



DESIGN LIKE A PRO: MASTERING THE FUNDAMENTALS OF CANVA

Unleash Your Inner Designer

Join us for a hands-on learning experience and become a pro at creating stunning designs. Discover the basics of design principles, graphic design techniques, and branding. Whether you're starting from scratch or want to level up your skills, this workshop is for you!

Design Fundamentals

- Colour theory and palette selection
- Typography and font selection
- Understanding visual hierarchy and composition

Graphic Design Techniques

- Effective use logos and icons
- Designing eye-catching graphics and illustrations
- Using templates for consistency

Learn how to use Canva's basic tools

- Use templates and elements
- Upload your own images
- Add stock images
- Add and format text
- Add video

Design for Branding

- Understanding brand identity and visual language
- Creating consistent design across multiple materials
- Designing for brand awareness and recognition

Q&A and Wrap-Up

- Opportunities for participants to ask questions and share their work
- Final thoughts and takeaways from the workshop