently.
- **Case Study: Product Launch Automation** (22m)
Analyze a real-world example of using Canva automation for a product launch campaign.

Monetizing Your Canva Skills

- **Defining Your Design Niche and Services** (18m)
Identify your target market and package your skills into specific freelance offerings.
- **Pricing Strategies for Freelance Designers** (22m)
Learn pricing models, how to set rates, and when to adjust based on project scope.
- **Creating Service Packages and Proposals** (25m)
Develop clear service packages and write proposals that communicate value to clients.
- **Selling Digital Templates on Marketplaces** (20m)
Design and list templates on platforms like Etsy or Creative Market for passive income.
- **Designing Social Media Kits for Sale** (28m)
Create bundles of social media templates that businesses can customize and use.
- **Creating Printables and Digital Products** (22m)
Design planners, worksheets, and other digital products for online sale.
- **Building a Personal Brand with Canva** (30m)
Use Canva to create a consistent personal brand across your website, social media, and materials.
- **Attracting Clients Through Content Marketing** (18m)
Leverage design skills to produce marketing content that draws in potential clients.
- **Portfolio Best Practices for Designers** (25m)
Curate and present your work effectively to showcase your range and expertise.
- **Showcasing Your Work on Platforms** (15m)
Optimize your presence on sites like Behance or Dribbble to gain visibility.
- **Leveraging Canva's 2026 Features for Trends** (20m)
Stay current with design trends and use new Canva features to keep offerings fresh.
- **Hands-on: Build Your Portfolio Website** (35m)
Create a simple portfolio site using Canva to display your projects and attract clients.
- **Hands-on: Draft Your First Service Offering** (30m)
Write a service description and pricing page ready to share with potential clients.
- **Course Wrap-up and Next Steps** (12m)
Review key takeaways and outline how to continue developing your Canva skills and business.

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