NGLANCER BUSINESS LIBRARY

COURSE

Design Like a Pro with Canva

A 7-module course — flyers, social media posts, videos, brand kits and print designs, plus how to earn from your design skills

nglancer.com

For business owners, creators & beginners

Design Like a Pro with Canva
A 7-module course — flyers, social media posts, videos, brand kits and print designs, plus how to earn from your design skills

© 2026 NGLancer. All rights reserved. This course is licensed for the personal use of the buyer. Please don't copy, resell or share it — point friends to nglancer.com instead.

The information here is general guidance for small businesses and is not legal, tax or financial advice. Rules, fees and prices change; check current requirements with the relevant agency or a qualified professional before acting. Names and businesses in the examples are made up for illustration.

Contents

How to take this course 4

Module 1 — Getting started 5

Module 2 — Six principles that make designs look professional 6

Module 3 — Project: a price list and a sales flyer 7

Module 4 — Social media designs 9

Module 5 — Short videos and animation 10

Module 6 — Brand kit and print-ready designs 11

Module 7 — Earn money with your design skills 4

Answers to the quick checks 14

Course completion 14

How to take this course

Good design sells. A clean flyer, a sharp price list or a consistent Instagram page makes customers trust a business before they've bought anything. With **Canva** — a free design app for phone and computer — anyone can create professional designs.

This course teaches you the **principles** first (so your designs stop looking "amateur") and then walks you through real projects.

Module	You will learn to…
1	Set up Canva and find your way around
2	Use the six principles of good design
3	Design a price list and a sales flyer
4	Create social media posts, carousels, stories and thumbnails
5	Make short videos and animated posts
6	Build a brand kit and design print-ready materials
7	Earn money with your design skills

What's in your download

- **Course workbook** (this PDF)
- **Design checklist & sizes cheat sheet** (PDF) — keep it open while you work

> 💡 **TIP**
> Canva updates its menus often. If a button has moved, look for the same word in the side panel or the top toolbar, or use the **search bar** inside the editor. The principles in this course don't change.

MODULE 1

Getting started

Free or paid?

Canva has a **free plan** with thousands of templates, photos, graphics and fonts — enough for everything in this course. **Canva Pro** (paid) adds features such as the one-click background remover, the brand kit with multiple brand fonts, resize-to-any-size, premium elements and more storage. Check Canva's site for current plans and prices; there are free plans for eligible teachers, students and non-profits.

In the editor, elements marked with a crown (👑) or "Pro" are paid. Filter them out with the **Free** filter if you're on the free plan.

Phone or computer?

Both work. The phone app is great for quick posts and WhatsApp status designs; a laptop is easier for detailed work like flyers and carousels. Your designs sync between them when you log into the same account.

The editor in 60 seconds

- **Templates** — ready-made designs to edit
- **Elements** — shapes, lines, icons, graphics, photos, videos, frames, charts
- **Text** — headings and font combinations
- **Uploads** — your logo, product photos and videos
- **Brand** — your colours, fonts and logos (if set up)
- **Top toolbar** — appears when you select something: colour, font, size, effects, position, transparency
- **Position** — align items and bring them forward or send them back
- **Share / Download** — save as PNG, JPG, PDF or MP4

Common sizes

Design	Size (pixels)
Instagram / Facebook square post	1080 × 1080
Instagram portrait post	1080 × 1350

Design	Size (pixels)
Instagram / Facebook / WhatsApp story or status	1080 × 1920
YouTube thumbnail	1280 × 720
Facebook page cover	about 1640 × 624 (check the current recommended size)
A4 flyer (print)	210 × 297 mm
A5 flyer (print)	148 × 210 mm
Business card (print)	about 85 × 55 mm (common standard in Nigeria and Europe)

✍️ **YOUR TASK**

Create a free Canva account, install the app on your phone, and create one blank 1080 × 1920 design. Explore every side panel for 10 minutes.

MODULE 2

Six principles that make designs look professional

1. Hierarchy — what should they see first?

Decide the **one most important thing** (the offer, the product, the event) and make it the biggest and boldest. Then the second thing (price, date). Then details (address, phone). If everything is big, nothing stands out.

2. Contrast — make it readable

Dark text on a light background, or light text on a dark background. Avoid yellow text on white or red text on green. If text sits on a photo, add a dark transparent shape behind it or use the photo's empty area.

End of the free sample

Enjoyed it? Get the **full version** — with every chapter, worksheet and template — as an instant download on **NGLancer**.

nglancer.com · Marketplace → Digital products