



SKILL DEVELOPMENT CELL (SDC)

Shaheed Sukhdev College of Business Studies
University of Delhi



EVENT REPORT

CANVA DESIGN MASTERCLASS

A Session on Canva Skills, AI Tools & Poster Design

Organized By	Skill Development Cell (SDC)
Institution	SSCBS, University of Delhi
Event Name	Canva Design Masterclass
Main Topic	Canva Skills & Design Fundamentals
Date	5th March 2026
Total Participants	30
Document Type	Official Event Report

1. Event Overview

The Skill Development Cell (SDC), SSCBS, organized a “Canva Design Masterclass” on 3rd May 2026, aimed at building students' design skills using Canva. The session focused on helping participants create attractive posters, understand basic design principles, and explore the growing role of AI within design tools. A total of 30 participants attended the session.

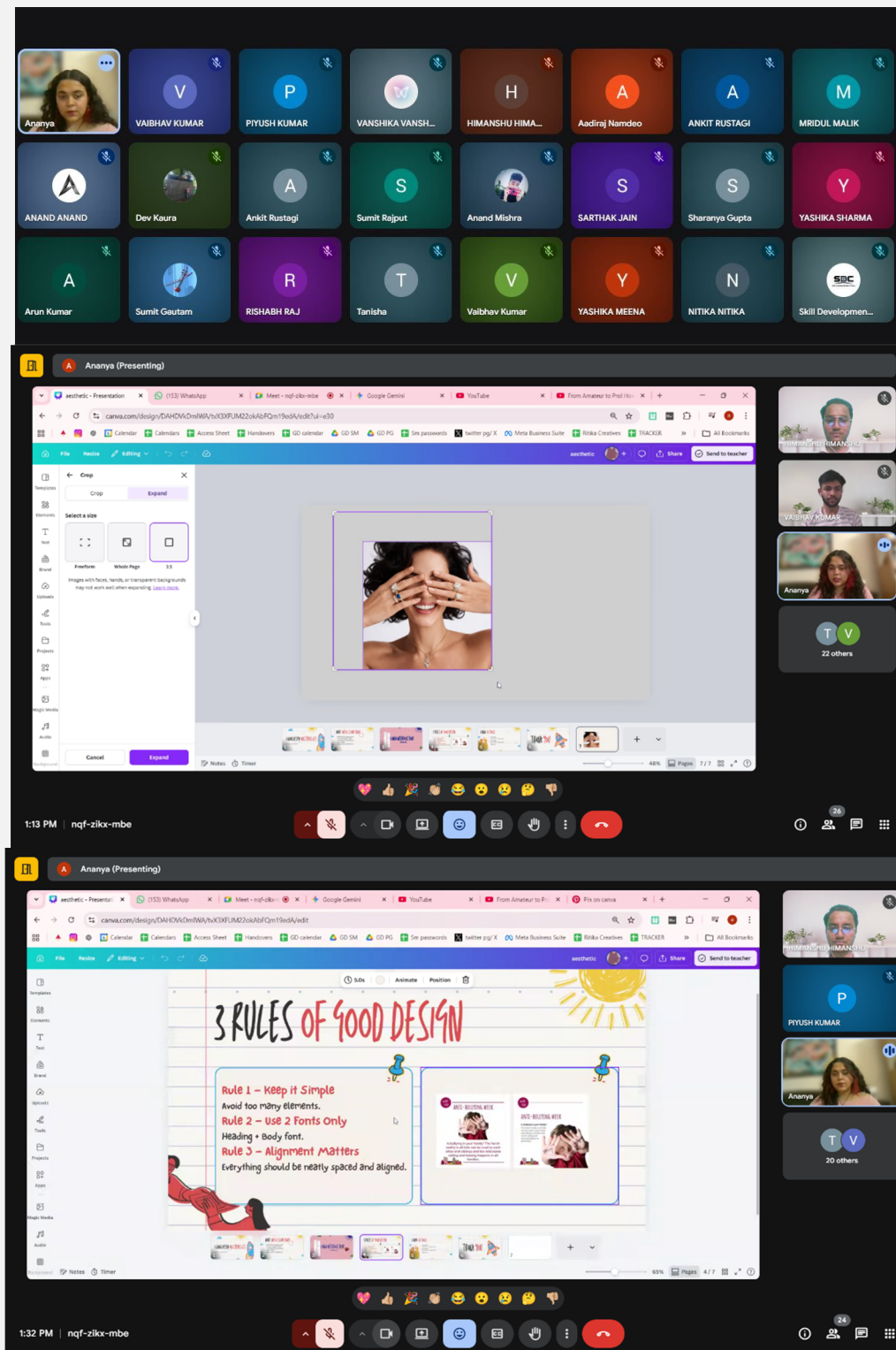
2. About the Activity

The session began with an introduction to the fundamentals of design, covering principles such as layout, color theory, typography, and visual balance, giving participants a strong foundation before diving into the Canva platform itself. Facilitators demonstrated how these basic design principles directly translate into creating posters and visuals that are both attractive and effective at communicating their intended message.

A major highlight of the session was the exploration of AI-powered tools within Canva, including Magic Edit and Magic Grab, which allow users to modify, remove, or reposition elements within a design with remarkable speed and precision. Participants got hands-on practice using these tools, learning how AI can significantly cut down design time while still producing polished, professional-looking results.

Throughout the session, participants worked on building their own posters, applying the design principles and Canva tools they had just learned. This practical, hands-on approach helped reinforce the concepts covered and gave participants the confidence to independently create visually appealing designs for posters, social media, and other creative projects going forward.

3. Event Photograph



4. Conclusion

The Canva Design Masterclass gave participants a strong, practical introduction to design fundamentals along with hands-on exposure to Canva's AI-powered tools such as Magic Edit and Magic Grab. With 30 participants actively creating their own posters during the session, the workshop successfully bridged the gap between design theory and real, applicable skill.

By combining core design principles with modern AI-assisted tools, the session equipped participants with practical skills they can immediately apply to posters, presentations, and other creative projects. The Skill Development Cell looks forward to organizing more such hands-on design sessions to continue building creative and technical skills among students.