

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 Trainers
Level: Beginner

DIGITAL CONTENT CREATION

- Visual content creation with Canva in VET -



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 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.



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, 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.



freepik.com

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.



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?

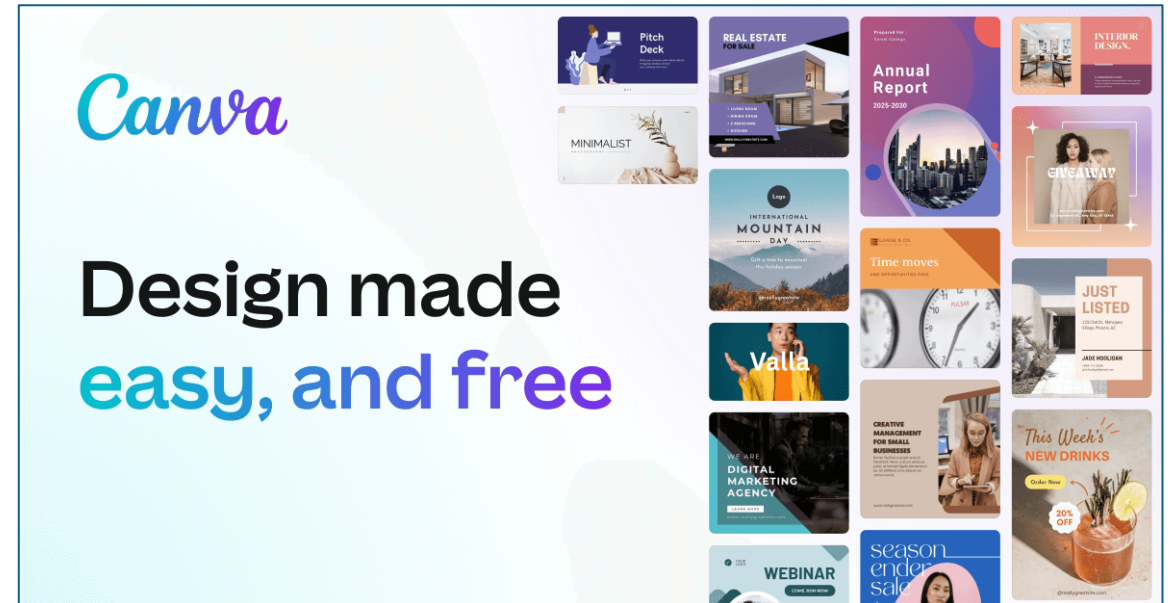
Erasmus+



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.

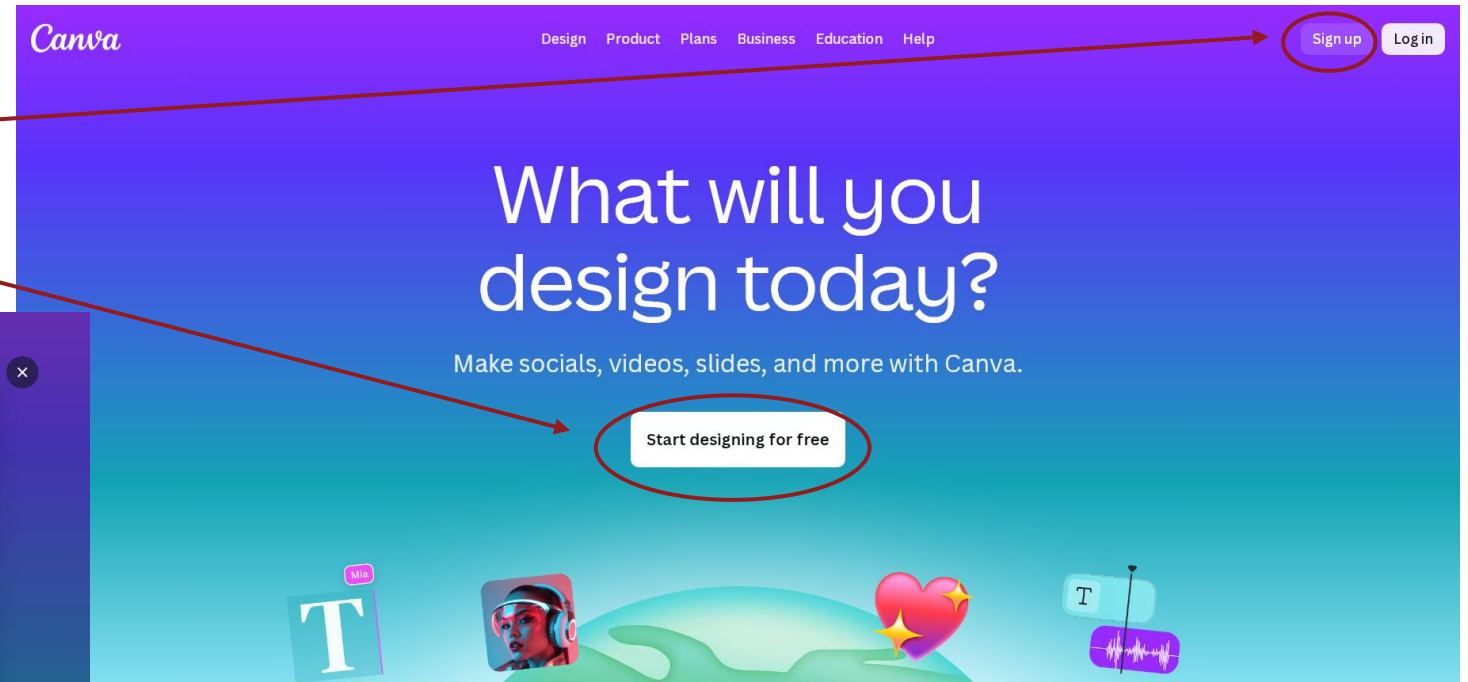
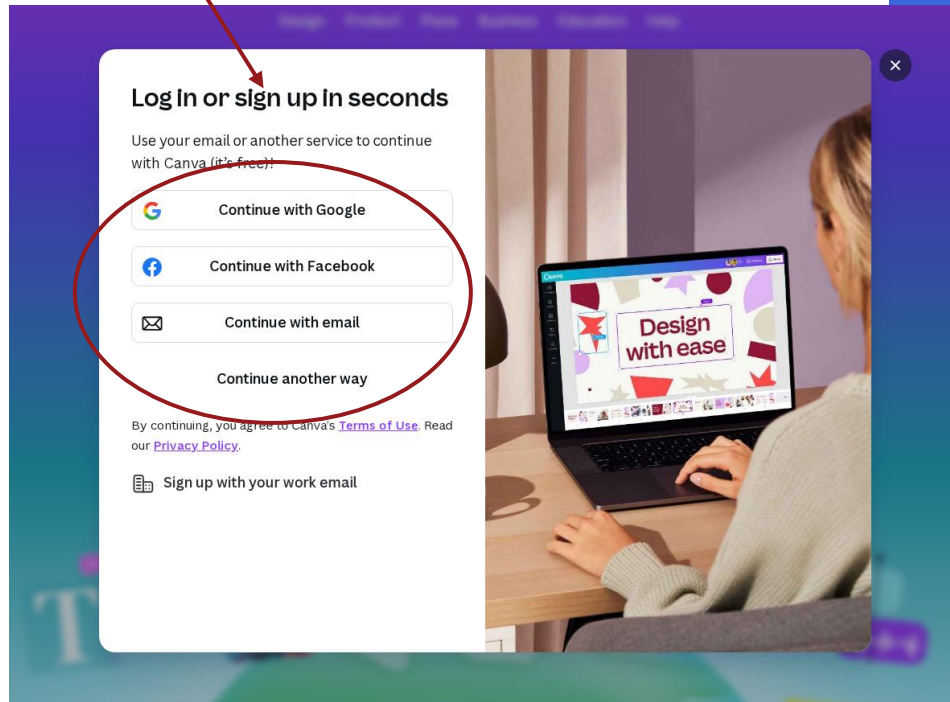


- Professional visual content quickly and easily
- User-friendly drag-and-drop editor interface
- Thousands of pre-designed templates
- A wide range of tools for customizing images, backgrounds, graphic elements, icons, and fonts
- Cloud-based file storage
- Integrated AI features (CanvaPro)
- Accessible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



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Tempus Public Foundation (TPF). Neither the European Union nor the granting authority can be held responsible for them.

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



Templates: select from pre-designed templates to customize

Search:

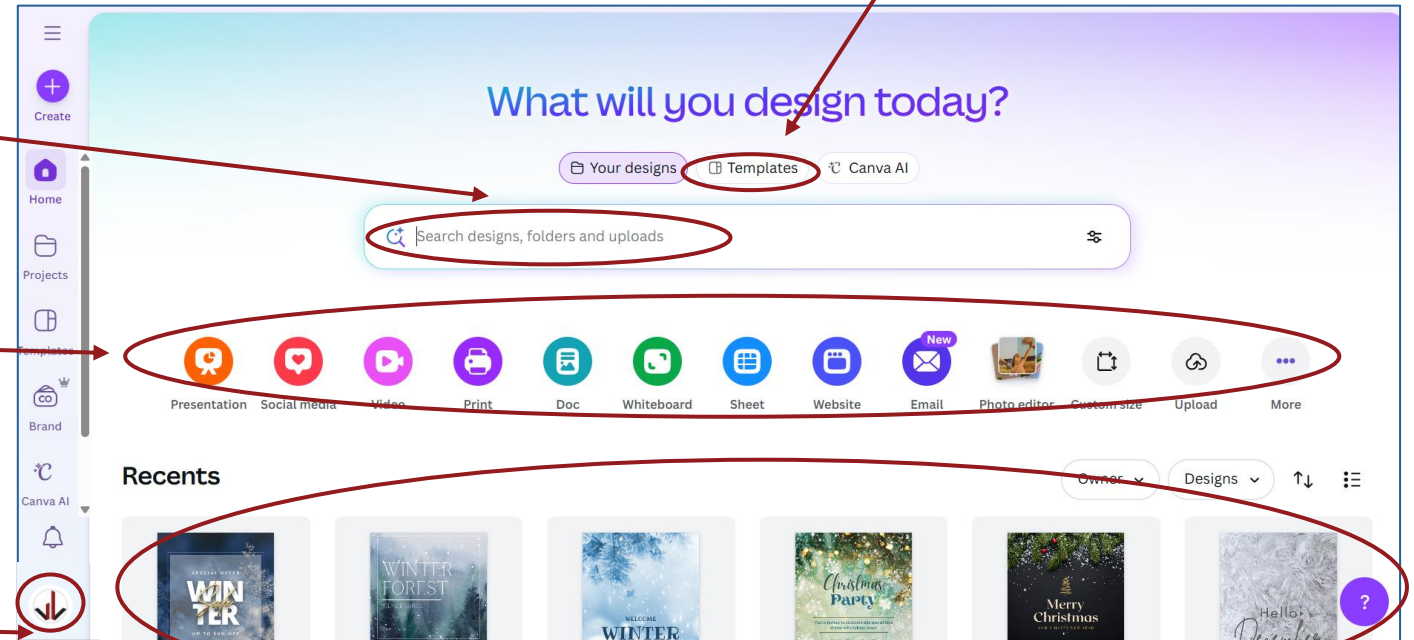
search among plans edited
and files uploaded.

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:

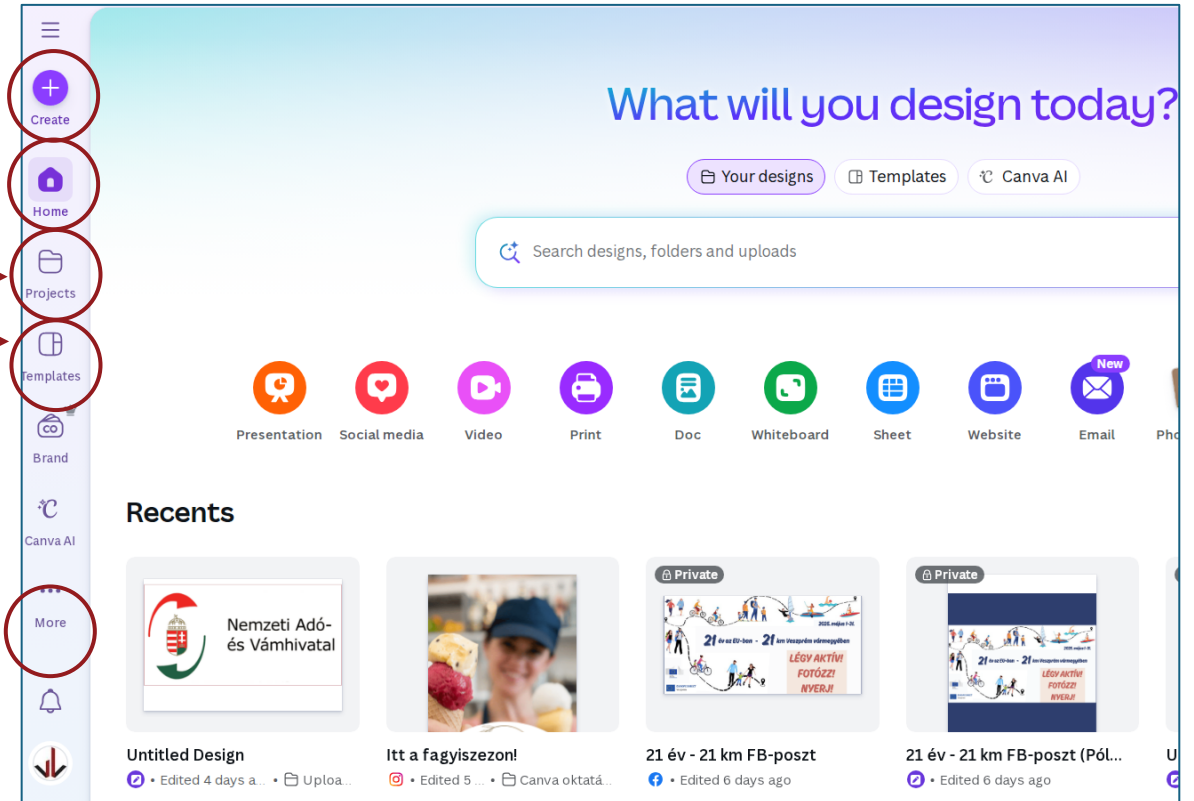
Create: create new plan

Home: back to the homepage

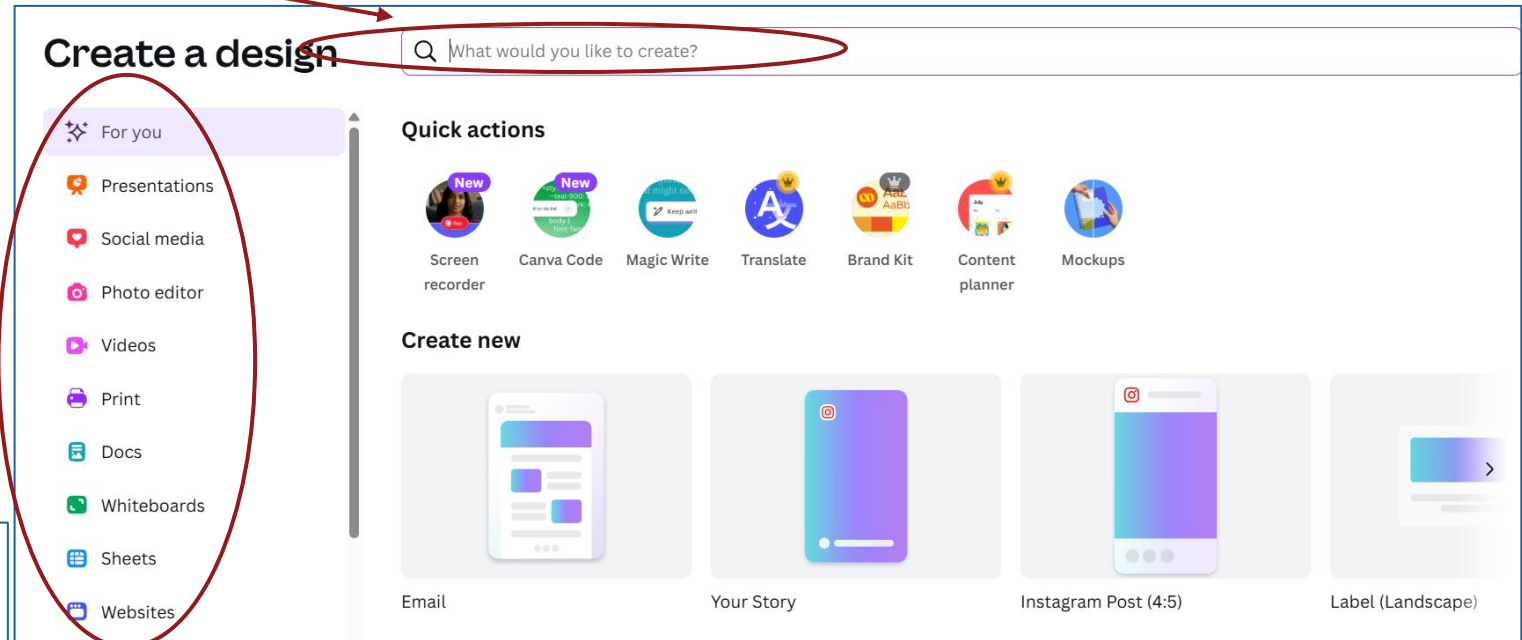
Projects: view and edit previous plans

Templates: select from pre-designed templates and customize

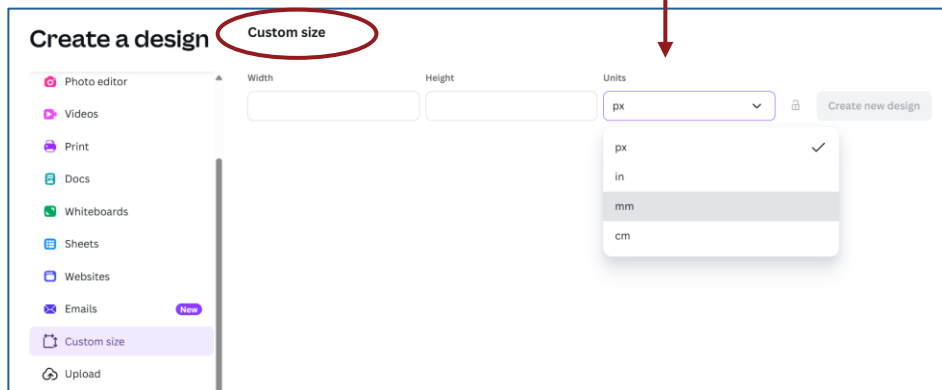
More: various application download options, connecting social media accounts with Canva etc.



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

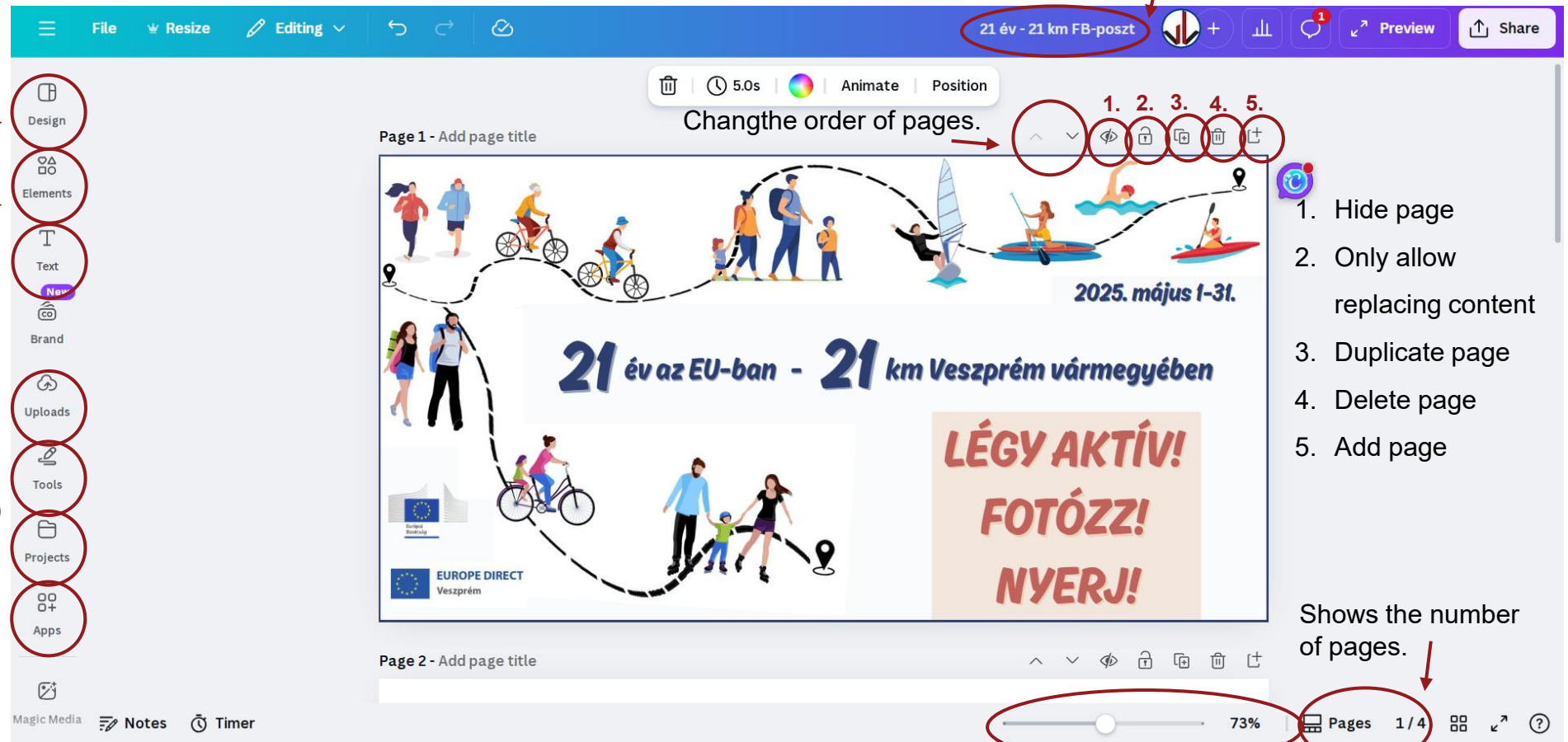
Text: insert headings, subheadings, and text boxes

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



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 workspace with a design for a 21km cycling event. Annotations with red arrows point to specific features:

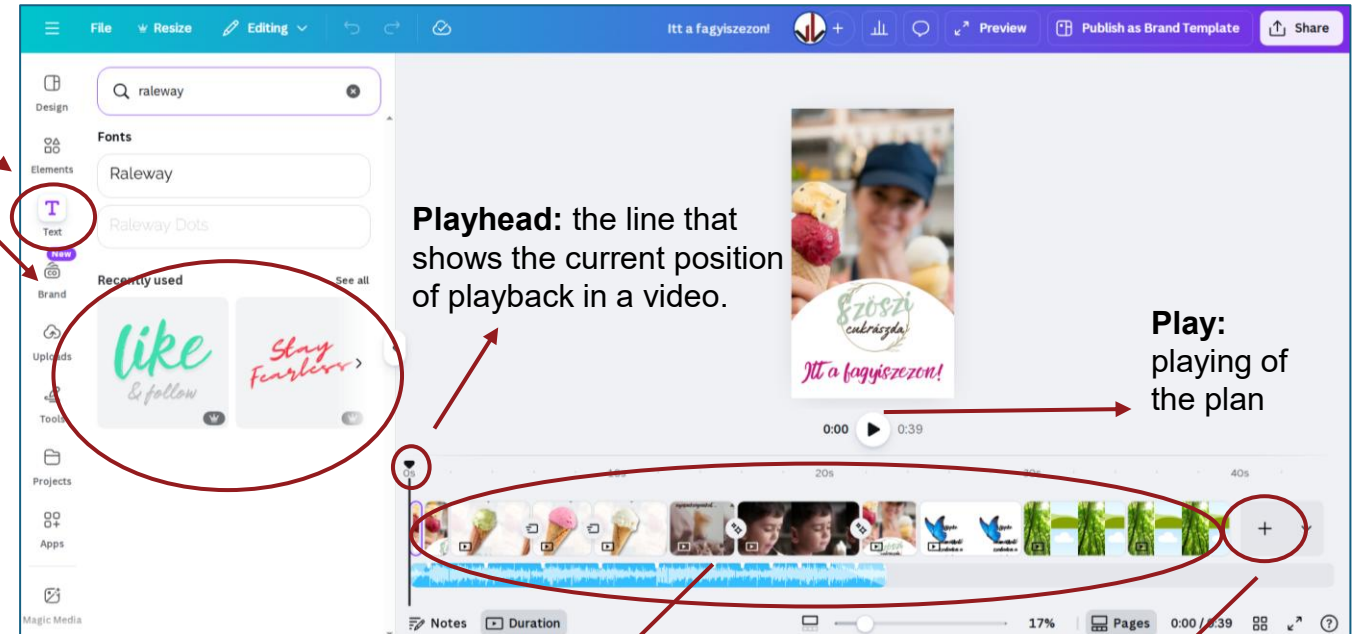
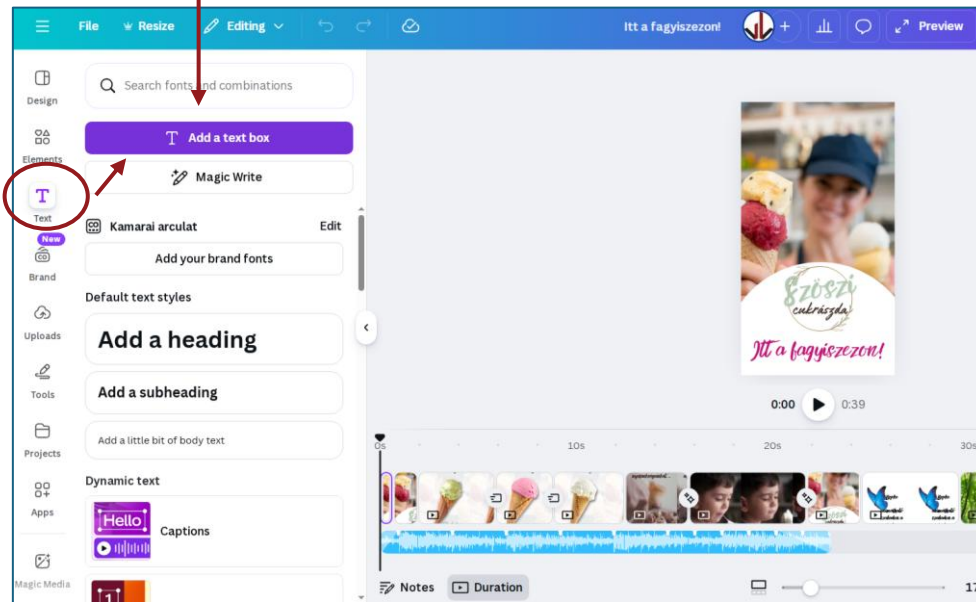
- Resize**: Located in the top toolbar.
- Editing**: Located in the top toolbar.
- Automatic saving**: Indicated by a red arrow pointing to the top right area.
- Undo**: Located in the top toolbar.
- Redo**: Located in the top toolbar.
- Share**: Located in the top toolbar.
- Preview**: Located in the top toolbar.
- Add comments to the page**: Indicated by a red arrow pointing to the comment icon in the top toolbar.
- Share: details on slide no 27**: Indicated by a red arrow pointing to the share icon in the top toolbar.
- Preview: displays the entire design as it will appear.**: Indicated by a red arrow pointing to the preview icon in the top toolbar.
- Set the duration of videos and animated elements.**: Indicated by a red arrow pointing to the **Timer** icon in the bottom left corner.

The design itself features a winding path with various activities (cycling, walking, swimming, etc.) and the text: "21 év az EU-ban - 21 km Veszprém vármegyében", "2025. május 1-31.", "LÉGY AKTÍV! FOTÓZZ! NYERJ!", and "EUROPE DIRECT Veszprém".

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+



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 transparency 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 'Position' panel shows a list of layers with a 'Layers' tab selected. The 'Animate' panel shows various animation options like 'Merge', 'Block', 'Burst', 'Bounce', 'Roll', 'Skate', 'Spread', and 'Clarify'.

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

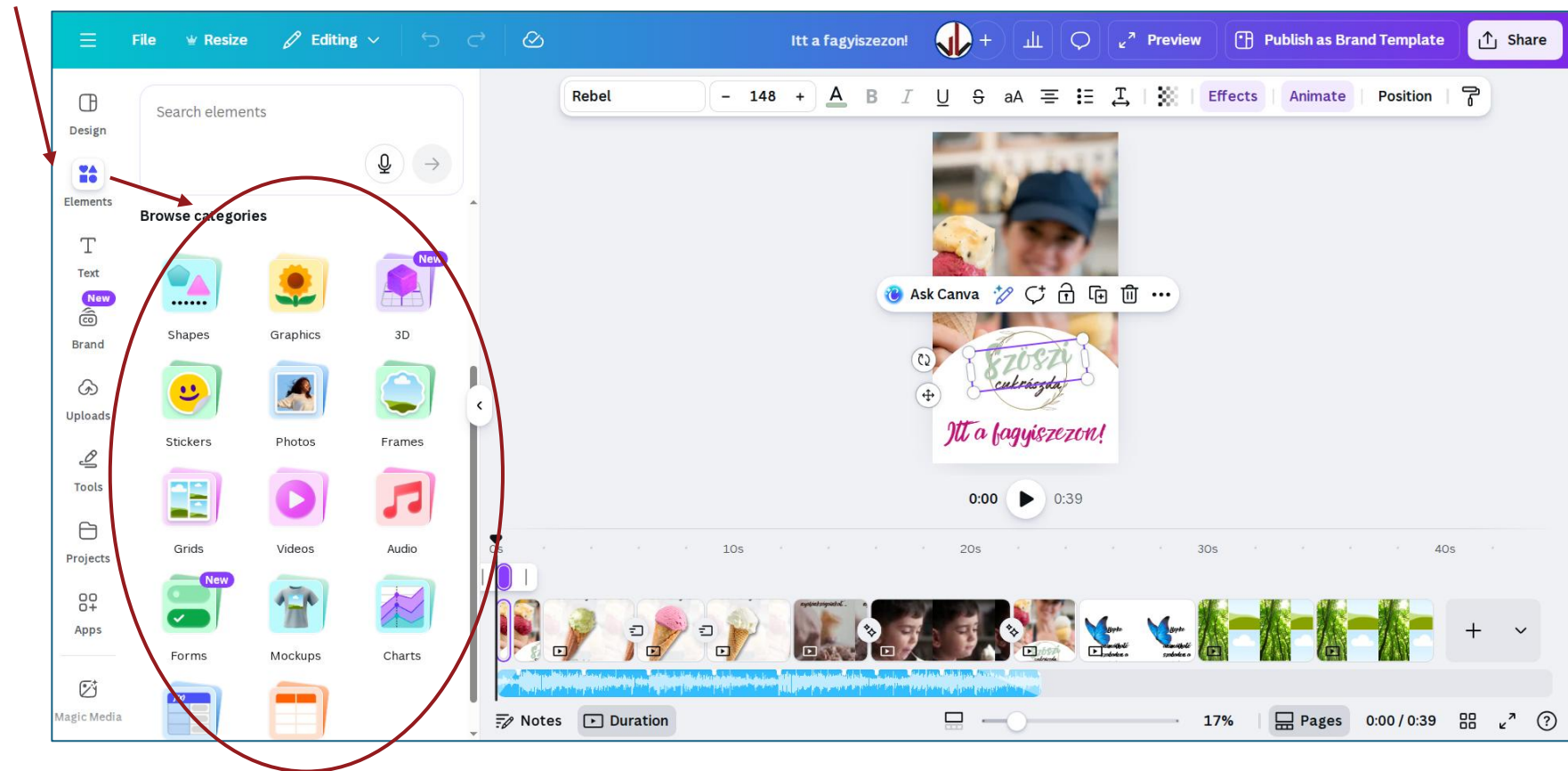
Patterns, textures, gradients

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

The screenshot shows the Canva web editor interface. On the left, the 'Adjust' panel is open, showing sliders for Tint, Light, Brightness, Contrast, Highlights, Shadows, and Whites. A red bracket groups this panel under the text 'Set image properties'. In the center, the 'Edit' toolbar is visible, with a red circle around the 'Edit' button. To the right of the toolbar, several red arrows point to specific icons: 'Cut image' (scissors), 'Flip vertical/horizontal' (flip icons), 'Change colour' (color wheel), and 'Set transparency' (opacity slider). Below the toolbar, the 'Background' panel is open, showing options for 'Select area' (All, Click, Brush) and 'Adjust' (circled in red). The 'Magic Studio' section shows 'BG Remover', 'BG Generator', and 'Magic Eraser'. The 'Filters' section shows 'None', 'Fresco', and 'Belvedere'. The main canvas shows a video of a person holding an ice cream cone with a logo 'Szósz cukrászda' and the text 'Itt a fagyiszezon!'. The bottom of the interface shows a timeline with a play button and a duration of 0:00 / 0:39.

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

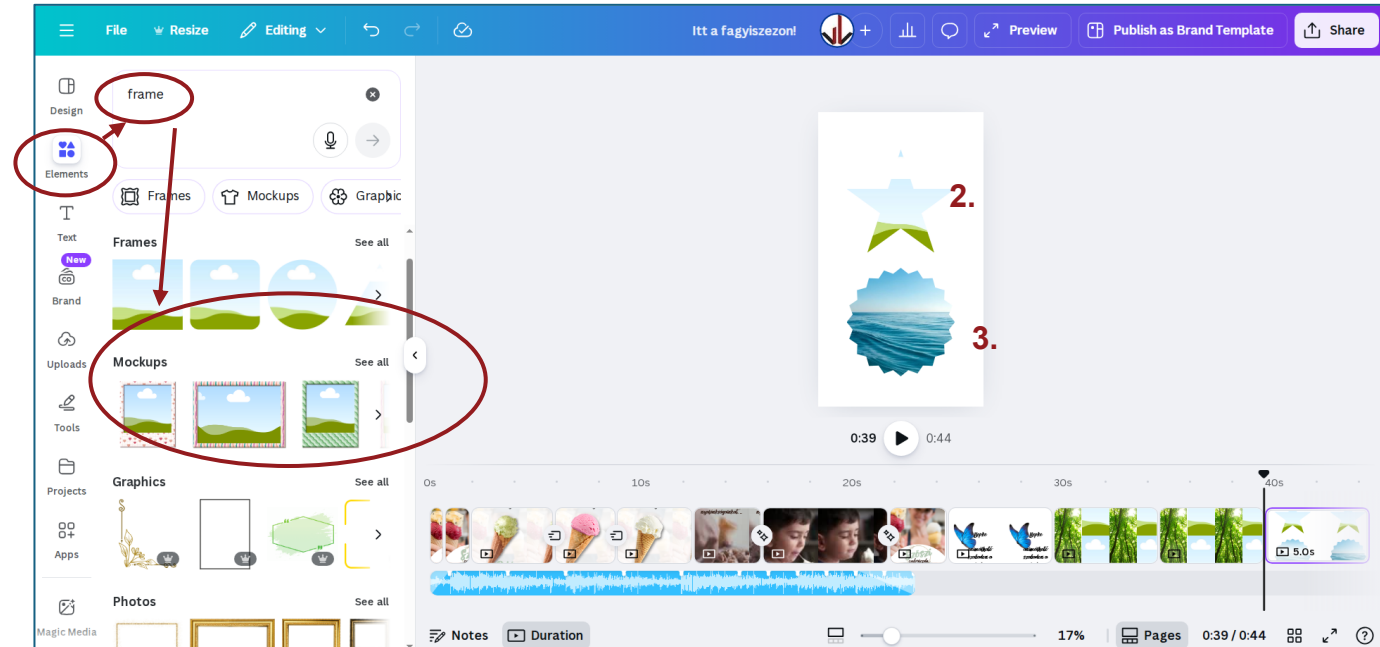
Picture in frame

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.



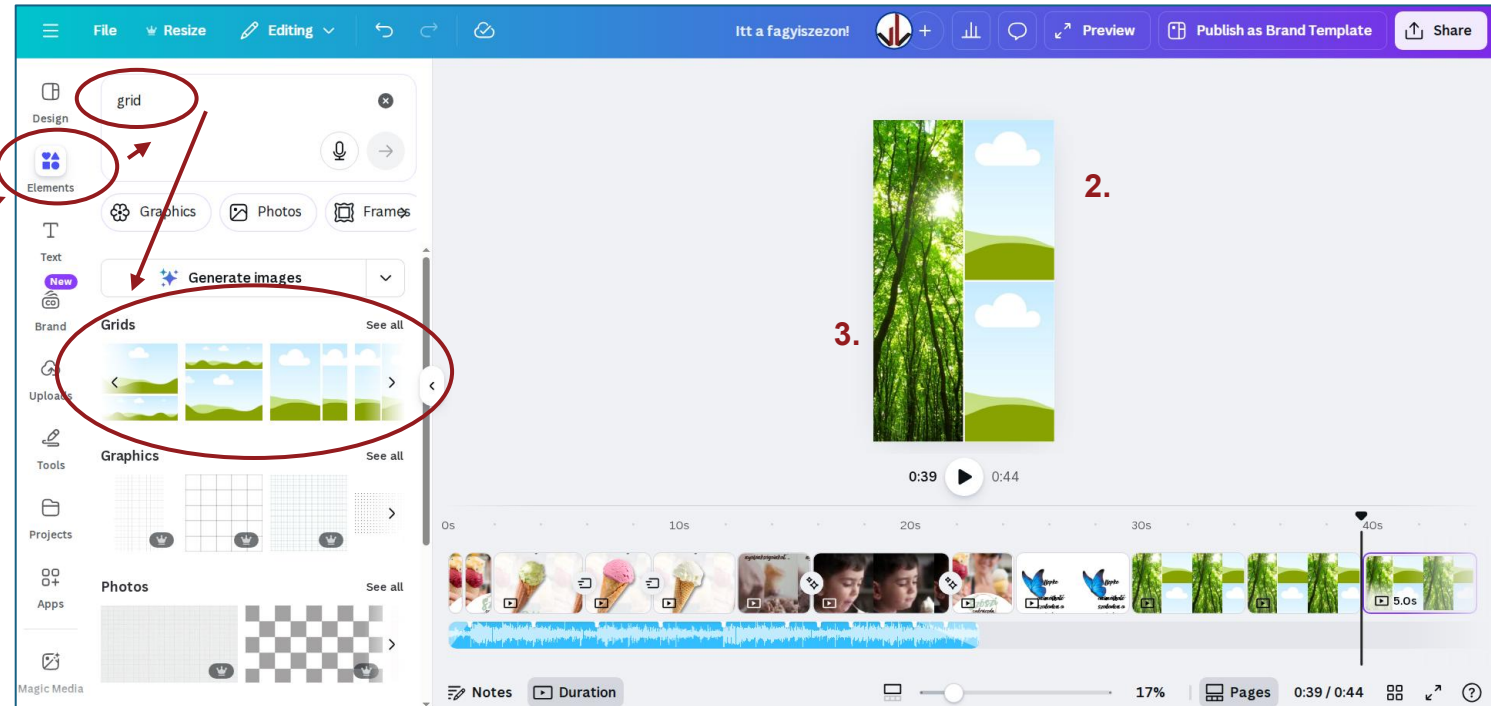
Pictures in grid

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.

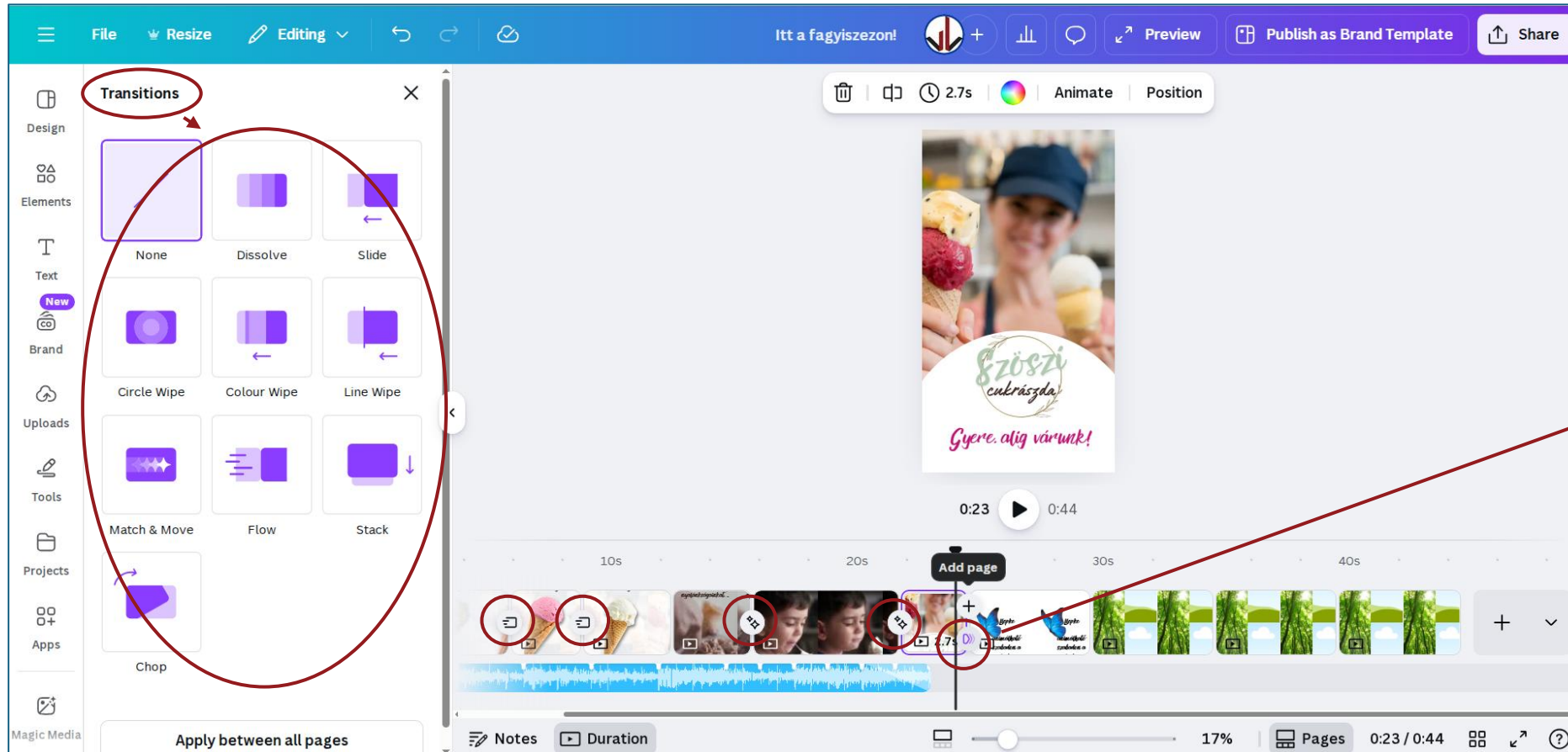
How to place images in a grid?

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.



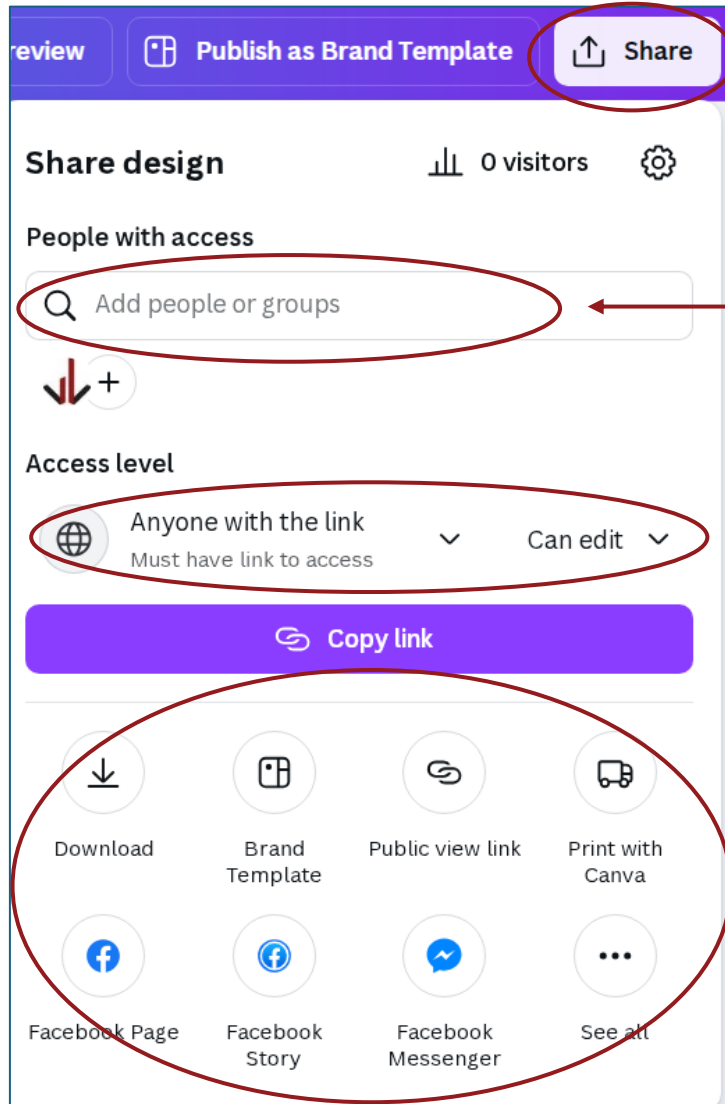
This feature is especially useful for collages, portfolios, and product showcases.

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

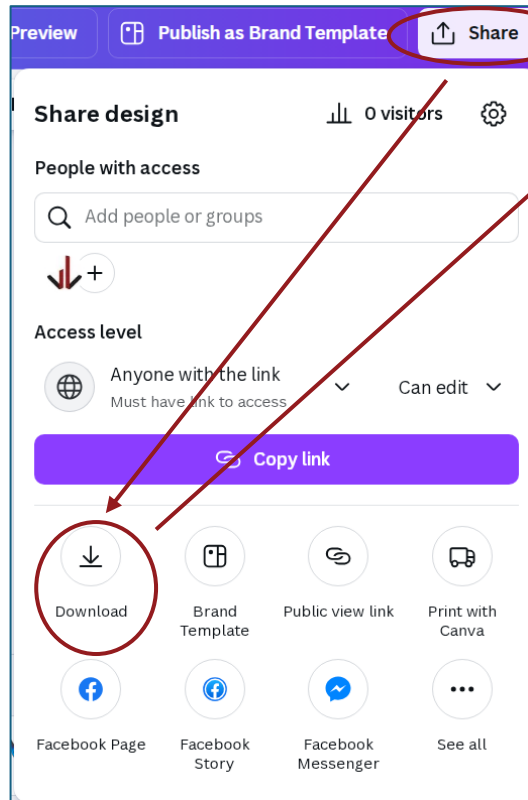
Facebook Story: direct sharing as your own FB story

Facebook Messenger: sending via Messenger

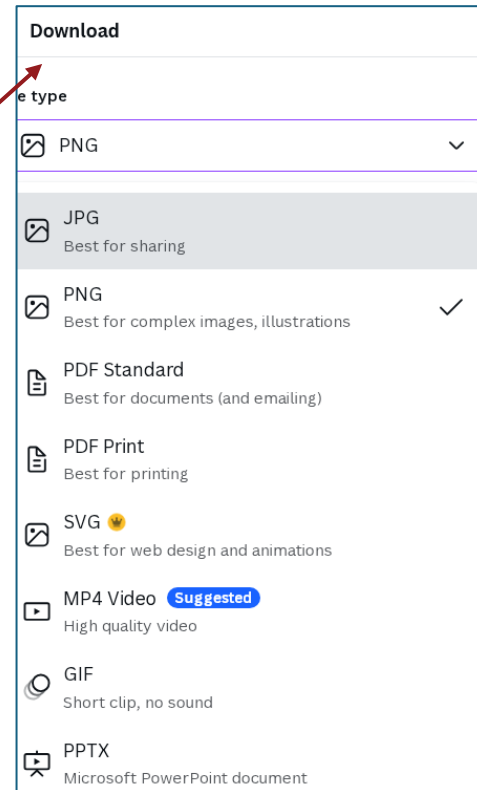
Instagram: direct sharing on your own Instagram page

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

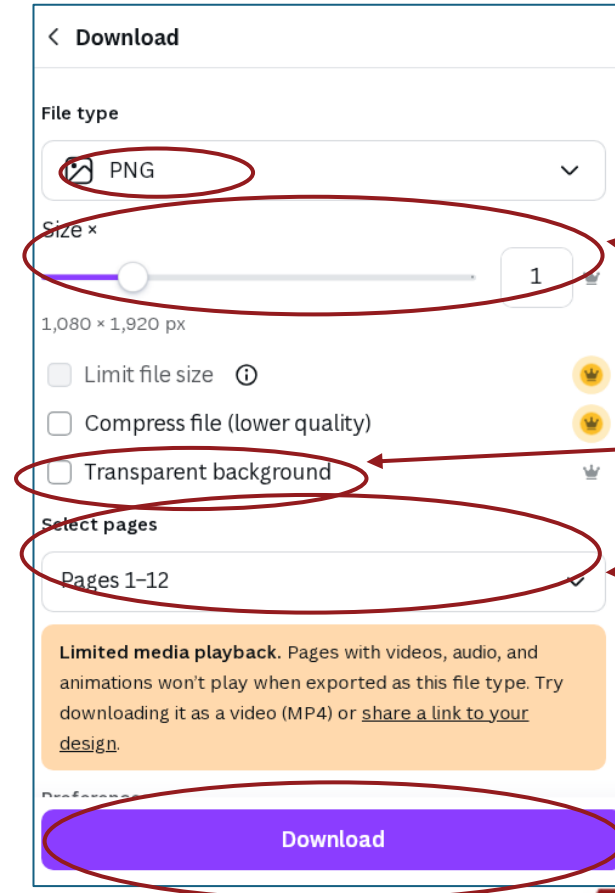
Export options (top right corner):



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