

Canva Mastery

Introduction

The Canva Mastery Certificate will help beginners to get started with Canva and then provide you with a roadmap that will push you to grow into a confident content creator. You will be creating visuals & animated GIFs for social media, you will edit all sorts of videos for TikTok, Instagram or YouTube, and you will be making your own website and designing convincing pitch deck presentations. This certificate will be teaching you to do the following:

- You will build your brand
- Become a confident content creator

By the end of this Canva Mastery Certificate, you will have created full set of consistent visuals that will actually help you promote your brand. You will have mastered Canva and will be able to use it to produce any kind of visuals you need in the future, allowing you to save time, and money and take your design skills to the next level!

REQUIREMENTS:

- Should know how to operate a mobile and computer
- Minimum education level Matriculation

CURRICULUM:

Sr. No.	Contents
1	<p data-bbox="480 495 855 533">Introduction to Canva</p> <ul data-bbox="528 577 1385 792" style="list-style-type: none"><li data-bbox="528 577 991 616">• Getting Started with Canva<li data-bbox="528 620 1118 658">• Understanding the Canva interface<li data-bbox="528 663 979 701">• Creating a Canva account<li data-bbox="528 705 1062 743">• Exploring Canva's pricing plans<li data-bbox="528 748 1385 792">• Navigating through Canva's templates and features
2	<p data-bbox="480 900 890 938">Basic Design Principles</p> <ul data-bbox="528 983 963 1198" style="list-style-type: none"><li data-bbox="528 983 954 1021">• Fundamentals of Design<li data-bbox="528 1025 963 1064">• Color theory and palettes<li data-bbox="528 1068 863 1106">• Typography basics<li data-bbox="528 1111 943 1149">• Layout and composition<li data-bbox="528 1153 963 1198">• Using imagery effectively
3	<p data-bbox="480 1305 959 1344">Creating Stunning Graphics</p> <ul data-bbox="528 1388 1241 1603" style="list-style-type: none"><li data-bbox="528 1388 986 1426">• Graphic Design Essentials<li data-bbox="528 1431 1241 1469">• Designing social media posts and banners<li data-bbox="528 1473 1129 1512">• Crafting eye-catching presentations<li data-bbox="528 1516 1139 1554">• Designing business cards and flyers<li data-bbox="528 1559 1241 1603">• Working with logos and branding elements

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4	<p data-bbox="480 248 906 286">Mastering Canva's Tools</p> <ul data-bbox="528 331 1129 539" style="list-style-type: none"><li data-bbox="528 331 986 369">• Canva Tools and Features<li data-bbox="528 376 995 414">• Working with text and fonts<li data-bbox="528 421 1043 459">• Utilizing shapes and elements<li data-bbox="528 465 1129 504">• Incorporating icons and illustrations<li data-bbox="528 510 995 539">• Using Canva's photo editor
5	<p data-bbox="480 654 995 692">Advanced Design Techniques</p> <ul data-bbox="528 736 1305 945" style="list-style-type: none"><li data-bbox="528 736 938 775">• Advanced Design Skills<li data-bbox="528 781 1305 819">• Designing infographics and data visualizations<li data-bbox="528 826 1251 864">• Creating engaging e-books and documents<li data-bbox="528 871 1027 909">• Designing animated graphics<li data-bbox="528 916 1043 945">• Collaborative design in Canva
6	<p data-bbox="480 1059 887 1097">Customizing Templates</p> <ul data-bbox="528 1142 1182 1350" style="list-style-type: none"><li data-bbox="528 1142 954 1180">• Template Customization<li data-bbox="528 1187 1182 1225">• Personalizing templates for your brand<li data-bbox="528 1232 1075 1270">• Creating templates from scratch<li data-bbox="528 1276 1086 1314">• Saving and organizing templates<li data-bbox="528 1321 1098 1350">• Understanding responsive design
7	<p data-bbox="480 1464 892 1503">Video Editing On Canva</p> <ul data-bbox="528 1547 1230 1715" style="list-style-type: none"><li data-bbox="528 1547 983 1585">• Exploring Video templates<li data-bbox="528 1592 1054 1630">• Basic Video editing techniques<li data-bbox="528 1637 895 1675">• Transitions & Effects<li data-bbox="528 1682 1230 1715">• Basic Color Correction and Color Grading

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8	<p>Canva for Business and Marketing</p> <ul style="list-style-type: none"> • Using Canva for Business and Marketing • Creating marketing materials • Collaborative projects in a team • Utilizing Canva Pro features • Analytics and measuring design impact

OUTCOMES:

- Build a strong brand identity & a brand style guide for your business
- Learn the fundamentals of Canva & graphic design while having fun
- Create animated social media posts & videos.

BENEFITS:

- Boost your brand awareness & business growth with Canva
- Stand out on social media
- Bring your designs to life
- Work together on a project, whether you are designing a company newsletter or a custom t-shirt

Skill-Wise Earnings:

Skill Level	Avg Monthly Salary
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Junior	50k- 30k
Mid-Level	30k-70k
Advanced	70k-150k
Freelancer	15k-150k

Affiliation & Collaboarations

