# Storyboard

*Version 5.0 | November 11, 2026 | Eight screens, two practice interactions, one scored item | Companion to Design Document v2.0*

## Course shell (applies to every screen)

| Element | Spec |
|---|---|
| Navigation | Every slide advances by an on-slide button. Player Prev, Next, and swipe are off, so the two gates cannot be bypassed on desktop or tablet. |
| Gates | Screens 3 and 4 unlock their button only after every item has been opened. A caption under the locked button says what is needed, and hides when the gate opens. |
| Panels | Layers fade in over a dimmed base in 0.25s. Each closes with its own X and returns the learner to where they were. |
| Progress on revisit | Visited cards and unlocked buttons are restored on every return to a slide. |
| Visual system | Warm Studio palette. Violet = Subject, amber = Style, green = Mood and Palette, coral = Format and References, held across every screen. |
| Audio | One text-to-speech voice across all narration. Captions on all narration and video. |

Conventions: OST = on-screen text. Narration is the final script for that screen. Every screen uses the Canvas background and fades in with staggered 0.5s entrances.

## Screen 1: Title and Hook

### Screen 1: Prompt Like a Pro

| Element | Content |
|---|---|
| Layout | Title slide with a card cluster and sparkles. No interface screenshots. Blinking violet cursor after the headline, appearing as the headline finishes, so it reads as someone just finished typing. |
| Eyebrow | CANVA AI 2.0 EDITION |
| OST headline | Prompt Like a Pro. |

| | |
|---|---|
| OST body | Your client needs a launch graphic. She needs it today. You have 20 minutes and a blank canvas. Good news: Canva AI can do the heavy lifting. But only if you know how to ask. |
| OST detail | Footer: WICK + WONDER CLIENT BRIEF · 5 MIN |
| Narration | "Your client needs a launch graphic, and she needs it today. You have twenty minutes and a blank canvas. Here's the good news: Canva AI can do the heavy lifting, but only if you know how to ask. In the next few minutes, you'll learn how to prompt like a pro." |
| Interaction | Let's Go button |
| Navigation | Let's Go -> Screen 2 |

# Screen 2: Meet Jade

## Screen 2: Your client

| Element | Content |
|---|---|
| Layout | Client introduction with an amber call-out bar. |
| Eyebrow | YOUR CLIENT |
| OST headline | Meet Jade |
| OST body | Jade owns Wick + Wonder, a small-batch candle shop. Her new fall collection drops Friday. She needs one Instagram post that stops the scroll and says "cozy luxury." She sent you two photos and a deadline. That's it. |
| OST detail | Amber bar: Your job: get Canva AI to deliver. |
| Narration | "Meet Jade. She owns Wick and Wonder, a small-batch candle shop, and her fall collection drops Friday. She needs one Instagram post that stops the scroll and says cozy luxury. She sent you two photos and a deadline. That's it. Your job: get Canva AI to deliver." |
| Interaction | Open the Toolkit button |
| Navigation | Open the Toolkit -> Screen 3 |

# Screen 3: Three Places to Prompt

## Screen 3: The lay of the land

| Element | Content |
|---|---|
| Layout | Three cards, each with an unmodified Canva screenshot and a play badge. Required trademark attribution beneath the cards. |
| Eyebrow | THE LAY OF THE LAND |
| OST headline | Three Places to Prompt in Canva |
| OST intro | Canva AI 2.0 meets you in three spots, each with its own job. Watch all three demos to continue. |
| Cards | 1. CANVA AI CHAT: Start from the home page<br>2. IN THE DESIGN SPACE: Templates + Magic Design<br>3. ASK CANVA: Refine what's already there |
| Narration | "Canva AI two point oh meets you in three places, and each one has its own job. From the home page, the Canva AI chat generates whole assets from a prompt. Inside the design space, templates plus Magic Design and the Elements panel build and customize. And when a design is close but not done, Ask Canva refines it. Watch all three demos, then we'll learn to prompt." |
| Interaction | Clicking a card opens its demo video (45 to 90 seconds) in a panel. Opened cards show a visited state. |
| Feedback | Caption under the locked button: unlocks after all three demos. It hides when the gate opens. |
| Navigation | Learn to Prompt unlocks after all three demos are opened -> Screen 4 |

# Screen 4: Anatomy of a Great Prompt

## Screen 4: Learn the skeleton

| Element | Content |
|---|---|
| Layout | Four clickable part cards with ink borders that turn to their accent colour once visited. Each opens a panel. |
| Eyebrow | LEARN THE SKELETON |
| OST headline | Anatomy of a Great Prompt |
| Narration | "This is the prompt that got Jade exactly what she needed, and it isn't magic. It's four parts, each doing one job. Click each part to see what it does. You'll need all four before you build your own." |

| | |
|---|---|
| Panel anatomy | Chip and plain-language title, two-line explanation, GUT CHECK card, vocabulary chips, and the weak and strong renders side by side with the full four-line prompt beneath each. That panel's component is bold in its accent colour. The same pair of renders appears on all four panels, so the learner sees one prompt examined four ways. |
| Interaction | Clicking a card opens its panel. Each panel plays a short narration clip, under 15 seconds. |
| Feedback | Caption under the locked button: unlocks after all four parts. It hides when the gate opens. |
| Navigation | Try It Yourself unlocks after all four panels are opened -> Screen 5 |

## The four panels

| Panel | Explanation | Gut check |
|---|---|---|
| SUBJECT: Tells the AI what to make | Say exactly what you want made, and who it is for. An Instagram post and a flyer are built completely differently, so Canva needs to know which one before it can get anything else right. | Could a stranger make the right thing from this alone? |
| STYLE: Tells the AI how it should look | Say what the design should look like. The same candles can look homemade or high-end depending on nothing but this. Leave it out and Canva decides for you, and you may not get the same thing twice. | Did I name a look, or just ask for "good"? |
| MOOD + PALETTE: Tells the AI how it should feel | Say how the design should feel, and what colors carry that feeling. Pick one mood and say it once. Piling on words that fight each other, like cozy but bold but calm, just confuses it. | Do any of my words fight each other? |
| FORMAT + REFS: Tells the AI what to build with | Say what size it should be and what the design is built around. Name the canvas, say where the headline goes, and describe the main image you want. | Did I describe the canvas and the hero image? |

## The two prompts shown on every panel

| Prompt | Text |
|---|---|
| Weak *(every part vague)* | `make me something cute for my candle shop,`<br>`make it look nice,`<br>`cozy but fancy but fun but simple, not too orange,`<br>`use nice candle pictures` |
| Strong *(every part named)* | `Instagram post for a candle shop's fall launch.`<br>`Clean, editorial product layout.`<br>`Warm, cozy-luxury mood, cream and amber tones.`<br>`Headline space at top, lit candle as the hero.` |

| | |
|---|---|
| Notes under the prompts | Subject: "So Canva invented a brand instead" and "Named the exact deliverable." Format: "No headline space, no real product" and "Asked for headline space, got headline space." The captions describe what is visibly in the renders rather than asserting a rule. |

# Screen 5: Put It Together

## Screen 5: One prompt, start to finish

| Element | Content |
|---|---|
| Layout | 16:9 video, starts on click, with a WATCH FOR panel of four cards beside it. |
| Eyebrow | PUT IT TOGETHER |
| OST headline | One Prompt, Start to Finish |
| OST body | You know the four parts. Here is the whole thing running in Canva, including the fixes I had to make along the way. |
| OST detail | About 3 minutes. Use the fullscreen button to see the Canva screen up close. |
| Watch for | 1. The four parts going in: Subject, Style, Mood + Palette, Format. Typed out once.<br>2. A first result that is close, not perfect: Canva AI holds the thread. Keep talking instead of starting over.<br>3. The photo arrives on the second pass: let it find a strong design first, then bring her photo in.<br>4. Naming the exact product: or Canva quietly redesigns her candle and hands it back. |
| Narration | "You've got the four parts. Now watch them work together on a real job, start to finish, mistakes included. Read the four things to watch for, then press play." |
| Video beats | 0:00 type the prompt in four moves, naming each part aloud. 0:20 first generation, no reference photo. 0:50 the honest beat: it is not Jade's candle, and this is where most people start over. 1:15 second pass with the photo. 2:00 add "use the exact product from the reference." 2:35 final result beside the weak version. |
| Interaction | Video with player controls, including fullscreen. No gate. |
| Navigation | Try It Yourself -> Screen 6 |

# Screen 6: Build a Prompt

## Screen 6: Petal & Pine

| Element | Content |
|---|---|
| Layout | Left: six prompt pieces, four with colour spines and two decoys in grey italic. Centre: simulated builder with four dashed, colour-coded slots, badged SIMULATED BUILDER · NOT THE CANVA INTERFACE. Right: THE BRIEF panel, which swaps to ONE POSSIBLE RESULT after Run. Counter: "0 of 4 pieces placed" with four progress bars. |
| Eyebrow | BUILD IT YOURSELF |
| OST headline | New Client. Your Prompt. |
| OST intro | Petal & Pine needs a Mother's Day pre-order Story. Click the pieces that earn their place. Leave out what does not help. |
| The brief | CLIENT: Petal & Pine, a neighborhood florist. NEEDS: a Mother's Day pre-order announcement. FORMAT: Instagram Story. SHE SENT: No photos. Just the ask. |
| Pieces | Subject: Instagram Story for a florist's Mother's Day pre-order.<br>Style: Soft, editorial floral layout.<br>Mood: Fresh, tender mood. Blush and sage tones.<br>Format: Vertical Story, text space low, spring bouquet as the hero.<br>Decoy: Make it really eye-catching.<br>Decoy: Please do your best work on this one. |
| Narration | "New client, new prompt, and this time you build it. Petal and Pine needs a Mother's Day Story. Click each piece that belongs. Two of these pieces don't. Leave them where they are." |
| Interaction | Click a piece to place it in its slot. The piece greys out, the slot fills, and the counter and bars advance. Run My Prompt unlocks at 4 of 4. |
| Feedback | Decoys: "Eye-catching how? This tells Canva nothing it can act on." and "Politeness is free, but it does not steer the design."<br>After Run: That is a complete prompt. (1) Subject named the exact deliverable: a Story, not a post. (2) Style named a real look: "soft, editorial" is a direction, "eye-catching" is not. (3) One mood, one palette: blush and sage, stated once. (4) Format described the canvas and the hero: no photos to attach, so you described the bouquet instead. Note: YOUR RENDER WILL DIFFER. AI output varies every run. The structure is what repeats. |
| Media | Result render, 9:16, captioned: Run in Canva by me, not by this course. Yours will look different. |
| Navigation | Keep Going -> Screen 7 |

# Screen 7: Which Prompt Fits

## Screen 7: Still Point Yoga

| Element | Content |
|---|---|
| Layout | THE BRIEF panel on the left; three complete four-line prompts as answer choices; Submit. |
| Eyebrow | READ THE BRIEF |
| OST headline | All Three Are Well Written. One Fits. |
| OST intro | Still Point Yoga needs an ebook cover. Every option below has all four parts. Only one matches this client. |
| The brief | CLIENT: Still Point Yoga, a small neighborhood studio. NEEDS: a free 7-day beginner guide to give away. FORMAT: Ebook cover. THEY SENT: A vibe description. No usable photos. |
| Options | A. Square Instagram post for a yoga studio. / Calm, minimal editorial layout. / Still, grounded mood. Warm sand and clay tones. / Title in the upper half, one seated figure as the hero. *(perfect structure, wrong deliverable)*<br>B. Ebook cover for a free 7-day beginner yoga guide. / Bold graphic layout. / Bright, energetic, high-contrast neon. / Portrait cover, title up top, one seated figure as the hero. *(right deliverable, wrong client)*<br>C. Ebook cover for a free 7-day beginner yoga guide. / Calm, minimal editorial layout. / Still, grounded mood. Warm sand and clay tones. / Portrait cover, title in the upper half, one seated figure as the hero. **(correct)** |
| Narration | "One more, and this one is harder. Still Point Yoga needs an ebook cover. Two of these are well written and completely wrong for this brief. Read the brief before you choose." |
| Interaction | Graded Pick One question with keyboard-operable radio buttons. |
| Feedback | Correct: C. You read the brief. A had perfect structure and the wrong deliverable. B had the right deliverable and the wrong client. C matched all four parts to this brief. Spotting vague words is easy; spotting well-written and wrong is the job.<br>Incorrect: Well written. Wrong brief. That option has all four parts, so it reads like a strong prompt. Go back to the brief and check two things: is it the deliverable they actually asked for, and does the mood sound like this client? |
| Navigation | Correct: Keep Going -> Screen 8. Incorrect: Try Again. |

# Screen 8: Wrap Up

## Screen 8: The takeaway

| Element | Content |
|---|---|

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|---|---|
| Layout | THE SKELETON card with four colour-coded questions and vocabulary; the three client renders side by side; a dark call-to-action card; amber download button; trademark disclaimer in the footer. |
| Eyebrow | THE TAKEAWAY |
| OST headline | Four Parts. Any Client. |
| OST body | You just built the same skeleton for a candle shop, a florist, and a yoga studio. It does not change. Only the words do. |
| The skeleton | SUBJECT: What exactly are you making, and who is it for?<br>STYLE: What should it look like?<br>MOOD + PALETTE: How should it feel, and in what colors?<br>FORMAT + REFS: What canvas, and what is it built around? |
| OST detail | THREE CLIENTS. ONE METHOD. Wick + Wonder feed post · Petal & Pine Story · Still Point ebook cover. Dark card: NOW GO RUN IT YOURSELF. Open Canva, write one prompt with all four parts, then keep the conversation going until it is right. |
| Narration | "Four parts. Subject, style, mood and palette, format and references. You just used the same skeleton for a candle shop, a florist, and a yoga studio. It doesn't change. Only the words do. Now go make the AI earn its keep." |
| Interaction | Dark card opens canva.com in a new window. Download the Prompt Pack opens the two-page job aid. |
| Navigation | Terminal screen. |

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