Bright Insight

DESIGNING FOR SOCIAL MEDIA

Course Outline



Designing for Social Media

Make your social media content clearer, more professional, and consistently yours, using simple design principles and Canva.

Most small businesses do not have a designer. They have a phone, a Canva account, and very little time. The result is often content that works hard but looks busy, inconsistent, or hard to read on a small screen. This workshop fixes that. In one focused morning, you will learn the handful of design principles that make the biggest difference, and you will practise them directly in Canva on your own content.

This is not a course about clicking through every button in Canva. It is about making better visual decisions, so the next thing you post is clearer, more on brand, and easier to read, and so you stop starting from scratch every single time.

Who this is for

This workshop is for small business owners, entrepreneurs, and marketers in South Africa who create their own social media content and want it to look more professional and consistent. It suits complete beginners who have barely opened Canva, and it suits people who already make posts but feel their designs look cluttered, generic, or off brand. If you have ever looked at your own post and thought it just does not look quite right, this is for you.

What you will learn

You will learn why some designs look messy or unclear while others look clean and professional, and how to fix the difference. Specifically, you will learn how to make one clear message stand out, how to use spacing, alignment, contrast, and visual hierarchy to lift a design, how to keep your content consistent with a simple brand look, how to design so your content is easy to read on a phone, and how to adapt a Canva template so it does not look like everyone else's. You will also learn how to design ad creative that reads clearly and quickly, and how to check your own designs before you publish them.

The value here is judgement, not just buttons. By the end, you will understand why your design choices work, not only where to click.

What you will start or leave with

In the room, you will create and walk away with:

- A one-page brand starter sheet, your colours, fonts, and logo in one place, so your content stays consistent
- One improved single-image post, redesigned using the principles you have just learned
- A pre-publish design checklist you can use before anything goes out

You will also leave with guided take-home exercises and starter steps to build a carousel, a story, a reel cover, a simple ad creative draft, and a small set of reusable templates, so you can keep applying what you learned long after the morning ends.

What this workshop is, and is not

- **It is** a practical foundation in designing clearer, more consistent, more professional-looking social media content, taught through real design principles and hands-on Canva practice.
- **It is not** a graphic design qualification, a logo or full brand identity course, a video editing workshop, or an advanced Canva masterclass. It will not turn you into a professional designer in one morning, and we will not pretend otherwise. What it will do is give you the judgement and the practical habits to make noticeably better designs, starting immediately.

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What to bring or prepare

- Bring a laptop if you can, as Canva is much easier to use on a larger screen.
- Have your Canva login ready. A free Canva account is all you need.
- Bring your logo and brand colours if you have them, so you can design using your own branding.
- Choose one product, service, or offer that you'd like to create content for during the workshop.
- Bring a few of your recent social media posts so you can improve real content on the day.

Everything we do in the room is built to work on Canva Free, so no one needs to pay to take part. Canva does offer paid features that can save time, such as Brand Kit, Background Remover, Magic Resize, and its Magic Studio AI tools, and we will point these out as optional extras where useful. They are paid and plan-dependent, and they are never required to follow along or to do the work well. Canva also updates often, so we always work from the current steps on the day.

THE FORMAT

How the morning runs

- Relaxed morning format from 08:30 to 12:00.
- Welcome coffee and tea while everyone settles in and logs into Canva.
- Three practical sessions with short comfort breaks in between.
- Hands-on design time using real designs as we build and improve.
- Light lunch included with time to network at the end.
- You will be designing, not just watching, for most of the morning.

Honest expectations

Good design is a skill you build, not a switch you flip. One morning will not make you a designer, but it will give you the principles, the habits, and the practical Canva skills to make your content clearer and more consistent straight away, and a simple system so you are not reinventing the wheel every time you post. That is a genuine, lasting improvement, and it is what you will walk away with.

WHERE THIS FITS

The Bright Insight path

This is the first of three Bright Insight workshops, and it is the foundation the other two build on. Each one stands on its own and is booked separately, so you can do one, two or all three.

1

Social Media for Business

Your strategy and organic foundation. You are here.

2

Advertising on Social Media

Turning a budget into real reach, leads and sales.

3

Designing for Social Media

Creating scroll-stopping visuals that look the part.

Ready to stop guessing and start growing?

Book your spot for the next Social Media for Business workshop.

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