

Canva and AI-Assisted Design

Content, layouts and a practical visual project

FA-0595 · 2 days

Agentic & Generative AI

Use Canva and selected AI tools to draft, refine and review visual content for an illustrative communication project.

Introduction

This two-day course combines Canva workflow skills with AI-assisted content and visual design. It is intended for marketers, creators and entrepreneurs who already have basic familiarity with a design tool.

Participants create a small set of related visual assets for an illustrative brief. Website, ebook, presentation, animation and external-editor workflows are explored through selected examples rather than all built as complete products. Tool features and usage allowances depend on the current plan, account and region; design or marketing results are not guaranteed.

Learning outcomes

The course teaches participants to:

- Use Canva templates, fonts, elements and brand styling in a coherent design.
- Compare selected Canva AI and external image-generation features.
- Create and review social-content or short-document assets for an illustrative brief.
- Explore a simple landing-page, presentation or animation example.
- Organise repeatable design steps and evaluate where AI assistance is useful.
- Review content accuracy, permissions, licences and marketing claims before publication.

Prerequisites

- Basic knowledge of Canva or similar graphic design tools.
- Familiarity with digital content creation.

- Access to Canva and a browser/internet connection.
- A suitable selected AI tool for the exercise; paid or limited features can be demonstrated rather than assumed available to everyone.
- Use fictional or approved brand material and avoid confidential client information.

Training outline

1. Day 1 — Canva Foundations and AI-Assisted Assets

Module 1 — Tools and Interface

- Canva's core design capabilities and practical limits.
- Compare selected Canva AI/Magic Studio features with an external tool such as Leonardo AI, according to current availability.
- Navigation and essential tools.
- Using templates, fonts, and design elements effectively.
- Customizing designs with brand colors and logos.

Module 2 — AI Design Features

- Explore AI/layout features, resizing and background removal where the chosen plan supports them; distinguish manual alternatives and usage limits.
- Use templates and AI suggestions to support consistency, then review the result.
- Create selected AI-assisted assets and evaluate fit to the brief.

Module 3 — Social Content

- Draft sample social posts or ad visuals for an illustrative brand.
- Design readable thumbnails, logos or memes; discuss audience fit without promising virality.
- Review content-planning and scheduling features where supported; no live posting is required.

2. Day 2 — Formats, Integration and Project Review

Module 4 — Websites and Marketing Materials

- Explore a small Canva website or landing-page example rather than a complete production website.
- AI-powered layout and design enhancements.

- Review clarity, hierarchy, mobile presentation and proposed calls to action; conversions require evidence rather than a design guarantee.

6. Designing Effective Marketing Materials

- Draft a short ebook/lead-magnet sample with content verification.
- Explore an illustrative affiliate-style landing/bridge page with transparent, truthful claims and appropriate disclosure review.
- Plan reusable email/social visual content; do not imply automatic campaign integration or publish live campaigns.

Module 5 — Apps, Presentations and External Editors

- Review selected third-party apps, permissions and plan requirements.
- Demonstrate a compatible Canva/CapCut asset workflow without assuming identical account or feature access.
- Explore a short presentation/animation example and review generated content.

8. Advanced Techniques

- Compare a selected Photopea editing step where useful; the workflow does not establish professional accreditation.
- Create a short animated presentation or inspect a prepared example.
- Discuss digital-product design and licence/platform constraints, using an illustrative Etsy-style example without sales guarantees.

Module 6 — Selected Final Project

- Complete one scoped project using selected course techniques, not every demonstrated format.
- Peer reviews and feedback session.
- Review useful follow-on techniques and availability-sensitive tools without predicting market trends.
- Check factual claims, asset licences, disclosure needs and privacy before using designs outside the class.
- Document remaining design or implementation work rather than promise professional or commercial success.