



# Canva Mastery: The Expert

Course ID #: 7000-1010-ZZ-Z

Hours: 4

## Course Content

### Course Description:

This course is designed for seasoned Canva users who want to refine their creative strategies, tackle high-impact projects, and maximize productivity. You'll learn expert techniques for brand consistency, design automation, and advanced customization, along with tips for asset management and performance tracking. This class is ideal for designers, marketers, and business owners who are ready to bring high-end professionalism to their Canva designs.

### Prerequisites:

Must have attended the Making Magic with Canva course, or equivalent knowledge.

Paid version of Canva

### Topics:

**Team & Group Interaction:** Establish channels for collaboration.

**Brand Management & Asset Libraries:** Set up and organize brand assets, folders, and libraries for seamless brand consistency across teams.

**Customizing Templates Deep Dive:** Modify templates to fit unique brand needs and project requirements.

**Creating Interactive PDFs & Documents:** Learn how to build clickable links, interactive content, and PDFs for polished, client-ready documents.

**Integration & Automation Tools:** Integrate with other software products as you streamline content production, automate design workflows, and bridge assets from Canva to other apps.

**Data-Driven Design with Analytics:** Use Canva's analytics tools to evaluate design performance, track user engagement, and make data-backed improvements when utilizing the Content Planner.

**Advanced Animation & Video Composition:** Build multi-layered video projects with Canva's video features, transitions, and effects for complex, cinematic results.

**Designing for Print & Digital:** Understand the nuances of exporting designs for print vs. digital, including bleed and margin settings, color modes, and resolution settings.

**Presentation Mastery:** Craft dynamic, client-ready presentations with embedded videos, animations, and interactive elements for high-impact storytelling.



# Canva Mastery: The Expert

Course ID #: 7000-1010-ZZ-Z

Hours: 4

## Potential Practice Activities:

- Create a Custom-Branded Asset Library for Team Collaboration
- Build a Custom Presentation Template
- Review Data Analytics
- Develop an Interactive Workbook Saved as a PDF
- Produce a Video Project
- Design a Marketing Campaign Kit with Multiple Assets
- Build an Advanced Presentation with Interactive Elements
- Bring Your Own Projects for Live Q & A

Register for this class by visiting us at:

[www.tcworkshop.com](http://www.tcworkshop.com) or calling us at 800-639-3535