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CANVA GENIUS WORKSHOP 2025: EMPOWERING STUDENTS WITH CREATIVITY AND DIGITAL SKILLS

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EXECUTIVE SUMMARY

The Canva Genius Workshop 2025, organized by the Cybermath Club, UiTM Negeri Sembilan Kampus Kuala Pilah, was successfully held on 15 June 2025 from 8:00 a.m. to 1:00 p.m. at Dewan Sri Perpatih. The half-day event brought together 19 student participants and 16 committee members, with guidance from two academic advisors. This program aimed to provide students with hands-on exposure to Canva, a versatile digital design tool widely used in academia and professional careers. The workshop successfully enhanced students' creativity, digital competency, presentation design skills, and confidence in using Canva for academic purposes such as poster creation, infographic design, and professional slide presentations.

INTRODUCTION

In today's digital era, visual communication skills are increasingly essential for students' success, both academically and professionally. Recognizing this, the Cybermath Club introduced the Canva Genius Workshop as a platform for students to:

- Learn basic and advanced Canva functions through interactive sessions.
- Gain exposure to real-life applications of digital design in research, presentations, and self-marketing.
- Enhance soft skills such as teamwork, problem-solving, and time management through collaborative learning.

The workshop was conducted in a blended format of lectures and practical exercises, where students were encouraged to use their own devices to explore Canva's features in real time.

UNLOCKING DIGITAL CREATIVITY: WORKSHOP HIGHLIGHTS AND IMPACT

The workshop started at 8:15 a.m. with the registration of participants, followed by welcoming remarks from the Program Director and the Advisor. The highlight of the event was a keynote session delivered by Dr. Ida Aniza Rusli from the Faculty of Computer and Mathematical Sciences (FSKM), UiTM Kuala Pilah, who emphasized the importance of visual communication and introduced advanced design strategies that can be applied in both academic and professional settings. Her session inspired students to see Canva not just as a design tool, but as a medium to communicate ideas more effectively.

Participants were guided step by step in exploring Canva's basic and advanced features, such as using templates, editing graphics, incorporating animations, and customizing designs. Through this approach, students were able to apply their knowledge immediately, ensuring that learning was both interactive and practical. After a short refreshment break, the workshop resumed with the final practice session, where students worked on creating their own presentation slides and posters. The various interactive sessions and activities conducted throughout the program are illustrated in Figure 1.



Figure 1: Highlights of the Workshop Activities

The workshop officially concluded with the presentation of souvenirs to the speaker, followed by a group photo and the completion of e-merit feedback forms. The event ended on a positive note, leaving students motivated and equipped with valuable new skills.

ACHIEVEMENTS AND OUTCOMES

The workshop achieved its intended objectives by equipping students with practical skills and boosting their confidence in digital design. The following table 1 summarizes the main goals of the program and the outcomes successfully achieved by participants:

Table 1: Workshop Goals and Achievements

Goals	Outcomes
Create engaging slides	Participants produced structured, professional, and visually appealing presentations
Practice Canva tools	Participants confidently used templates, animations, and graphics
Build confidence in Canva	Students independently designed posters and slides
Improve presentation skills	Participants delivered clear, creative, and professional content

PARTICIPANT FEEDBACK

From the feedback collected, students highlighted several key benefits of the workshop. They gained new skills in digital design that can be applied to both assignments and research projects. The sessions were described as interactive and enjoyable, making the learning process more engaging. Participants also appreciated the practical approach, which enabled them to directly apply Canva features during the training. Many expressed that the workshop boosted their confidence in creating academic posters and slides. An example of student work produced during the training is shown in Figure 2.

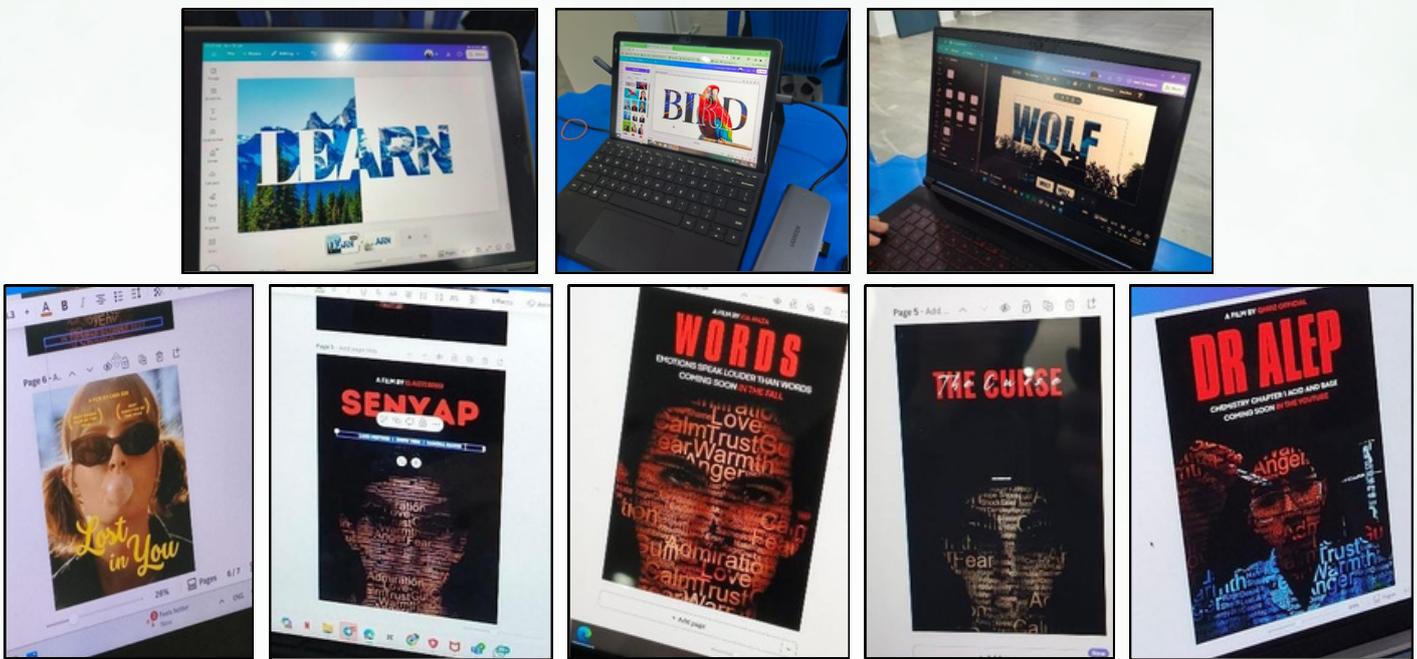


Figure 2: Examples of Student Designs Created with Canva

CHALLENGES AND FUTURE IMPROVEMENTS

While the event was largely a success, some minor challenges were identified, particularly in terms of miscommunication among committee members. To address this, the organizing team recommended conducting regular discussions both before and during the event, as well as establishing clearer communication channels to ensure smoother task execution in future programs.

CONCLUSION

The Canva Genius Workshop 2025 was not only a platform to learn Canva, but also an avenue for students to explore creativity, strengthen teamwork, and develop digital competencies crucial for their future careers. Participants left with enhanced design knowledge, greater confidence in academic presentations, and stronger professional communication skills.

By empowering students with both technical and soft skills, this program aligns with UiTM's mission of producing holistic, digitally competent, and competitive graduates ready to meet the demands of the modern workforce.