



**Odesa I.I. Mechnikov National
University**
**Faculty of Mathematics, Physics, and
Information Technologies**
**Department of COMPUTER
SYSTEMS AND TECHNOLOGIES**



**Syllabus (elective course)
of the COMPUTER SCIENCE Educational Program**

GRAPHIC DESIGN CANVA

Volume	Total: Credits – 4 Hours – 120 Content modules – 2
Semester, study's year	Autumn (4 th year of Bachelor's Program)
Days, time, place	According to the class schedule
Lecturer(-s)	Maryna Iepik, Candidate of Technical Sciences (Ph.D.), Associate Professor, Associate Professor of the Computer Systems and Technologies Department
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Workplace	Department of Computer Systems and Technologies Odesa I.I. Mechnikov National University, Dvoryanska St., 2
Consultations	Teams

COMMUNICATION

Communication with students will take place in the classroom, via Telegram messenger, and via Teams collaboration software.

COURSE DESCRIPTION

The subject of the course is the methods, tools, and principles of creating graphic materials in Canva, including the visual design of layouts, working with templates, fonts, color schemes, multimedia elements, and modern approaches to digital design.

Course prerequisites

The course material builds on the knowledge, practical skills, and abilities acquired by students in the previous first-level (bachelor's) higher education course.

Course post-requisites

This course provides a solid foundation for in-depth study of web design and preparation of a qualification project in this field.

The aim of the *Graphic Design Canva* course is to develop students' knowledge and skills in the field of graphic design using methods of processing graphic, sound, and video information with modern software.

The objective of the *Graphic Design Canva* course is to familiarize students with the basic features of the Canva graphic editor, teach them how to create graphic objects and visual content, and help them master the tools of the Canva online graphic design platform.

Course content

Content module 1. Basics of working with the Canva graphic editor

Topic 1. Introduction to Canva. What is Canva and what is it for? Canva versions: Free, Pro, Teams. Platform interface overview. Creating an account and setting up a work environment. Template guide: how to choose the right format.

Topic 2. Basics of working with design. Toolbar: layers, pages, history. Working with text: styles, typography, indents. Colors: brand palette, gradients, color schemes. Shapes, lines, icons. Using stickers and elements. Safe margins, alignment, grids.

Topic 3. Working with images and videos. Uploading your own photos and videos. Removing backgrounds, photo editor, correction. Using the photo library in Canva. Animating elements. Trimming videos, transitions between scenes. Adding music and voiceovers. Creating a resume.

Topic 4. Design for social media. Instagram, Facebook, LinkedIn posts. Stories and Reels covers. YouTube banners, video covers. Visual brand identity. Content plans and design series.

Topic 5. Presentations in Canva. Using professional templates. Smart Presentation and Magic Design. Adding graphs and charts. Interactive elements. Online presentation and export to PDF/MP4.

Topic 6. Printed materials. Business cards, flyers, brochures. Posters and merchandise (branded products). Technical requirements for printing. Export to PDF Print and saving layouts.

Content module 2. Canva's advanced tools

Topic 7. Advanced Canva Pro & AI tools. Brand Kit: logos, fonts, palettes. Magic Write (AI texts). Magic Replace, Magic Design, Magic Expand. Create your own templates. Folders, sharing, teamwork.

Topic 8. Designer's tips. How to create visuals that stand out from the crowd. Beginner mistakes. Style, composition, minimalism.

EXPECTED RESULTS

After studying the course, student should **know:**

- the basics of working with the Canva graphic editor,
- the basics of graphic design,

be able to:

- create graphic objects and visual content,
- use templates,
- create different types of designs,
- edit images and videos,
- work with text,
- use AI tools to work on a project,
- create materials for the learning process,
- use advanced Canva Pro & AI tools,
- develop designs for use on other platforms.

Competencies, that students acquire as a result of studying the course:

Integral Competence IC. Ability to solve complex specialized tasks and practical problems in the computer science field or in the learning process, which involves the application of

information technology theories and methods and is characterized by complexity and uncertainty of conditions.

a) general:

3K1. Ability to think abstractly, analyze, and synthesize.

3K2. Ability to apply knowledge in practical situations.

3K6. Ability to learn and acquire modern knowledge.

3K8. Ability to generate new ideas (creativity).

б) special:

CK11. Ability to perform intellectual analysis of data based on computational intelligence methods, including large and poorly structured data, their rapid processing, and visualization of analysis results in the process of solving applied problems.

Learning outcomes: upon course completion, students will have acquired the following skills:

IIP1. Apply basic forms and laws of abstract-logical thinking, fundamentals of scientific cognition methodology, forms and methods of extraction, analysis, processing, and synthesis of information in the subject area of computer science.

TRAINING FORMS AND METHODS

The course is taught in the form of lecture-presentations (34 hours) and practical classes (17 hours), with independent study organized for students (69 hours).

The main teaching of students is carried out through lectures and practical classes, as well as independent study of the material by full-time students during the semester.

Verbal and visual teaching methods are used during the course: lecture-presentations; practical teaching methods – practical classes, work with literary sources.

ALIGNMENT WITH THE 2030 SUSTAINABLE DEVELOPMENT GOALS

SDG 4: *Quality education*

The Graphic Design Canva course provides access to modern knowledge and technologies in graphic design. This promotes opportunities for learning and professional growth. Skills in graphic design help you gain competitive skills.

SDG 8: *Decent work and economic growth*

Knowledge and practical skills in graphic design are in demand in the labor market, which contributes to the creation of new jobs in IT and high-tech industries. Specialists with such knowledge can work in various industries, which will contribute to economic development.