



BOAZ INTERNATIONAL SCHOOL

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Curriculum- Mastering Graphic Design with Canva

1.0 Introduction

This curriculum provides a structured approach to learning the skill, covering foundational concepts/principles, practical skills, leading from beginner to intermediary, mastery until advance levels. Adjustments can be made based on the specific goals, learning pace, and level of expertise of the students. Practical projects and hands-on exercises are essential to reinforce learning and prepare students for real-world scenarios in the field of web design.

2.0 Course Overview

This course introduces students to the fundamentals of graphic design using Canva. It covers design principles, tools, and techniques to create visually appealing and professional graphics for various purposes.

3.0 Learning Objectives

By the end of this course, students will be able to:

1. Understand the basic principles of graphic design.
2. Develop proficiency in using Canva for creating various types of graphics.
3. Apply design principles to create professional and visually appealing graphics.
4. Enhance soft skills such as creativity, communication, and collaboration.
5. Prepare for professional roles in graphic design and related fields.

4.0 Learning Outcome

At the end of study, the students will be equipped with a range of knowledge, skills, and competencies necessary to succeed in the field. The expected outcomes or goals to be achieved include:

Knowledge and Understanding

- Identify key design principles such as balance, contrast, and hierarchy.
- Explain the functionalities of Canva's tools and features.

Skills Development

- Create various types of graphics including social media posts, presentations, and marketing materials.
- Utilize Canva's advanced features such as animations and templates.

Practical Application

- Design real-world projects such as business cards, flyers, and social media campaigns.
- Implement feedback to improve design quality and effectiveness.

Soft Skills Enhancement

- Communicate design ideas effectively through visual and verbal means.
- Collaborate with peers on group design projects.

Professional Readiness

- Prepare a portfolio showcasing a range of design projects.
- Demonstrate readiness for entry-level graphic design roles.

5.0 Course Outline

Module 1: Introduction to Graphic Design

- Overview of design principles
- Introduction to Canva

Module 2: Basic Design Techniques

- Working with text and images
- Using templates and layouts

Module 3: Advanced Canva Features

- Animations and interactive elements
- Customizing templates

Module 4: Designing for Social Media

- Creating posts and stories
- Branding and consistency

Module 5: Marketing Materials

- Designing flyers, brochures, and business cards
- Effective use of color and typography

Module 6: Real-World Projects

- Group projects and peer reviews
- Portfolio development

6.0 Assessment Methods

- Quizzes: To assess understanding of design principles and Canva tools.
- Assignments: Practical design tasks to apply learned skills.

- Projects: Real-world design projects to demonstrate
- Practical Application.
- Peer Reviews: Collaborative feedback sessions to enhance design quality.
- Portfolio: Compilation of design works to showcase skills and readiness.

7.0 Course Prerequisites

- Basic Computer Skills: Familiarity with using a computer and internet.
- Interest in Design: A keen interest in graphic design and creativity.

8.0 Course Duration

- 12 Weeks: Weekly sessions including lectures, practical exercises, and project work.

9.0 Certification

- Upon successful completion of the course, students will receive a Certificate.

10.0 Enrollment Information

- Course fee: KSH 53,400
- Enrollment deadline: []
- Start date: []

Appendices on Canva

Menu Tabs and Sub-Menu Tabs on Canva Software Interface

1. Home

- **Templates:** Access a variety of pre-designed templates for different types of projects.
- **Projects:** View and manage your saved designs.
- **Brand Kit:** Customize and manage your brand assets like logos, colors, and fonts.
- **Content Planner:** Schedule and plan your social media posts.
- **Create a Design:** Start a new design from scratch or choose a template.

2. File

- **New Design:** Create a new design.
- **Open:** Open an existing design.
- **Save:** Save your current design.
- **Download:** Download your design in various formats (PNG, JPG, PDF, etc.).
- **Make a Copy:** Duplicate your current design.
- **Show Rulers:** Toggle rulers on/off.
- **Show Guides:** Toggle guides on/off.
- **Show Margins:** Toggle margins on/off.
- **Show Print Bleed:** Toggle print bleed on/off.

3. Edit

- **Undo:** Revert the last action (Ctrl + Z).
- **Redo:** Redo the last undone action (Ctrl + Y).
- **Copy:** Copy the selected element (Ctrl + C).
- **Paste:** Paste the copied element (Ctrl + V).
- **Delete:** Delete the selected element (Delete key).
- **Select All:** Select all elements on the canvas (Ctrl + A).
- **Find and Replace:** Find and replace text within your design.

4. View

- **Zoom In:** Increase the zoom level (Ctrl + +).
- **Zoom Out:** Decrease the zoom level (Ctrl + -).
- **Fit to Screen:** Fit the design to the screen (Ctrl + 0).
- **Show Grid:** Toggle grid lines on/off.
- **Fullscreen:** Enter fullscreen mode (F11).

5. Elements

- **Photos:** Access a library of stock photos.

- **Graphics:** Access various graphic elements like icons, shapes, and illustrations.
- **Videos:** Access a library of stock videos.
- **Audio:** Access a library of audio tracks.
- **Charts:** Insert different types of charts and graphs.
- **Frames:** Insert frames to place images or videos.
- **Grids:** Insert grid layouts for organizing content.

6. Text

- **Add a Heading:** Insert a heading text box.
- **Add a Subheading:** Insert a subheading text box.
- **Add a Body Text:** Insert a body text box.
- **Font:** Change the font style.
- **Size:** Adjust the font size.
- **Color:** Change the text color.
- **Bold:** Make the text bold (Ctrl + B).
- **Italic:** Italicize the text (Ctrl + I).
- **Underline:** Underline the text (Ctrl + U).
- **Alignment:** Align the text (left, center, right, justified).
- **Spacing:** Adjust the letter and line spacing.

7. Uploads

- **Upload Media:** Upload your own images, videos, and audio files.
- **Folders:** Organize your uploads into folders.

8. Background

- **Colors:** Choose a background color.
- **Images:** Choose a background image.
- **Patterns:** Choose a background pattern.

9. More

- **Apps:** Access third-party apps integrated with Canva.
- **Styles:** Apply pre-set styles to your design.
- **Logos:** Access your uploaded logos.
- **QR Code:** Generate and insert a QR code.

Essential Tools and Functions on Canva Software Interface

- **Selection Tool** - Select and move elements on the canvas. (V)
- **Text Tool** - Add and edit text elements. (T)
- **Shape Tool** - Insert shapes like rectangles, circles, and lines. (R (rectangle), C (circle), L (line))
- **Image Tool** - Insert and edit images.
- **Background Tool** - Change the background color or image.
- **Layer Tool** - Arrange elements in layers (bring forward, send backward). (Ctrl +] (bring forward), Ctrl + [(send backward))
- **Group/Ungroup Tool** - Group multiple elements together or ungroup them. (Ctrl + G (group), Ctrl + Shift + G (ungroup))
- **Align Tool** - Align elements to the left, center, right, top, middle, or bottom.
- **Transparency Tool** - Adjust the transparency of elements.
- **Lock/Unlock Tool** - Lock elements in place to prevent accidental movement. (Ctrl + L (lock), Ctrl + Shift + L (unlock))