



Canva

Using Canva for Social Media Visuals, Videos and Infographics for Business

In this course participants will learn how to use Canva. Canva is an online graphic tool that is used to create designs for various categories. This course starts with an introduction to Canva and exploration of Canva Dashboard. Then learners will gain hands on skills for the creation of animated videos, social media visuals (Facebook Cover, Facebook Post, YouTube Thumbnail, YouTube Channel Art, Instagram Posts) for the business and infographics. Infographics are used to visually share complex numeric or written information in one glance. In today's business environment, visuals pose an important role in sharing information, such as posts, Videos and Infographics either shared in Social Media for promoting products/services or embedded in PowerPoint presentations to express ideas and numbers in a more visual way. Without the need for design skills, software such as Canva allow professionals to be creating and improve their Social Media communication, and presentations.



CODE: ED24B20



DURATION: 14 hours



START DATE: 27/11/2024



AUDIENCE PROFILE:

Professionals from any sector who wish to learn how to create visuals, videos and infographics either for promotional purposes or to improve their presentations.



PREREQUISITES FOR PARTICIPATION:

None



TRAINING LANGUAGE:

Greek



TRAINING MATERIALS:

Step by Step training materials in the English Language



METHODOLOGY:

Lecture, discussion, demonstration and practice.



COURSE OBJECTIVES:

Upon completion the participants will:

- Enlist and describe the capabilities of the CANVA online tool
- Describe the elements of CANVA dashboard
- Use Design tools
- Apply animations
- Create and download Videos
- Design Posts for Social Media
- Create Infographics
- Prepare elements for publishing
- Adopt CANVA for the creation of social media posts, videos and infographics

Contact us

77 77 72 52

Delivering training since 1996

Fax: +22466635, email: enquiries@editc.com
Visit our web site at www.editc.eu

 Canva

Using Canva for Social Media Visuals, Videos and Infographics for Business

In this course participants will learn how to use Canva. Canva is an online graphic tool that is used to create designs for various categories. This course starts with an introduction to Canva and exploration of Canva Dashboard. Then learners will gain hands on skills for the creation of animated videos, social media visuals (Facebook Cover, Facebook Post, YouTube Thumbnail, YouTube Channel Art, Instagram Posts) for the business and infographics. Infographics are used to visually share complex numeric or written information in one glance. In today's business environment, visuals pose an important role in sharing information, such as posts, Videos and Infographics either shared in Social Media for promoting products/services or embedded in PowerPoint presentations to express ideas and numbers in a more visual way. Without the need for design skills, software such as Canva allow professionals to be creating and improve their Social Media communication, and presentations.



LOCATION: WEBINAR



DATES & TIMES

WEDNESDAY, 27TH OF NOVEMBER 2024, 08:15 - 16:00
WEDNESDAY, 4TH OF DECEMBER 2024, 08:15 - 16:00



PARICIPATION COST:

The cost includes the course notes and certificate. In the event of classroom led training, coffee, snacks and lunch (only for full day courses) are offered complimentary.

PARTICIPATION COST

- Total Cost: €430
- HRDA Subsidy: €280
- Net Cost: €150

FOR UNEMPLOYED

- Please contact us

Contact us

77 77 72 52

Delivering training since 1996

Fax: +22466635, email: enquiries@editc.com
Visit our web site at www.editc.eu

Using Canva for Social Media Visuals, Videos and Infographics for Business

ΕΝΟΤΗΤΕΣ ΣΕΜΙΝΑΡΙΟΥ

UNIT 1: Getting Started with CANVA

1. Introduction to Canva
2. Exploration of Canva dashboard
3. Using Home, Projects, Templates, Brand Hub and Apps
4. The Projects Tab: Getting started Demonstration Video
Practice

UNIT 2: Creating simple videos in CANVA

1. Design video pages using drawing elements in Canva
 2. Create & design 4 pages for video
 3. Create & design final page for the video
 4. Preview & download the video
- Project: Explaining Service Process with a Video

Unit 3: Use Canva to Create Social Media Visuals for Business

1. Create Facebook Cover and prepare for publishing.
2. Create Facebook Post
3. Prepare Facebook Post for Publishing.
4. Create YouTube Thumbnail and prepare for publishing.
5. Create YouTube Channel Art
6. Add Social Media links to YouTube Channel Art and Prepare it for Publishing.
7. Create Instagram Post and prepare for publish-

ing.

8. Create Twitter Header and prepare for publishing.

Project: 3 Social Media Post
for Promoting a Service

Unit 4: Create Animated Social Media Posts using Canva

1. Project set up.
2. Implement shapes and backgrounds.
3. Use the text tool to enhance the design.
4. Add animated elements.
5. Add animated graphics and publication.

Project: Animated Post for Facebook

Unit 5: Creating Infographics

1. Outline your goals of creating an infographic
2. Choose the best type of infographic
3. Insert and format text in your infographic
4. Insert and format elements in your infographic
5. Finalize and share your infographic

Project: Creating an Infographic for the Business Strategy and Embedding it in PowerPoint

Contact us

 **77 77 72 52**

Delivering training since 1996

Fax: +22466635, email: enquiries@editc.com
Visit our web site at www.editc.eu