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	**Introduction to Canva** • Getting Started with Canva • Understanding the Canva interface • Creating a Canva account • Exploring Canva's pricing plans • Navigating through Canva's templates and features
2	**Basic Design Principles** • Fundamentals of Design • Color theory and palettes • Typography basics • Layout and composition • Using imagery effectively
3	**Creating Stunning Graphics** • Graphic Design Essentials • Designing social media posts and banners • Crafting eye-catching presentations • Designing business cards and flyers • Working with logos and branding elements

Sr. No.	Contents
4	**Mastering Canva's Tools** • Canva Tools and Features • Working with text and fonts • Utilizing shapes and elements • Incorporating icons and illustrations • Using Canva's photo editor
5	**Advanced Design Techniques** • Advanced Design Skills • Designing infographics and data visualizations • Creating engaging e-books and documents • Designing animated graphics • Collaborative design in Canva
6	**Customizing Templates** • Template Customization • Personalizing templates for your brand • Creating templates from scratch • Saving and organizing templates • Understanding responsive design
7	**Video Editing On Canva** • Exploring Video templates • Basic Video editing techniques • Transitions & Effects • Basic Color Correction and Color Grading

Sr. No.	Contents
8	**Canva for Business and Marketing** • 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

Junior	50k- 30k
Mid-Level	30k-70k
Advanced	70k-150k
Freelancer	15k-150k

Affiliation & Collaboarations

PBTE

PSDA