



Uka Tarsadia University

SRIMCA MBA



**Report on Workshop on Power of Visuals-
Enhance Your Digital Presence with
Canva
Orientation Program 2024**

Date: August 09,2024

Venue: Shrimad Hall, UTU

Time: 1:00 pm to 03:00pm

Total no. of Participants: FY MBA (30) and SY MBA (12) Students

Name of the Expert: Ms. Nikee Mehta and Ms. Heta Shukla

Profile of Expert: Teaching Assistant, Uka Tarsadia University

Program Objectives: The workshop aimed to equip students with the skills to enhance their digital presence through effective visual content creation using Canva. By focusing on practical applications, the program sought to make students proficient in video editing and design, essential for modern digital communication.

Program Outline: The workshop began with an introduction to Canva, highlighting its user-friendly interface and versatility. The trainers then demonstrated video editing techniques using real-world business content, allowing students to grasp practical tips and tricks. Following the demonstration, students were given hands-on experience through an activity that involved shooting and merging video clips.

Program Outcome: By the end of the program, students developed a foundational understanding of Canva's dashboard and its applications in creating compelling visuals. They gained practical experience in video editing, enhancing their ability to produce professional content. The workshop also enabled them to apply these skills in real-world scenarios, particularly for small businesses, thereby boosting their confidence and digital presence.

Schedule of Events in a tabular format:

Time	Activity
1:00 pm to 03:00pm	A Workshop on Power of Visuals- Enhance Your Digital Presence with Canva

The workshop on "The Power of Visuals: Enhance Your Digital Presence with Canva," conducted by Ms. Nikee Mehta and Ms. Heta Shukla, provided an in-depth exploration of Canva's capabilities and its impact on digital content creation. The workshop began with a comprehensive introduction to Canva, where the trainers highlighted the platform's user-friendly interface and versatility, emphasizing that it requires no prior design experience. They explained how Canva offers a wide range of customizable templates, making it an ideal tool for creating social media graphics, presentations, posters, and other visual content.

The workshop then delved into the significance of design skills in today's digital landscape. They discussed how effective communication, branding, and audience engagement can be significantly enhanced through well-designed visuals. The trainers illustrated how consistent design helps in building a strong brand identity and how visually appealing content can capture and retain audience attention, which is crucial in marketing and business communication.

Following the theoretical discussion, the workshop transitioned into a practical demonstration. The trainers introduced the students to Canva's dashboard, guiding them through its various features and functionalities. They provided a step-by-step walkthrough of video editing within Canva, demonstrating how to trim, merge, and add effects to video clips. To make the workshop more

relatable, they used an example of creating video content for a small business, showing how simple edits can enhance the quality and professionalism of promotional videos.

The workshop was highly interactive, with the students being encouraged to follow along on their devices. After the demonstration, the trainers assigned an activity where the students were required to shoot short video clips and then use Canva to edit and merge them into a cohesive video. This hands-on exercise allowed the students to apply the skills they had just learned, reinforcing their understanding of video editing techniques.

Throughout the workshop, the trainers provided personalized guidance and feedback, ensuring that each student was able to navigate Canva's tools effectively. They also discussed common challenges faced in video editing and how to overcome them using Canva's features. By the end of the workshop, the students had not only gained a solid grasp of Canva's capabilities but also acquired practical skills in video editing that could be applied to enhance their digital presence, particularly in professional and business contexts.



Report Prepared by: Ms. Nikee Mehta and Ms. Heta Shukla

Date: August 10, 2024