

Aryabhatta College

Department of Management Studies

Workshop on: Canva for beginners

Sankalp, the Department of Management Studies of Aryabhatta College conducted a workshop on "Canva for beginners" with Ms. Maher Khan, Experienced Canva Tutor, Digital Marketer, on 19th August 2021 from 4PM onwards.

The purpose of this session was to enrich fellow students about the use of Canva at an early age, thus ensuring some value addition in their knowledge during this unfortunate lockdown period.

The session was inaugurated by Teacher- in-Charge of BMS Department, Prof. J.K. Singh.

As we moved ahead, students got a deep insight into;

- Overview of Canva and all of its features. All the columns on the homepage were overviewed while understanding the uses of those features.
- Brand kit was introduced as a powerful tool available on the platform which helps the user in creating and presenting a strong and aesthetic brand identity for anything ranging from a personal portfolio to their new ventures.
- Going deeper into the topic, the process of developing a new graphic was initiated where the audience was informed about several dimensions, sizes and requirements of a graphic according to different kinds of social media platforms.
- The whole process of designing a graphic for instagram from scratch was illustrated covering all the necessary steps.
- All the different options and features that are present on the platform to help finalize a graphic were explained and how you can use in house features to add HD images, illustrations, QR codes, and other aesthetic elements were shown.
- Different options available while downloading and saving a graphic were thoroughly explained and also the audience was made aware of some features that are available only in the Paid version of the platform.
- Moving forward, how to develop bio-website pages and landing pages for a website can be created with the help of the latest features added on Canva.
- How to make Clear and solid mockups of different products ready to be advertised on E-commerce portals was explained.
- Towards the end of the workshop, a few questions from the audience were answered which included the role of fonts and color while making the graphics and how to afford the Pro version of canva if you are a student.
- An exclusive blog section on the website curated by the team professionals on canva was introduced and how students can use it to learn the platform and aspects of designing from scratch.

We got participation from 60+ students across different courses. The session was conducted on Google Meet for 1 hour. Overall, the session was filled with knowledge and value which could be seen in the appreciation we got post-session from participants.



The session ended with a Vote of thanks delivered by our Coordinator, Mrs. Cherry Uppal. We would like to thank our Principal, Prof. Manoj Sinha and our Teacher in charge, Prof. J.K. Singh Sir for their immense guidance throughout the webinar planning process. The webinar wouldn't have been possible without their support.

Teacher in Charge: Prof. J.K. Singh

Organizer/Coordinator: Mrs. Cherry Uppal

Student Coordinators: Yannish Bhandari & Aarjav Jain

Moderator: Nupur Gulati

Sankalp The Management Society is presenting

TODAY'S SPEAKER

Maheer Khan
Experienced CANVA Tutor
Digital Marketer

ARYABHATTA COLLEGE | UNIVERSITY OF DELHI

4:07 PM | trx-gqaa-yyc

Participants: Dhruv Sharma, Mohit Rohilla, Aarjav Jain, RAKESH RANJA..., SANYAM BHUTA..., Maheer Khan, Sujal Jain 313 Se..., Sankalp The M..., Nupur Gulati, Cherry Arora, 44 others, You

