

Canva AI & Canva Code: Next-Level Visual Generation and Interactive Creation

Course Duration: 1 day; Instructor-led

Time Schedule: 9am-5pm

Lunch: 1:00pm- 2:00pm

Morning Tea-break: 10:30am-10:45am

Afternoon Tea-break: 3:30pm -3:45pm

INTRODUCTION

This advanced Canva AI program focuses on the newest AI-driven tools available in Canva's 2025 Visual Suite. Participants will learn how to generate text, images, layouts, and interactive components using Canva AI and Canva Code. The goal is to help professionals accelerate content creation, enhance communication materials, and build simple interactive experiences without programming skills.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

- Use Canva AI tools for text, image, and video generation.
- Apply Magic Write and Magic Media confidently to develop ideas and visuals.
- Edit, enhance, or transform visuals using AI-assisted editing tools.
- Understand Canva Code and build simple interactive widgets.
- Produce a final AI-generated design or interactive prototype.

REQUIREMENTS FOR PARTICIPANTS:

- Laptop or desktop computer.
- Stable internet connection.
- Canva Pro account (required for AI and Code features).
- Latest Google Chrome or Microsoft Edge.
- Bring existing content (poster, report, or graphic) to upgrade using AI.

METHODOLOGIES

Lectures and hands-on exercises.

TARGET AUDIENCE

Sales and Marketing personnel and graphic designers.

COURSE CONTENTS

Module 1: Understanding Canva AI

Description:

Overview of Canva's AI ecosystem and how it enhances communication tasks. Participants learn how AI is integrated into the design process and explore each major AI tool.

Tools Used:

Magic Write, Magic Media, Magic Edit, Magic Erase, Magic Switch (format conversion), Smart Layout AI.

Module 2: AI Text Generation with Magic Write

Description:

Participants learn how to generate headlines, captions, blurbs, reports, and content variations using Canva's AI text engine. Includes prompt structure, tone control, summarisation, and rewriting.

Tools Used:

Magic Write, Canva Docs, Text Styling Tools.

Module 3: AI Image & Video Generation with Magic Media

Description:

Participants learn how to generate high-quality images, concept visuals, product shots, and background scenes using text prompts. Includes understanding styles, realism, consistency, and limitations.

Tools Used:

Magic Media (Text-to-Image), AI Video Generation, Magic Edit, Magic Morph.

Module 4: Canva Code – Building Simple Interactive Elements

Description:

Introduction to Canva Code and how it allows users to build interactive widgets without coding knowledge. Participants will learn basic logic through examples such as:

- Click-to-reveal cards
- Simple score or points calculator
- Interactive dashboards
- Dynamic cards for presentations

Tools Used:

Canva Code Editor, Variables, Logic Builder, Interactive Components.

Module 5: Capstone Project – AI Campaign or Interactive Prototype

Description:

Participants choose a path:

1. Build an AI-generated design set (poster, social post, or visual campaign), or
2. Build a simple interactive tool using Canva Code.

They combine AI writing, AI visuals, and Canva Code to present a final output by end of day.