

BYROBERTA

BRANDING & DESIGN STUDIO

MASTERCLASS

USE CANVA LIKE
A DESIGNER!



BYROBERTA.DESIGN

We know everyone knows how to use Canva. It's easy and intuitive and has amazing assets to be used! But...

- ...are you creating content and feeling it's not good enough?
- Are you often jumping from colour to colour or font to font? And can't make up your mind?
- Do you find yourself lost in the pool of templates, styles etc ?
- Do you end up creating presentations that look like they were made by your toddler?



After the Masterclass "Use Canva Like a Designer":

- you will learn you the fundamental principles of design in a fun and engaging way. With loads of examples to follow along!
- You will create presentations, charts, flyers, posts and content with ease and be rest assured that you are staying consistent with your company branding colors, fonts and style.

BUT...

What are the benefits of learning Canva?

- **User-Friendly Interface:** Canva offers an intuitive and user-friendly interface, making it easy for everyone to navigate and create visually appealing content without extensive design experience.
- **Time and Cost Efficiency:** By utilizing Canva, you can quickly create professional-looking designs, saving time and resources that would otherwise be spent on outsourcing design work or using complex design software.
- **Consistent Branding:** Canva allows companies to establish and maintain consistent branding across various marketing materials. Employees can access pre-designed templates, fonts, and color palettes specific to the brand, ensuring cohesive and on-brand visuals.
- **Customization and Flexibility:** Canva provides a wide range of design elements, templates, and stock images, allowing employees to customize content to suit their specific needs. It offers flexibility in creating diverse types of marketing materials, including social media posts, presentations, infographics, and more.
- **Collaborative Features:** Canva enables team collaboration, allowing multiple employees to work on designs simultaneously. This promotes efficient collaboration and enhances workflow within teams.
- **Empowering Creativity:** Canva's extensive library of design elements and intuitive tools empowers people to explore their creativity and experiment with different design concepts. This can lead to innovative and engaging content that captures the attention of the audience.

What are the benefits of learning Canva? (cont.)

- **Improved Communication:** With Canva, it's easy to visually communicate ideas, messages, and data more effectively. Visual content tends to be more engaging and memorable, helping to convey information in a compelling manner.

IN SUMMARY:

By learning the basics of Canva, employees gain a valuable skill set that enables them to create professional and visually appealing marketing and content materials efficiently. This ultimately contributes to enhanced brand consistency, improved communication, and increased productivity within the company.

IN A NUTSHELL:

live examples,
easy to follow

picking and
combining
fonts

layout best
practices

colour
combinations

using
photography

icons,
elements
usage best
practices

creating
easily with a
DESIGNER
eye!!



Why Roberta?

With three years of business experience and almost two decades as a designer, Roberta has a keen eye for distinguishing good and bad content.

Her expertise extends to delivering training to small and medium-sized companies, individuals, and influencers, aiming to help them effortlessly create and curate professional-looking content.

PLUS:

- **Proven Track Record:** Delivered outstanding results, producing content comparable to that of professional designers.
- **Tailored Approach:** Personalized strategies and insights to meet specific needs and goals.
- **Passion for Empowering Others:** Driven by a genuine desire to see businesses and influencers thrive, sharing knowledge and techniques to create standout content.

what my clients say

"A HUGELY VALUABLE ASSET TO BE ABLE TO GIVE YOUR EMPLOYEES!"

"We had the fantastic opportunity to have Roberta Rechená run her 'How to Use Canva Like a Designer' course at the Meta Clonée Data Centre, and it was **an absolute game-changer!**

Roberta's expertise and passion for design shone through every step of the course. Her teaching style was not only informative but also engaging, making even the most complex design concepts seem accessible and fun to learn for the teams on site.

The **practical insights and tips she shared have already transformed the way I approach design projects and presentations.**

I can't thank Roberta enough for this invaluable learning experience. If you have the chance to take her course, don't hesitate! It's a five-star investment in your design skills and a hugely valuable asset to be able to give your employees!

Thank you, Roberta, for your outstanding course and for helping us unlock our creative potential with Canva! We can't wait to have you back at Meta!"

∞ Meta

ANNIE CARROLL, DATA CENTRE SITE COORDINATOR AT META

BYROBERTA.DESIGN

READY TO LEARN?

Get in touch today to book: email:

hello@byroberta.design

website: byroberta.design

Roberta

Find me on socials:

@designbyroberta



BYR
OBE
RTA