

VETech

Digital Skills for Tomorrow's SMEs
2024-2-HU01-KA210-VET-000295830

Small-scale partnerships
in vocational education and training
(KA210-VET)



TOOLKIT
FOR SMALL AND MEDIUM ENTERPRISES (SME)
Level: Beginner

DIGITAL CONTENT CREATION

- Visual content creation with Canva in business -



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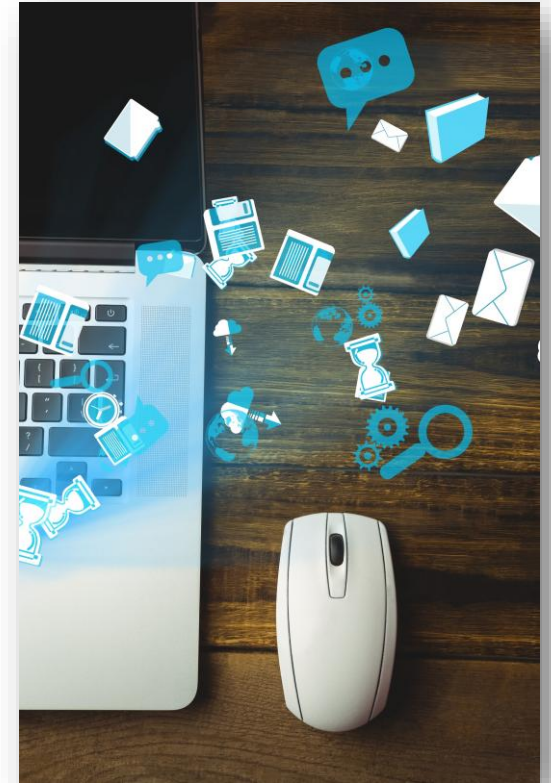
The goal of the VETech toolkit:

The development of digital skills of students and teachers participating in vocational education, and the support of the digital transformation of small and medium-sized enterprises (SMEs) with free-of-charge digitally accessible learning materials that promote the development of the stakeholders' digital skills, thereby ensuring that the digital skills acquired in vocational education are aligned with the needs of market players.

Digital content creation – Visual content creation with Canva in business learning material's aim:

This online learning material provides support to help small and medium-sized enterprises consciously and effectively **integrate the basic use of Canva**, as a visual content creation tool, into their everyday workflows. Digital content creation tools have become essential for SMEs, as online presence fundamentally influences visibility, customer relations, and market competitiveness.

Online platforms serve as primary sources of information for consumers and partners, so businesses must be able to create relevant and (audio)visually appealing content quickly and efficiently.



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The toolkit targets three groups, which are:

Students in vocational education

Trainers in vocational education

SMEs

All 3 target groups find dedicated learning materials in the following three areas:

Artificial intelligence (AI)

Online collaboration

Digital content creation

The structure of each learning material is as follows:

1. Introduction sheet (general summary of the tool)
2. PowerPoint presentation with the detailed learning material
3. Worksheet to support the practical application of the learning material (hands-on exercise)
4. Questionnaire for review (test)

Please note that the developer of Canva continuously updates the platform, so certain functions may appear in different locations or newly added features may not be included in the learning material by the time you study it.

Nevertheless, this material offers an excellent opportunity to **learn the basic use of the Canva**, as visual content creation tool.

Date of creation of the learning material: December 2025



WHAT IS DIGITAL CONTENT CREATION?

Digital content creation is one of the fundamental areas of modern communication. It encompasses all processes aimed at producing and editing various types of digital content, such as images, videos, audio materials, infographics, animations, presentations, social media posts, podcasts, websites, and many other types of content intended for online use.



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✓ **Cost-effectiveness**

- ✓ Digital tools, especially free platforms, allow the creation of visual and interactive content without significant costs. Moreover, digital content is much cheaper than traditional printed materials.

✓ **Quick response and flexibility**

- ✓ Online content can be quickly updated, modified, and repurposed. This enables fast reactions to market trends, audience feedback, and more.

✓ **Multimedia capabilities**

- ✓ Digital content can combine images, videos, audio, animations, and interactive elements, making the message more engaging. Multimedia helps convey information more effectively and maintain attention.

✓ **Creativity and customization**

- ✓ Modern content creation tools allow for unique visual designs using templates and customizable elements. Creative solutions help stand out from competitors.

✓ **Artificial intelligence support**

- ✓ AI integration makes content creation faster and easier. Features such as automatic image generation, text editing, background removal, and campaign optimization significantly reduce manual work. Of course, this should be applied in a way that preserves the creator's unique style or, for example, the company's brand identity.



✓ Time and learning requirements

Although the tools are user-friendly, creating effective digital content requires mastering both creative and technical skills. For beginners, learning the different programs and functions can be time-consuming.

✓ Quality variability

Since content is often not created by professionals, not all digital content will be of the same quality. Less appealing visuals or inconsistencies can harm a brand's credibility.

✓ Platform dependence

Many digital content creation tools offer certain features only with premium subscriptions. Additionally, due to different platform algorithms and format requirements, content may not display optimally across all channels.

✓ Data security and legal issues

When creating digital content, attention must be paid to copyright, data protection regulations, and similar considerations. Improper use can result in legal consequences.



Digital content creation has become an **indispensable tool** for small and medium-sized enterprises, as **online presence** fundamentally affects visibility, customer relationships, and market competitiveness. Internet platforms and social media serve as primary sources of information for consumers, so businesses need to be able to **quickly and effectively create relevant, (audio)visually appealing content**.

Digital content provides an **opportunity to develop and strengthen a brand's unique identity** while directly supporting **sales and marketing activities**. Creative visual materials, posts, infographics, or short videos convey messages quickly and enable businesses to capture the attention of the target audience.



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FOR BUSINESS GOALS

1. Visual content creation platform – Canva

- A wide range of pre-designed templates for social media posts, presentations, and posters;
- Cloud-based storage, allowing projects to be accessed anytime, anywhere, and easily shared with team members;
- Built-in graphic and photo editing tools, as well as AI features (text generation, image creation, background removal);
- Supports multiple export formats: JPG, PNG, PDF, GIF, video.



2. Video creation platform – CapCut

- Includes templates for short social media videos and ads;
- Allows easy addition of text, audio, music, and effects;
- Available on mobile, ideal for fast content production;
- Free version offers wide functionality, with additional effects in the subscription version.



FOR BUSINESS GOALS

3. Podcast creation platform – Spotify for Creators

- Easy to use on any device (tablet, phone, laptop, desktop);
- Directly shareable on major streaming platforms (Spotify, Apple Podcasts, etc.);
- Supports individual, pair, or group work;
- Tracks viewership, reception, and audience through available statistics.



4. Infographics and data visualization – Piktochart

- Allows creation of various types of visual content: infographics, charts, presentations;
- User-friendly drag-and-drop interface with easily customizable elements;
- Cloud-based storage, fast sharing, and export in PDF, JPG, or PNG formats;
- Can be integrated with other applications (e.g., PowerPoint, Google Slides).



WHAT IS CANVA?

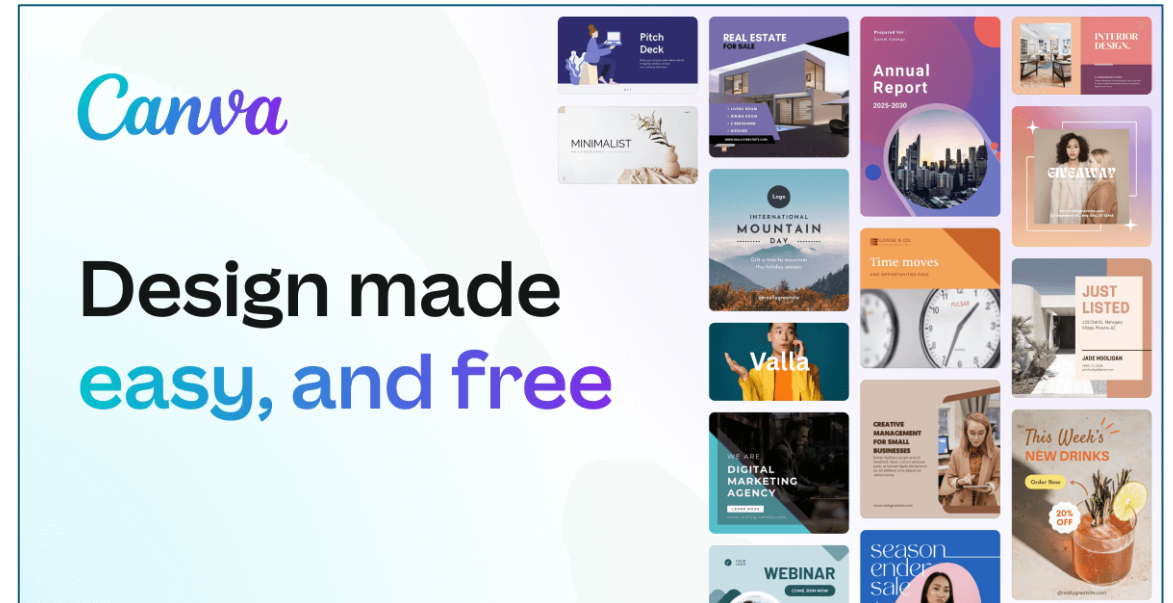
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Canva is a **cloud-based digital content creation platform** that enables users to quickly and easily produce professional visual materials.

The platform was launched in 2012, and since then it has become one of the most popular tools for creating graphic designs, social media content, presentations, posters, infographics, and marketing materials.

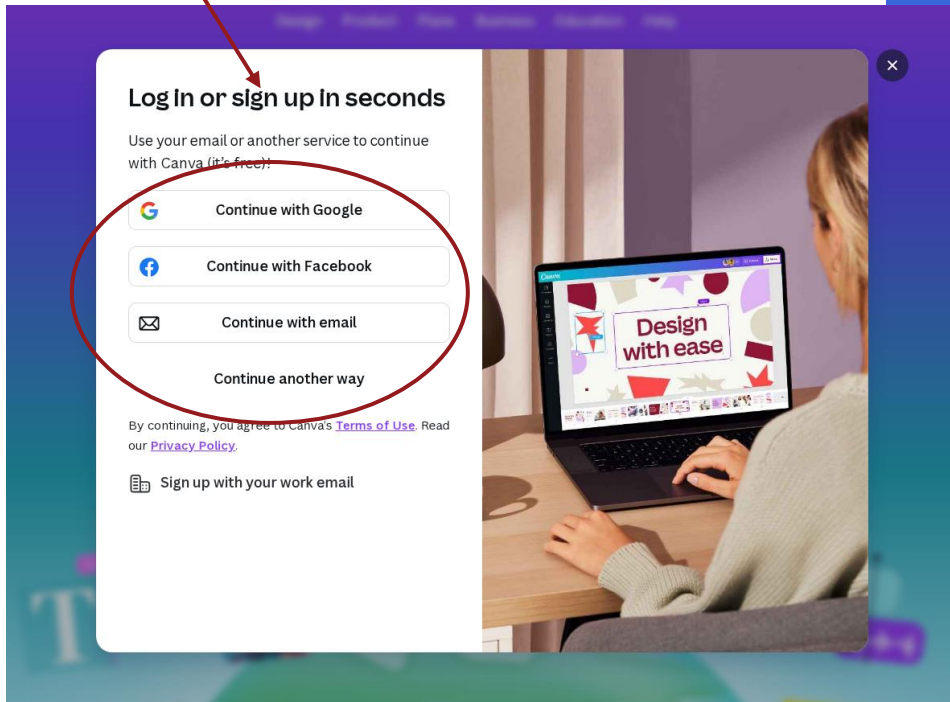
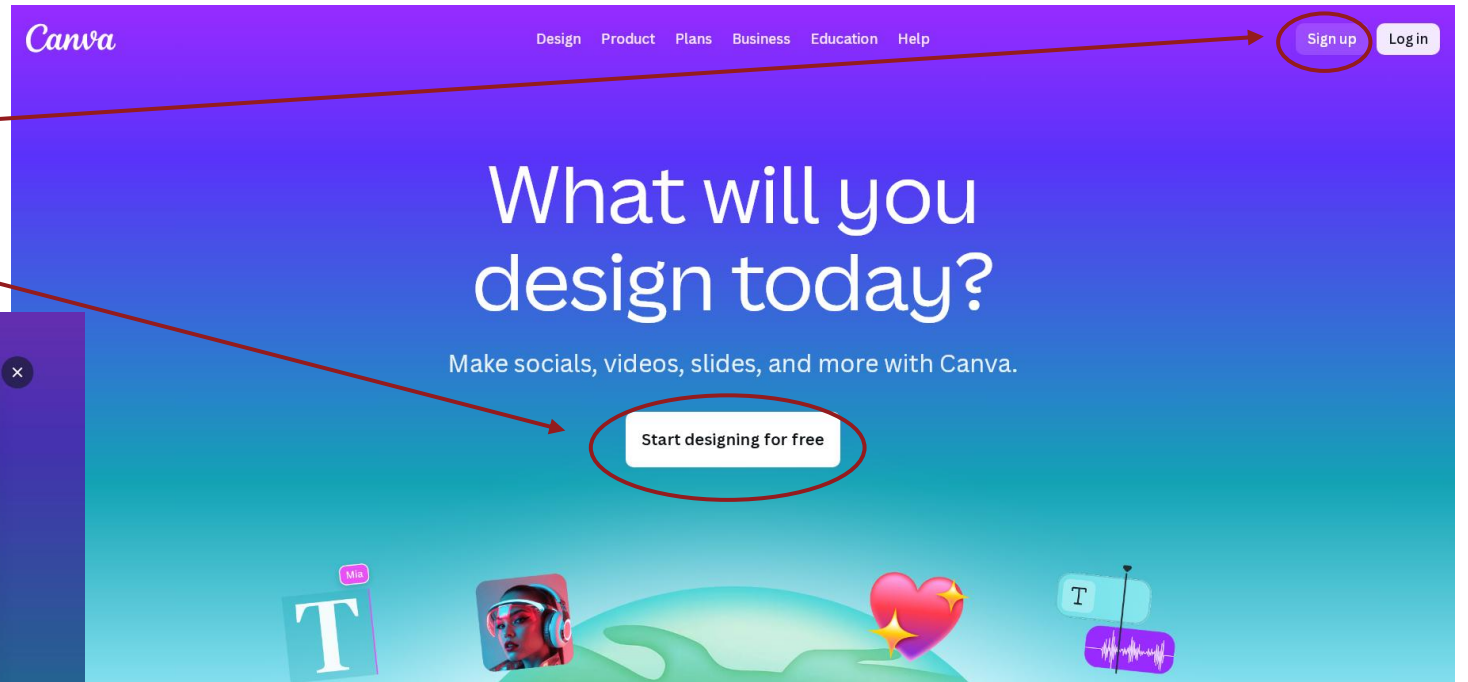
Canva's main goal is to make visual content creation and communication accessible to everyone, regardless of whether the user has any prior graphic design experience or not.



- Professional visual content quickly and easily
- User-friendly drag-and-drop editor interface
- Thousands of pre-designed templates
- A wide range of tools for customizing images, backgrounds, graphic elements, icons, and fonts
- Cloud-based file storage
- Integrated AI features (CanvaPro)
- Accessible on mobile and in the browser
- Free account (or CanvaPro for more features)
- Serves a wide range of users, e.g., business, education, etc.

Canva

1. www.canva.com
2. Free registration
3. Choose a registration option!



Templates: select from pre-designed templates to customize

Search:

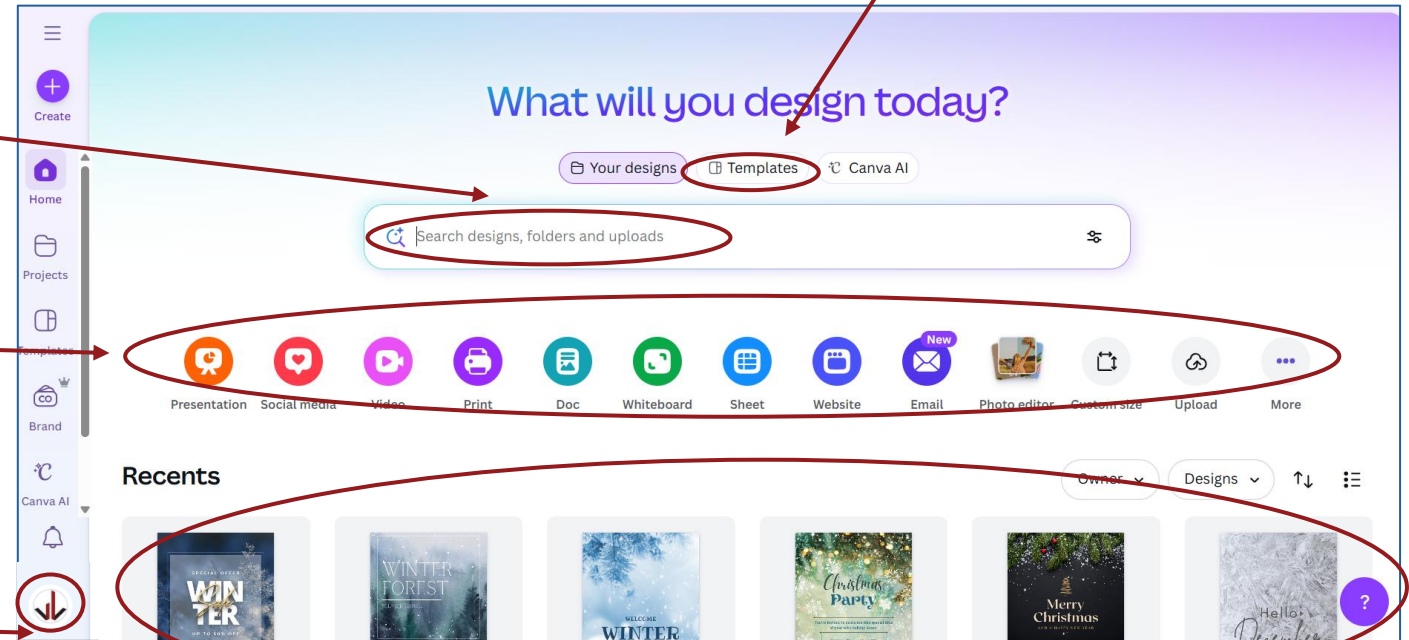
search among plans edited and files uploaded.

Content forms:

choose what type of content you wish to create/design

Account: settings and details of account

Recents: previously created contents that the platform stores and can be reused, edited, or modified at any time.



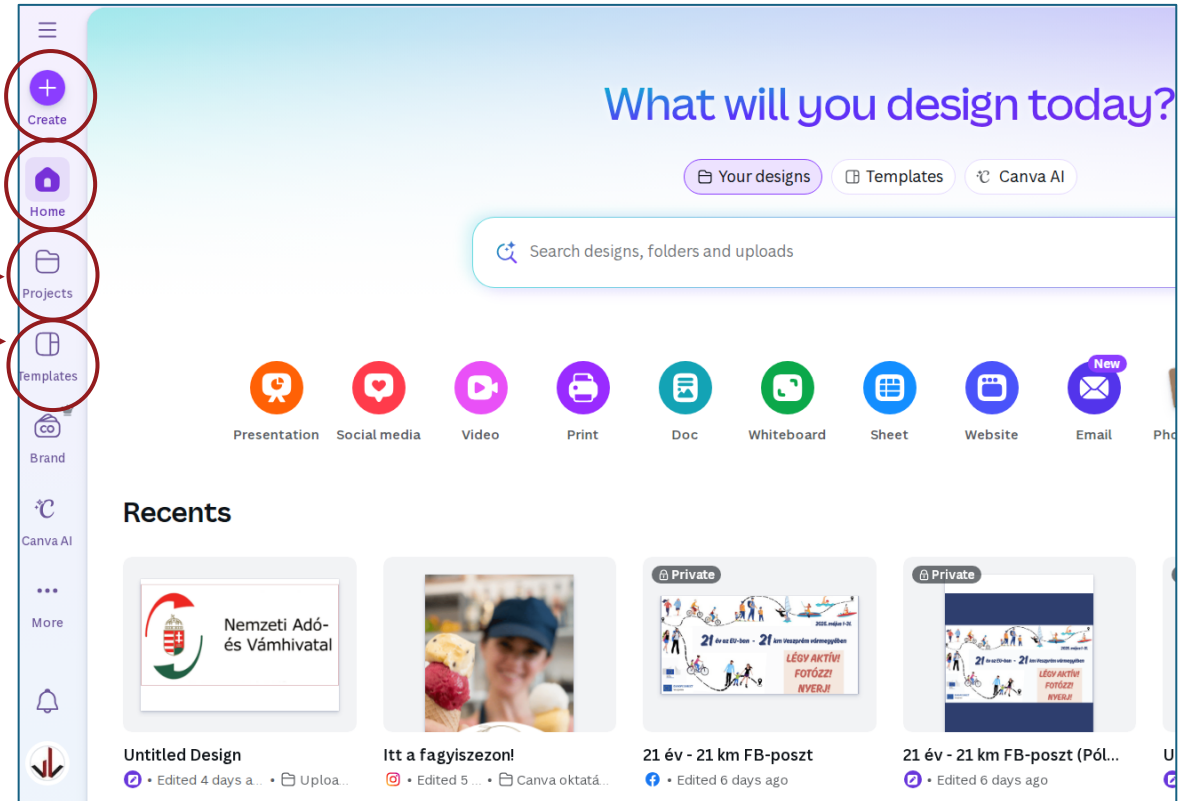
Left side menu:

Create: create new plan

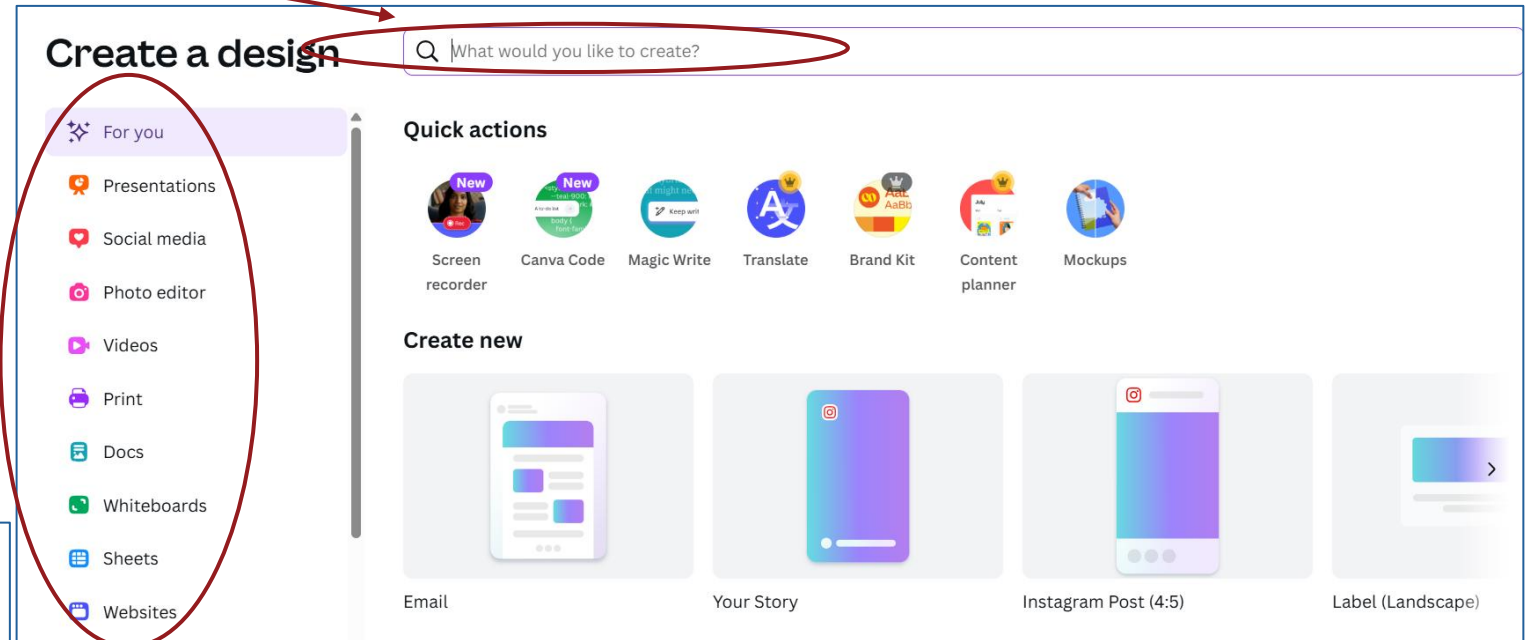
Home: back to the homepage

Projects: view and edit previous plans

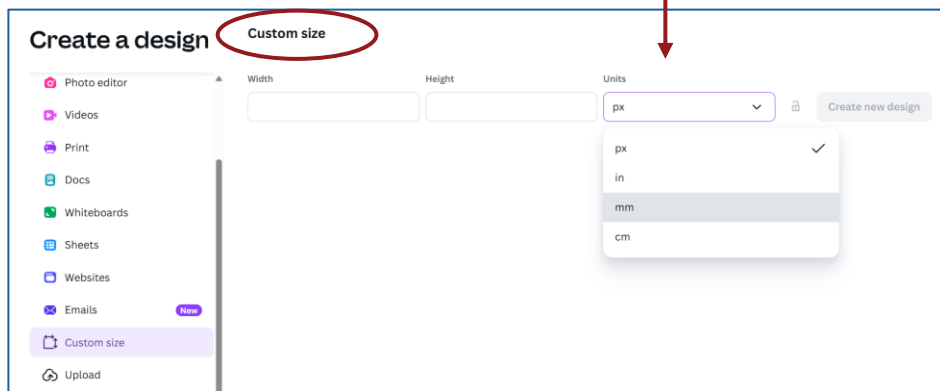
Templates: select from pre-designed templates and customize



You can choose from various types of design or enter into the search bar what you want to create.



Defining size is also possible.



CANVA FUNCTIONS

Name of the plan

21 év - 21 km FB-poszt

Design: search among designs

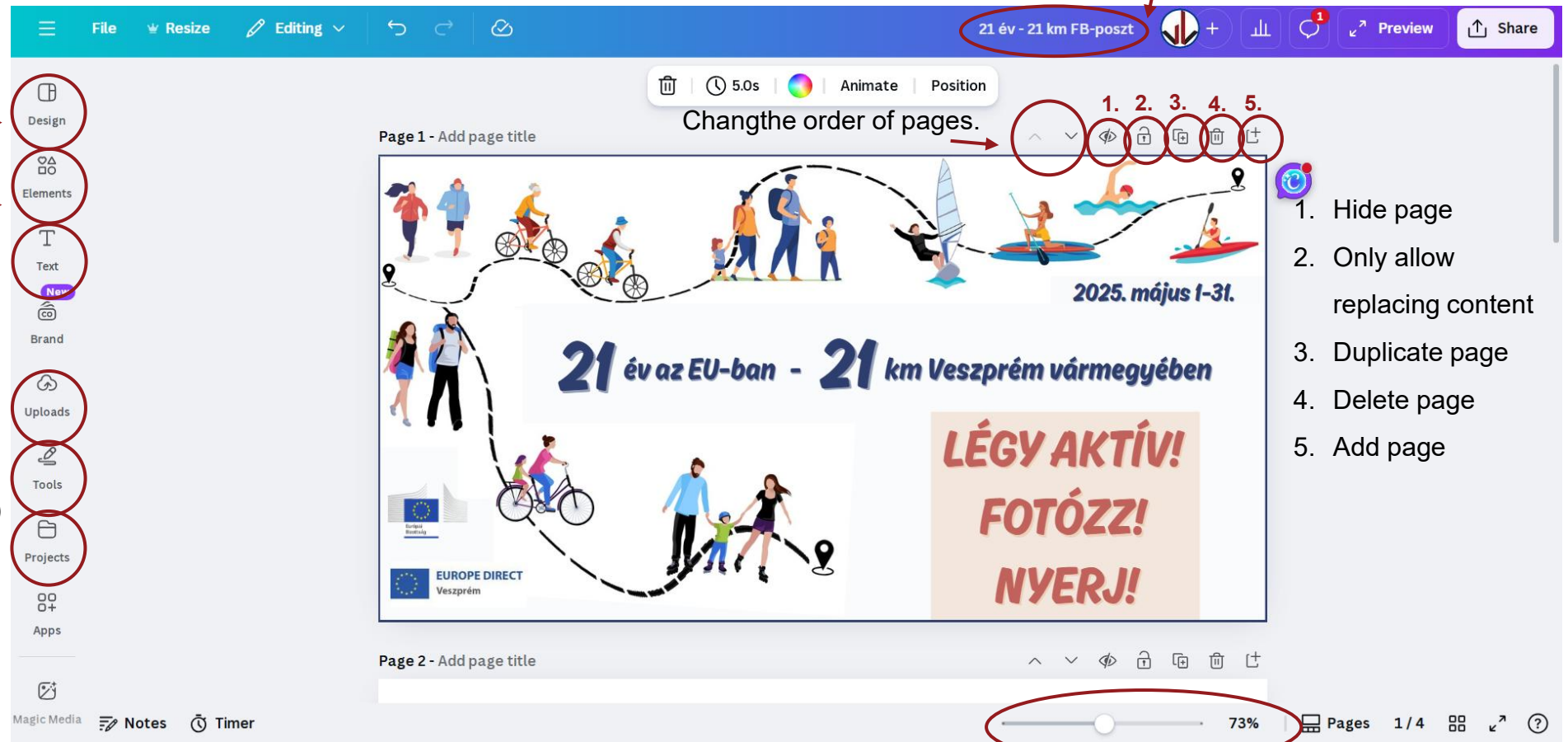
Elements: insert shapes, icons, illustrations, graphics, and lines

Text: insert headings, subheadings, and text boxes

Uploads: upload pictures, sounds, music etc.

Tools: extra features and integrations (image generation, spreadsheets etc.)

Projects: review and open previous plans and folders

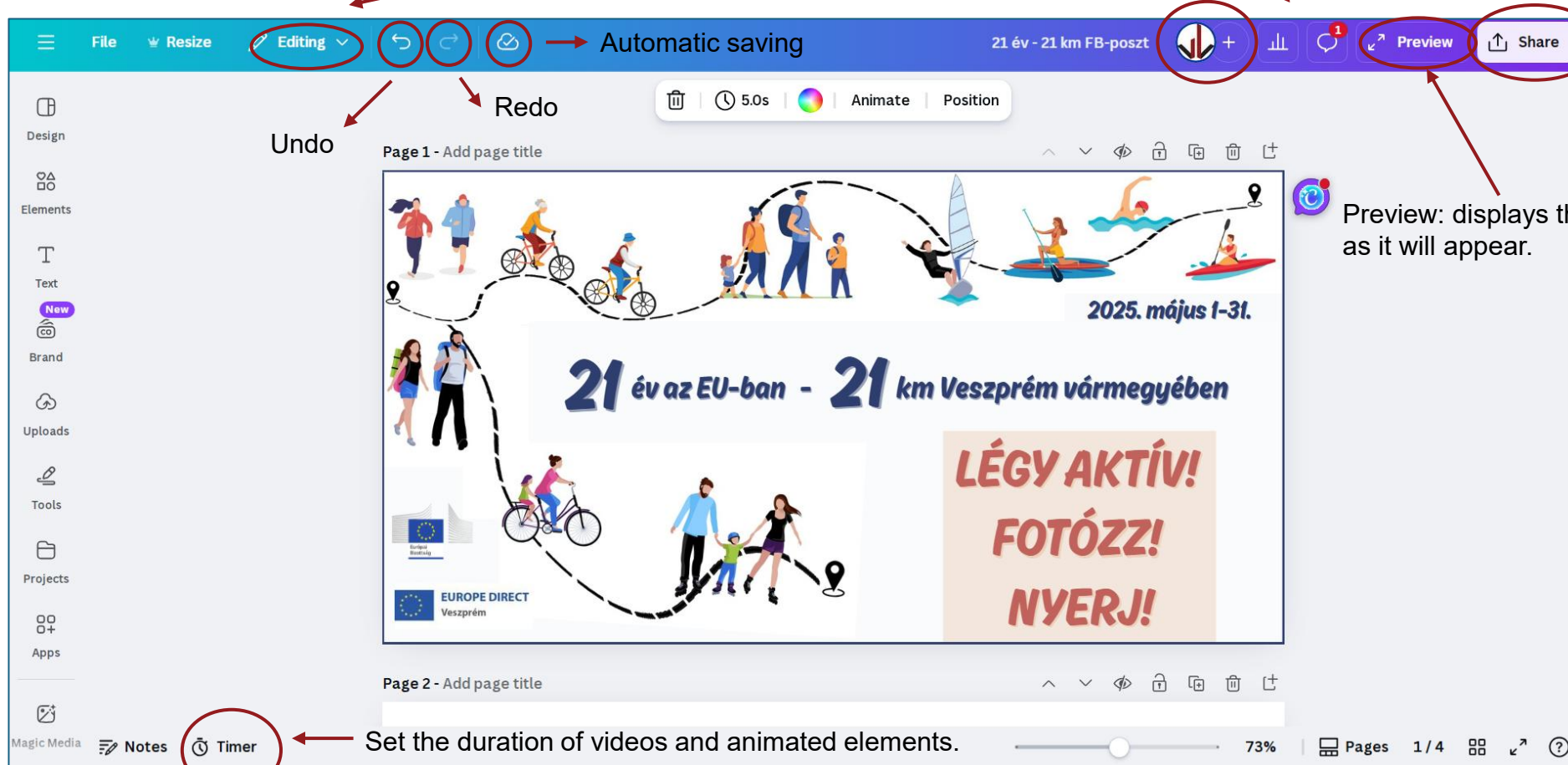


Zoom in and out

CANVA FUNCTIONS

When sharing a design, you can specify what access permissions the other person will have.

Share the plan with others



Undo

Redo

Preview: displays the entire design as it will appear.

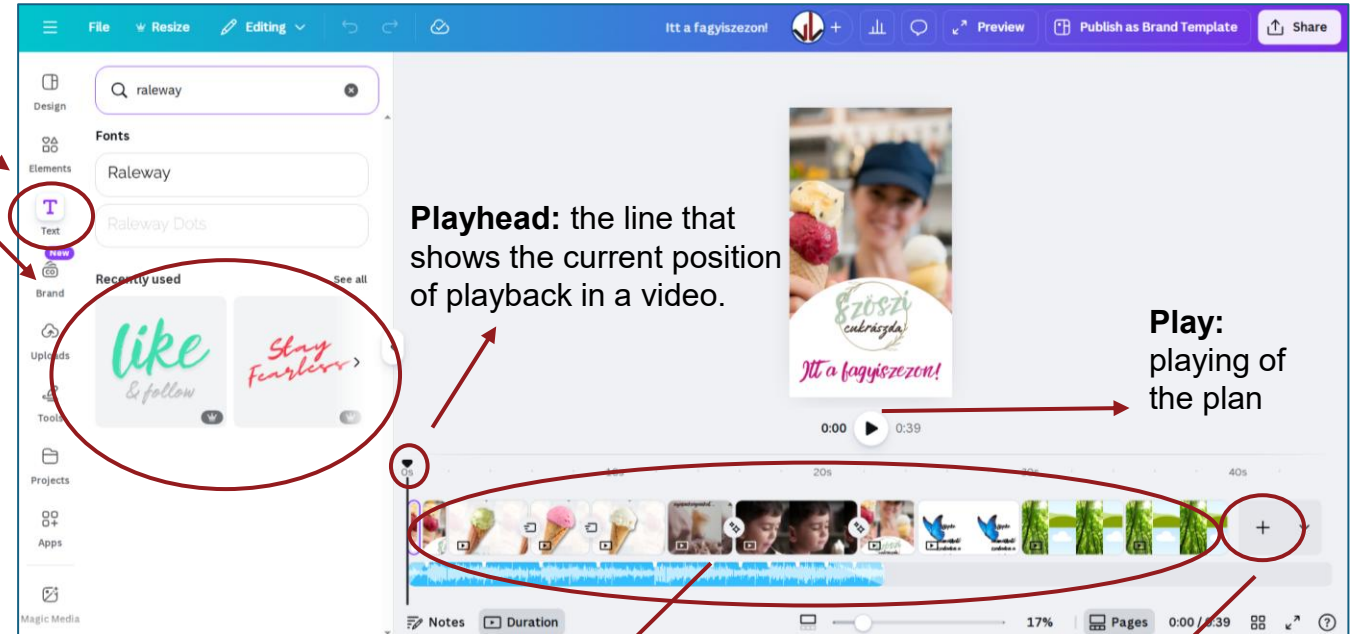
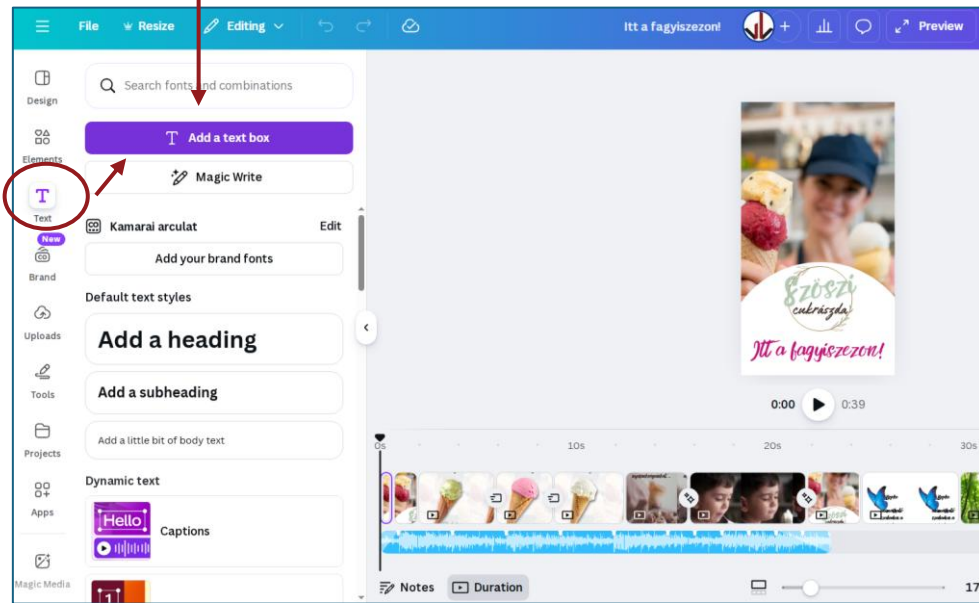
Share: details on slide no 27

Set the duration of videos and animated elements.

Writing and designing text:

When inserting text, you can search and select font, and the program also suggests previously used font combinations or new ones.

Add a text box



Timeline: indicates that the design consists of multiple pages. The blue bar below represents the audio track, showing that music has also been added to this design.

„+”: Add a new page option

WORKING ON A CANVA PLAN

When editing text, a toolbar with various functions appears above the design:

The image shows a screenshot of the Canva editor interface with several toolbars and panels annotated with red arrows and text labels:

- Choose font**: Points to the font name dropdown (currently 'Rebel').
- Choose font size**: Points to the font size input (currently '148').
- Choose font colour**: Points to the font color selection tool.
- Text transparency**: Points to the opacity slider.
- Font size and line spacing**: Points to the font size and line spacing controls.
- Bullet point option**: Points to the bullet point icon.
- Effects**: Points to the 'Effects' tab in the toolbar.
- Position**: Points to the 'Position' tab in the toolbar.
- Format painter**: Points to the format painter icon.
- Position: arrange the order of layers (text, image, shape, etc.) above or below each other.**: Points to the 'Position' panel.
- Change the order by drag&drop**: Points to the 'Layers' section of the 'Position' panel.
- Animation: add motion to elements or pages, making them dynamical**: Points to the 'Animate' panel.

The 'Effects' panel shows various text effects like 'None', 'Shadow', 'Lift', 'Hollow', 'Splice', 'Outline', 'Echo', 'Glitch', and 'Neon'. The 'Animate' panel shows various animation options like 'Merge', 'Block', 'Burst', 'Bounce', 'Roll', 'Skate', 'Spread', and 'Clarify'. The 'Position' panel shows a list of layers with a 'Layers' section where the order can be changed by drag&drop.

Elements:

The Elements category contains a wide variety of items:

Shapes

Circles, squares, triangles, lines, arrows, icons, etc.

Illustrations

- Drawn characters
- Decorative elements
- Stylish graphics

Photos and stock images

Audio files

Videos and GIFs

Short video clips, moving backgrounds, animations

Stickers

Animated or static stickers

Background elements

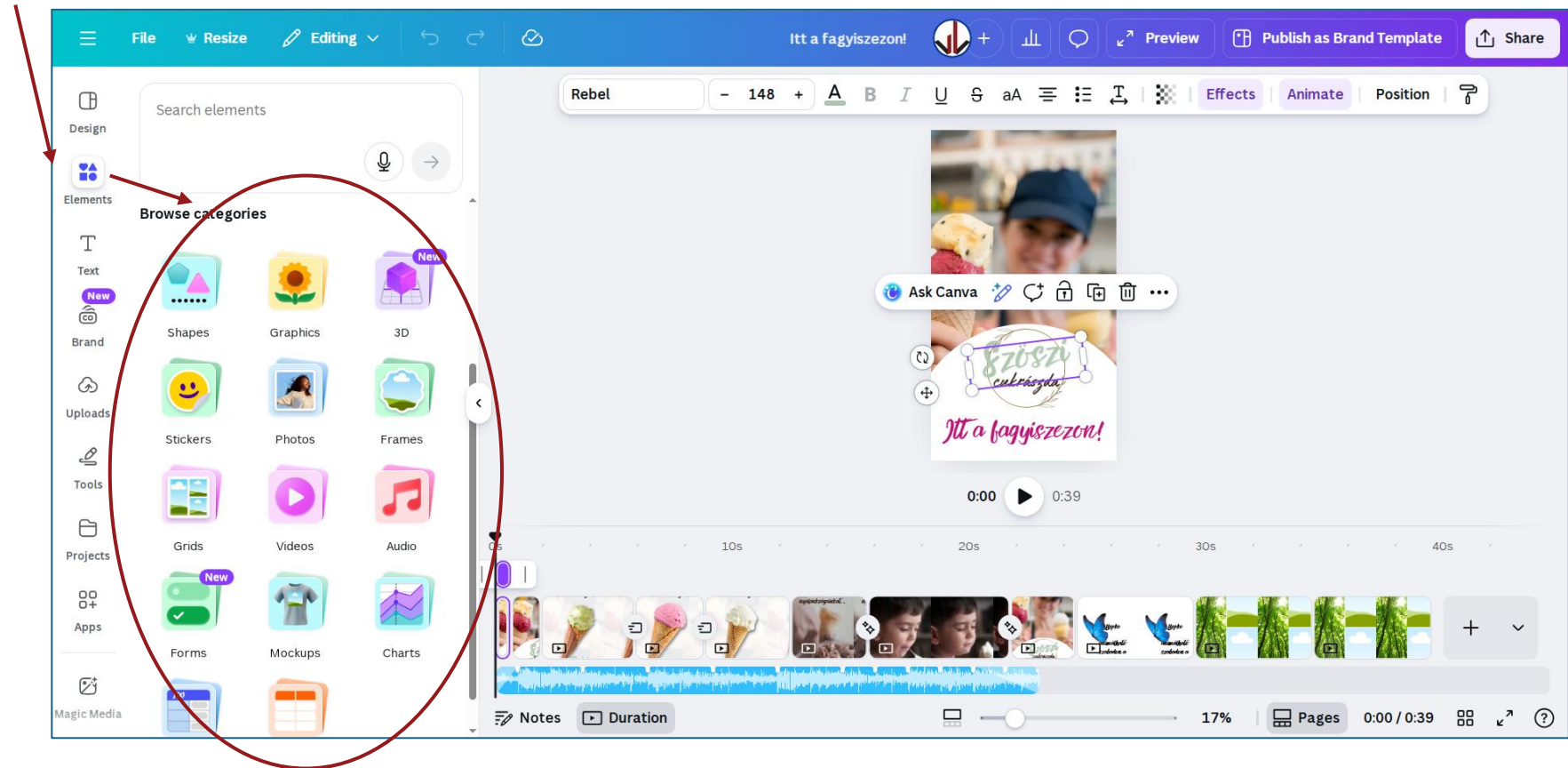
Patterns, textures, gradients

Charts and graphs

Bar charts, pie charts, flowcharts, etc.

Grids, and frames

Details on slides 24–25.



Editing pictures:

When editing pictures, a toolbar with various functions appears above the design:

Set image properties

The screenshot displays the Canva editor interface. On the left, the 'Adjust' panel is open, showing sliders for Tint, Light, Brightness, Contrast, Highlights, Shadows, and Whites. The 'Adjust' button in the top-left corner of this panel is circled in red. In the center, the 'Edit' toolbar is visible, with the 'Edit' button circled in red. On the right, a video player shows a woman holding an ice cream cone. The video player's toolbar includes buttons for 'Cut image', 'Flip vertical/horizontal', 'Change colour', and 'Set transparency'. Red arrows point from these labels to the corresponding buttons in the video player's toolbar. The video player also shows a progress bar and a play button.

A variety of filters can be applied to the image, and the background can be changed or removed, etc.

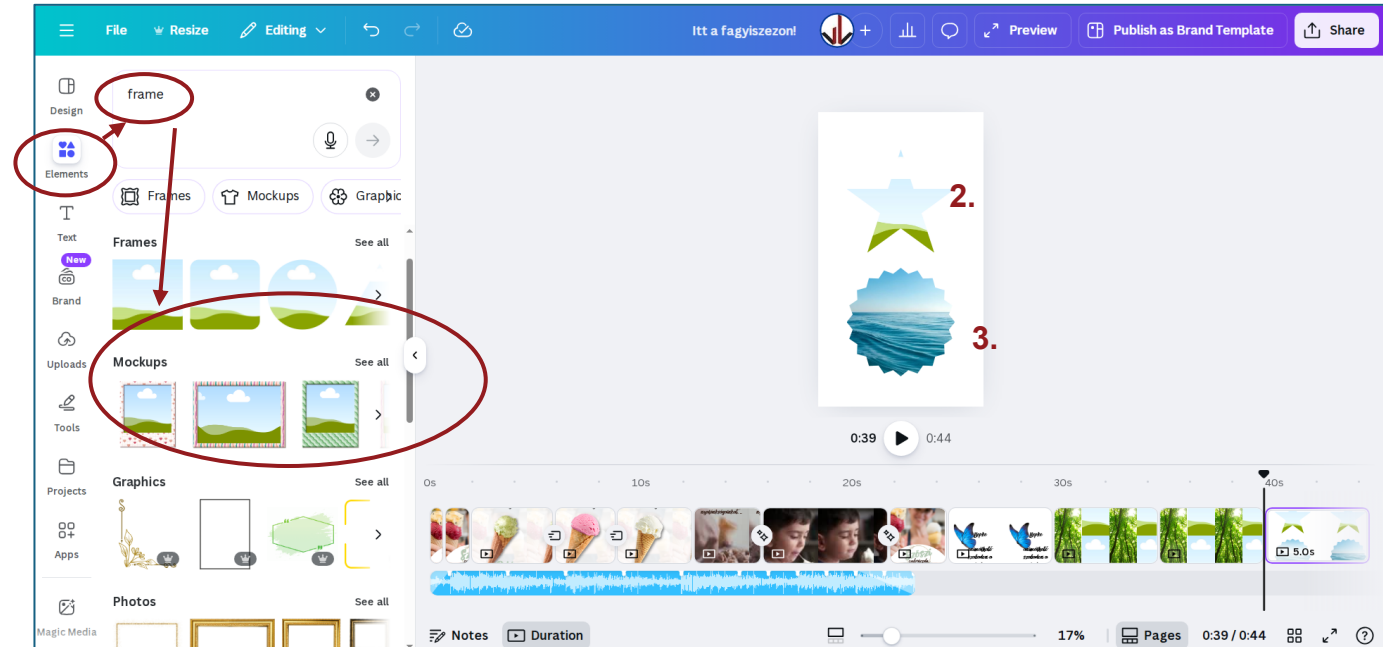
Picture in frame

What is a frame?

A frame is a graphic element that determines the shape in which an image appears (such as a circle, heart, laptop screen, text shape, etc.). The image automatically adjusts to the shape of the frame.

How to place an image into a frame?

1. Click on the Elements menu and type *Frame* into the search bar, then choose from the available options.
2. The frame will appear on your page.
3. Drag your image onto the frame (the image will automatically snap into place).
4. By double-clicking, you can move and resize the image within the frame.



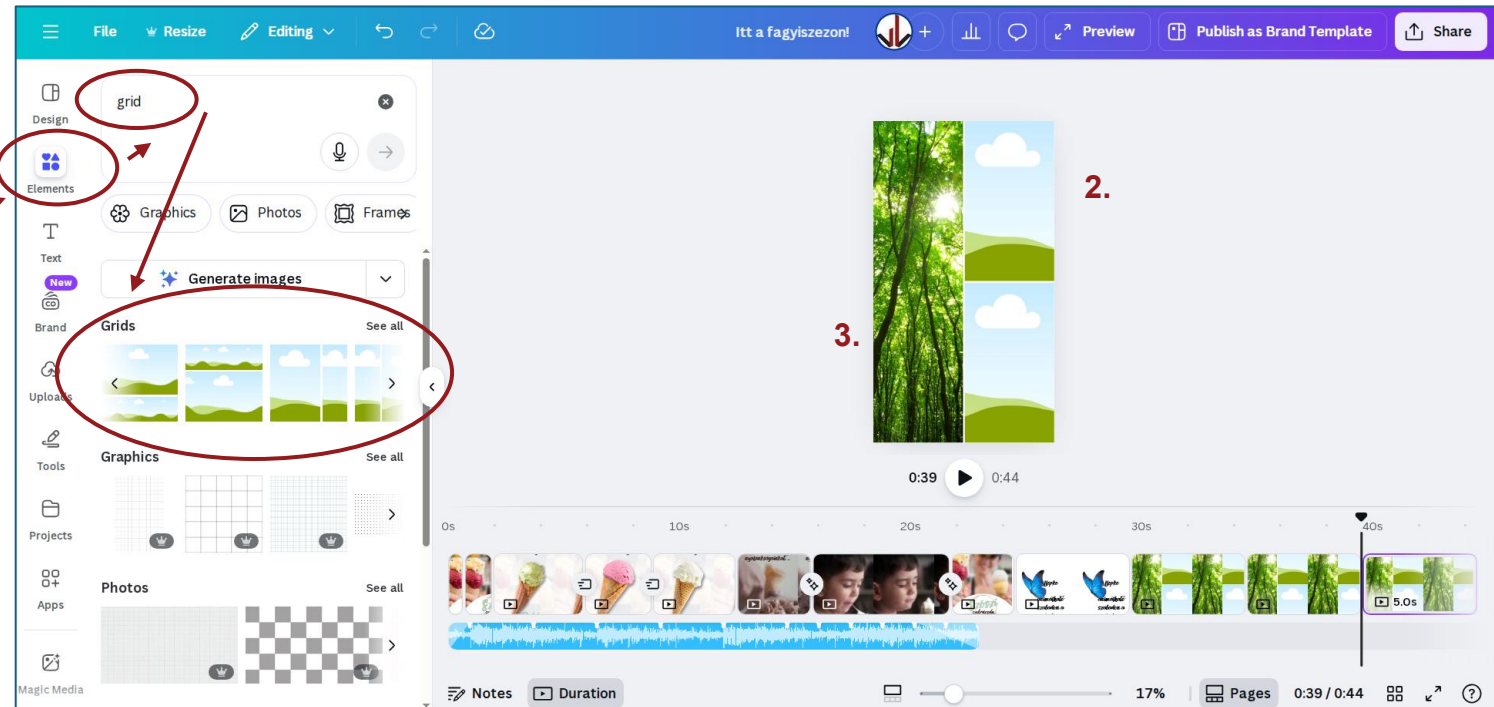
Pictures in grid

What is a grid?

A grid is a layout template that holds multiple images. It helps you create an even, structured, and harmonious arrangement using several photos.

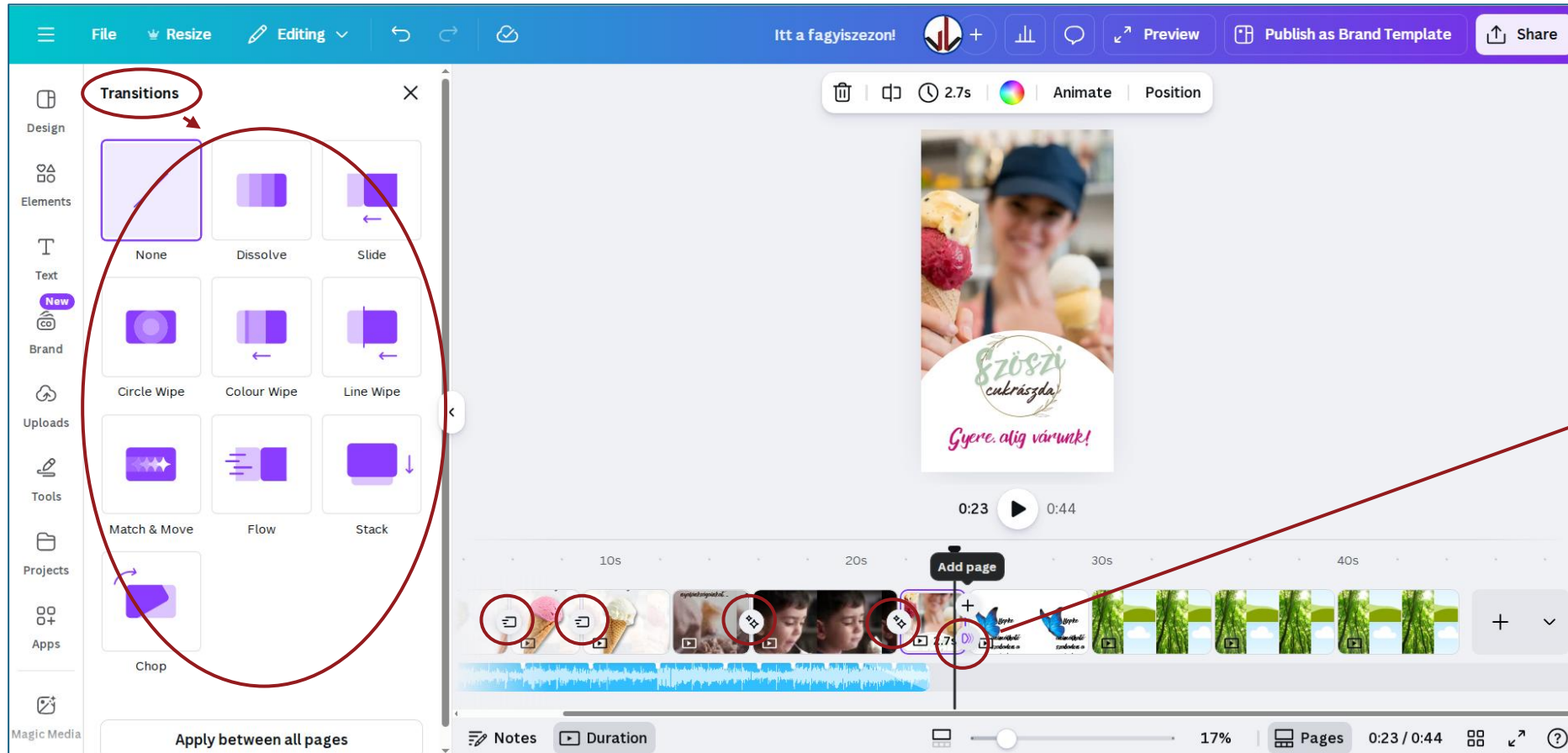
How to place images in a grid?

1. Click on the Elements menu and type *Grid* into the search bar, then choose from the available options.
2. The grid will appear on your page.
3. Drag your images into the cells (the images will automatically adjust).
4. The size and proportions of the cells can be adjusted flexibly.



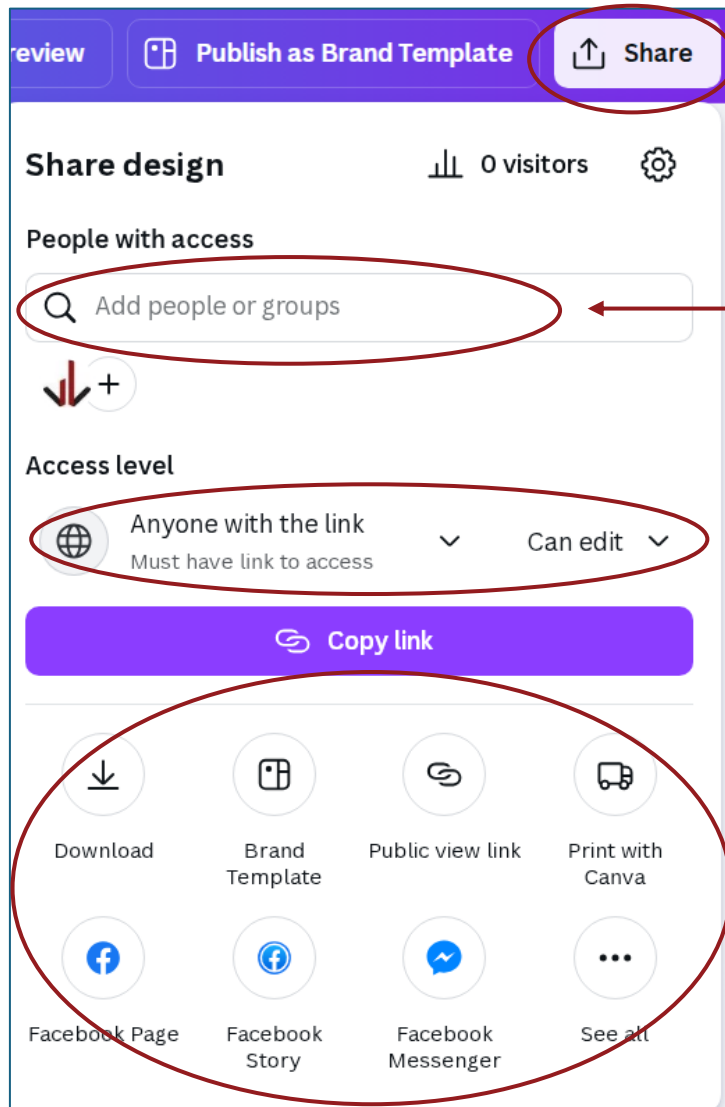
This feature is especially useful for collages, portfolios, and product showcases.

Add transition among pages



Between two pages, an icon labeled *Transition* appears.

This is an animation that determines how one page switches to the next and how long the transition takes.



(top right corner)

Share by adding e-mail addresses

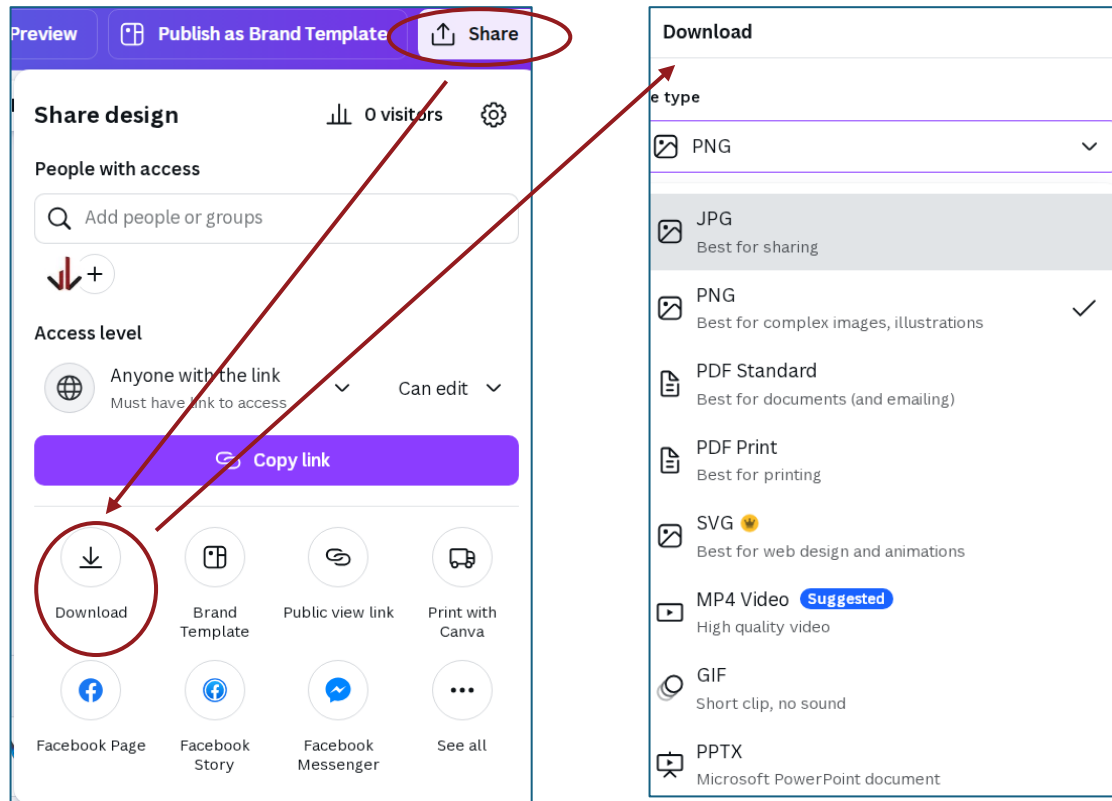
Set access level (e.g., anyone with the link)

Copy the link and send it to the recipient on any platform.

Other options:

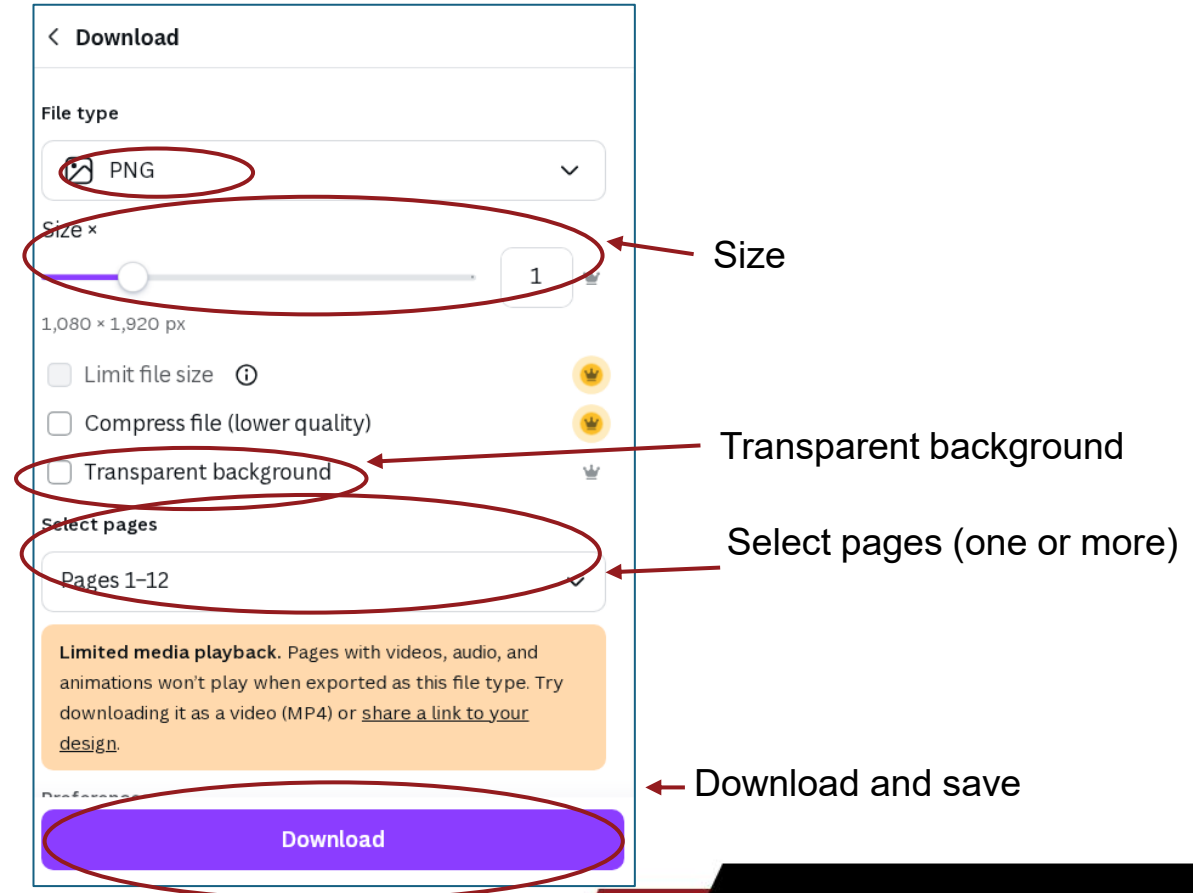
- Download:** details on slide 28
- Public view:** generates a link that can be shared with anyone
- Facebook Page:** direct sharing on your own page
- Facebook Story:** direct sharing as your own FB story
- Facebook Messenger:** sending via Messenger
- Instagram:** direct sharing on your own Instagram page
- More:** e.g., upload to Google Drive, import into MS PowerPoint, etc.

Export options (top right corner):



Download in different formats available

Download settings e.g. for PNG:



Insert text: T

Insert rectangle: R

Insert line: L

Insert circle: C

Group elements: Ctrl + G

Ungroup elements: Ctrl + Shift + G

Insert image: Shift + Ctrl + K

Zoom in: Ctrl + +

Zoom out: Ctrl + -

Duplicate page: Ctrl + D

Add new page: Ctrl + Enter



**Thank you for the attention
and have a great progress in learning.**

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Digital Skills for Tomorrow's SMEs
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