

Video Editing Using Canva

Introduction

In today's digital age, the use of video content is skyrocketing across various sectors, revolutionizing communication and marketing strategies. As businesses and individuals strive to stay ahead in this dynamic landscape, mastering video editing tools has become a valuable skill.

Enter Canva, a versatile platform that simplifies the video editing process for users of all levels. With its intuitive interface and powerful features, Canva empowers creators to craft professional-looking videos with ease.

In this course, we'll explore the fundamentals of video editing and how Canva can serve as your go-to tool for bringing your ideas to life. Whether you're a marketing professional, content creator, or small business owner, mastering Canva's video editing capabilities can help you stay competitive and enhance your visual storytelling efforts. Join us as we unlock the potential of video editing with Canva and take your content creation skills to the next level.

Program Objectives:

The objectives of this program are to:

- Introduce participants to the basic concepts of video editing.
- Familiarize participants with the Canva platform and its video editing capabilities.
- Provide hands-on experience in creating and editing videos using Canva.
- Equip participants with the skills to confidently produce engaging video content for various purposes.

Learning Outcomes:

By the end of this program, you will be able to:

- Understand the basic principles of video editing.
- Navigate the Canva interface for video editing purposes.
- Import and manipulate video clips, images, and audio in Canva.
- Apply various editing techniques such as trimming, splitting, and merging videos.
- Add text, graphics, and animations to enhance their videos.
- Export and share edited videos from Canva.

Who should attend

Beginners interested in learning video editing

Methodology

Slides, presentation, hand-on practical, discussion, case study, quiz and problem based learning

Program Outline

Day 1
Introduction to Video Editing and Canva <ul style="list-style-type: none">● Overview of video editing basics● Introduction to Canva platform for video editing● Understanding the importance of video content in today's digital landscape
Navigating Canva for Video Editing <ul style="list-style-type: none">● Tour of the Canva interface● Understanding the video editing features available in Canva● Importing media assets (videos, images, audio) into Canva
Basic Editing Techniques in Canva <ul style="list-style-type: none">● Trimming and cutting video clips● Merging and splitting video segments● Adding transitions between clips
Enhancing Videos with Text and Graphics <ul style="list-style-type: none">● Adding text overlays and captions● Incorporating graphics, icons, and stickers● Exploring animation effects for text and graphics
Exporting and Sharing Edited Videos <ul style="list-style-type: none">● Exporting edited videos from Canva● Understanding different video formats and quality settings● Sharing videos on social media platforms and other channels