



CANVA PRO

AND KIT . TEMPLATES . MAGI
SOCIAL . PRESENTATIONS . I
VIDEO . SCHEDULING . TEAMS

DURATION

20 Hours

LEVEL

Beginner

MODULES

8

MODE

**Classroom •
Online • Hybrid**

01 COURSE OVERVIEW

A Canva Pro course for teams producing consistent branded material at speed. The course sets up a brand kit and template system first, so everything produced afterwards stays consistent. Social, presentation, print and video work follow, with AI tools and team workflows.

Learners build a template library and a month of branded content.

WHO IT IS FOR

Marketing and social media teams

Small business owners

Trainers and HR teams

Anyone producing regular graphics

PREREQUISITES

None. A Canva account is required.

02 LEARNING OUTCOMES

01 Set up a brand kit with fonts, colours and logos.

03 Design social graphics that suit each platform.

05 Edit short video with captions and transitions.

07 Manage folders, approvals and team access.

02 Build reusable templates for recurring formats.

04 Produce presentations and print collateral.

06 Use Magic tools without breaking brand rules.

03 MODULE STRUCTURE

8 MODULES

01 CANVA FOUNDATIONS

Interface

Elements

Layers and alignment

Design types and sizes

Uploads

Pro vs free features

02 BRAND KIT AND TEMPLATES

Logos

Font pairs

Template creation

Colour palettes

Brand controls

Locking elements

PRACTICAL

BRAND KIT SETUP

03 SOCIAL GRAPHICS

Post and story sizes

Text hierarchy

Platform export

Grids and carousels

Image treatment

PRACTICAL

POST SET

04 PRESENTATIONS

Slide structure

Charts and data

Speaker notes

Master-style templates

Animation

Present and record

05 PRINT COLLATERAL

Business cards

Brochures

Print settings

Flyers and posters

Bleed and margins

Ordering

06 VIDEO AND MOTION

Timeline editing

Transitions

Audio

Trimming

Captions and subtitles

Reels and Shorts export

PRACTICAL

SHORT PROMO VIDEO

07 MAGIC AND AI TOOLS

Magic Design

Background remover

Translate

Magic Write

Magic Eraser

Bulk create

PRACTICAL

BULK CAMPAIGN ASSETS

08 TEAMS AND WORKFLOW

Folders

Comments and approvals

Version history

Sharing and permissions

Content Planner

PROJECT

TEMPLATE LIBRARY AND CONTENT MONTH

04 ASSESSMENT & CERTIFICATION

Module assignments and labs	25%
Mini projects	20%
Internal assessments	15%
Final project and review	40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

SOCIAL MEDIA DESIGNER

MARKETING EXECUTIVE

CONTENT CREATOR

BRAND ASSISTANT

FREELANCE DESIGNER

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