

Social Media Content Creation with Canva: Beginner to Advanced

Master designing graphics, videos, and more for effective social media marketing in 2026.

Design Instructor: Jordan Mitchell • 5 sections • 53 lessons • 17.25h total

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About this course

In 2026, social media content must be visually engaging to capture attention. Many creators and marketers find Canva's features overwhelming, leading to inconsistent designs and missed opportunities. This course breaks down the process into clear, manageable steps. You'll learn to create static graphics, videos, and automated workflows through video lessons, real case studies, and practical projects. By the end, you'll produce professional content aligned with current platform trends.

Course curriculum

Foundations: Getting Started with Canva

- **Setting Up Your Canva Account and Navigating the Interface (15m)**
Step-by-step guide to signing up and exploring the main dashboard, tools, and menus.
- **Customizing Your Workspace for Efficiency (12m)**
Learn to adjust layouts, save preferences, and organize your design space.
- **Mastering Basic Tools: Elements, Text, and Images (20m)**
Hands-on practice with adding, editing, and arranging core design components.
- **Introduction to Design Principles: Balance and Hierarchy (18m)**
Apply foundational concepts to create visually appealing and structured designs.
- **Working with Color Palettes and Typography (16m)**
Choose and pair colors and fonts effectively for brand consistency.
- **Quick Project: Designing a Profile Picture (10m)**
Create a simple, professional profile image using basic tools.
- **Quick Project: Creating a Basic Social Media Post (14m)**
Build a straightforward graphic for platforms like Instagram or LinkedIn.
- **Review and Practice Session (22m)**
Reinforce skills through guided exercises and self-assessment.

Static Graphics for All Platforms

- **Understanding Platform-Specific Dimensions and Best Practices (18m)**
Overview of optimal sizes for Instagram, TikTok, LinkedIn, X, and Pinterest in 2026.
- **Choosing and Modifying Templates for Instagram (20m)**
Customize layouts, fonts, and colors to match your brand style.
- **Adapting Designs for TikTok and YouTube Shorts (16m)**
Adjust graphics for vertical formats and engaging short-form content.
- **Creating Graphics for LinkedIn and Professional Networks (15m)**
Design posts that convey professionalism and thought leadership.
- **Designing for X (formerly Twitter) and Pinterest (17m)**
Optimize visuals for text-heavy and discovery-focused platforms.
- **Advanced Photo Editing: Cropping, Filters, and Adjustments (22m)**
Enhance images directly in Canva with practical editing techniques.
- **Using Icons and Illustrations to Enhance Graphics (14m)**
Integrate vector elements to add clarity and visual interest.
- **Working with Layers and Grouping Elements (19m)**
Manage complex designs by organizing objects efficiently.
- **Setting Up Brand Colors and Fonts in Templates (21m)**
Apply consistent branding across multiple templates with ease.
- **Exporting Graphics: Formats, Quality, and File Sizes (13m)**
Learn export settings to balance quality and load times for social media.

- **Case Study: Designing a Cohesive Social Media Campaign (25m)**
Analyze a real-world example and apply techniques to create a unified set of graphics.

Video & Motion Content

- **Introduction to Canva's Video Editor Interface (17m)**
Familiarize yourself with the timeline, panels, and key video tools.
- **Working with the Timeline: Adding and Editing Clips (22m)**
Step-by-step guide to trimming, arranging, and timing video elements.
- **Adding Text Animations and Stickers for Engagement (19m)**
Use dynamic text and interactive stickers to boost viewer interaction.
- **Incorporating Music and Sound Effects (15m)**
Select and add audio from Canva's library to enhance video appeal.
- **Recording and Editing Voice-Overs (18m)**
Capture and polish audio narrations directly within Canva.
- **Creating Short-Form Videos for Reels and Shorts (24m)**
Produce engaging vertical videos optimized for platform algorithms.
- **Designing Animated Stories and Posts (20m)**
Create motion graphics for Stories and feed posts with ease.
- **Exporting Videos: Settings for Vertical, Square, and Horizontal (16m)**
Choose the right formats and resolutions for different social media channels.
- **Case Study: Producing a Video Series for Social Media (28m)**
Walk through planning, designing, and exporting a multi-part video campaign.

Advanced Branding & Automation

- **Building Your Brand Kit: Logos and Color Palettes (21m)**
Set up core brand assets for consistent use across all designs.
- **Setting Up Brand Fonts and Style Guides (18m)**
Define typography rules and create reusable style guides in Canva.
- **Using Brand Controls for Team Consistency (20m)**
Enforce brand guidelines and collaborate with team members effectively.
- **Introduction to Magic Resize for Multi-Platform Designs (16m)**
Quickly adapt one design to various platform dimensions with a single click.
- **Mastering Bulk Create for Efficient Content Production (24m)**
Generate multiple graphics at once using data and templates.
- **Integrating Canva with Buffer for Scheduling (19m)**
Link your designs directly to Buffer for streamlined social media posting.
- **Linking Canva to Later and Meta Business Suite (17m)**
Connect Canva to other scheduling tools for automated workflows.
- **Automating Social Media Posts with Canva Integrations (22m)**
Set up automated design-to-publish pipelines to save time.
- **Managing Brand Assets and Libraries (15m)**
Organize and share brand elements for easy access and collaboration.

- **Collaborating with Team Members in Real-Time (18m)**
Use Canva's collaboration features to co-edit and provide feedback.
- **Case Study: Streamlining a Brand's Social Media Workflow (30m)**
See how a real brand uses Canva tools to maintain consistency and efficiency.
- **Advanced Tips for Template Customization (23m)**
Modify complex templates to fit unique brand needs and styles.

Strategy, Analytics, and Scaling in 2026

- **Planning a Content Calendar for 2026 Trends (22m)**
Align your design output with current social media trends and platform updates.
- **Using Canva's Built-in Analytics for Performance Tracking (18m)**
Interpret data on views, engagement, and shares to refine your strategy.
- **Integrating Third-Party Analytics Tools (20m)**
Connect Canva with external platforms for deeper insights and reporting.
- **A/B Testing Designs: Methodology and Tools (24m)**
Set up tests to compare design elements and improve conversion rates.
- **Iterating on Designs Based on Data Insights (19m)**
Use analytics to make informed adjustments to graphics and videos.
- **Building a Template Library for Scalable Content (26m)**
Create and organize reusable templates to speed up production.
- **Using AI-Assisted Design Features in Canva (21m)**
Explore Canva's AI tools for generating layouts, images, and suggestions.
- **Best Practices for Outsourcing Design Work (17m)**
Learn how to collaborate with freelancers while maintaining brand standards.
- **Scaling Your Social Media Content Production (23m)**
Develop processes to handle increased output without sacrificing quality.
- **Case Study: Analyzing and Improving a Social Media Campaign (28m)**
Review a campaign's performance data and redesign elements for better results.
- **Review and Future-Proofing Your Skills (20m)**
Summarize key learnings and stay updated on evolving Canva features.
- **Final Project: Complete Social Media Campaign Design (35m)**
Apply all course skills to design a full campaign from concept to export.
- **Course Wrap-Up and Next Steps (12m)**
Recap the course and outline paths for continued learning and application.

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