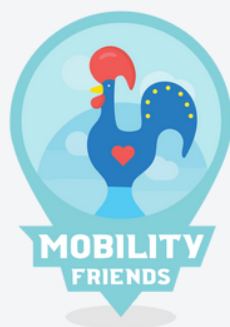


STEM AND TECHNOLOGICAL
INNOVATION

Graphic Design

BASIC GRAPHIC DESIGN WITH CANVA AND FIGMA



Your Mobility Partner

COURSE OVERVIEW

This course offers a practical introduction to graphic design principles and techniques using two popular and accessible tools: Canva and Figma. Participants will learn how to create visually appealing digital designs for various purposes, including social media, presentations, marketing materials, and personal projects. The course combines theory with hands-on practice, guiding learners through the essential features of both platforms. By the end of the course, participants will have developed a portfolio of basic graphic design projects and gained confidence in applying design concepts using Canva and Figma.

TARGET AUDIENCE

This course is designed for individuals interested in learning the basics of graphic design using Canva and Figma. It is suitable for beginners from any background who want to create visually appealing digital content for personal, educational, or professional use. No prior design experience is required, making the course accessible to anyone eager to develop fundamental design skills using user-friendly online tools.

REQUIREMENTS

To take part in the course, participants must meet the following requirements:

- Have at least a B1 level of English (independent user);
- Complete and submit the registration form before the start of the training;
- Bring a laptop or tablet to use during the sessions;
- Commit to active participation and attend at least 80% of the course.

COURSE OBJECTIVES

The objectives of the course are:

- Understand the fundamental principles of graphic design.
- Navigate and use the basic features of Canva and Figma effectively.
- Create visually appealing designs for various digital platforms.
- Apply typography, colour theory, and layout techniques in their projects.
- Use templates and customize design elements to fit specific needs.
- Collaborate and share designs using Figma's cloud-based tools.
- Develop a portfolio of simple graphic design projects.

CONTACTS AND REGISTRATION

For registrations, additional information, or budget requests, please contact our team by email at trainingcourses@mobilityfriends.org or visit our website at www.mobilityfriends.org.

LEARNING OUTCOMES

Upon successful completion of this course, learners will be able to:

1. Confidently navigate and operate Canva and Figma interfaces.
2. Create and customize designs using templates and basic tools.
3. Apply core design principles such as balance, contrast, alignment, and hierarchy.
4. Select and combine fonts, colours, and images effectively.
5. Produce digital graphics suitable for social media, presentations, and marketing.
6. Collaborate on design projects using Figma's sharing and commenting features.
7. Export designs in various formats for web and print use.
8. Reflect on their design choices and iterate based on feedback.

METHODOLOGY

The course is structured around a rigorous methodology that combines theoretical exposition, practical work, and applied demonstrations. This approach ensures a thorough understanding of the subject matter and its direct application in real-world contexts.

Theoretical sessions provide essential foundations, while practical work and demonstrations facilitate the development of technical skills and familiarity with the specific tools and procedures relevant to the course.

Continuous monitoring through individualized feedback allows for tracking learners' progress and ensures the achievement of the set objectives, preparing participants to face professional challenges with competence and precision.

ASSESSMENT

Assessment is carried out continuously throughout the course, using a holistic and learner-centered approach that reflects both participation and performance. Each participant is evaluated based on their overall engagement, regular attendance, punctuality, interest in the topics covered, ability to apply knowledge during practical tasks, and interaction with peers in individual and group activities.

The evaluation process includes a variety of classroom-based tasks (oral and written), short daily assignments, role-plays, and simulations. Trainers provide ongoing, individualized feedback to support progress and encourage active learning.

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent involvement and commitment during the training.

DURATION

The standard duration of our course is 20 hours (5 days), designed to ensure comprehensive and effective learning. However, this duration can be adjusted, in specific cases, to meet the particular needs of each group, in order to optimize outcomes and better suit the training context.

For further details or to discuss a customized schedule, please get in touch with us.

PRICE AND FUNDING

Each quotation is personalized and depends on several factors, such as the number of participants, the number of training hours, the location of the course, and any additional services requested (accommodation, transport, meals, cultural activities, etc.).

To receive a tailored quotation for your group, please get in touch with us.

The training can be funded through programs such as Erasmus+ (KA1 – Learning Mobility), among other European support mechanisms. For more information about funding, participants should contact their sending organization or their country's National Agency directly.

LOCATION AND COURSE LANGUAGE

We have training rooms in several cities in Mainland Portugal, such as Barcelos (headquarters), Braga, Póvoa de Varzim, and Porto. We also have spaces in the islands of Madeira (Funchal) and the Azores (Ponta Delgada). Additionally, we have facilities in Valencia, Spain.

The course is delivered in English.

CERTIFICATION

A Certificate of Participation is awarded to participants who attend at least 80% of the sessions and demonstrate consistent engagement and commitment throughout the training. Upon completion of the course, a formal certification ceremony will take place, during which the certificates will be presented to the participants.

OTHER SERVICES

To enrich the training experience, Mobility Friends offers a range of additional services, subject to availability and additional cost, which can be arranged for individual participants or groups.

Services include:

- Accommodation in partner residences or hotels
- Meals (lunch and/or dinner)
- Transfers between the accommodation and the training room
- Airport transfers
- Cultural visits

All services are subject to availability and must be requested in advance. For more information and personalised quotes, please contact our team.

COURSE CONTENTS

MODULE 1: GRAPHIC DESIGN PRINCIPLES & TOOL SETUP

- Core design principles (colour, typography, hierarchy, layout).
- Overview and setup of Canva and Figma accounts.
- Introduction to the interfaces and workflows of both tools.
- Creating a simple social media post as first hands-on exercise.

MODULE 2: SOCIAL MEDIA & DIGITAL MARKETING CONTENT

- Designing posts, stories, banners for platforms like Instagram, Facebook, LinkedIn.
- Adapting designs to platform-specific requirements and formats.
- Introduction to animation basics in Canva and Figma.
- Creating a small campaign (3 posts + 1 story) for the portfolio.

MODULE 3: PRINT DESIGN ESSENTIALS

- Flyers, posters, brochures, and business cards: dimensions and best practices.
- Using grids and guides for print layout precision.
- Preparing files for printing: bleed, crop marks, colour modes.
- Portfolio pieces: flyer and business card designs.

MODULE 4: PRESENTATIONS & VISUAL STORYTELLING

- Principles of effective slide design and visual communication.
- Designing presentations in Canva and prototyping in Figma.
- Using storytelling techniques to engage audiences.
- Deliverable: complete presentation deck.

MODULE 5: BRANDING AND IDENTITY DESIGN

- Brand fundamentals and visual identity components.
- Logo creation, style guides, colour palettes, typography selection.
- Using Canva's brand kits and Figma components for consistency.
- Deliverable: brand identity package.

COURSE CONTENTS

MODULE 6: ADVANCED DIGITAL CONTENT CREATION

- Infographics, newsletters, email headers, and digital ads.
- Combining data visualization with design principles.
- Optimizing graphics for different digital channels.
- Deliverable: infographic and newsletter design.

MODULE 7: RESPONSIVE AND ADAPTIVE DESIGN

- Understanding responsive design for various screen sizes.
- Designing adaptive layouts in Figma and Canva.
- Exporting assets for mobile, web, and print use.
- Deliverable: adaptive design versions for portfolio.

MODULE 8: COLLABORATION, FEEDBACK & ITERATION

- Figma's collaboration tools and team workflows.
- Conducting design critiques and feedback sessions.
- Version control, prototyping updates, and iterative design.
- Deliverable: improved versions of earlier projects.

MODULE 9: DESIGN WORKFLOW OPTIMIZATION & PRODUCTIVITY

- Using templates, libraries, and styles efficiently.
- Integrating third-party resources: stock photos, icons, fonts.
- Time management and project planning tips for designers.
- Deliverable: organized project files and workflow checklist.

MODULE 10: FINAL PORTFOLIO PROJECT & PRESENTATION

- Planning a comprehensive design portfolio.
- Selecting and refining portfolio pieces across formats.
- Creating a professional portfolio presentation.
- Deliverable: digital portfolio and presentation session.

MOBILITY FRIENDS TRAINING CENTER



Certified by DGERT - Directorate General
for Employment and Labor Relations

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