

Canva Design for Entrepreneurs: 11 Projects

Learn Canva from scratch and create essential graphic design projects tailored for entrepreneurs' business needs.

Web & Mobile Design

Instructor: Jordan Mitchell • 5 sections • 54 lessons • 19.50h total

[View this course online](#)

[Browse all courses](#)

About this course

Entrepreneurs often need professional visuals but lack design skills or budget for agencies. Canva simplifies this with accessible tools, yet applying it effectively for business requires structured guidance. This course provides that foundation, starting with Canva basics and building to practical application.

You'll learn core design principles, use Canva's features, and complete 11 hands-on projects including logos, marketing collateral, and social media content. The format includes video lessons, step-by-step guides, and real-world case studies to ensure you can create polished designs for your business.

Course curriculum

Getting Started with Canva

- **Creating Your Canva Account and Initial Setup (10m)**
Walk through signing up, exploring free vs. Pro features, and setting up your first workspace.
- **Navigating the Dashboard: Finding Your Way Around (12m)**
Learn to locate recent designs, templates, and projects efficiently on the home screen.
- **Understanding the Workspace: Tools, Panels, and Menus (15m)**
Familiarize yourself with the editing interface, including the side panel, toolbar, and menu options.
- **Working with Templates: Selection and Customization (18m)**
How to choose and adapt templates for different needs while maintaining brand consistency.
- **Using Elements: Graphics, Shapes, and Icons (20m)**
Add and manipulate visual elements like illustrations, shapes, and icons to enhance designs.
- **Adding and Formatting Text: Styles and Fonts (18m)**
Master text tools, font pairing, and typographic adjustments for clear messaging.
- **Uploading and Managing Your Brand Assets (12m)**
Upload logos, images, and fonts, and organize them for quick access in future projects.
- **Introduction to AI Tools: Magic Design and Magic Write (25m)**
Use AI features to generate design ideas and draft copy, saving time on initial concepts.

Foundations of Graphic Design for Entrepreneurs

- **Core Design Principles: Color Theory for Business (20m)**
Understand how color influences perception and choose palettes that align with your brand message.
- **Typography Basics: Choosing Fonts that Communicate (18m)**
Select and pair fonts to convey professionalism and personality in your designs.
- **Hierarchy and Layout: Guiding the Viewer's Eye (15m)**
Arrange elements to create visual flow and emphasize key information effectively.
- **Effective Use of White Space in Designs (12m)**
Balance content with empty space to improve readability and aesthetic appeal.
- **Selecting Brand Colors that Reflect Your Business (20m)**
Develop a color strategy based on industry norms and target audience preferences.
- **Choosing Fonts and Imagery for Brand Consistency (18m)**
Create a cohesive look by aligning fonts and visual styles across all materials.
- **Project 1: Designing a Professional Business Logo (30m)**
Step-by-step guide to creating a simple, memorable logo using shapes, text, and icons.
- **Refining Your Logo with Variations and Feedback (22m)**
Generate logo variations for different uses and gather input to finalize your design.
- **Project 2: Creating a Brand Style Guide (35m)**
Document your brand elements in a reusable guide to ensure consistency in future designs.
- **Applying Your Brand Guide to Sample Designs (25m)**
Practice using your style guide on mock projects to reinforce brand guidelines.

Essential Marketing Collateral

- **Designing for Digital Platforms: Sizing and Resolution (18m)**
Learn standard dimensions for web and social media to ensure designs look sharp everywhere.
- **Understanding File Formats: PNG, JPG, PDF, and More (12m)**
Choose the right file type for different applications, from web use to print.
- **Writing Compelling Copy Paired with Visuals (20m)**
Craft clear, engaging text that complements your graphics and drives action.
- **Project 3: Designing a Business Card (25m)**
Create a professional business card layout with contact details and brand elements.
- **Project 4: Creating a Flyer or Promotional Poster (30m)**
Design an attention-grabbing flyer for events or promotions using Canva templates.
- **Project 5: Crafting an Email Header or Banner (22m)**
Build a branded header image for newsletters or email campaigns to increase recognition.
- **Project 6: Developing a Lead Magnet PDF Checklist (28m)**
Assemble a multi-page PDF with helpful content and design to attract potential customers.
- **Optimizing Designs for Print vs. Digital (15m)**
Adjust colors, resolution, and layout for different output methods to avoid quality loss.
- **Case Study: Effective Marketing Collateral Examples (20m)**
Analyze real-world examples to see how design principles apply in successful materials.

Social Media & Digital Content Mastery

- **Platform-Specific Dimensions and Best Practices for 2026 (20m)**
Update your knowledge on current sizing and trends for major social networks.
- **Designing for Instagram: Posts, Stories, and Reels (25m)**
Create engaging visuals for Instagram's various formats, including vertical stories.
- **Creating Engaging Facebook and LinkedIn Graphics (22m)**
Tailor designs for professional and community audiences on these platforms.
- **YouTube Thumbnails and Channel Art Design (18m)**
Design thumbnails that increase clicks and channel art that represents your brand.
- **Using Animations and Video Elements in Canva (30m)**
Add motion to static designs with animations and simple video edits for dynamic content.
- **Adding Interactive Elements for Higher Engagement (25m)**
Use features like polls, buttons, and links to make designs more interactive.
- **Setting Up and Using Brand Kit for Consistency (15m)**
Save your brand assets to Canva's Brand Kit for quick access across projects.
- **Batch-Creating Content with Template Workflows (20m)**
Streamline your process by creating multiple designs from a single template.
- **Project 7: Designing an Instagram Carousel Post (35m)**
Build a multi-slide carousel with cohesive visuals and storytelling for audience engagement.
- **Project 8: Creating a Facebook/LinkedIn Ad Set (30m)**
Design ad graphics with clear calls-to-action that align with platform guidelines.

- **Project 9: Making YouTube Thumbnails and Channel Art (28m)**
Hands-on project to create thumbnails and banner art that attract viewers.
- **Scheduling and Planning Content with Canva (22m)**
Use Canva's content planner to schedule posts and maintain a consistent publishing calendar.
- **Analytics and Optimization Tips for Social Media Designs (18m)**
Review performance metrics and adjust designs based on what works best for your audience.

Advanced Branding & Client-Ready Projects

- **Building Multi-Page Documents with Consistent Branding (25m)**
Create documents like reports or guides with uniform headers, footers, and styles.
- **Advanced Layout Techniques for Professional Designs (20m)**
Use grids, alignment tools, and spacing to achieve polished, professional layouts.
- **Collaboration Tools: Working with Teams and Clients (18m)**
Invite others to edit, comment, and approve designs directly in Canva.
- **Sharing and Presenting Designs for Feedback (15m)**
Generate shareable links and present designs in a clean, professional manner.
- **Exporting Designs in Various Formats and Qualities (22m)**
Export files for print, web, or social media with appropriate settings.
- **Resizing and Repurposing Designs Across Platforms (20m)**
Quickly adapt existing designs to new sizes without starting from scratch.
- **Project 10: Creating a Pitch Deck or Investor Presentation (40m)**
Design a compelling slide deck that communicates your business idea clearly and visually.
- **Refining Presentation Slides for Maximum Impact (25m)**
Edit and polish your deck with advanced tips on visuals, text, and flow.
- **Project 11: Designing a Social Media Content Calendar Template (35m)**
Build a reusable calendar template to plan and organize your social media posts.
- **Integrating Content Calendar with Design Workflows (20m)**
Link your calendar to design creation for a seamless content planning process.
- **Bonus: Tips for Offering Canva Design as a Freelance Service (30m)**
Learn how to package your Canva skills into a service, from pricing to delivery.
- **Pricing, Proposals, and Client Communication (25m)**
Set rates, write proposals, and manage client expectations for freelance projects.
- **Building a Portfolio with Your Canva Projects (22m)**
Showcase your course projects in a portfolio to attract clients or job opportunities.
- **Course Wrap-Up and Next Steps for Continuous Learning (15m)**
Review key takeaways and discover resources to keep improving your design skills.

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](#)**

