



crews

Where you belong

TRAINING

Canva

LEARNING OBJECTIVES

- Master the basics of Canva to produce professional visuals
- Create communication materials consistent with a brand identity
- Adapt creations to various web, social media or print formats
- Gain autonomy in visual creation without design expertise

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Communication, marketing and digital content professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,670 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Getting started with Canva
 - Creating an account and discovering the interface
 - Organising folders and templates
 - Basic settings: colours, typography, formats
- Creating professional visuals
 - Designing social media posts
 - Creating presentations, posters, flyers, banners or carousels
 - Using grids, margins, guides and backgrounds
- Working with graphic elements
 - Importing logos, images and icons
 - Using Canva libraries (photos, illustrations, videos)
 - Managing layers, effects and filters
- Building a consistent visual identity
 - Defining a graphic identity in Canva Pro
 - Creating brand kits and custom templates
 - Using styles and automation features
- Preparing and publishing creations
 - Downloading in the correct formats (JPEG, PNG, PDF, MP4...)
 - Settings for print or digital publishing
 - Collaborative sharing and access rights management
- Practical workshop
 - Creating a full communication kit (social media, poster, presentation)
 - Applying design best practices and graphic consistency
 - Personalised feedback and review of productions

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to autonomously create impactful and professional visuals with Canva, aligned with their digital communication strategy.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

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