DMKT2250 - Canva Design and Video Editing

Credits:	3 (3/0/0)
Description:	This course offers an intermediate-level introduction to visual content creation with primary emphasis on video editing for digital marketing. Students strengthen foundational design skills while learning to create brand-aligned graphics and short-form videos. Instruction includes advanced Canva features such as brand kits, multi-page layouts and layered design, along with practical training in basic editing workflows, motion elements, transitions, audio integration and visual storytelling. Through hands-on assignments, students actively apply course concepts as they conceptualize, design, edit and refine multimedia content that supports marketing goals and enhances multi-channel campaigns.
Prerequisites:	
Corequisites:	
Pre/Corequisites*:	
Competencies:	1. Identify key design and video editing principles used in creating digital marketing content. 2. Explain how platform requirements and audience behaviors influence visual and video content design. 3. Apply intermediate Canva features, including brand kits, multi-page layouts and layered design, to produce cohesive marketing graphics. 4. Create brand-aligned visual assets using template customization, bulk creation tools and collaborative design features. 5. Develop short-form marketing videos using basic editing workflows, motion elements, transitions and audio integration. 6. Incorporate storytelling techniques to strengthen the clarity and engagement of video content. 7. Adjust graphics, videos and content for various digital platforms by modifying aspect ratios, text placement, pacing and export settings. 8. Demonstrate the use of captions, visual hierarchy and accessibility best practices in multimedia content. 9. Evaluate visual and video assets for consistency, clarity, brand alignment and effectiveness in supporting marketing objectives. 10. Produce a set of refined visual and video deliverables that contribute to a cohesive, multi-channel digital marketing campaign.
MnTC goal areas:	None

**Can be taking as a Prerequisite or Corequisite.*

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