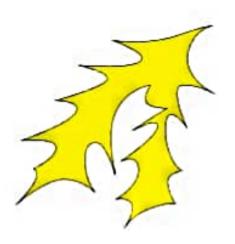# PAVANTMA COLLEGE MURICKASSERY

NAAC Re-accredited with 'A' Grade

DEPARTMENT OF MALAYALAM

CERTIFICATE COURSE IN
SOCIAL MEDIA CONTENT CREATION IN CANVA

**DURATION
30HRS**

**ACADEMIC YEAR
2023-24**

COURSE NUMBER	
NAME OF THE COURSE	SOCIAL MEDIA CONTENT CREATION WITH CANVA
TYPE OF THE COURSE DIPLOMA / CERTIFICATE/ ADD ON	CERTIFICATE
OFFERED BY	DEPARTMENT OF MALAYALAM
NUMBER OF HOURS	30 HRS
EXPECTED OUTCOME	Possess Proficient Canva Skills: Participants will be adept at using Canva to design a wide range of social media content, from static graphics to dynamic visual elements. Craft Compelling Content: Graduates will be able to create content that effectively communicates messages, aligns with brand identity, and resonates with target audiences. Navigate Social Media Platforms: Participants will understand the nuances of different social media platforms, enabling them to tailor content for maximum impact. Optimize for Engagement: Graduates will know how to use analytics to track the performance of their content and make data-driven decisions to enhance engagement and reach
COURSE OBJECTIVE	Mastering Canva Tools and Features: Learn the ins and outs of Canva, including its various design tools, templates, and features to create stunning visuals. Understanding Social Media Dynamics: Gain insights into the unique requirements and best practices for content creation on popular social media platforms such as Instagram, Facebook, Twitter, and LinkedIn. Visual Storytelling Techniques: Develop skills in visual storytelling to create content that effectively communicates messages and engages the audience. Optimizing Content for Each Platform: Explore strategies for tailoring content to suit the specific requirements and algorithms of different social media platforms.

	Creating Engaging Graphics and Images: Develop proficiency in designing eye-catching graphics, images, and infographics that capture attention and encourage user interaction.
BRIEF DESCRIPTION	The Certificate Course in Social Media Content Creation with Canva is designed for individuals looking to enhance their skills in creating visually appealing and engaging content for various social media platforms. This course focuses on leveraging the power of Canva, a popular online graphic design tool, to craft compelling content that resonates with target audiences across different social media channels
SYLLABUS	**Module 1: Introduction to Social Media Content Creation** • Overview of social media platforms • Importance of visual content • Basics of effective communication **Module 2: Canva Basics** • Introduction to Canva tools and features • Creating an account and setting up a profile • Understanding Canva's interface and workspace **Module 3: Design Principles and Techniques** • Color theory and its impact on content • Typography essentials for social media • Incorporating images, icons, and illustrations **Module 4: Advanced Canva Techniques** • Animation features for engaging content • Collaborative features and teamwork in Canva • Exporting and optimizing content for various platforms

EVALUTATION PATTERN	External Examination-100 Marks (To be evaluated by examiner other than FIC) Internal Examination-Test Paper (1) – 50 marks Assignment (1) – 25 marks Attendance – 25 marks (90% or above-25, 80%-90%-20 marks, 70%-80%-15 marks,60%-70%-10 marks. 50%-60%-5 marks, Less than 50% -0 marks, Attendance Greater than 50% is a must to attend external exam) Total-200 marks
MODE OF CLASS	Offline