

Canva AI Masterclass 2026: Magic Studio, Design & ChatGPT

Create professional designs in minutes using Canva AI, Magic Studio, brand kits, ChatGPT workflows, and 17+ hands-on projects for real-world results.

Design Instructor: Alex Johnson • 5 sections • 56 lessons • 22.00h total

[View this course online](#) [Browse all courses](#)

About this course

Most designers and marketers spend hours on tasks that Canva's AI tools can now handle in minutes. Magic Studio, Magic Design, Magic Edit, and ChatGPT integrations have changed how fast you can produce professional visuals. If you're still manually editing photos, resizing graphics one by one, or writing every caption from scratch, you're leaving time and money on the table.

This course walks you through Canva's full AI toolkit as of mid-2026. You'll learn to generate designs from text prompts, edit photos with AI precision, automate repetitive work with Bulk Create, build reusable brand kits, and pair ChatGPT with Canva for end-to-end marketing content. Over 17 real projects cover social media carousels, pitch decks, landing pages, ad sets, brand identity packages, and more. Each lesson is structured around practical tasks so you can apply what you learn immediately to client work or your own business.

Course curriculum

Getting Started — Canva Foundations and Interface

- **Setting Up Your Canva Account and Navigating the 2026 Dashboard (12m)**
Walk through account creation, choosing the right plan, and understanding the updated 2026 dashboard layout so you know where everything lives from day one.
- **Understanding the Workspace: Templates, Elements, Uploads, and Apps (18m)**
A guided tour of the left-side panel, top toolbar, and canvas area. You'll learn how templates, elements, uploads, and third-party apps connect inside the editor.
- **Core Design Principles: Layout, Color Theory, and Typography Basics (25m)**
Quick but solid grounding in the design fundamentals that make the difference between amateur and professional visuals. Covers alignment, contrast, font pairing, and color harmony.
- **Creating Your First Simple Design: Social Media Post and Flyer (20m)**
Step-by-step walkthrough to build a clean Instagram post and a printable flyer from scratch. You'll practice adding text, images, shapes, and adjusting layout.
- **Introduction to Canva's AI-Powered Suggestions and Smart Templates (15m)**
How Canva recommends layouts, color schemes, and content based on your input. A preview of what AI-assisted design looks like before we go deeper in later sections.
- **Keyboard Shortcuts, Drag-and-Drop Tips, and Speed Hacks (10m)**
Time-saving shortcuts and interface tricks that most users miss. Includes alignment snapping, grouping, duplication shortcuts, and quick-access menus.
- **Downloading, Sharing, and File Format Basics (12m)**
When to use PNG vs PDF vs MP4, how to share editable links with clients, and how to set up transparent backgrounds and print-ready exports.
- **Project: Build a Personal Portfolio Cover and Business Card in Canva (30m)**
Apply everything from this section by designing a portfolio cover page and a matching business card. Focuses on clean layout, font pairing, and proper export settings.

Magic Studio Essentials — AI Tools for Everyday Design

- **Overview of Magic Studio: What Each AI Tool Does and When to Use It (15m)**
A clear map of Magic Write, Magic Design, Magic Edit, Magic Eraser, Magic Morph, and Magic Switch. You'll know which tool fits which task.
- **Generating Full Designs from Text Prompts with Magic Design (22m)**
How to write effective prompts that produce usable designs. Covers prompt structure, specificity, and how to refine results you get back.
- **Magic Write: AI-Powered Text Generation Inside Canva (18m)**
Use Magic Write to draft headlines, body copy, and call-to-action text directly inside your designs without leaving the editor.
- **AI Photo Editing: Background Removal with One Click (14m)**
Step-by-step on removing backgrounds cleanly, handling hair and complex edges, and using the results in compositions and mockups.

- **Magic Eraser: Removing Unwanted Objects from Photos (16m)**
How to erase distracting objects, watermarks, or people from images. Includes tips on getting clean fills and when to combine with Magic Edit.
- **Magic Edit: Replacing and Modifying Parts of an Image with AI (20m)**
Select a region and describe what you want instead. Covers realistic replacements, style consistency, and common pitfalls to avoid.
- **Magic Morph: Transforming Text and Shapes with AI Styles (14m)**
Apply textures, materials, and visual effects to text and vector shapes. You'll create eye-catching titles and decorative elements.
- **Magic Switch: Resizing and Repurposing Designs Instantly (18m)**
Convert one design into multiple formats — Instagram post to story, presentation to social banner — and learn how to fix layout issues after auto-resize.
- **Magic Expand: Extending Image Boundaries with Generative AI (12m)**
How to outcrop and expand photos to fit different aspect ratios without cropping important subjects. Real examples with product and landscape photos.
- **AI-Powered Video Editing: Auto-Captions, Trimming, and Effects (20m)**
Use Canva's AI to add subtitles automatically, trim clips by removing filler words, and apply transitions. A foundation for the advanced video section later.
- **Project: Create a Branded Instagram Carousel Using Only AI Tools (35m)**
Build a five-slide carousel from scratch using Magic Design for layout, Magic Edit for image adjustments, Magic Write for copy, and Magic Switch to resize for Stories.
- **Project: Design a YouTube Thumbnail with AI-Enhanced Imagery (25m)**
Create a click-worthy YouTube thumbnail using background removal, Magic Morph for text effects, and Magic Expand to get the right dimensions.

Brand Kits, Templates, and Workflow Automation

- **Setting Up a Brand Kit: Colors, Logos, and Fonts in One Place (20m)**
How to create and configure a Brand Kit so every design stays on-brand automatically. Covers uploading logos, defining color palettes, and selecting font sets.
- **Managing Multiple Brand Kits for Different Clients or Projects (15m)**
If you work with more than one brand, you need separate kits. This lesson covers switching between kits and keeping them organized.
- **Applying Brand Kits Across Templates with One Click (12m)**
How to apply your saved brand to any Canva template instantly. Includes fixing elements that don't auto-update and manual overrides.
- **Building Custom Reusable Templates for Teams and Clients (22m)**
Design templates that others can use without breaking the layout. Covers locked elements, editable fields, and template sharing settings.
- **Bulk Create: Importing Data to Auto-Generate Hundreds of Designs (28m)**
Connect a CSV or manual data list to a template and produce event invitations, product labels, name badges, or certificates in bulk.

- **Organizing Folders, Tagging, and Finding Designs Fast (12m)**
Folder structures, star ratings, and search techniques that keep your Canva workspace clean even when you have hundreds of projects.
- **Real-Time Collaboration: Commenting, Editing, and Permissions (16m)**
How to invite collaborators, set view-only vs edit permissions, leave comments, and use Canva's approval workflow for team projects.
- **Version History and Design Recovery (10m)**
Access previous versions of any design, restore deleted work, and understand how Canva's auto-save and history features protect your projects.
- **Project: Design a Full Social Media Brand Kit from Scratch (40m)**
Create a brand kit with logo variants, color palette, font pairings, and five branded social templates (post, story, cover, banner, thumbnail).
- **Project: Build a Multi-Page Presentation with Consistent Branding (35m)**
Design a 12-slide presentation applying your brand kit, using master slides, and adding transitions. Covers both business pitches and educational decks.
- **Project: Create a Print-Ready Business Card and Letterhead Set (30m)**
Design business cards and letterhead with proper bleed, margins, and CMYK color settings for professional printing.

ChatGPT × Canva — AI-Powered Content and Copywriting

- **Why Pair ChatGPT with Canva: The Content-to-Visual Pipeline (12m)**
Understanding the workflow: use ChatGPT for strategy, copy, and ideas, then bring everything into Canva for visual execution. A framework for the whole section.
- **Setting Up ChatGPT for Design-Related Tasks (15m)**
Recommended models, prompt templates, and project setup inside ChatGPT. How to prepare outputs that translate smoothly into Canva.
- **Generating Headlines and Ad Copy with ChatGPT (20m)**
Prompt techniques for writing punchy headlines, benefit-driven subheadings, and short ad copy for social media and Google Ads.
- **Writing Social Media Captions and Scripts at Scale (22m)**
Batch-generate a week or month of captions, video scripts, and carousel text using structured prompts. Includes tone-of-voice customization.
- **Using ChatGPT to Brainstorm Design Concepts and Layouts (18m)**
Ask ChatGPT to suggest visual layouts, color palette ideas, and image concepts for specific campaigns. Turn AI suggestions into Canva designs.
- **Creating Color Palettes and Mood Boards with AI Assistance (14m)**
Generate hex-code color palettes based on brand personality or campaign mood, then apply them directly in Canva's Brand Kit and editor.
- **Building a Marketing Campaign: From Strategy to Visuals (30m)**
Full walkthrough: define the audience and goal in ChatGPT, generate the messaging hierarchy, write the copy, then design the visual assets in Canva.

- **Project: Create a Product Launch Landing Page with AI-Generated Content (40m)**
ChatGPT writes the landing page copy (hero, features, testimonials, CTA). You design it in Canva's website builder with matching visuals and brand styling.
- **Project: Design an Email Newsletter with AI-Written Content (35m)**
Use ChatGPT to write a newsletter (subject line, intro, three articles, CTA). Build the email in Canva with proper layout and export it as a responsive HTML file.
- **Project: Build a Multi-Platform Ad Set (Facebook, Google, LinkedIn) (45m)**
Generate platform-specific ad copy in ChatGPT, then design matching ad creatives in Canva for each platform's required dimensions and format.
- **Project: Create a 15-Slide Pitch Deck with AI Content and Design (50m)**
Use ChatGPT to outline and write each slide's content, then build the deck in Canva with consistent branding, data visualizations, and speaker notes.

Advanced Mastery — Pro Techniques and Real-World Projects

- **Advanced Animation: Keyframes, Transitions, and Motion Paths (25m)**
Go beyond basic animations. You'll learn keyframe timing, element sequencing, and motion path design for polished animated content.
- **AI Video Tools: Auto-Editing, Smart Cropping, and Beat Sync (22m)**
Canva's AI can auto-cut video to music beats, smart-crop for different platforms, and suggest edits. This lesson covers each feature with practical demos.
- **Text-to-Image Generation: Creating Custom Visuals with AI Prompts (20m)**
How to use Canva's built-in text-to-image tool to produce original illustrations, backgrounds, and concept art for your designs.
- **AI Style Transfer: Applying Artistic Styles to Your Photos (16m)**
Transform photos into watercolor, oil painting, pixel art, and other styles using AI. Includes tips on maintaining subject clarity.
- **Building Interactive Websites Inside Canva (22m)**
Design and publish single-page websites directly from Canva. Covers navigation, mobile responsiveness, embedded forms, and custom domains.
- **Creating Interactive Forms and Surveys (15m)**
Build contact forms, feedback surveys, and sign-up sheets inside Canva and connect them to data collection workflows.
- **Whiteboards and Visual Planning with AI Assistance (18m)**
Use Canva Whiteboards for mind mapping, project planning, and brainstorming. Apply AI to auto-organize sticky notes and generate flowcharts.
- **Client Workflow: Presenting Designs and Gathering Feedback (20m)**
How to present mockups to clients inside Canva, use commenting effectively, manage revision rounds, and maintain version control.
- **Exporting for Print and Digital: Formats, Settings, and Quality Checks (18m)**
Covers PDF print-ready exports with bleed and crop marks, video exports with resolution settings, PNG transparency, and GIF creation.

- **Selling Canva Templates on Marketplaces and Gumroad (25m)**
How to package editable templates, write listings, set pricing, and sell on Etsy, Creative Market, or Gumroad. Includes legal considerations.
- **Freelancing with AI Design Skills: Pricing, Proposals, and Portfolio (28m)**
Position yourself as an AI-powered designer. Covers service pricing models, writing proposals, building a portfolio that highlights speed and quality.
- **Project: Brand Identity Package (Logo, Style Guide, Collateral) (55m)**
Capstone project. Design a complete brand identity including primary and secondary logos, color palette, typography guide, business card, letterhead, and social templates.
- **Project: 30-Day Social Media Content Calendar with Ready-to-Post Designs (60m)**
Plan 30 days of content using ChatGPT for captions and hashtags, then design all 30 posts in Canva using Bulk Create and brand templates.
- **Project: Complete Marketing Campaign Kit (Landing Page, Ads, Email, Deck) (65m)**
Final capstone. Build a full campaign asset library: landing page, three ad variations per platform, email sequence graphics, and a pitch deck — all branded and ready to ship.

Discover our blog

Learn more with free articles written by our professors and guest experts.

Latest article: **[Flight Attendant Preparation: What to Study Before You Apply](#)**

[Visit the blog](#) [All courses](#) [This course](#)