Faysal Aziz

# Designing & Video Editing Essentials with Canva

## Transform Your Creative Skills with Canva’s Cutting-Edge AI and Video Tools - 2 days

FA-0167 · 2 days

Data & Analytics

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## Introduction

Visual storytelling has become the heartbeat of how we connect and communicate in today's world. Whether you're sharing your passion project, growing your business, or simply wanting to express yourself more creatively, knowing how to design and edit videos isn't just a nice-to-have skill anymore—it's become essential for making your voice heard.

This hands-on course brings together the best of both worlds: practical learning you can apply immediately, guided by someone who's been crafting visual stories for over three decades. Together, we'll dive into Canva's newest features, exploring everything from AI-powered design tools that spark creativity to video editing capabilities that help bring your ideas to life. You'll walk away with skills that matter in our digital-first world, ready to tell your story in ways that truly resonate with others.

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## Learning outcomes

Participants will be able to:

- Navigate Canva’s latest Visual Suite 2.0 to efficiently manage graphics, videos, and data-driven visuals.
- Create professional-level animated graphics and engaging video content using Canva’s advanced editing tools.
- Generate short cinematic video clips from text prompts using Canva’s integration of Google's Veo 3 AI.
- Apply Canva’s AI-enhanced features such as background removal, branded captions, Magic Charts, Canva Sheets, and automated voiceovers.
- Incorporate current design trends into projects, ensuring visually impactful outcomes.

- Deliver a complete, branded video project using integrated Canva tools, from concept through final export.

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# Prerequisites

- Basic knowledge of Canva (navigation, basic design editing)
- Access to Canva Pro, Canva Teams, or Canva Enterprise accounts
- Laptop with reliable internet and access to personal media files

# Training outline

## 1. Introduction to Canva’s Latest Innovations

1. Exploring Visual Suite 2.0: Unified Platform for Designs, Videos, and Data Visualization
2. Introduction to Canva Sheets: Data Integration and Magic Insights
3. Overview of Canva AI: Enhanced Photo Editor, AI-Generated Designs, and Advanced Capabilities

## 2. Mastering Canva’s AI-Driven Design Tools

1. Creating designs using AI-generated prompts and templates
2. Deep dive into Photo Editor: Background Generation, Image Reimagination, and Automated Enhancements
3. Incorporating Current Design Trends: Textures, Bold Shapes, Motion Effects

## 3. Video Editing and Animation Essentials

1. Introduction to Canva’s Enhanced Video Editing Interface
2. Utilizing Animation Tools: Dynamic Effects, Text Animation, and Motion Graphics
3. Effective Use of Branded Captions and Accessibility Features

## 4. Creating Cinematic Videos with AI (Google Veo Integration)

1. Overview of Canva’s "Create a Video Clip" Feature
2. Step-by-step Guide to Generating Cinematic Video Clips from Text Prompts
3. Editing AI-generated Clips: Trimming, Adjusting Timing, Adding Audio, and Branding

## 5. Advanced Video Editing Techniques in Canva

1. Timeline-based Editing: Layers, Cropping, Splitting, and Transitions
2. Integrating Media Elements: Images, Clips, Music, and Voiceovers
3. Collaborative Editing: Real-time Sharing and Team-Based Workflows

## 6. Integrating Data Visualization into Your Videos

1. Importing and Managing Data with Canva Sheets
2. Creating Engaging Visuals with Magic Charts
3. Embedding Data-driven Charts into Video Content

## 7. Brand Consistency Across Your Projects

1. Utilizing Canva's Brand Kit: Consistent Fonts, Colors, and Imagery
2. Applying Branded Captions and Voiceovers
3. Ensuring Visual and Narrative Consistency Across Media Formats

## 8. Capstone Project: Creating a Complete Branded Video

Hands-on Project: Develop a 60-second Branded Video

1. Incorporating AI-generated Video Clips
2. Animation and Motion Graphics
3. Data Visualizations (Magic Charts)

2. Peer Reviews, Instructor Feedback, and Project Refinement

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