CAREER ENGINE

EMPOWER YOUR CREATIVITY

Canva   VN

CAREER ENGINE

Canva Design
Course

Program Duration
15 Days

Eligibility
Basic Computer Familiarity

Course fee
Rs.1,000

Class Mode
Online / In-Person

Course Content

Canva

VN

CAREER
ENGINE

PROGRAM CURRICULUM

1 INTRODUCTION TO CANVA

- WHAT IS CANVA AND HOW TO CREATE AN ACCOUNT.
- EXPLORING THE CANVA DASHBOARD (TEMPLATES, SEARCH BAR, AND DESIGN TYPES).
- INTRODUCTION TO DESIGN ELEMENTS: TEXT, IMAGES, AND SHAPES.
- BASIC NAVIGATION AND PROJECT SAVING.

PROJECT: CREATE A SIMPLE "WELCOME TO CANVA" GREETING CARD.

2 UNDERSTANDING TEMPLATES & CUSTOMIZATION

- SELECTING AND APPLYING TEMPLATES.
- CHANGING TEXT, COLORS, AND FONTS.
- USING CANVA'S BUILT-IN IMAGE LIBRARY.
- CUSTOMIZING BACKGROUNDS AND DESIGN LAYOUTS.

PROJECT: DESIGN A PERSONALIZED BIRTHDAY INVITATION.

3 WORKING WITH IMAGES & ELEMENTS

- UPLOADING AND ADJUSTING IMAGES (CROP, FILTER, RESIZE).
- ADDING AND CUSTOMIZING ILLUSTRATIONS, ICONS, AND STICKERS.
- USING GRIDS AND FRAMES TO ORGANIZE IMAGES.

PROJECT: CREATE A PHOTO COLLAGE OF FAVORITE HOBBIES OR ANIMALS.

4 WORKING WITH IMAGES & ELEMENTS

- CREATING VISUALLY APPEALING FLYERS AND POSTERS.
- UNDERSTANDING THE IMPORTANCE OF ALIGNMENT, SPACING, AND BALANCE.
- ADDING TEXT EFFECTS AND ORGANIZING CONTENT IN LAYERS.

PROJECT: DESIGN A COLORFUL EVENT POSTER (E.G., A SCHOOL FAIR OR SPORTS EVENT).

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PROGRAM CURRICULUM

5 ANIMATION & EFFECTS

- INTRODUCTION TO CANVA ANIMATIONS (TEXT, IMAGES, AND ELEMENTS).
- APPLYING SIMPLE TRANSITIONS TO SLIDES.
- USING ANIMATED ELEMENTS EFFECTIVELY.

PROJECT: CREATE AN ANIMATED SOCIAL MEDIA POST (E.G., FOR A FICTIONAL EVENT).

6 DESIGNING SOCIAL MEDIA GRAPHICS

- UNDERSTANDING THE RIGHT SIZE FOR DIFFERENT PLATFORMS (INSTAGRAM, FACEBOOK, ETC.).
- CREATING SOCIAL MEDIA POSTS AND BANNERS.
- ADDING ENGAGING CALLS TO ACTION AND HASHTAGS.

PROJECT: DESIGN AN INSTAGRAM POST FOR A FICTIONAL BUSINESS OR EVENT.

7 FINAL PROJECT & PRESENTATION

- REVIEW OF ALL CANVA TOOLS AND DESIGN PRINCIPLES.
- DISCUSSING PROJECT PLANNING AND CREATIVE THINKING.
- SHARING AND PRESENTING DESIGNS.

PROJECT: DESIGN A DIGITAL PORTFOLIO THAT INCLUDES ALL THE DESIGNS CREATED THROUGHOUT THE COURSE (POSTER, FLYER, ANIMATED POST, AND SOCIAL MEDIA GRAPHIC).

PROGRAM CURRICULUM

VN

① INTRODUCTION TO VN EDITOR

- DOWNLOADING AND INSTALLING VN EDITOR.
- NAVIGATING THE WORKSPACE: TIMELINE, TOOLS, AND MEDIA LIBRARY.
- IMPORTING VIDEOS, IMAGES, AND MUSIC.

PROJECT: CREATE A 30-SECOND VIDEO USING PROVIDED FOOTAGE.

② BASIC EDITING TECHNIQUES

- SPLITTING AND TRIMMING CLIPS.
- ADJUSTING CLIP ORDER ON THE TIMELINE.
- ADDING BACKGROUND MUSIC.

PROJECT: EDIT A 1-MINUTE "MY HOBBY" VIDEO USING SIMPLE CUTS AND BACKGROUND MUSIC.

③ ADDING TEXT AND TRANSITIONS

- ADDING TITLES, SUBTITLES, AND TEXT EFFECTS.
- APPLYING AND CUSTOMIZING TRANSITIONS BETWEEN CLIPS.

PROJECT: CREATE A MINI "MOVIE TRAILER" WITH TITLES AND TRANSITIONS.

④ APPLYING EFFECTS AND FILTERS

- SING COLOR FILTERS AND ADJUSTING BRIGHTNESS, CONTRAST, AND SATURATION.
- ADDING VIDEO EFFECTS LIKE ZOOM, SHAKE, AND BLUR.

PROJECT: EDIT A TRAVEL-THEMED VIDEO USING FILTERS AND EFFECTS.

PROGRAM CURRICULUM

5 **AUDIO EDITING**

- ADJUSTING AUDIO LEVELS AND SYNCING AUDIO.
- ADDING VOICEOVERS.
- USING SOUND EFFECTS.

PROJECT: CREATE A "NATURE DOCUMENTARY" VIDEO WITH NARRATION AND SOUND EFFECTS.

6 **ADVANCED FEATURES**

- SPEED ADJUSTMENTS (SLOW MOTION AND TIME-LAPSE).
- PICTURE-IN-PICTURE (PIP) OVERLAYS.
- KEYFRAME ANIMATION BASICS.

PROJECT: CREATE A "BEFORE AND AFTER" TRANSFORMATION VIDEO.

7 **FINAL PROJECT AND SHOWCASE**

- STUDENTS WORK ON A 2-3 MINUTE PERSONAL PROJECT (E.G., BIRTHDAY VIDEO, SHORT STORY, OR MUSIC VIDEO).
- FINAL VIDEO PRESENTATION AND PEER FEEDBACK.

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For further details, **contact**

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