Course Title: Canva & AI Design Power: A 7-Day Creative Bootcamp for Aspiring Designers

Target Audience: Pursuing Candidates (Undergraduate/Graduate students interested in design, marketing, content creation)

Duration: 7 Days, 1.5 hours per day (Total 10.5 hours)

Overall Goal: To empower students with practical Canva skills and introduce them to the power of AI integration within Canva to create compelling visuals efficiently.

Day-by-Day Breakdown:

Day 1: Canva Fundamentals - Getting Started (1.5 hours)

- **Introduction to Canva:** What is Canva and its applications? Signing up and navigating the interface. Understanding different design types (social media posts, presentations, posters, etc.).
- **Exploring Templates:** Browsing and selecting templates. Understanding the structure of a template.
- **Basic Editing:** Text manipulation (fonts, size, color, alignment), image adjustments (resize, crop, filters), working with elements (shapes, lines, icons).
- **Hands-on:** Creating a simple design (e.g., a social media post) using templates and basic editing tools.

Day 2: Mastering Canva Elements & Layouts (1.5 hours)

- **Working with Photos & Videos:** Uploading, positioning, layering, and basic editing. Exploring Canva's stock library.
- **Graphics & Illustrations:** Utilizing Canva's elements library effectively. Customizing colors and sizes.
- **Understanding Layouts & Grids:** Using Canva's layout features for structured designs.
- **Introduction to Canva Frames:** Effectively using frames for image integration.
- **Hands-on:** Designing a more complex layout incorporating various elements and media.

Day 3: Introduction to AI-Powered Features in Canva (1.5 hours)

- **Overview of AI in Canva:** Understanding how AI enhances design workflows. Introduction to Magic Edit, Magic Eraser, Magic Expand, Magic Write, and other AI-powered tools.
- **Ethical Considerations:** Briefly discuss responsible use of AI in design.
- **Hands-on:** Exploring the interface and basic functionalities of the available AI-powered tools within Canva.

Day 4: Unleashing the Power of AI - Image Manipulation (1.5 hours)

- **Deep Dive into Magic Edit:** Replacing elements within an image using text prompts. Understanding effective prompting techniques.

- **Exploring Magic Eraser:** Removing unwanted objects seamlessly from images.
- **Utilizing Magic Expand:** Extending images beyond their original borders with AI-generated content.
- **Hands-on:** Practical exercises using Magic Edit, Magic Eraser, and Magic Expand on various images.

Day 5: AI for Text & Content Creation (1.5 hours)

- **Introduction to Magic Write:** Generating text content for different design elements (headlines, captions, short paragraphs) using prompts.
- **Refining AI-Generated Text:** Editing and tailoring the output to fit specific needs.
- **Brainstorming with AI:** Using Magic Write for generating creative ideas and starting points.
- **Hands-on:** Generating and refining text content for different design scenarios using Magic Write.

Day 6: Advanced Canva Techniques & AI Integration (1.5 hours)

- **Working with Layers & Transparency:** Understanding and manipulating layers for complex designs.
- **Creating Animations & Transitions:** Adding basic motion to Canva designs.
- **Smart Resize & Magic Resize:** Adapting designs for different platforms efficiently.
- **Integrating AI for Design Variations:** Using AI to quickly generate multiple versions of a design based on a single concept.
- **Hands-on:** Combining advanced Canva features with AI tools to create dynamic and adaptable designs.

Day 7: Project Showcase & Future Trends (1.5 hours)

- **Student Mini-Projects:** Students work on a short design project utilizing both Canva and its AI features.
- **Project Sharing & Feedback:** A brief opportunity for students to showcase their creations and receive constructive feedback.
- **Future of AI in Design:** Discussing emerging AI trends in the design industry and within Canva.
- **Resources for Continued Learning:** Recommended Canva tutorials, design blogs, and AI resources.
- **Q&A and Wrap-up:** Addressing student questions and summarizing the key takeaways from the bootcamp.