

# Canva for Professionals: Build Impactful Graphics with Ease

## Introduction to the [Canva Training](#)

### Getting Started with [Canva](#)

- Understand the fundamentals of graphic design
- Discover Canva's interface and core features
- Overview of the different plans (Free, Pro, Team, etc.)

### First Steps with Canva

- Create and configure your account
- Introduction to the user interface
- Navigate the menus and workspace
- Organize your content: folders and subfolders
- Adjust account settings to suit your workflow
- Create a new design from a template or blank format
- Hands-on with the editor and design tools

### Graphic Design Basics in Canva

- Using and customizing templates
- Managing multi-page designs
- Simple compositions with images
- Inserting and editing graphic elements
- Typography: adding, styling, and arranging text
- Adding music, interactive links, photos, and videos
- Using charts and graphs
- Advanced features: animations, backgrounds, element locking, etc.
- App integrations: YouTube, Google Maps, and more
- Download and share your designs (PDF, PNG, web link, etc.)

### Creating Presentations and Icons

- Explore various presentation formats
- Design dynamic and professional presentations
- Create and customize graphic icons

### Collaborating with Canva

- Invite and manage team members
- Create, share, and co-edit designs
- Organize shared files into team folders

## Recommended Complementary Training

[Publisher Training – Layout and Design of Professional Print Materials](#)

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# Canva: a free and accessible tool?

A tool that allows you to create logos, videos, slideshows, visuals and more for free? This is exactly what Canva offers us! Without having to master Photoshop or software that is sometimes more complex, Canva represents a very interesting option as it meets everyone's needs and is very accessible.

## What is Canva?

Canva is a web platform that allows you to do graphic design and create documents of all kinds. The free version gives users access to templates, images, illustrations, and even more options. However, although this version can be very useful for new users, it is limited in terms of functionality. As for the pro version, a paid version, it gives access to the entire content catalog. The possibilities are almost endless!

## Its versatility

We particularly like the platform for its great versatility. Its usefulness reaches as much the person responsible for creating slideshows for work as the content manager wishing to wow the gallery with powerful visuals. With Canva, you can create business cards, social media posts, graphic organizers, video ads and more! It goes without saying that Canva is a must when it comes to graphic design.

## Its ease of use

Whether you're a graphic design pro or a beginner, you'll have no problem getting by with Canva. Its interface is minimalist and the different options are well integrated and discarded. You can create exactly what you have in mind either by using the images and illustrations offered by the site or by uploading your own.

## Its free illustrations and patterns

Canva offers thousands of completely free illustrations and templates! So if you lack inspiration in your creative process, the existing models will revive your inspiration and your creativity! Since Canva's illustrations are many and varied, there's definitely something for everyone.

Your best ally in visual or content creation is without a doubt Canva! Using this platform, you will be able to create graphic projects that will stand out. All you have to do is let your imagination run wild!

If you would like to learn how to create a consistent and effective visual identity with Canva, we will be happy to help you! Doussou Formation offers the training that will take you to new heights in terms of graphic design and brand image development. Here's the training you need if you want to consolidate your digital content.

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# Photoshop Training: Complete 4-day course

## Introduction to Photoshop

- History and evolution of the software
- Getting started with the interface
- Overview of key features
- Customizing and managing workspaces
- Introduction to Mini-Bridge

## Mastering the Essentials

- Understanding resolution and image definition
- Difference between image size and canvas size
- Introduction to essential tools: selection, text, hand, zoom, etc.
- Overview of palettes: shapes, layers, colors, paths...
- Understanding CMYK vs. RGB color modes
- Separation modes: print, video, spot color, duotone...
- Using web-safe color palettes

## Image Adjustment and Optimization

- Using the adjustments panel

- Sharpening and correcting curves and levels
- Adjusting brightness, contrast, and saturation
- Enhancing shadows and highlights
- Applying transformations: scale, rotate, flip, warp...

## Working with Layers

- Understanding different types of layers
- Organizing, managing, and merging layers
- Using transparency and blend modes
- Applying adjustment, fill, and text layers
- Creating and managing layer masks

## Selection Tools and Techniques

- Selection tools: Marquee, Lasso, Magic Wand, etc.
- Creating, saving, and transforming selections
- Using options: feathering, quick mask mode, color range
- Applying gradients, swatches, styles, Pantone...
- Hands-on workshop: creating a pattern

## Vector Graphics in Photoshop

- Working with vector shapes
- Using the Pen tool and Bézier curves
- Managing anchor points
- Performing precise cut-outs

## Exporting Your Work

- Saving files for print
- Optimizing and exporting for the web

## Color Management

- Adjusting and applying colors
- Using the Gradient tool

## Paths and Dynamic Shapes

- Handling multiple selections
- Advanced shape properties: rounding and dynamic behavior

## Advanced Photo Retouching

- Using the adjustments panel and histogram
- Targeted corrections: shadows, midtones, highlights
- Advanced tools: lens correction, blur effects, perspective

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# Publisher Training

## Introduction to the Publisher Training

### Getting Started with Microsoft Publisher

- Overview of the software interface
- Understanding interactions and navigation logic
- Key differences between Publisher and standard word processors
- Customizing the workspace for better efficiency

### Structuring a Professional Document

- Preparing and managing pages
- Selecting appropriate layout types
- Using the built-in template library
- Mastering guides and layout rulers
- Managing color palettes, fonts, and master pages
- Customizing page numbers, headers, and footers

### Managing Text Content

- Creating and organizing text boxes
- Editing text and formatting paragraphs
- Working with columns, styles, and linked frames
- Wrapping text around graphic objects
- Importing text from external sources

### Inserting and Styling Visual Elements

- Creating and manipulating graphic elements
- Importing and adjusting images
- Adding borders, shadows, rotations, and visual effects
- Using WordArt and creating drop caps
- Managing layering and alignment

### Creating and Formatting Tables

- Inserting basic tables
- Customizing the look and feel of tables

### Using Themes

- Applying cohesive color schemes and font sets

## Preparing for Export and Print

- Setting up a document for professional printing
- Using the layout checker for print-readiness
- Exporting to PDF or XPS formats
- Creating a web-ready version of the publication

## Professional Printing

- Printer setup and configuration options
- Advanced options such as color separation

## Recommended Complementary Courses

- [PowerPoint Training – Master the Art of Impactful Presentations](#)
- [Canva Training: Design Presentations and Icons](#)

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# Advanced Training: HTML5 / CSS3, JavaScript / DOM + Responsive Design

## Advanced Training Introduction: HTML5/CSS3, JavaScript/DOM + Responsive Design

Why HTML5?

Tag formatting

HTML, CSS, XHTML, XML, HTML5 standards

The W3C and validators

Encoding logic, ISO-8859-1, UTF-8,...

## Basic Concepts Review

Tag types

Style rule syntax

CSS positioning (relative, absolute, float, display)

Practical Workshop: *Create an XHTML/CSS site*

## Transition to HTML5

Syntax, new doctype, and tools

Structure and semantics

Div and span

New HTML5 tags

Practical Workshop: *Rebuild our site using HTML5/CSS3*

## Multimedia Tags

Insert an image (<img> tag)

Insert a video (<video> tag)

Insert audio (<audio> tag)

Browser compatibility

Practical Workshop: *Use JavaScript to control audio and video objects*

## Forms

New types for <input>

New attributes

New elements <output>

Form validations in HTML5

Practical Workshop: *Create an HTML5 form*

## Drawing: Dynamic Image Creation with JavaScript

Canvas tag

SVG

Drawing shapes (rectangle, circle, etc.)

Colors, fills, gradients

Practical Workshop: *Enhance video playback with a progress bar*

## Geolocation

Overview

Positioning (latitude, longitude)

## CSS3

Overview

Syntax, CSS3 prefixes

Rounded corners

Drop shadows

Text-Shadow

Box-shadow

Linear gradients

font-face

Attribute selectors

## CSS3: Transformations, Transitions, and Animations

Rotation

Translation

Animations

Practical Workshop: *Animate various element properties*

## Introduction to JavaScript

JavaScript Basics

Core JavaScript concepts

Event handling

Dynamic CSS management

Practical Workshop: *Validate fields in our contact form*

## Document Object Model

What is the DOM?

Node concept

Node hierarchy (DOM Tree)

Relation properties

State properties

Node access methods

Firefox DOM Inspector

Modify HTML content

Modify HTML element styles

Practical Workshop: *Create a photo gallery*

## **Responsive Design**

Principles

CSS 3 Media Queries

Practical Workshop: *Create a multi-platform site (smartphone, tablet, etc.)*

## **Using Bootstrap**

Introduction to Bootstrap

Bootstrap installation

Grid system for positioning

Layouts

Responsive Design

Practical Workshop: *Create a page using Bootstrap*

## **Bootstrap Components**

Dropdown menus

Navigation bars

Breadcrumbs