

# Canva Basics - Course Content

## 1. Overview of Canva & Its Uses

### **Learning Objectives:**

- Understand what Canva is and why it's popular.
- Identify different ways Canva can be used for personal, business, and education purposes.

### **What is Canva?**

A web-based design platform for creating social media posts, presentations, posters, videos, documents, and more — with drag-and-drop simplicity.

### **Who uses Canva?**

- Marketers & social media managers
- Teachers & students
- Entrepreneurs & small businesses
- Content creators

### **Key Uses:**

- Social media graphics
- Presentations
- Flyers, posters, invitations
- Video editing & animations
- Brand kits & marketing materials

## 2. Setting up Your Canva Account (Free vs Pro)

### **Learning Objectives:**

- Create a Canva account.
- Understand the differences between Canva Free and Canva Pro.

### **How to Create an Account:**

1. Go to [www.canva.com](https://www.canva.com).
2. Click "Sign up."
3. Choose sign-up method (Google, Facebook, email).
4. Verify your account via email.

### **Free Plan Features:**

- Access to thousands of templates
- 5GB cloud storage
- Free graphics, photos, and fonts

### **Pro Plan Features:**

- 100+ million premium stock images, videos, audio, and graphics
- Brand Kit (logos, colors, fonts)
- Magic Resize tool
- Background remover

- 1TB cloud storage

**Pricing & Trial:**

- Monthly/annual billing options
- 30-day free trial for Pro

### 3. Navigating the Canva Dashboard

**Learning Objectives:**

- Identify key areas of the Canva interface.
- Access recent designs, brand kit, and templates.

**Dashboard Overview:**

- **Search Bar** – Find templates, images, and designs.
- **Side Menu** – Home, Projects, Templates, Brand Kit, Apps.
- **Design Area** – Start a new design from scratch or use a template.
- **Account Menu** – Profile settings, subscription, and help.

**Quick Access:**

- “Create a design” button.
- Recently used designs.
- Saved folders and projects.

**Tips:**

- Use the search bar with keywords for faster template discovery.
- Organize projects into folders for easy retrieval.

### 4. Exploring Templates and Design Categories

**Learning Objectives:**

- Find and choose suitable templates for your project.
- Understand how to filter templates by type, style, or theme.

**Accessing Templates:**

- From dashboard “Templates” section.
- Use search filters for size, theme, color.

**Popular Categories:**

- Social Media (Instagram posts, Facebook covers, YouTube thumbnails)
- Marketing (Flyers, Posters, Brochures)
- Personal (Invitations, Cards)
- Business (Presentations, Resumes)

**Preview & Customize:**

- Click a template to see preview.
- Replace text, images, and colors to fit your brand.

**Pro Tip:** Save your favorite templates for quicker access.