

Canva for Business: Design Like a Pro (Presentations & Graphics) (vLearn Programme)

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

vLearn
HKPC Virtual Learning

Are you frustrated that your presentations and promotional visuals lack a truly professional feel?

Learn to use Canva and its AI tools to instantly create stunning business presentations and marketing graphics that communicate with impact.

Programme Code	10017879-13
Programme Duration	47 minutes (Valid until December 2027)
Platform	HKPC Academy vLearn
Medium	Cantonese and Putonghua version (with English and Chinese subtitles)
Course Fee	HK\$100 (with 9 vLearn programs for free)
Certificate Award	A *Certificate of Accomplishment will be awarded to participants who have completed the course

*Only English version of Certificate of Accomplishment is provided

Training Objectives

- Design professional business presentations using Canva's tools
- Create compelling marketing visuals, including social media graphics, posters, and product mockups, etc
- Enhance visual communication for business purposes

Inquiry: Mr Terence LUEN | +852 2788 5318 | terenceluen@hkpc.org
Ms Becky YU | +852 2788 5029 | beckyyu@hkpc.org

Course Outline

1. Introduction to Canva for Business

- What Canva is and how it supports visual communication
- Common business applications: marketing images, event posters, social media content, professional presentations

2. Professional Presentation Design in Canva

- Selecting presentation templates
- Design principles: consistency, spacing, typography, and color harmony
- Using icons and visuals to simplify complex information
- Business examples

3. Creating Images & Posters Using Templates

- Selecting business-friendly templates (presentations, posters, social posts)
- Poster templates, typography, and overall visual design
- Replacing text, icons, colours, and photos
- Business examples

4. Product Shots & Mockups

- Enhancing product photos using Canva's editing tools
- Using frames and mockup elements
- Highlighting key features in a clear business layout
- Business examples

Enrolment Method

Scan the QR code to complete the enrolment and payment online.



<http://u.hkpc.org/b5M>



Course Title	Learning Objective/Outcomes	Duration
Agile Project Management	- Differentiate between Waterfall and Agile Project Management, noting their pros and cons - Examine the rise and uses of Agile Project Management - Uncover Agile Project Management's significance, mindset, and team structure - Inspire "Empathy" and "Innovation" in Agile Project Management implementation	Around 60 minutes divided into several learning sessions
Customer Centric Marketing: From User Interface to User Experience	- Define good customer experience - Explore the importance of Customer Experience in the Experience Economy - Learn about 4P, 4C, and 4E in marketing and their relationships - Differentiate User Experience (UX), User Interface (UI), and Customer Experience (CX) - Define good UX and the Design Thinking Process	Around 60 minutes divided into several learning sessions
Cyber Security Essentials	- Stay updated on cybersecurity news and trends - Learn about internet security measures to safeguard digital assets - Recognise and prevent phishing attacks - Understand preventive measures to counter cyber threats	Around 60 minutes divided into several learning sessions
ESG in Business Applications	- ESG definition and worldwide/local trends - Impact of global climate change on business sustainability - Implementation of sustainable practices in your company - Employee contributions to company sustainability goals	Around 60 minutes divided into several learning sessions
Understand Artificial Intelligence (AI)	- Gain a foundational understanding of the core technology – AI and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 54 minutes divided into several learning sessions
Understand Blockchain Technologies	- Gain a foundational understanding of the core technology – Blockchain and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 53 minutes divided into several learning sessions
Understand Cloud Computing	- Gain a foundational understanding of the core technology – Cloud and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 50 minutes divided into several learning sessions
Understand Big Data and Data Analytics	- Gain a foundational understanding of the core technology – Big Data and its relevance in today's business landscape - Explore real-world examples and case studies demonstrating how various industries leverage the technology to solve problems and drive innovation - Discuss the challenges and ethical considerations associated with this technology	Around 60 minutes divided into several learning sessions
AI Gym	- Understand the basic concept of AI Gym - Learn about the AI principles for effectively prompting - Apply the AI framework to make a PowerPoint Presentation	Around 22 minutes