

Canva & AI for Corporate Communication

This program is designed to help professionals create impactful, brand-aligned communication assets using Canva and AI-powered design tools. The training focuses on practical application, collaboration, visual branding, content creation, and workplace-ready design workflows for presentations, social media, events, and internal communication.

Program Format

- Classroom / Virtual Instructor-Led Training
- Highly interactive and hands-on
- Activity-driven practical learning
- Real-time design demonstrations

Target Audience

- Marketing and communication teams
- HR and L&D; professionals
- Corporate trainers and facilitators
- Business support teams
- Employees creating communication assets

Program Objectives

- Create professional brand-aligned designs
- Use Canva AI tools effectively
- Develop social media and presentation assets
- Improve visual communication quality
- Collaborate efficiently using Canva
- Design for multiple digital platforms

Proposed Learning Methodology

- Facilitator-led live demonstrations

- Hands-on guided practice
- Real-time design activities
- Scenario-based learning
- Peer review and feedback
- Business application exercises

Detailed Training Flow

Module 1: Canva Fundamentals & Workspace Navigation

- Overview of Canva interface and workspace
- Understanding design types and dimensions
- Using templates effectively
- Basic layout and alignment principles
- Professional design best practices

Module 2: Brand Kit Creation & Visual Identity

- Creating and managing brand kits
- Uploading logos and brand assets
- Setting brand colors and typography
- Maintaining visual consistency
- Using brand guidelines effectively

Module 3: Canva AI Tools & Smart Features

- Introduction to Canva AI capabilities
- Using Magic Design and AI-assisted layouts
- Background remover and smart editing tools
- AI-generated presentation support
- Smart content suggestions and automation

Module 4: Social Media & Marketing Creatives

- Designing Instagram posts and stories

- Creating posters and promotional creatives
- Quick animations for stories and reels
- Using templates for social media
- Designing engaging visual communication

Module 5: Presentation Design & Corporate Communication

- Presentation design best practices
- Creating impactful business presentations
- Presentation mode tips
- Visual storytelling techniques
- Creating certificates and event invites

Module 6: Collaboration & Design Management

- Using Canva folders effectively
- Organizing design assets professionally
- Share links and collaboration workflows
- Commenting and feedback tools
- Managing reusable templates

Module 7: Multi-Platform Optimization

- Using Magic Resize tool
- Optimizing content for multiple platforms
- Designing for LinkedIn, Instagram and presentations
- Mobile-friendly design practices
- Exporting PNG, PDF and shareable formats

Module 8: Accessibility & Design Effectiveness

- Font readability principles
- Color contrast and accessibility basics
- Creating clean and readable layouts
- Designing for clarity and usability

- Inclusive communication design practices

Module 9: Hands-On Demonstration & Activities

- Live demo: Create a social media post
- Live demo: Create a professional poster
- Applying branding and AI tools
- Participant design challenge
- Peer review and facilitator feedback

Module 10: Action Planning & Closing Summary

- Key learning recap
- Practical workplace application planning
- Best practices for visual communication
- Individual action planning
- Closing reflections and Q&A;

Practice Activities

- Brand kit creation exercises
- Social media design activities
- Presentation redesign exercises
- AI tool experimentation
- Poster creation challenge
- Group feedback and review sessions

Training Deliverables

- Facilitator-led live sessions
- Training workbook and templates
- Hands-on design activities
- Business application examples
- Practice exercises and reference materials
- Summary recommendations and best practices

Expected Learning Outcomes

- Improved visual communication capability
- Independent design creation using Canva
- Effective use of AI-powered design features
- Better collaboration and design organization
- Enhanced presentation and social media design skills
- Professional and brand-aligned communication assets

We look forward to supporting the organization in strengthening visual communication capability, branding consistency, collaboration efficiency, and AI-powered content creation through a highly practical and engaging Canva learning intervention.