academia the technology group Canva

From design tool to Connected Campus

How many design tools is your university paying for? How many AI apps are your students using? And who's keeping track?

Most campuses have a patchwork of accounts, each build for one purpose. Canva for Campus flips the script: one platform, with the freedom to create for everyone and full oversight for leaders.



FIVE pressures, ONE campus

Universities are being asked to do more, and are under more scrutiny, than ever before.

So, how can universities enable creativity, collaboration, and AI-assisted innovation across campus… without losing control?

1 Govern AI responsibly

95% of UK undergraduates use AI but only 38% have received tools from their university.[1]

71% of universities rank AI as their #1 challenge (up from 58% last year).[2]

40% of organisations will suffer security and compliance incidents due to unauthorised AI tools by 2030.[3]

2 Improve digital experiences

1 in 2 teaching staff struggle to access the systems they need.[4]

25% of staff say they have time to explore new tools.

37% of students lack access to suitable devices, which impacts their ability to learn.[5]

3 Reduce software fragmentation

28 The number of tools plugged into the average HE institution's learning platform.[6]

71% of organisations worry about overspending on tools that fail to deliver impact.[7]

£4.7bn Annual cost to UK universities of outdated and duplicated technology.[8]

4 Support creativity across departments

81% of graduates see creativity as essential for success in their current roles.[9]

#2 Creativity is the second most sought after skill (behind problem solving) that hiring managers look for.[10]

90% of leaders and their Gen Z teammates face barriers to doing their best creative work.[11]

5 Develop workforce-ready skills

37% of students have the chance to build digital skills for the workplace.[12]

34% of students received an assessment of their training needs.[13]

19% of teaching staff felt they had opportunities to build digital skills for future employment.[14]

9 ways Canva for Campus creates value

Retain control across your campus, improve the digital experience for your staff and foster digital skills for your students.

1 Govern AI and digital creation responsibly

Empower AI creation responsibly with admin controls and protected education content.

Academia, first-class security credentials.

Premium Education Partner

2 Consolidate fragmented software use

Turn seven tools into one with a campus-wide plan that improves visibility and financial control.

"Once professors learned the Canva benefits, they organically stopped using the other tools since Canva has all-in-one functionalities."
– Educational Technology Coordinator[15]

3 Create a consistent institutional identity

Shared brand kits, templates and approvals keep faculties and departments on brand, without slowing teams down.

One university uses 33 brand kits and 164 branded templates to keep its 10 faculties and 300 departments on brand.[16]

4 Make learning accessible to all

Give staff one intuitive place to create and communicate across teaching and learning by integrating with Canvas, Blackboard, D2L, Moodle, and Adobe.

Visual information leads to a 400% improvement in learning.[18]

5 Enable creativity across every department

Canva for Campus brings visual communication into one platform, making content creation accessible to every department.

"Teams collaborate more effectively, brands stay consistent, and ideas move from concept to market faster."
– State of Visual Communication Report[19]

6 Collaborate in real-time

Bring stakeholders together around one campus-wide platform for editing, reviewing, commenting and sharing work.

"I have found projects can be completed more quickly and more collaboratively now, because of Canva's easy sharing features."
–Admissions Counsellor [20]

7 Next-level creativity

Help students build visual communication and digital-creation skills at pace, to support brainstorming sessions and group assignments across cohorts.

HEI users publish 20 designs supporting their academic and career goals every second.[21]

8 Connect and collaborate campus-wide

Bring faculties, departments, staff and students into one shared space, with real-time editing, comments, and approvals.

Canva for Campus users collaborate 29% more than the average Canva user.[22]

9 Develop workforce-ready skills

Help students graduate with the skills employers want: visual communication, collaboration, and digital creation.

Canva's first UK HEI student ambassador programme spans 16 universities, including Oxford, LSE, UCL, Warwick, KCL and UAL.[23]

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Canva for Campus

One platform. Every department. Full oversight.

Canva for Campus transforms a patchwork of creative tools and applications into a strategic digital enablement platform for the modern university. It supports institution-wide creativity, collaboration, communication, and innovation, while maintaining governance, compliance, and financial control. And with Academia as your delivery partner, you can be assured of control for leaders, campus-wide adoption, and creativity for everyone.

- Empower students and staff to do their best work.
- Support creativity and collaboration across campus.
- Access thousands of templates and easy-to-use accessibility tools.

Your route from ambition to adoption

As a technology partner to education since 2003, Academia works with every UK HEI, supporting the whole journey: from buying through approved higher education framework agreements, to software asset management and renewals, adoption planning, and a direct line to Canva's specialists when you need them.

Crescent Purchasing Consortium

Crescent Purchasing Consortium, 2022–2026, Software Licences and Associated Services for Academies and Schools

SUPC
Southern Universities Purchasing Consortium

SUPC, 2026–2028, SLRA Framework – Software Licence Resellers Agreement & Consultancy Services

Government Commercial Agency
Supplier

Crown Commercial Service Supplier, 2023–2027, Technology Products & Associated Services 2 – RM6098 (TePAS 2)

Procurement Services

Procurement Services, 2024–2028, Y23065 – Software Products and Associated Services

Book a Canva for Campus collaboration consultation

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To explore how Canva for Campus could support your university's digital experience, collaboration, governance and innovation priorities, please call **01992 703900** or email **info@academia.co.uk.**