Design Document

Business Purpose	Project Bloom is a training firm that specializes in offering courses to small business members to help them acquire skills they can apply directly to their business operations to save time and money. After completing this training, members will be able to identify ways they can use Canva for their business and begin working on their own projects.
Target Audience	Small business owners who create content for social media, websites, or print.
Training Time	60 minutes
Training Recommendation	Members will attend a Zoom meeting to allow for learning, collaboration and practice opportunities.
Deliverables	• Slide Deck • Facilitator Guide
Learning Objectives	At the end of the course, learners will be able to: 1. Describe projects that can be made using Canva. 2. Identify projects that would benefit their business. 3. Design a project using Canva.

Training Outline	1. What is Canva?
	  • Social media projects
	  • Paid versus free version
	  • Importance of branding and how to do it in Canva
	2. What can Canva do for you?
	  • Walk through of Canva project categories
	  • Examine sample social media accounts for inspiration
	3. Demonstrate how to make a sample business card in Canva
	4. Participants begin working on their own logo or other project of their choosing

Evaluation Plan	Group discussion and informal questioning during the training. Learners will have access to ask questions about their Canva project after the training.