

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 VET STUDENTS
Level: Beginner

DIGITAL CONTENT CREATION
Visual content creation with Canva



CHAMBER OF COMMERCE
AND INDUSTRY
VESZPRÉM



Erasmus+



Funded by
the European Union

TABLE OF CONTENTS

Erasmus+



Funded by
the European Union

• Goals	page 3
• The structure of the VETech toolkit	page 4
• Canva – update	page 5
• Definition – Digital content creation	page 6
• Advantages and disadvantages	page 7-8
• Relevance of digital content creation	page 9
• Digital content creation - tools	page 10-12
• Definition – Canva	page 13
• Advantages of Canva	page 14
• Canva registration	page 15
• Canva homepage	page 16-17
• Creating new plan	page 18
• Canva functions	page 19-20
• Working on a Canva plan	page 21-27
• Sharing plan	page 28
• Exporting plan	page 29
• Canva shortcuts	page 30



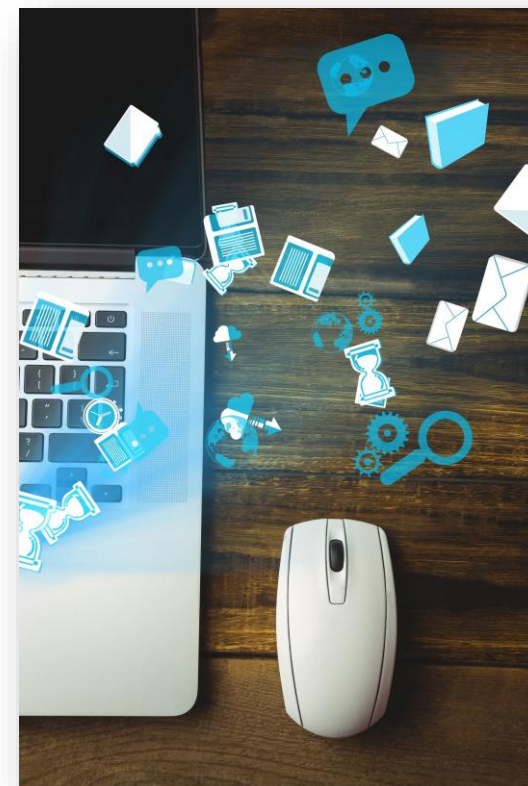
The goal of the VETech toolkit:

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 vocational education learning material's aim:

This online learning material provides support to help VET students consciously and effectively integrate the **basic use of Canva** as a visual content creation tool into their learning and training activities. Digital content creation tools have become essential for VET students, as digital competence strongly influences learning outcomes, employability, and professional development.

Online platforms serve as primary sources of information for learning and professional networking, so students must be able to create relevant and visually appealing content quickly and effectively.



freepik.com

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.



freepik.com

✓ **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.

✓ **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, student's professional identity and personal learning profile.



✓ 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 content creation is highly relevant for VET students, as it strengthens their digital competence, creativity, and communication skills.

These abilities are essential for employability, lifelong learning, and successful participation in modern workplaces.



freepik.com

For VET students' 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 VET students' 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).



For VET students' goals

5 . Visual content creation platform – Adobe Express

- A wide range of customizable templates for social media posts, presentations, and posters;
- Cloud-based storage, enabling access and editing from any device;
- Integrated design, photo, and video editing tools with AI-powered features (text effects, background removal, content suggestions);
- Supports multiple export formats: JPG, PNG, PDF, MP4, GIF.



6. Collaboration and content sharing platform – Padlet

- Interactive digital boards for organizing text, images, videos, links, and documents;
- Cloud-based platform allowing real-time collaboration and sharing among students and teachers;
- Easy-to-use interface supporting brainstorming, project work, and digital portfolios;
- Supports multiple content formats and export options: PDF, image files, CSV, and shareable links.



WHAT IS CANVA?

Erasmus+

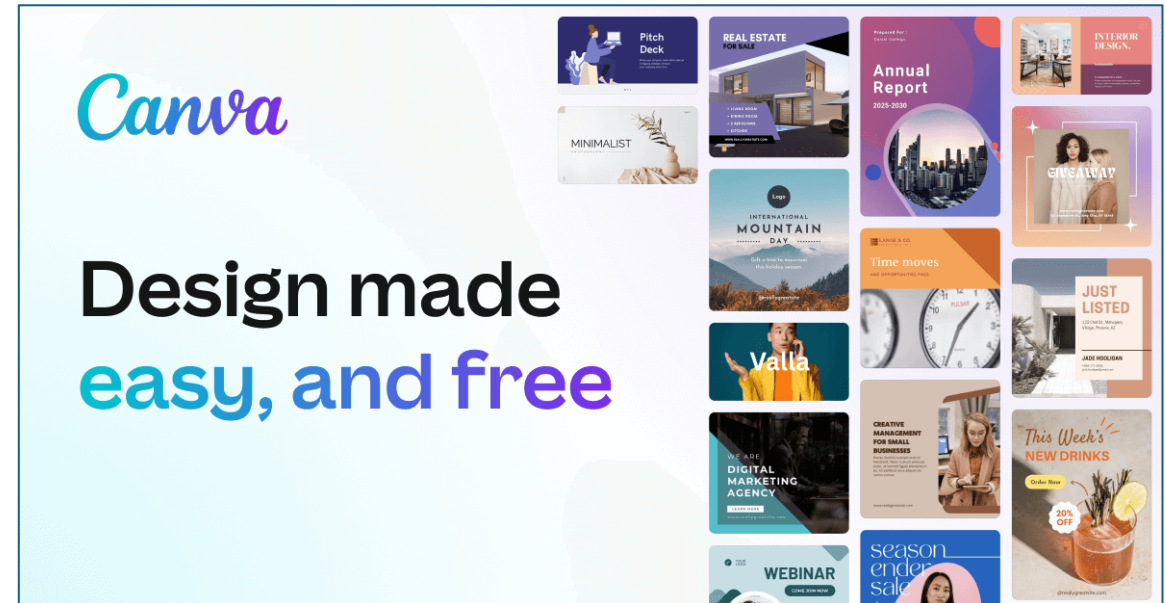


Funded by
the European Union

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.

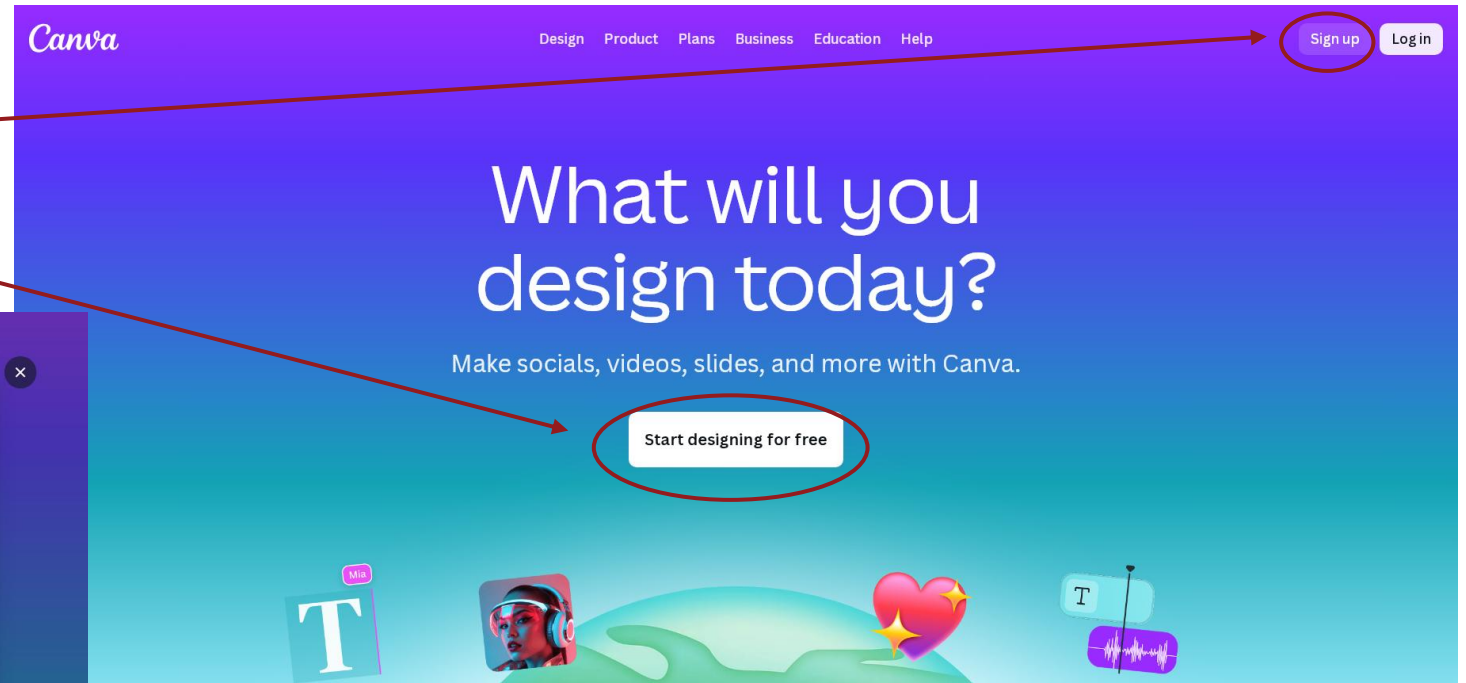
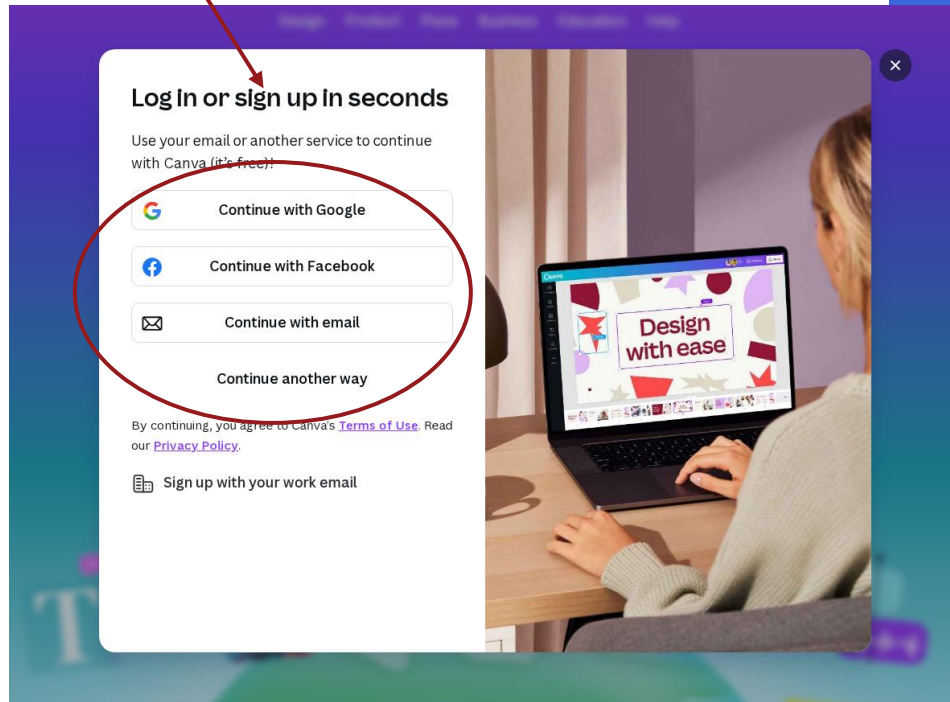
Canva's main goal is to make visual content creation and communication accessible to everyone, regardless of whether the user has any prior graphic design experience or not.



- 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
- Optional AI-supported 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.

The Canva logo is displayed in a large, stylized, cursive font. It features a blue-to-purple gradient, with the 'C' being a lighter blue and the rest of the letters transitioning into a darker purple.

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



Templates: select from pre-designed templates to customize

Search:

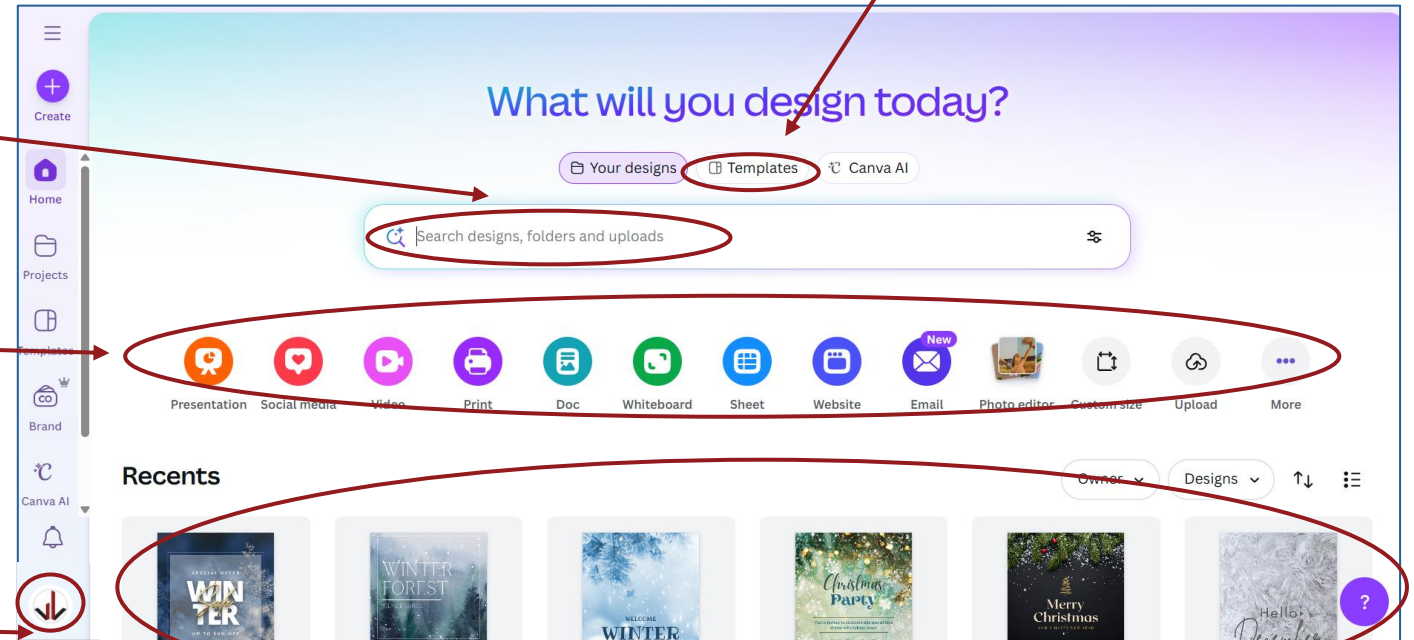
search among plans edited
and files uploaded.

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:

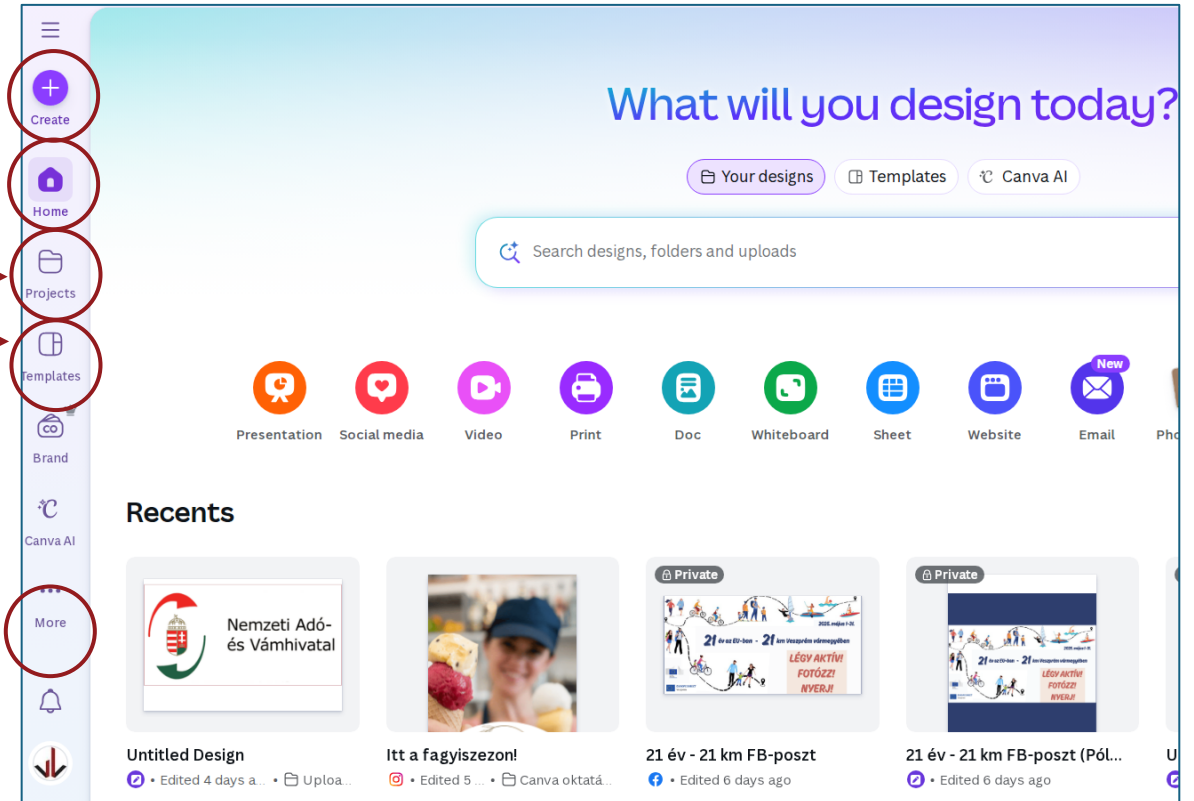
Create: create new plan

Home: back to the homepage

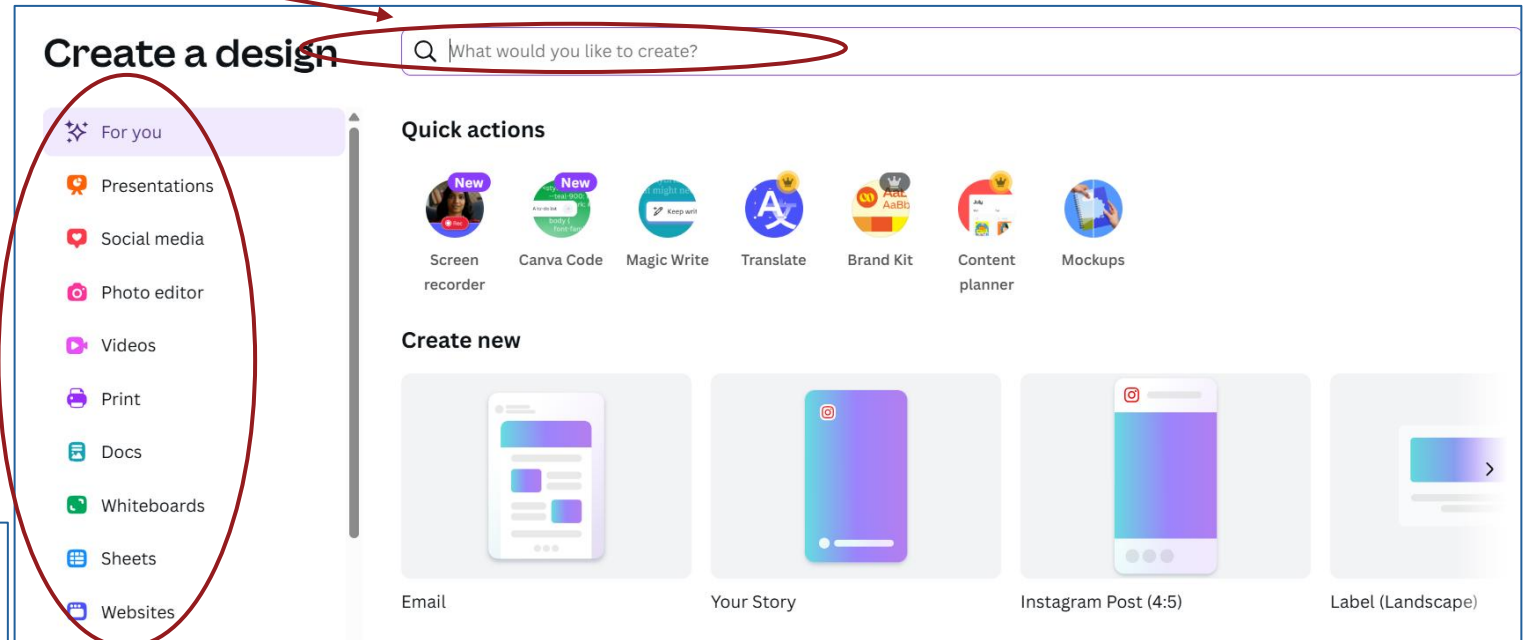
Projects: view and edit previous plans

Templates: select from pre-designed templates and customize

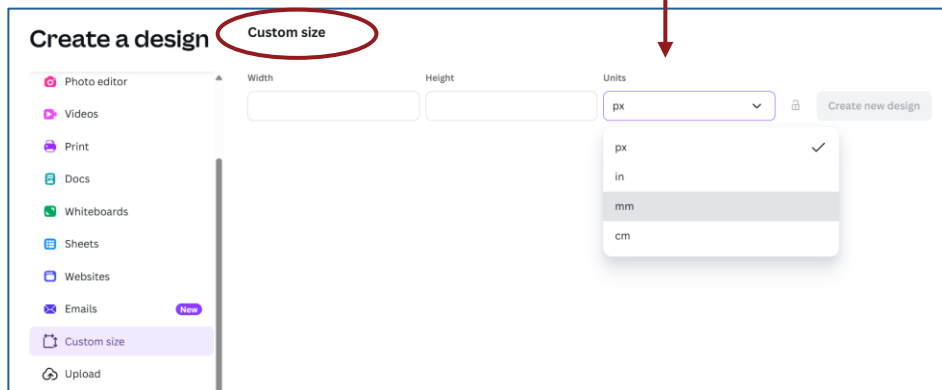
More: various application download options, connecting social media accounts with Canva etc.



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

Erasmus+



Name of the plan

21 év - 21 km FB-poszt

Design: search among designs

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

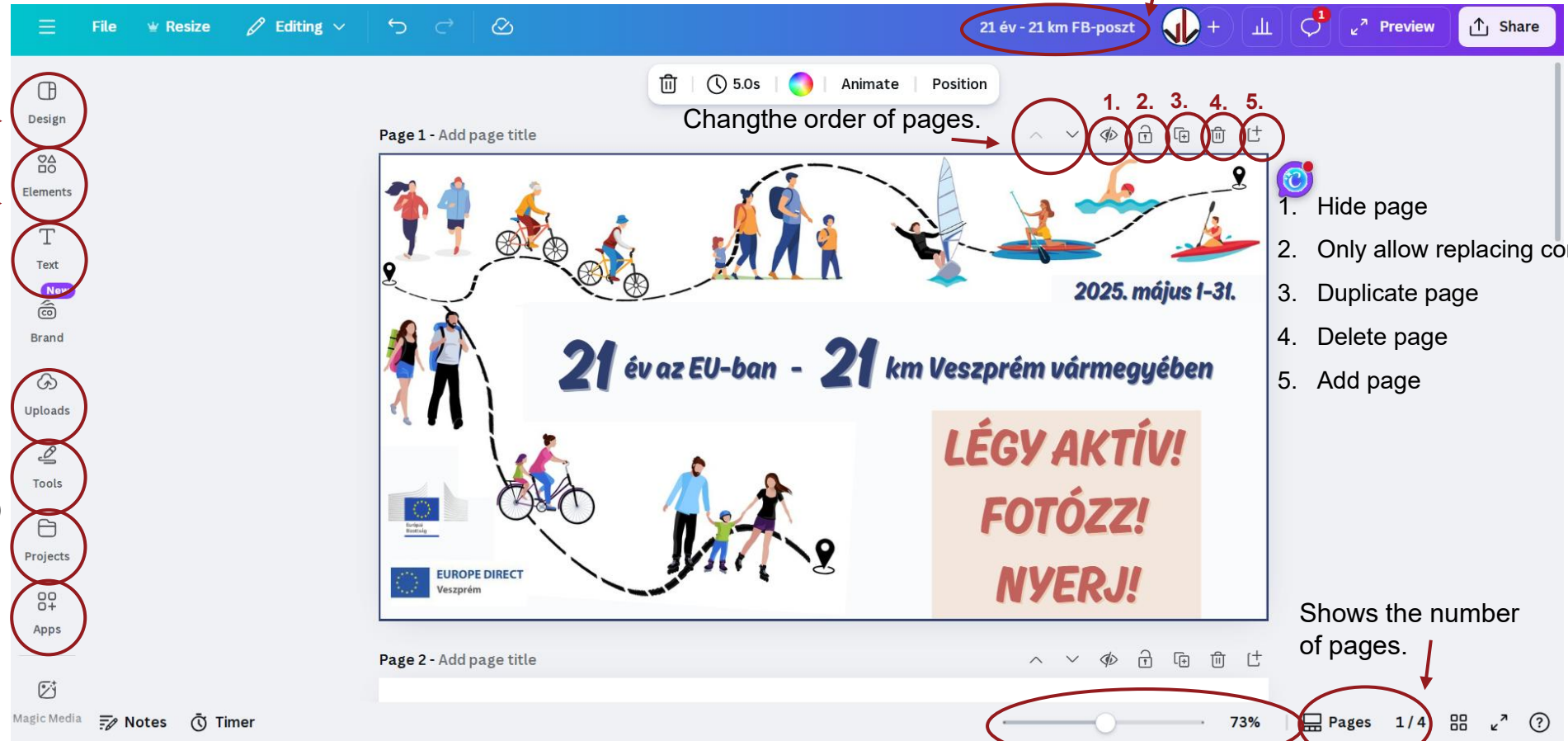
Text: insert headings, subheadings, and text boxes

Uploads: upload pictures, sounds, music etc.

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

Projects: review and open previous plans and folders

Apps: external/built-in plugins, extra features



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

Erasmus+



Funded by
the European Union

Resize plan (CanvaPro feature)

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

Share the plan with others

The screenshot shows the Canva web interface with several functions highlighted by red circles and arrows pointing to explanatory text:

- Resize**: Located in the top left toolbar.
- Editing**: Located in the top left toolbar, next to Resize.
- Automatic saving**: Indicated by an arrow pointing to the top right area of the interface.
- Undo**: Located in the top left toolbar, next to Editing.
- Redo**: Located in the top left toolbar, next to Undo.
- Preview**: Located in the top right toolbar.
- Share**: Located in the top right toolbar, next to Preview.
- Timer**: Located in the bottom left toolbar.

The main design area shows a poster for "21 év az EU-ban - 21 km Veszprém vármegyében" (21 years in the EU - 21 km in Veszprém county) for the dates "2025. május 1-31.". The poster features illustrations of people participating in various activities like walking, cycling, and swimming. The text "LÉGY AKTÍV! FOTÓZZ! NYERJ!" (Be active! Take photos! Win!) is prominently displayed. The bottom of the poster includes the "EUROPE DIRECT Veszprém" logo.

WORKING ON A CANVA PLAN

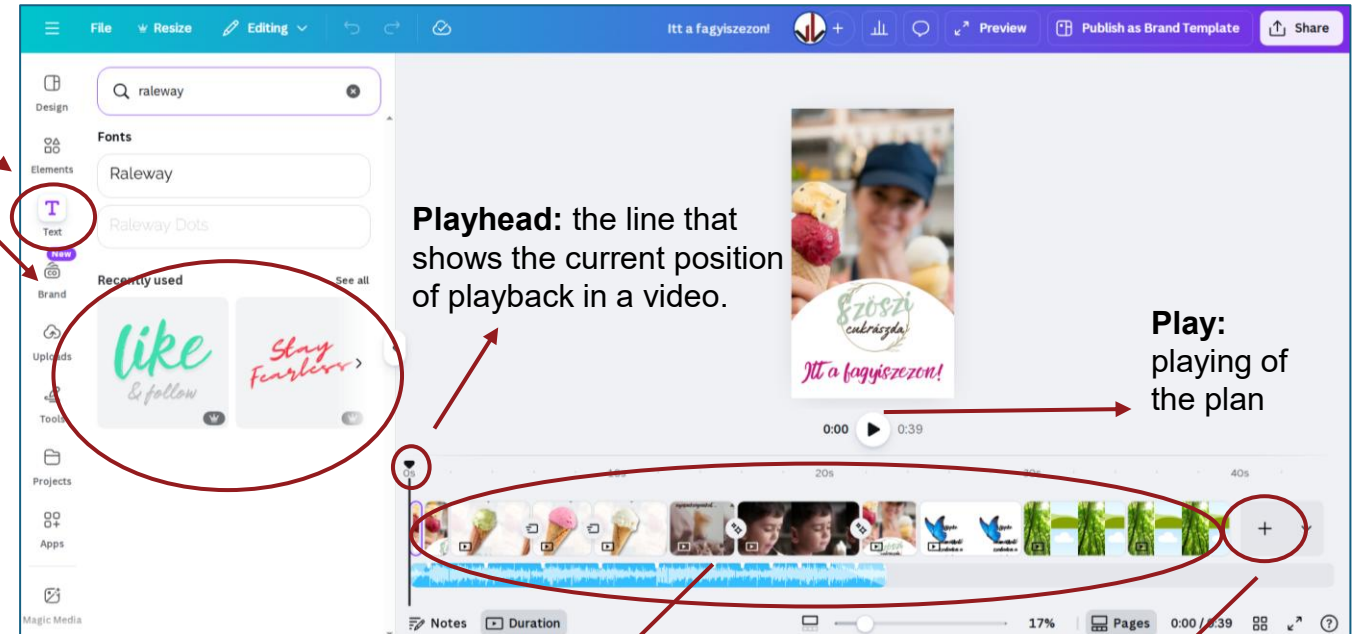
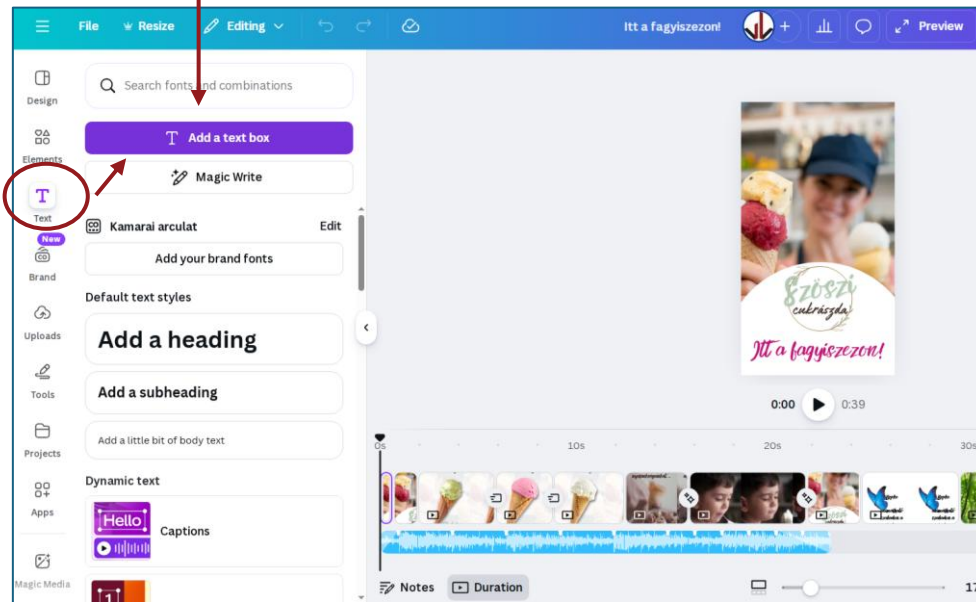
Erasmus+



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



Playhead: the line that shows the current position of playback in a video.

Play: playing of the plan

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

Erasmus+



Funded by
the European Union

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

The screenshot shows the Canva editor interface with several toolbars and panels highlighted by red arrows and 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 in the text toolbar.
- Font size and line spacing**: Points to the font size and line spacing controls.
- Bullet point option**: Points to the bullet point icon in the text toolbar.
- Effects**: Points to the 'Effects' button in the text toolbar.
- Position**: Points to the 'Position' button in the text toolbar.
- Format painter**: Points to the 'Format painter' icon in the text toolbar.
- Position: arrange the order of layers (text, image, shape, etc.) above or below each other.**: Points to the 'Position' panel on the right.
- Change the order by drag&drop**: Points to the 'Layers' section in the 'Position' panel.
- Animation: add motion to elements or pages, making them dynamical**: Points to the 'Animate' panel on the right.

The 'Effects' panel shows options like 'None', 'Shadow', 'Lift', 'Hollow', 'Splice', and 'Outline'. The 'Animate' panel shows various animation effects like 'Merge', 'Block', 'Burst', 'Bounce', 'Roll', 'Skate', 'Spread', and 'Clarify'. The 'Position' panel shows a list of layers with a 'Layers' section for arranging them.

WORKING ON A CANVA PLAN

Erasmus+



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

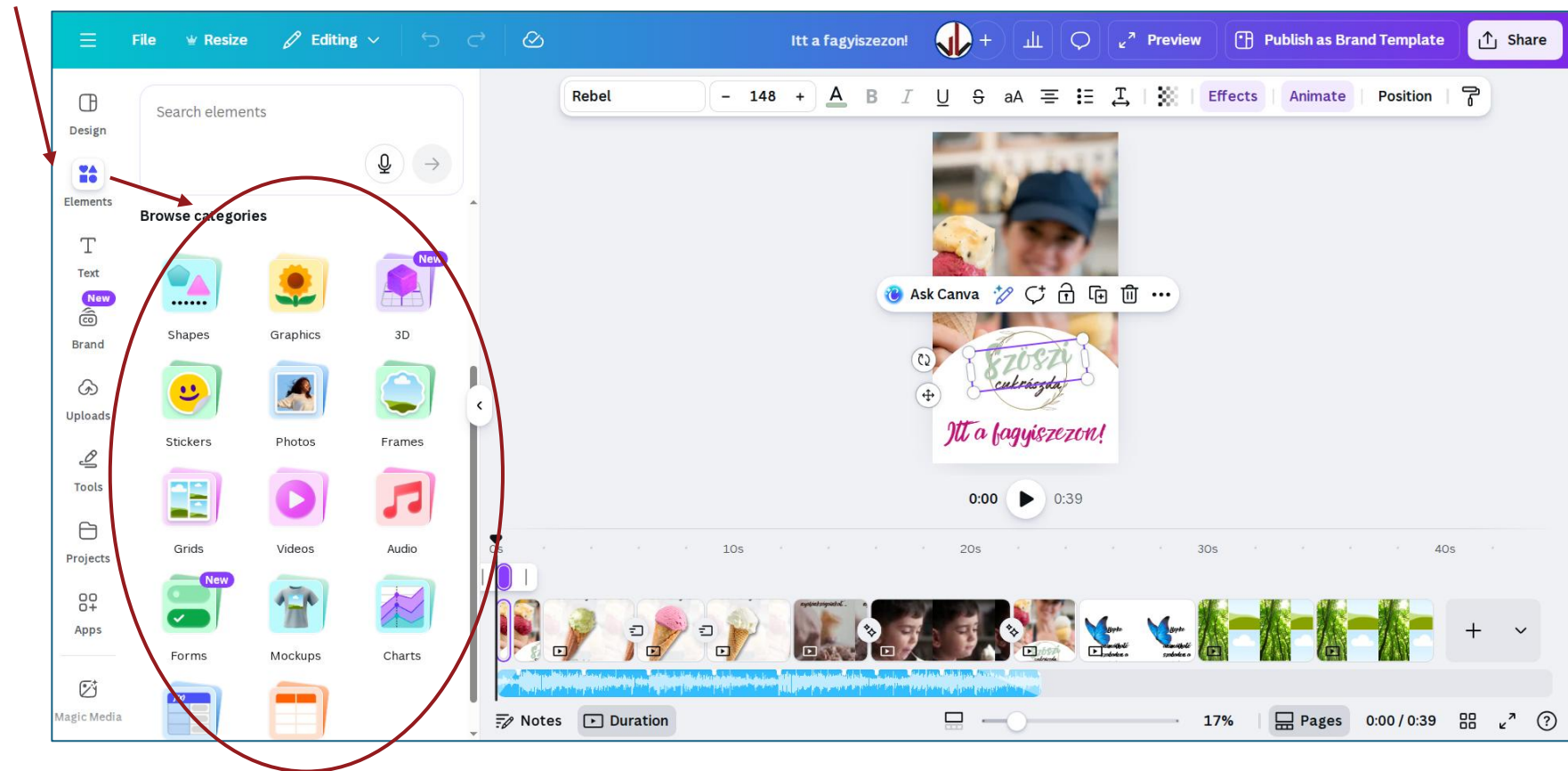
Patterns, textures, gradients

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

Adjust

Background

Select area

All Click Brush

Adjust

Magic Studio

BG Remover BG Generator Magic Eraser

Filters

None Fresco Belvedere

Cut image

Flip vertical/horizontal

Change colour

Set transparency

Just like in case of text

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

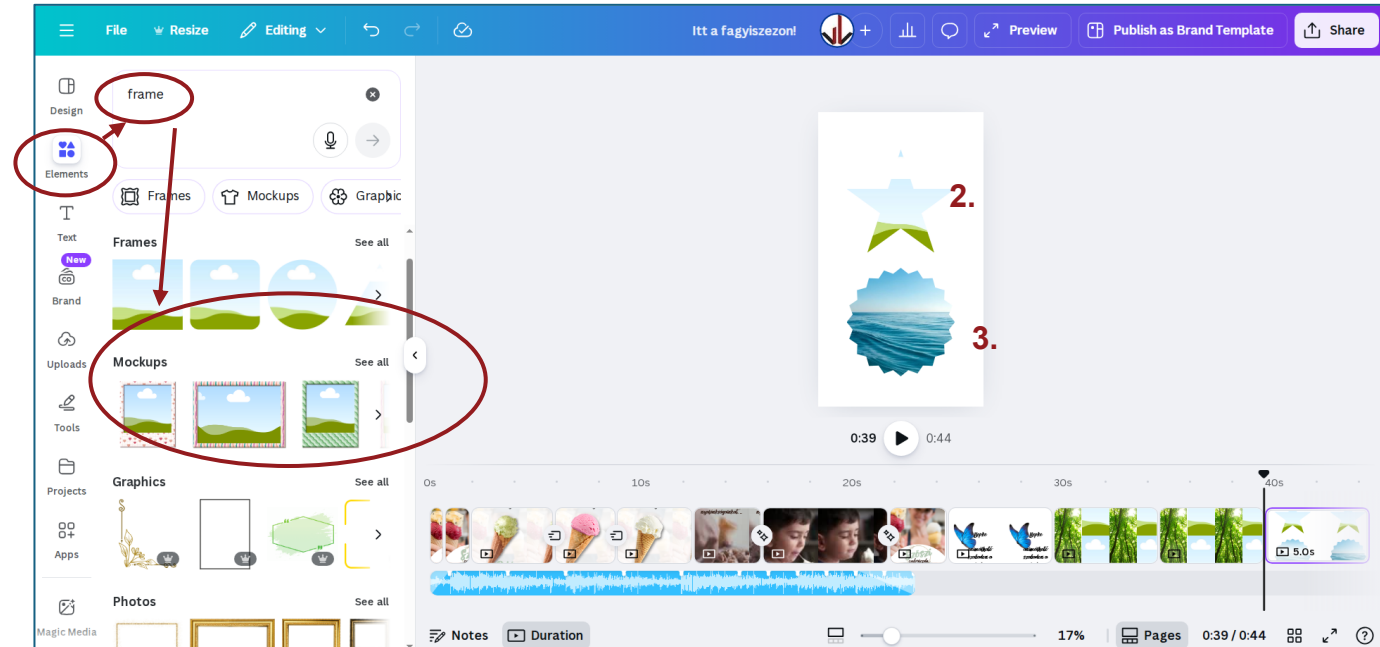
Picture in frame

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.



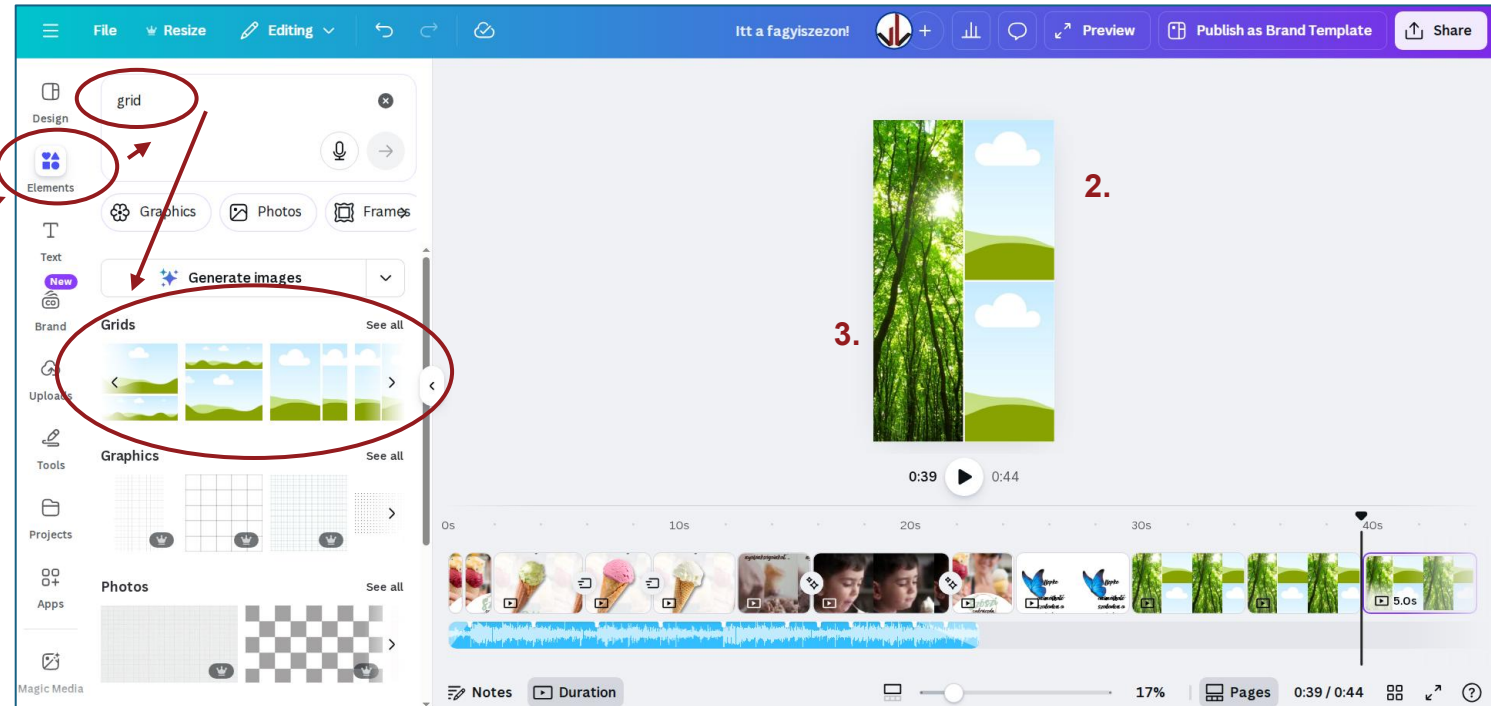
Pictures in grid

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.

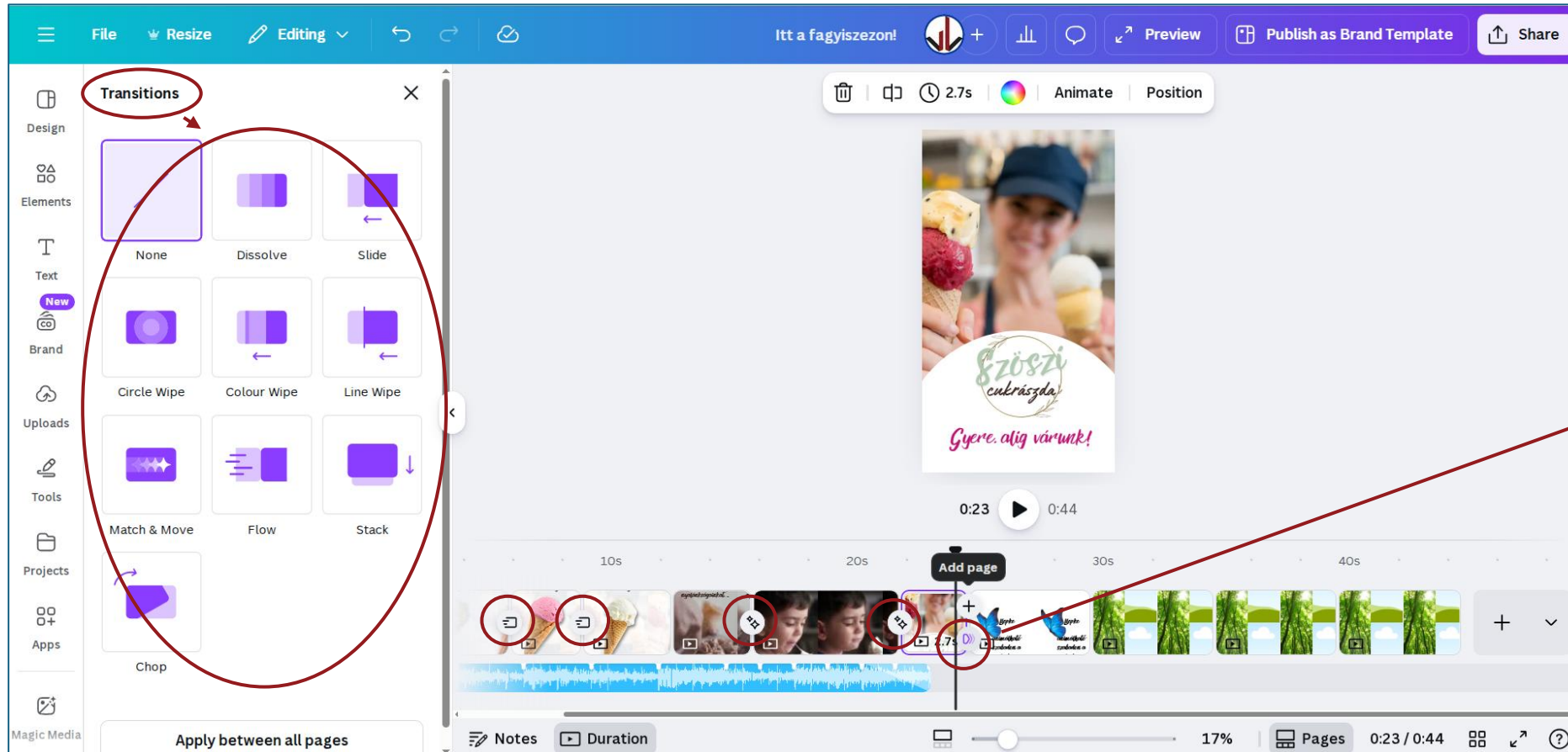
How to place images in a grid?

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.



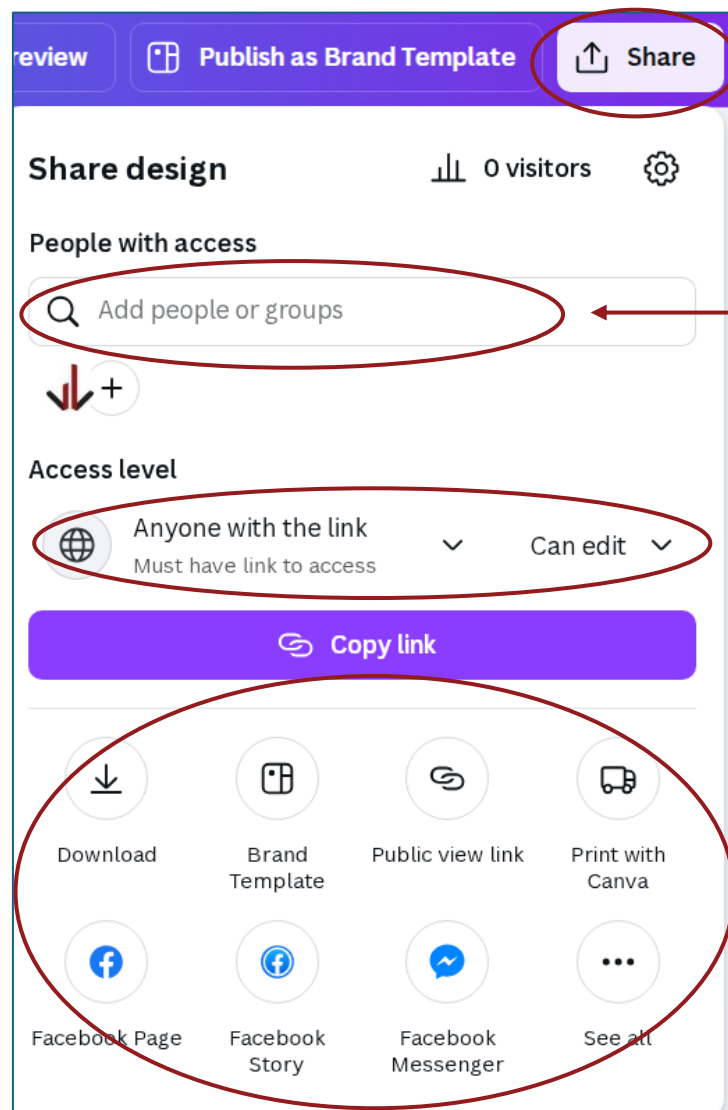
This feature is especially useful for collages, portfolios, and product showcases.

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

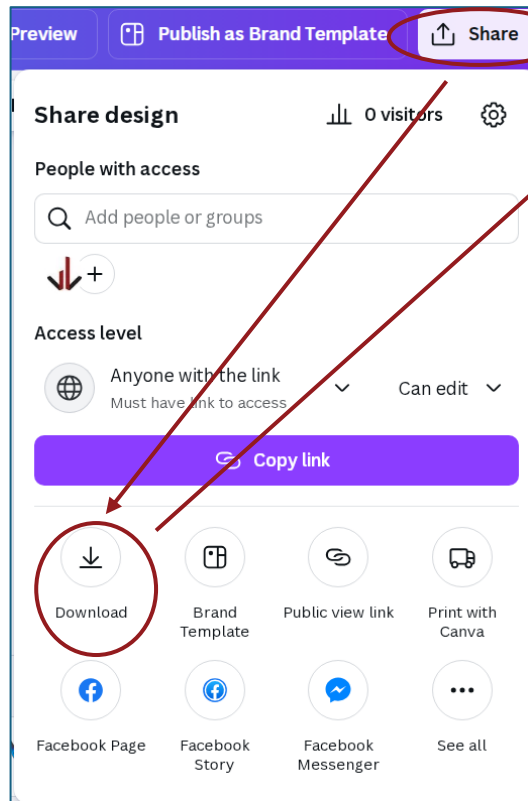
Facebook Story: direct sharing as your own FB story

Facebook Messenger: sending via Messenger

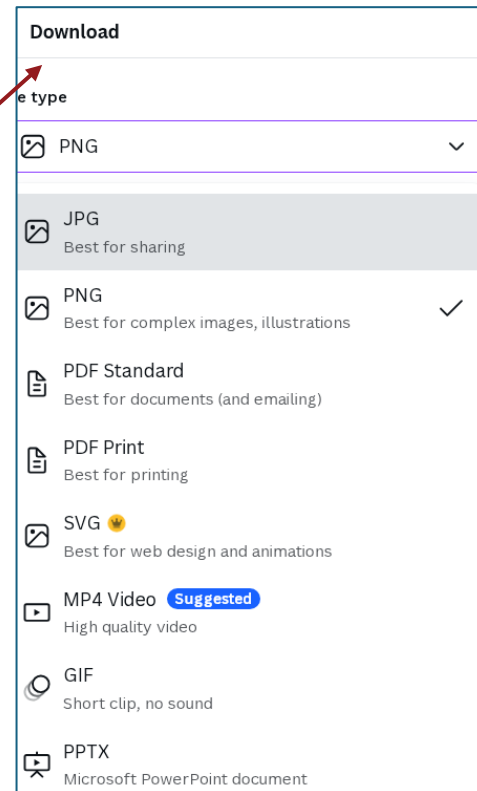
Instagram: direct sharing on your own Instagram page

More: e.g., upload to Google Drive, import into MS PowerPoint, etc.

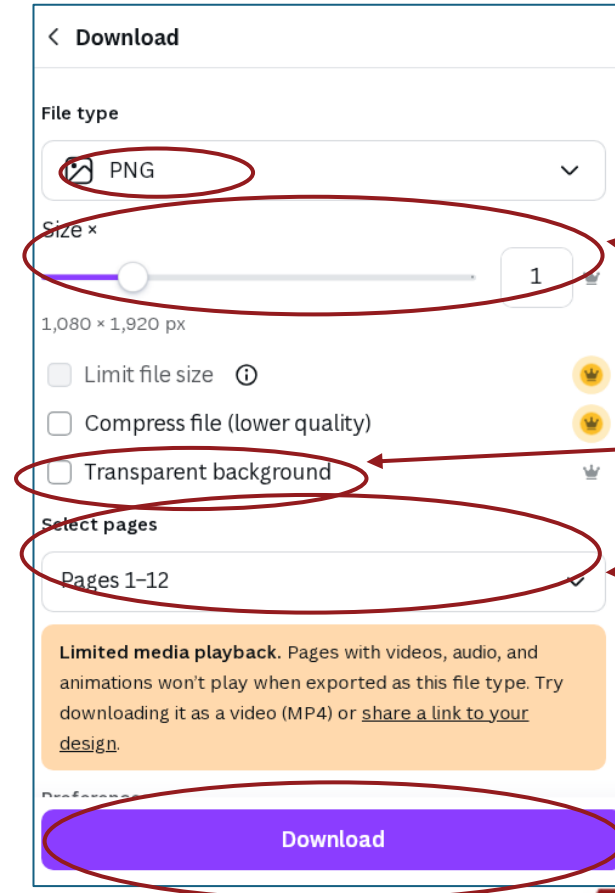
Export options (top right corner):



Download settings e.g. for PNG:



Download in different formats
available



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.**

Erasmus+



Funded by
the European Union



CHAMBER OF COMMERCE
AND INDUSTRY
VESZPRÉM



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