

# VETech

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

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



# VETech

TOOLKIT  
FOR VET Trainers  
Level: Beginner

## DIGITAL CONTENT CREATION

- Visual content creation with Canva in VET -



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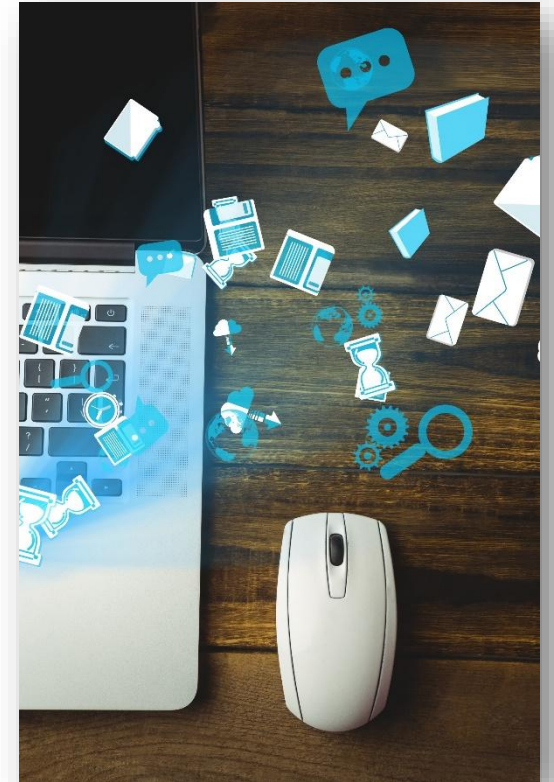
## The goal of the VETech toolkit:

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 VET training learning material's aim:

This online learning material supports **VET trainers** in consciously and effectively integrating the **basic use of Canva** as a **visual content creation tool** into their everyday **teaching practice**. Digital content creation has become essential in VET, as trainers increasingly need to prepare clear, engaging, and practice-oriented materials (presentations, worksheets, instructions, assessments) and communicate through online channels. Visual and interactive formats help explain complex topics, improve learner engagement, and make information easier to understand and remember, including for learners with different language levels.

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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, flexibility, and collaboration**

Online content can be quickly updated, modified, and repurposed. This enables fast reactions to market trends, audience feedback, and more. It can be shared instantly with learners, colleagues, and industry partners, and supports teamwork among trainers.

## ✓ **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.

## ✓ **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.

## ✓ **Better learner engagement and inclusion**

Visual and interactive materials support diverse learning styles and help learners with lower literacy or language barriers understand practical instructions more easily.



## ✓ 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.

## ✓ 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 access and equipment gaps

Not all VET institutions or learners have equal access to reliable internet, devices, printers, or classroom screens, which can limit the effectiveness of digital materials.

## ✓ Need for alignment with curriculum and assessment

Engaging visuals do not automatically mean good learning outcomes. Trainers still need time to ensure materials match EQF levels, module outcomes, and assessment requirements.



- ✓ **Clearer teaching of practical skills** - Turn complex procedures (e.g., safety steps, machine setup, hygiene rules) into visual, easy-to-follow materials.
- ✓ **Higher student engagement** - More visual, interactive content fits how learners consume information today (short, visual, mobile-friendly).
- ✓ **Inclusion & accessibility**- Visuals help learners with different language levels, learning difficulties, or weaker literacy; supports multicultural groups.
- ✓ **Supports blended/online delivery** - Useful for LMS tasks, homework, flipped classroom, distance learning, and sharing resources after class.
- ✓ **Time-saving through templates** - Once created, materials can be updated, reused, and adapted for different classes, EQF levels, or specializations.
- ✓ **Better collaboration & communication** - Easier to share resources with colleagues, coordinate projects, and communicate with learners, parents, or employers.
- ✓ **Builds digital competence** - Contributes directly to modern VET expectations and supports continuous professional development.



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## FOR VET trainers' GOALS - Visual & Infographic Content

### 1. Visual content creation platform – Canva

- ✓ A wide range of pre-designed templates for posters, worksheets, presentations, and social media posts for courses and school communication;
- ✓ Cloud-based storage, allowing projects to be accessed anywhere and shared with colleagues or learners;
- ✓ Built-in photo/design tools plus AI features (background removal, text suggestions, image generation) to speed up preparation;
- ✓ Supports multiple export formats: JPG, PNG, PDF (print-ready), GIF, video.



### 2. Infographics and data visualization – Piktochart

- ✓ Designed for clear visual learning materials: infographics, process steps, safety posters, and simple reports;
- ✓ Drag-and-drop editor with ready icons, charts, and layouts—useful for explaining workflows and procedures;
- ✓ Easy sharing for classroom use or LMS upload; exports to PDF/PNG/JPG;
- ✓ Helps trainers turn complex topics into “one-page” visuals students can quickly understand.



**PIKTOCHART**  
Picture the Difference

## FOR VET trainers' GOALS - Video & Screen-based Teaching Content

### 3. Video creation and editing platform – CapCut

- Includes templates for short instructional videos, demonstrations, and student project editing;
- Easy addition of text overlays, subtitles, voiceover, music, transitions, and effects;
- Mobile-first and fast - ideal for creating micro-learning videos or practical task instructions;
- Free version offers strong functionality; paid version adds advanced effects and exports.



### 4. Screen recording and video feedback tool – Loom

- Allows quick recording of screen + voice (and optional webcam) for explanations, demos, and feedback;
- Useful for recording step-by-step tutorials (e.g., using software, showing procedures, explaining assignments);
- Creates shareable links - easy for students to access without downloading large files;
- Saves preparation time and supports blended learning and absent students.



## FOR VET trainers' GOALS - Interactive & Student Content Creation

### 5. Interactive presentation and learning content tool – Genially

- Enables interactive presentations, quizzes, clickable images, timelines, and gamified learning activities;
- Useful for engaging lessons (e.g., “choose-your-path” scenarios, interactive safety rules, virtual tours);
- Allows embedding videos, links, and downloadable resources in one place;
- Shareable via link and works well for classroom projection and online learning.



### 6. Interactive e-learning content creation – H5P

- Creates interactive learning objects for LMS platforms (especially Moodle): quizzes, drag-and-drop, interactive video, branching scenarios;
- Supports practice-based learning and self-assessment with immediate feedback;
- Helps trainers build reusable digital exercises aligned with learning outcomes;
- Ideal for blended learning, homework tasks, and tracking learner engagement in an LMS.

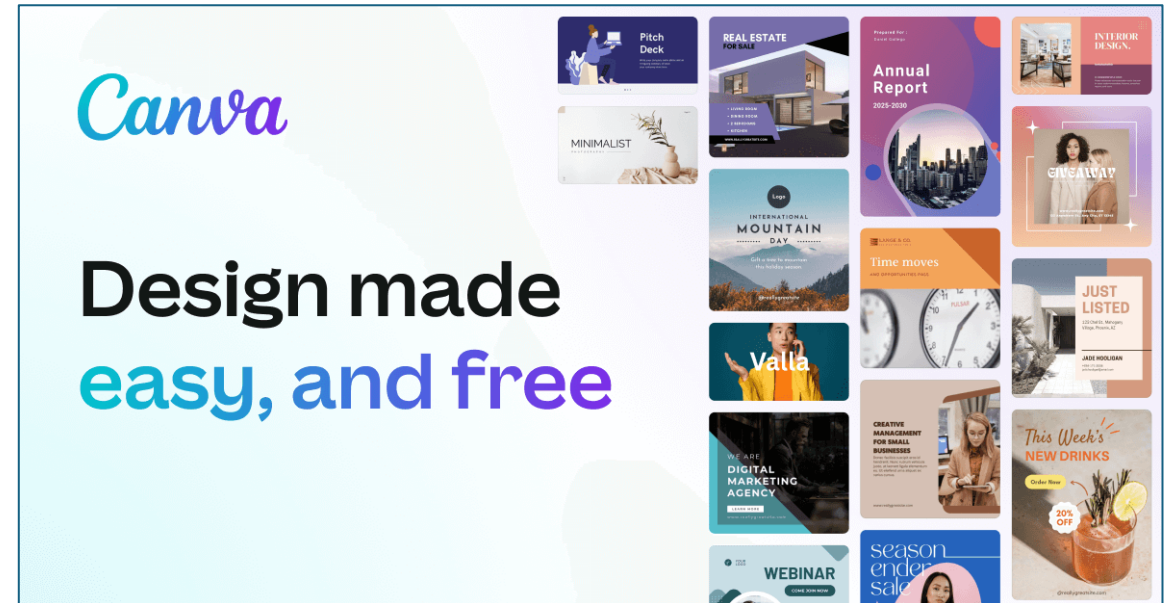


# WHAT IS CANVA?

**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.

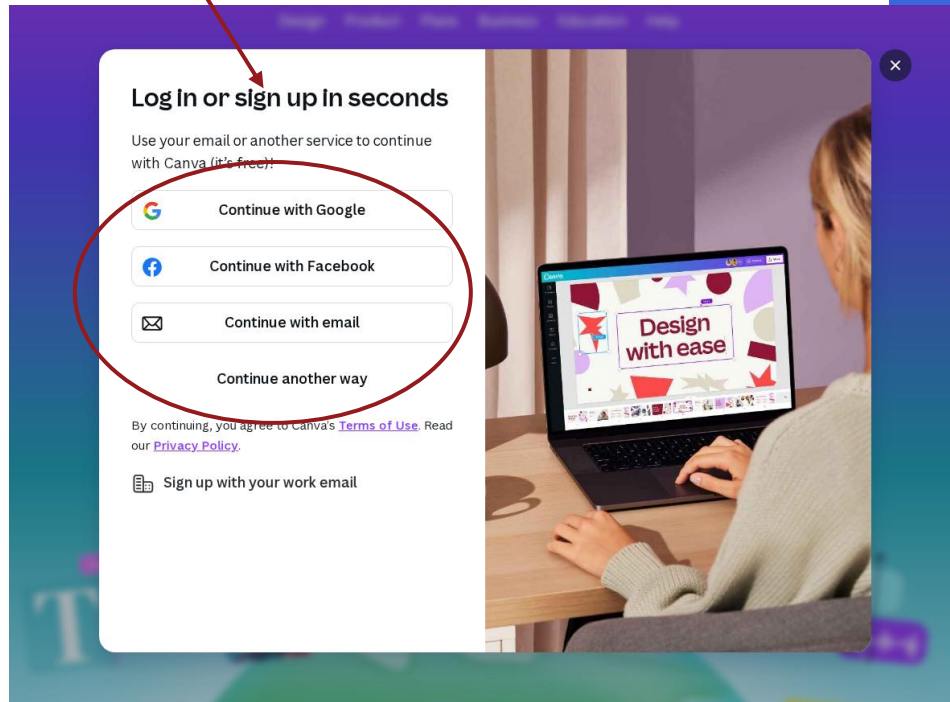
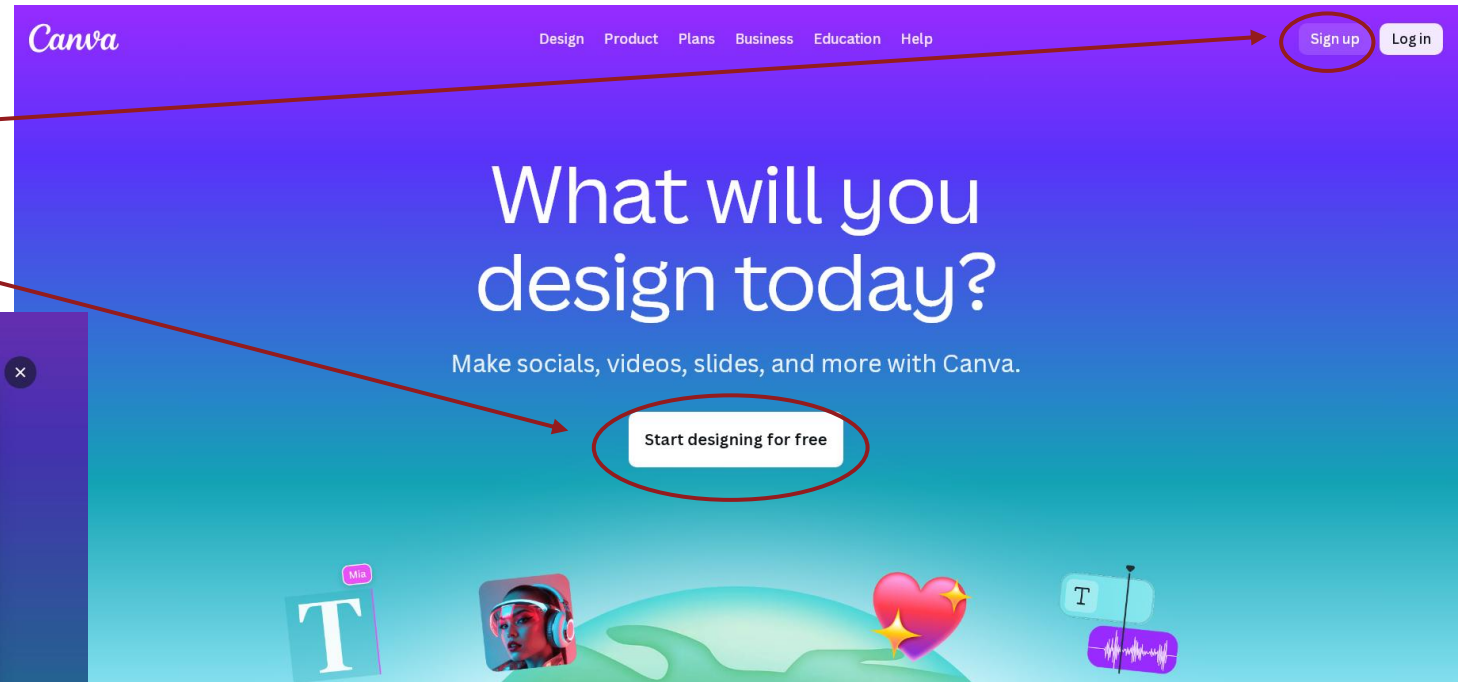
Canva's main goal is to make visual content creation and communication accessible to everyone, regardless of whether the user has any prior graphic design experience or not.



- 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](https://www.canva.com)
2. Free registration
3. Choose a registration option!



**Templates:** select from pre-designed templates to customize

**Search:**

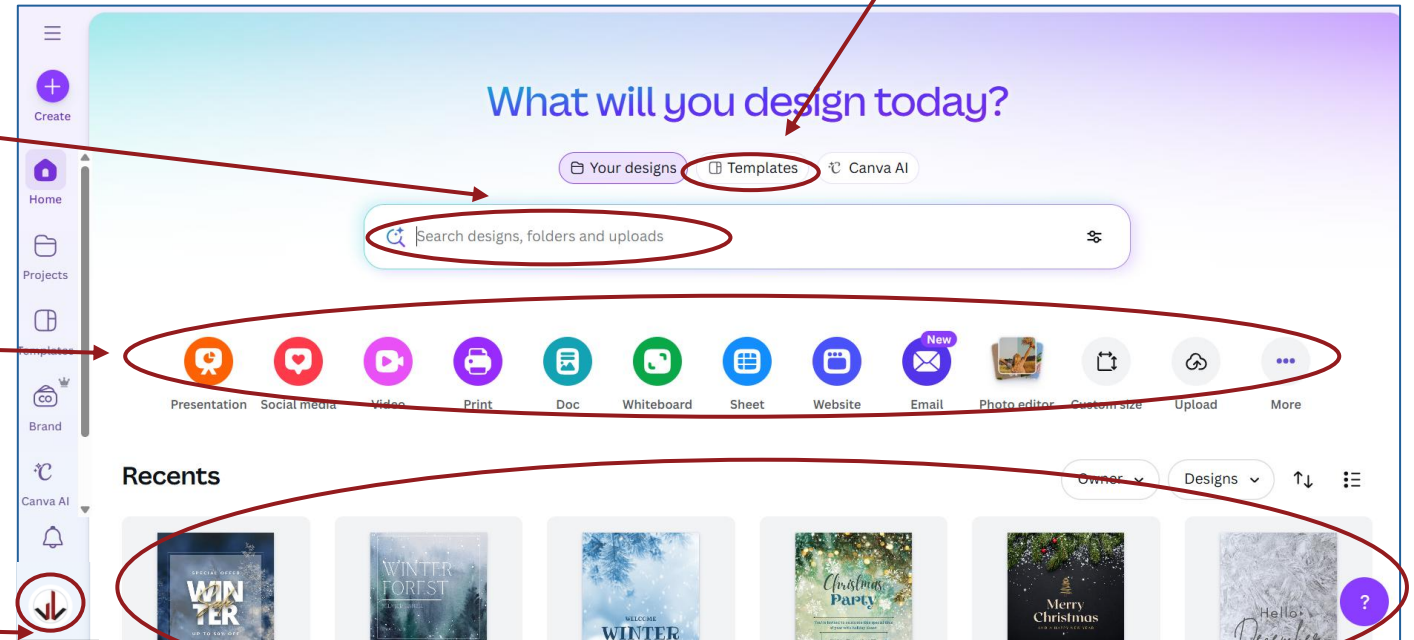
search among plans edited and files uploaded.

**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:

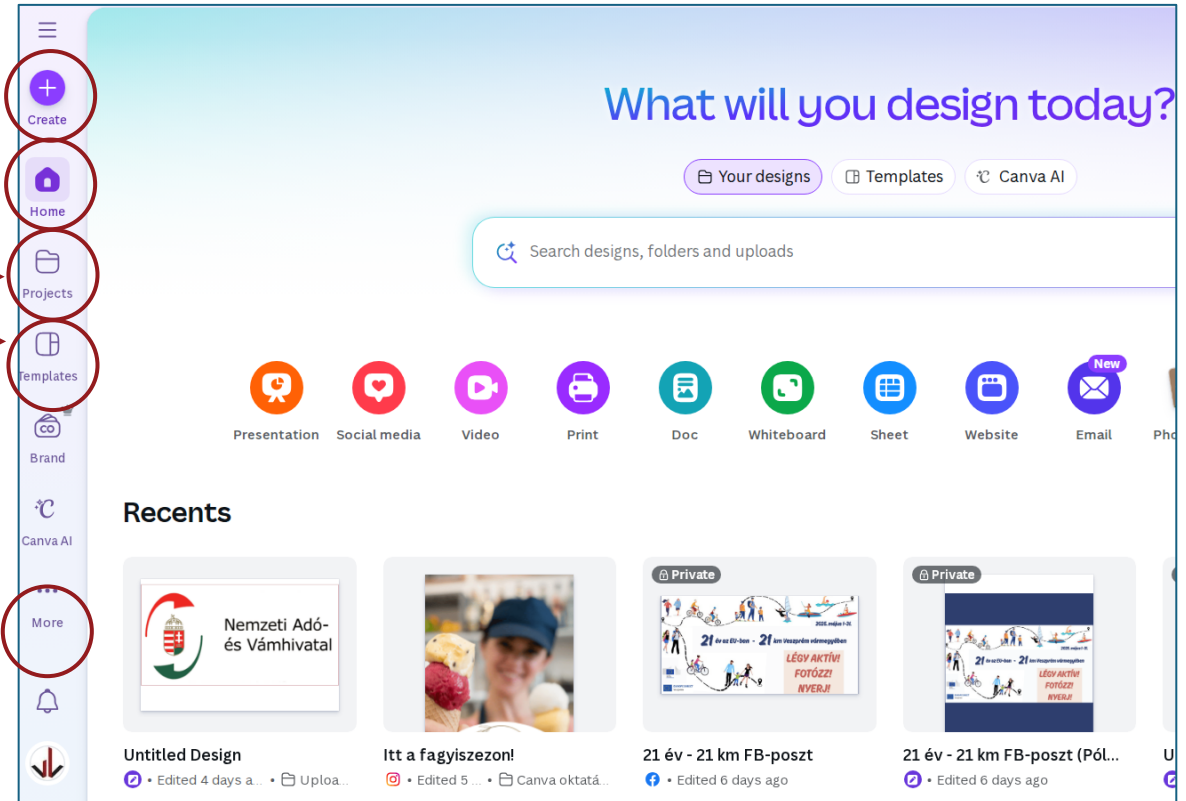
**Create:** create new plan

**Home:** back to the homepage

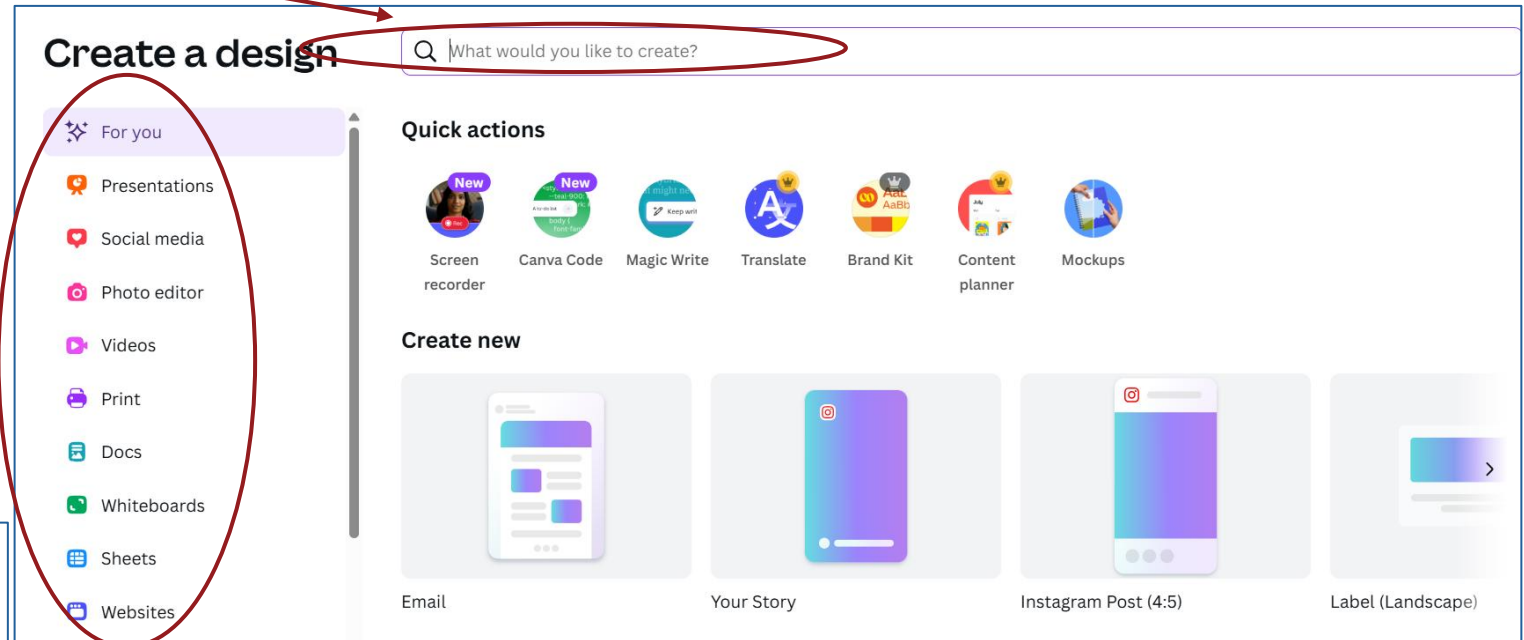
**Projects:** view and edit previous plans

**Templates:** select from pre-designed templates and customize

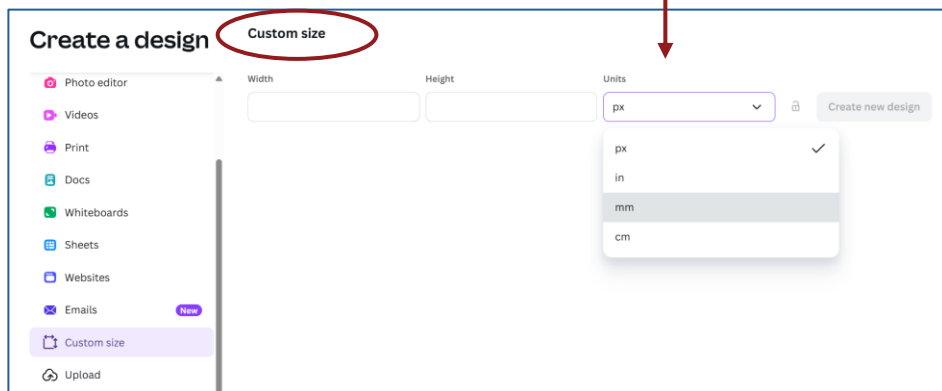
**More:** various application download options, connecting social media accounts with Canva etc.



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

**Design:** search among designs

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

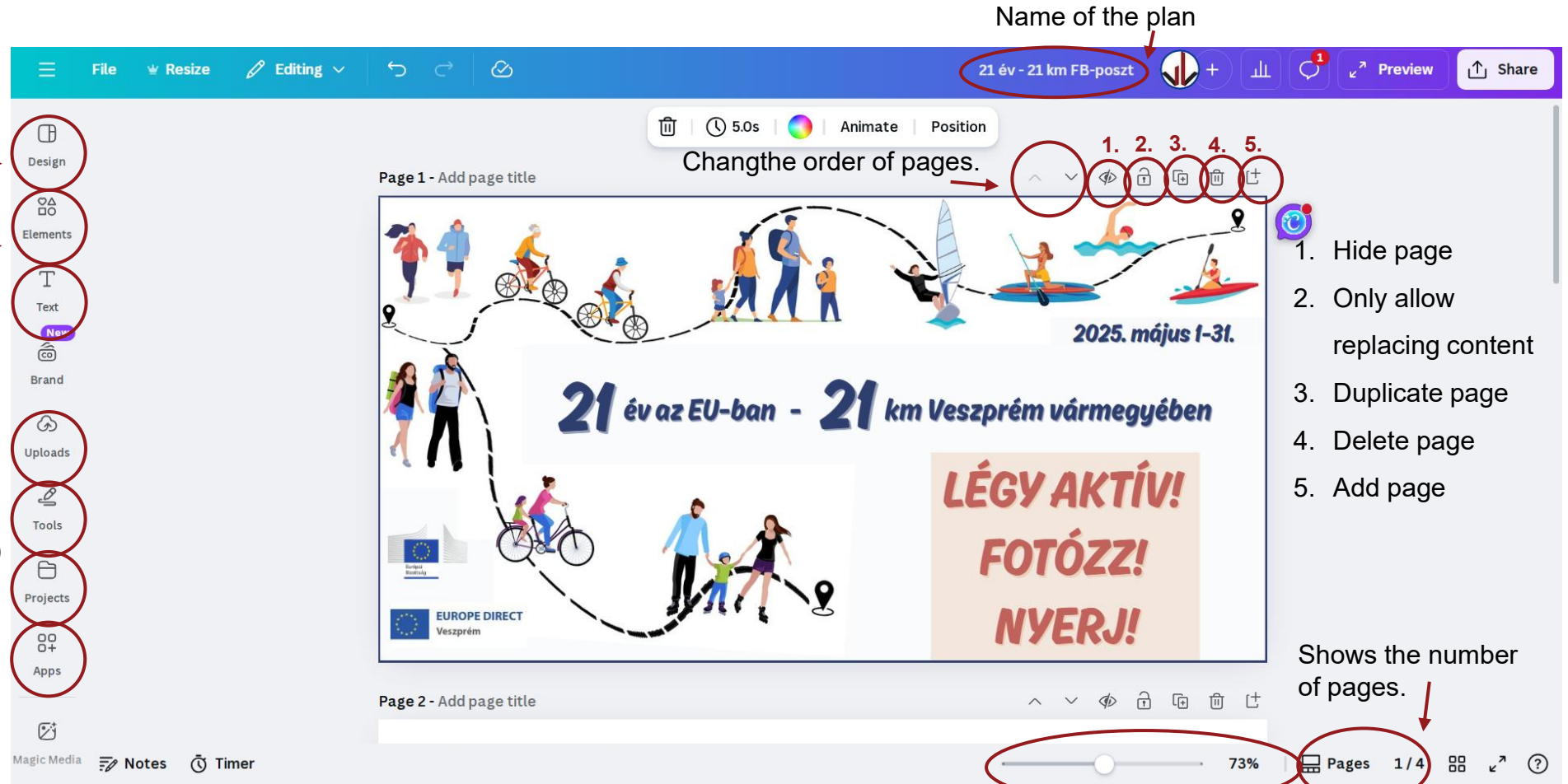
**Text:** insert headings, subheadings, and text boxes

**Uploads:** upload pictures, sounds, music etc.

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

**Projects:** review and open previous plans and folders

**Apps:** external/built-in plugins, extra features



Name of the plan

Change the order of pages.

1. Hide page
2. Only allow replacing content
3. Duplicate page
4. Delete page
5. Add page

Shows the number of pages.

Zoom in and out

# CANVA FUNCTIONS

Resize plan (CanvaPro feature)

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

Share the plan with others

Undo

Redo

Automatic saving

21 év - 21 km FB-poszt

Download

Add

Share

Preview

Share: details on slide no 27

Add comments to the page

Preview: displays the entire design as it will appear.

Share the plan with others

Set the duration of videos and animated elements.

Timer

Page 1 - Add page title

Page 2 - Add page title

2025. május 1-31.

21 év az EU-ban - 21 km Veszprém vármegyében

LÉGY AKTÍV!  
FOTÓZZ!  
NYERJ!

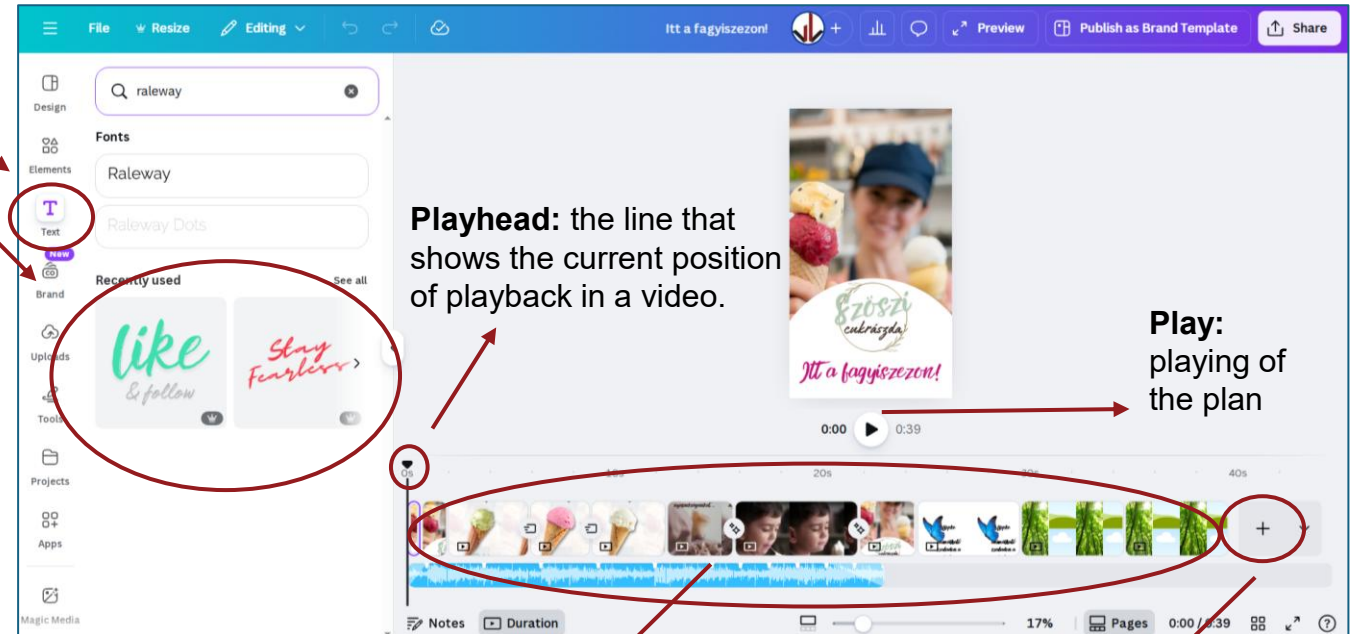
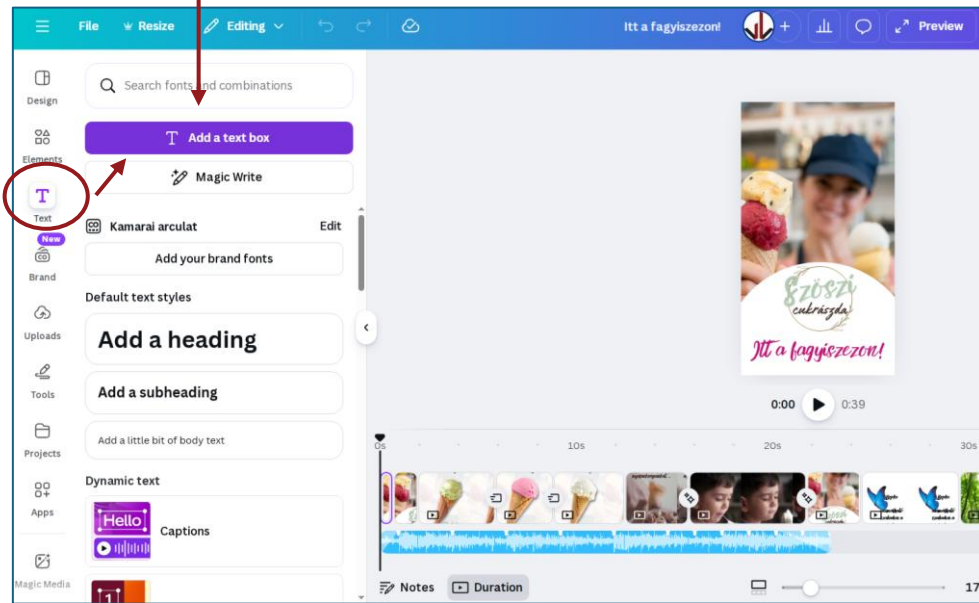
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Pages 1 / 4

## 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:

**Choose font** (points to the font name dropdown)

**Choose font size** (points to the font size input)

**Choose font colour** (points to the font color swatch)

**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**: like shadow, outline, or 3D can be used to make the text more visible (points to the Effects panel)

**Position**: arrange the order of layers (text, image, shape, etc.) above or below each other. Change the order by drag&drop (points to the Position panel)

**Format painter** (points to the Format painter icon)

**Animation**: add motion to elements or pages, making them dynamical (points to the Animate panel)

**Effects Panel** (pop-up):

- Style: Ag, Ag, Ag (None, Shadow, Lift)
- Intensity: 10
- Hollow, Splice, Outline
- Echo, Glitch, Neon

**Animate Panel** (pop-up):

- Merge, Block, Burst
- Bounce, Roll, Skate
- Spread, Clarify
- General: Remove animation

**Position Panel** (pop-up):

- Arrange, Layers
- All, Overlapping
- Layers list: cubriozda, szasz, Itt a fagyiszezon!

## 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

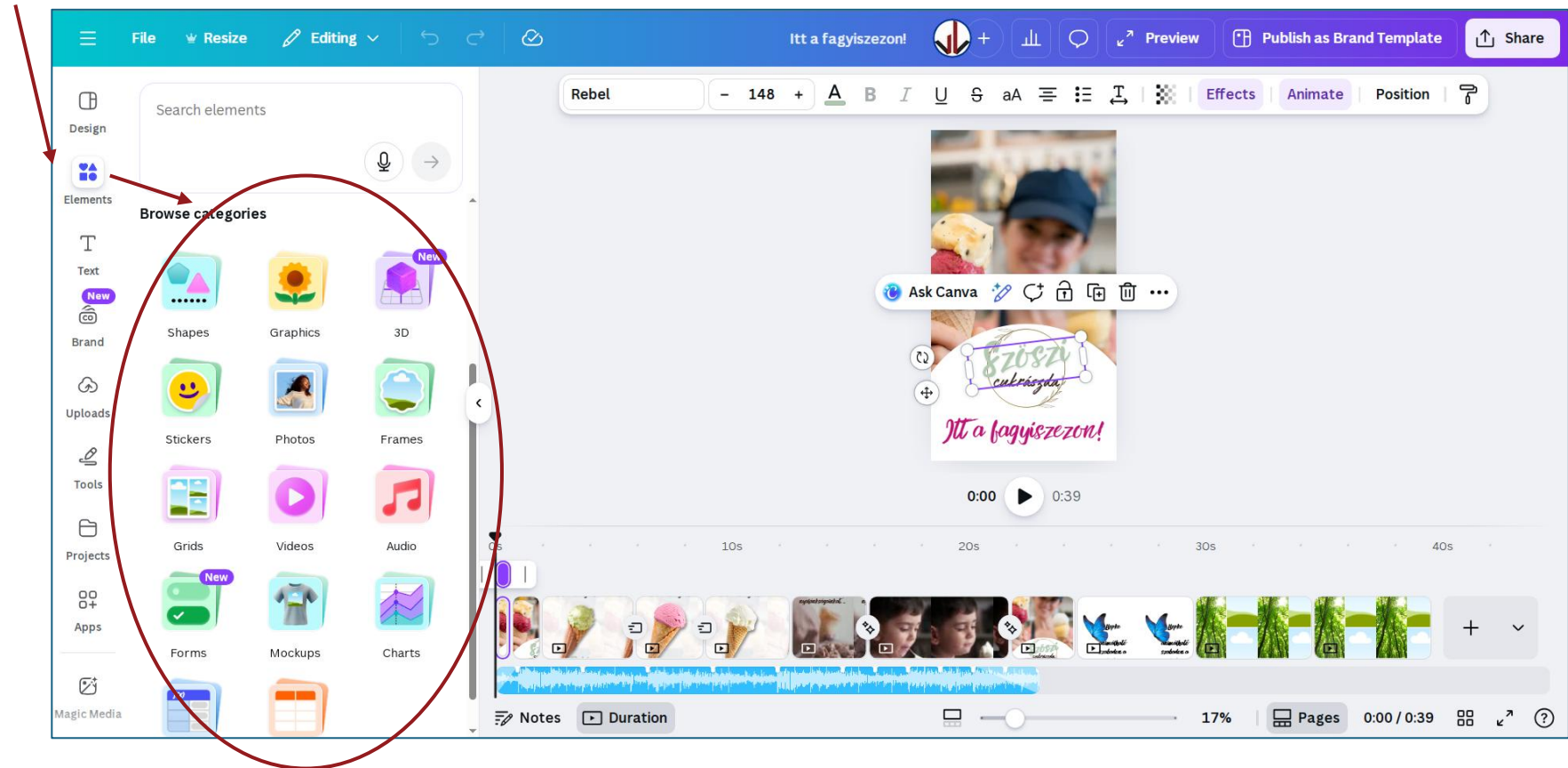
Patterns, textures, gradients

### 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 toolbar is circled in red. The main workspace shows a video frame with a woman holding an ice cream cone. The top toolbar includes buttons for 'Edit', 'Flip vertical/horizontal', 'Change colour', 'Set transparency', and 'Just like in case of text'. The 'Adjust' button in the left sidebar is also circled in red. A red bracket on the left side of the 'Adjust' panel is labeled 'Set image properties'. Red arrows point from the 'Adjust' button in the top toolbar to the 'Adjust' panel and from the 'Adjust' button in the left sidebar to the 'Adjust' panel. Red arrows also point from the 'Edit' button in the top toolbar to the 'Cut image', 'Flip vertical/horizontal', 'Change colour', 'Set transparency', and 'Just like in case of text' buttons.

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

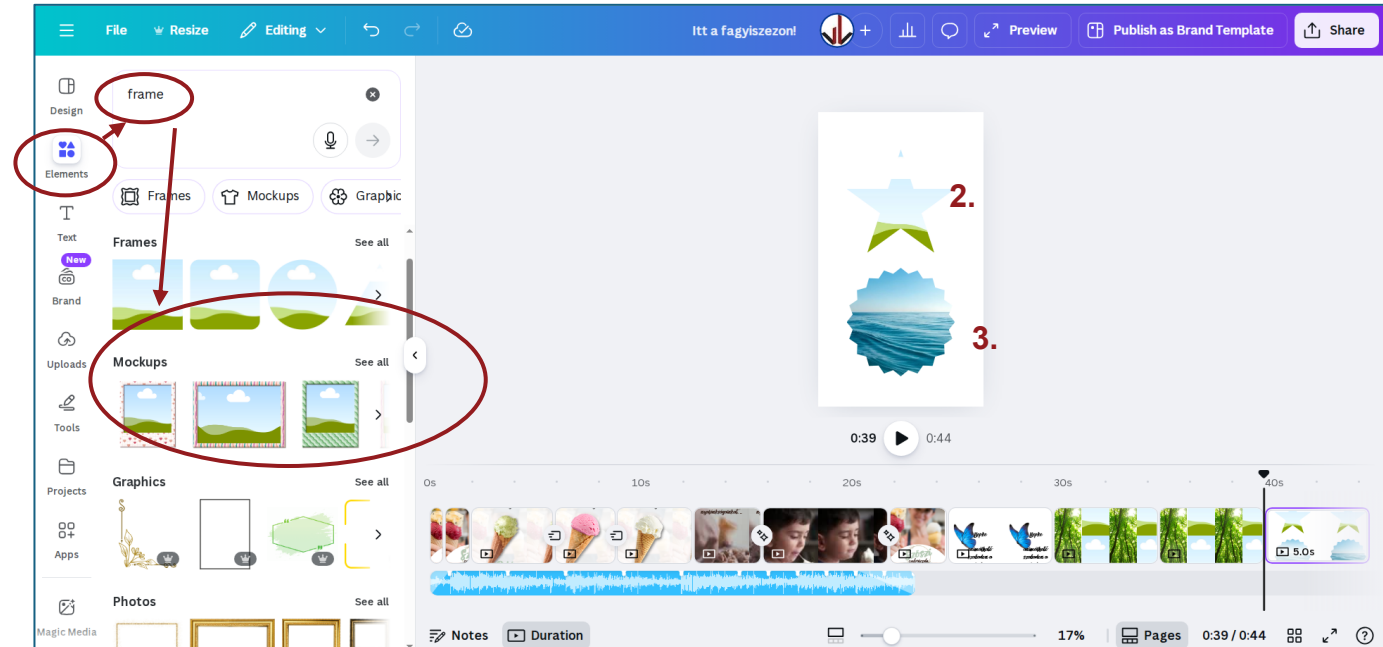
## Picture in frame

### 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.



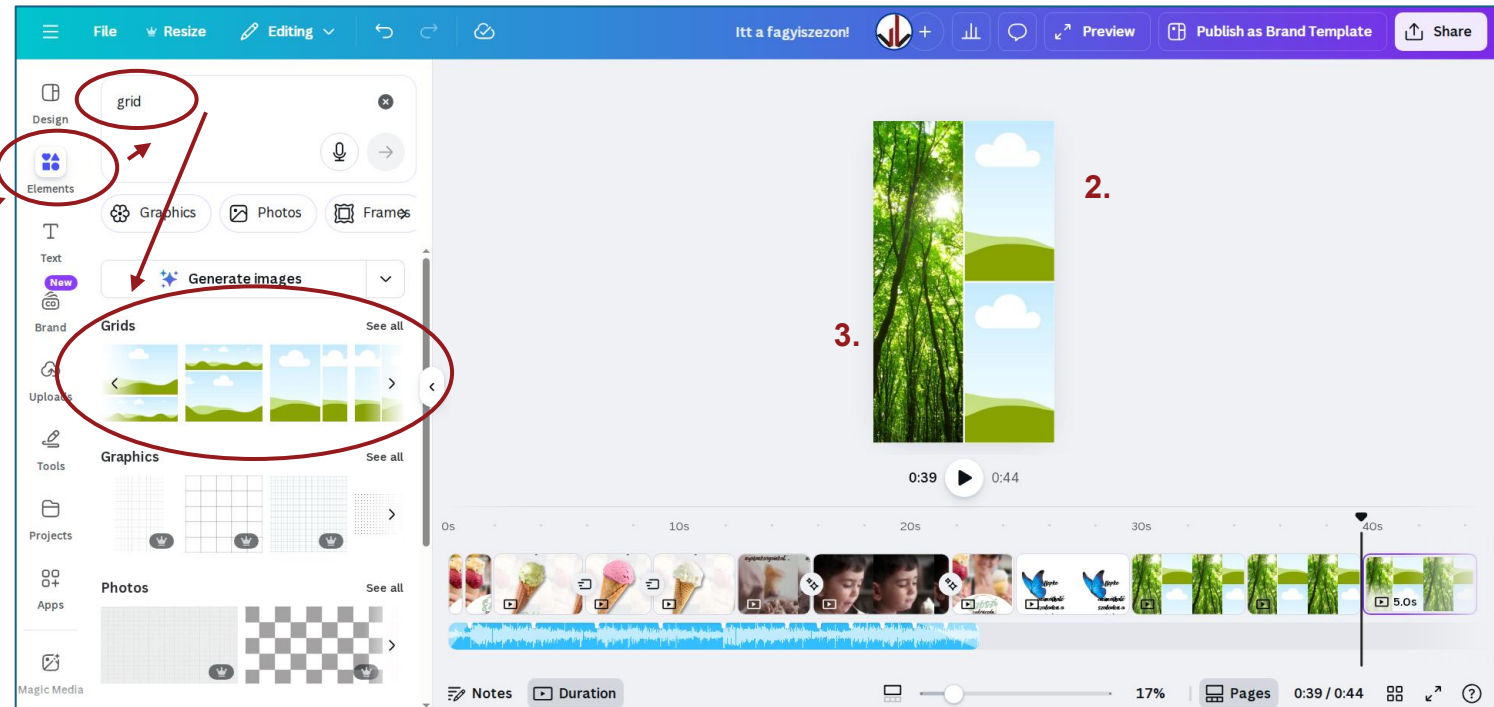
## Pictures in grid

### 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.

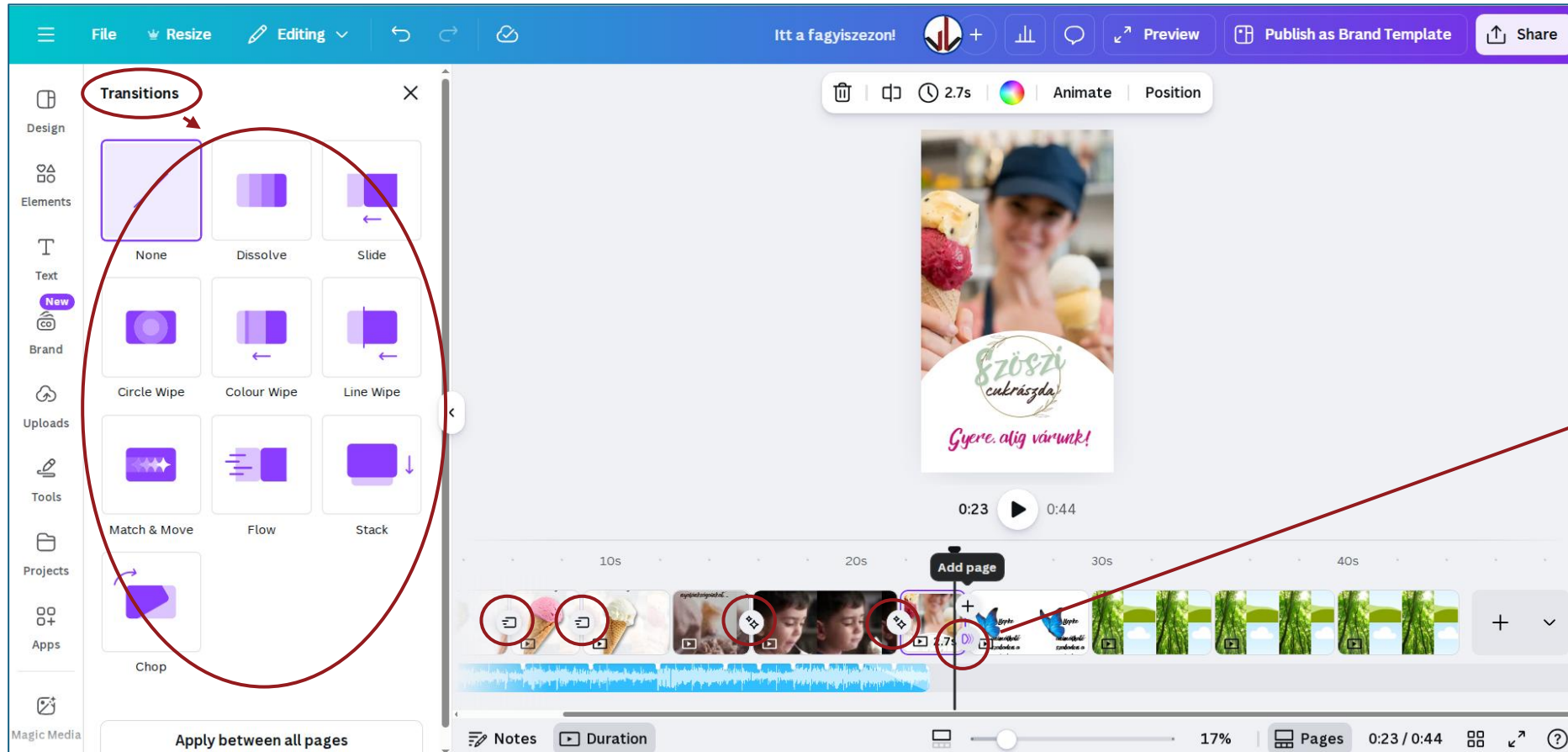
### How to place images in a grid?

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.



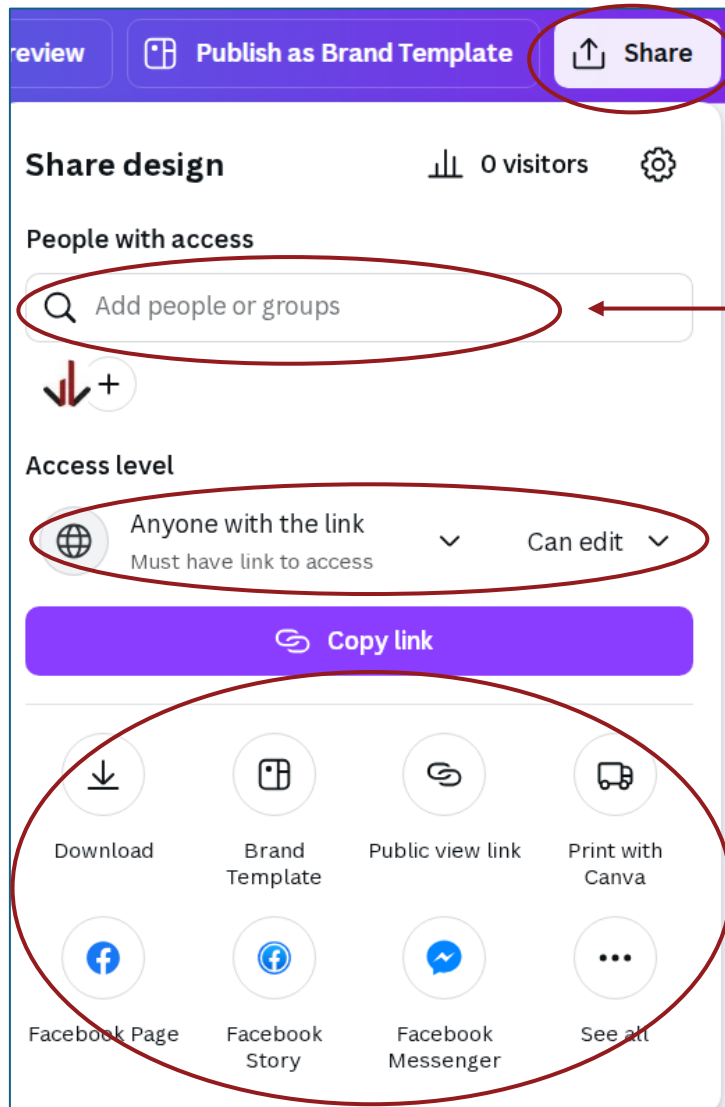
This feature is especially useful for collages, portfolios, and product showcases.

## 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

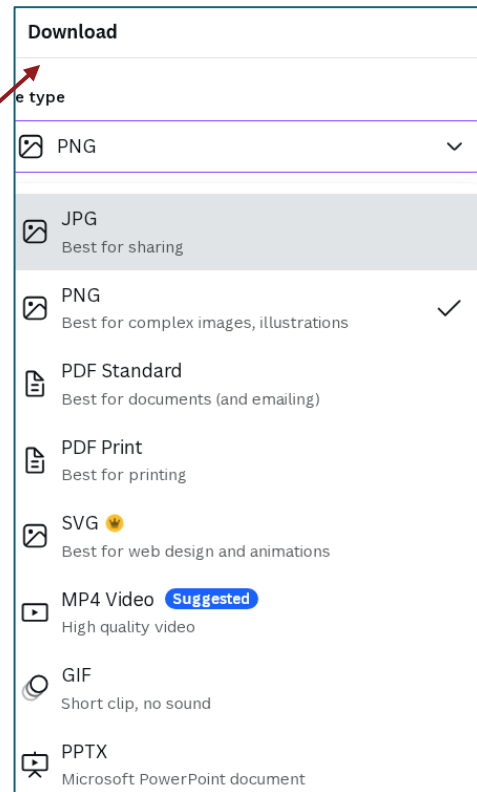
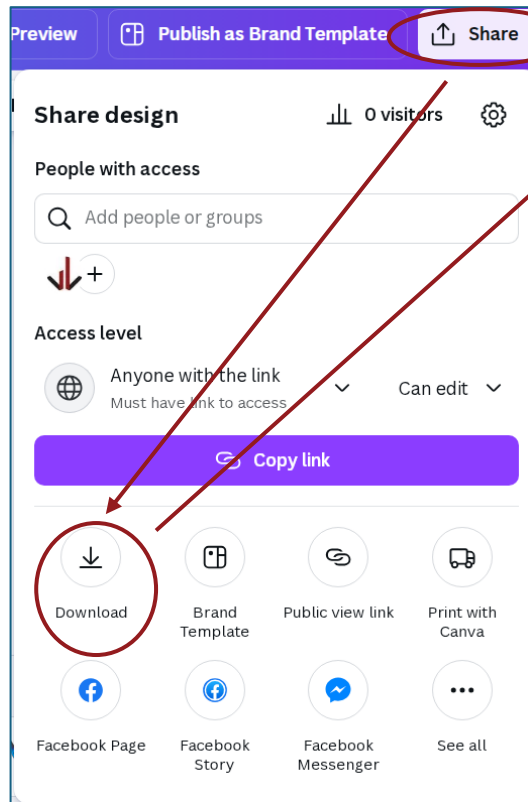
Set access level (e.g., anyone with the link)

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

Other options:

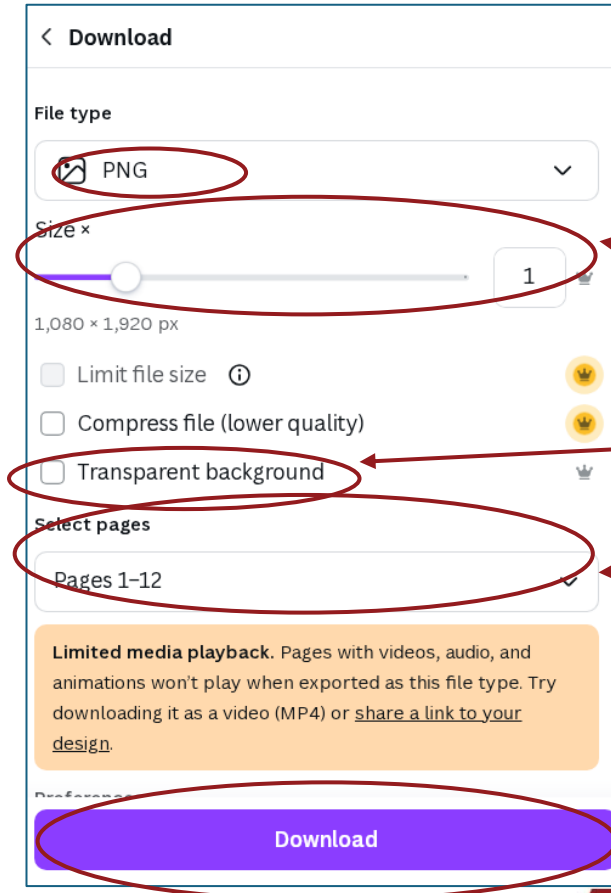
- Download:** details on slide 28
- Public view:** generates a link that can be shared with anyone
- Facebook Page:** direct sharing on your own page
- Facebook Story:** direct sharing as your own FB story
- Facebook Messenger:** sending via Messenger
- Instagram:** direct sharing on your own Instagram 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:



Size

Transparent background

Select pages (one or more)

Download and save

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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