Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Graphics, Video courses

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

300,00 €

PRICE INCL. VAT

369,00 €

including 23 % VAT

PDF SYLLABUS

Canva

Clear overview of course topics, training scope and key information.

The course provides basic and extended knowledge in the area of user control of Canva. It focuses on creating graphic designs, working with templates, image editing, working with text, elements and exporting graphic outputs.

COURSE CONTENT

01 Introduction to Canva

Basic description of Canva
Options for using the program (online graphics, marketing, presentations, social networks)
Difference between Canva Free and Canva Pro
Working in an online environment

02 Canva Working Environment

Familiarization with the Canva editor
Description of the workspace
Tools menu and side panels
Working with design pages
Saving projects

03 Working with Graphic Formats and Export

Importing images and graphics
Exporting designs (PNG, JPG, PDF, video)
Preparing graphics for web
Preparing graphics for print

04 Basics of Colors and Graphics

Color palettes
Working with foreground and background color
Transparency and overlapping elements
Combining colors for web and print

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05 Working with Objects and Elements

- Shapes, icons, illustrations
- Frames and grids
- Aligning objects
- Layering elements

06 Working with Images

- Cropping an image
- Resizing
- Filters and effects
- Adjusting brightness, contrast, colors
- Removing background (Pro function)

07 Text and Typography

- Working with text objects
- Selecting fonts
- Text alignment
- Text effects

08 Templates and Designs

- Selecting templates
- Editing templates
- Creating your own design

09 Multi-Page Documents

- Presentations
- PDF documents
- Social campaigns

10 Practical Demonstrations and Exercises

- Photo editing
- Creating a social post
- Creating a simple marketing design
- Creating a presentation
- Discussion, tips and tricks when working in Canva

11 Advanced Work with Images

- Advanced color adjustments (brightness, contrast, toning)
- Filters and effects (advanced)
- Background removal (Pro)
- Image retouching

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12 Advanced Work with Design

Layering and composition
Working with grids and layouts
Consistent visual style
Brand identity (colors, fonts)

13 Multi-Page Documents

Presentations
PDF documents
Social campaigns (multiple outputs at once)

14 Preparing Graphics for Different Outputs

Web vs. print
Advanced exports (PDF print, video)
Format optimization

15 AI Tools in Canva

Magic Design (automatic designs)
Magic Write (text generation)
Text to Image
Magic Edit and Magic Eraser

16 Use of AI When Creating Graphics

Design automation (prompt -> design)
Generating multiple variants
Creating texts for marketing
Generating images without a stock photo bank

17 AI Image Editing

Background removal
Replacing objects
Retouching and cleaning visuals
Expanding an image

18 AI in Marketing Practice

Creating a complete post (graphics + text)
Fast campaign creation
Content personalization
A/B testing of designs

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19 AI Workflow in Canva

Entering a prompt
Generating a design
Editing text
Editing images
Finalization and export

20 Practical Exercises

(advanced)
Creating a campaign using AI
Generating your own graphics
Editing a photo using AI tools
Creating a presentation at a professional level

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/canva-basics