EdiTC EDUCATION & INFORMATION TECHNOLOGY CENTRE

Making Training an enjoyable experience

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: ED25A15

DURATION: 14 hours

START DATE: 07/04/2025

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
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Fax: +22466635, email: enquiries@editc.com
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LOCATION: WEBINAR

DATES & TIMES

MONDAY, 7TH OF APRIL 2025, 08:00 - 15:30
MONDAY, 14TH OF APRIL 2025, 08:00 - 15:30

PARICIPATION COST:

The cost incudes 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

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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 publishing.
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