

## PROJECT REPORT DEMONSTRATION

### 1 INTRODUCTION

#### OVERVIEW

##### Create A Social Media Post

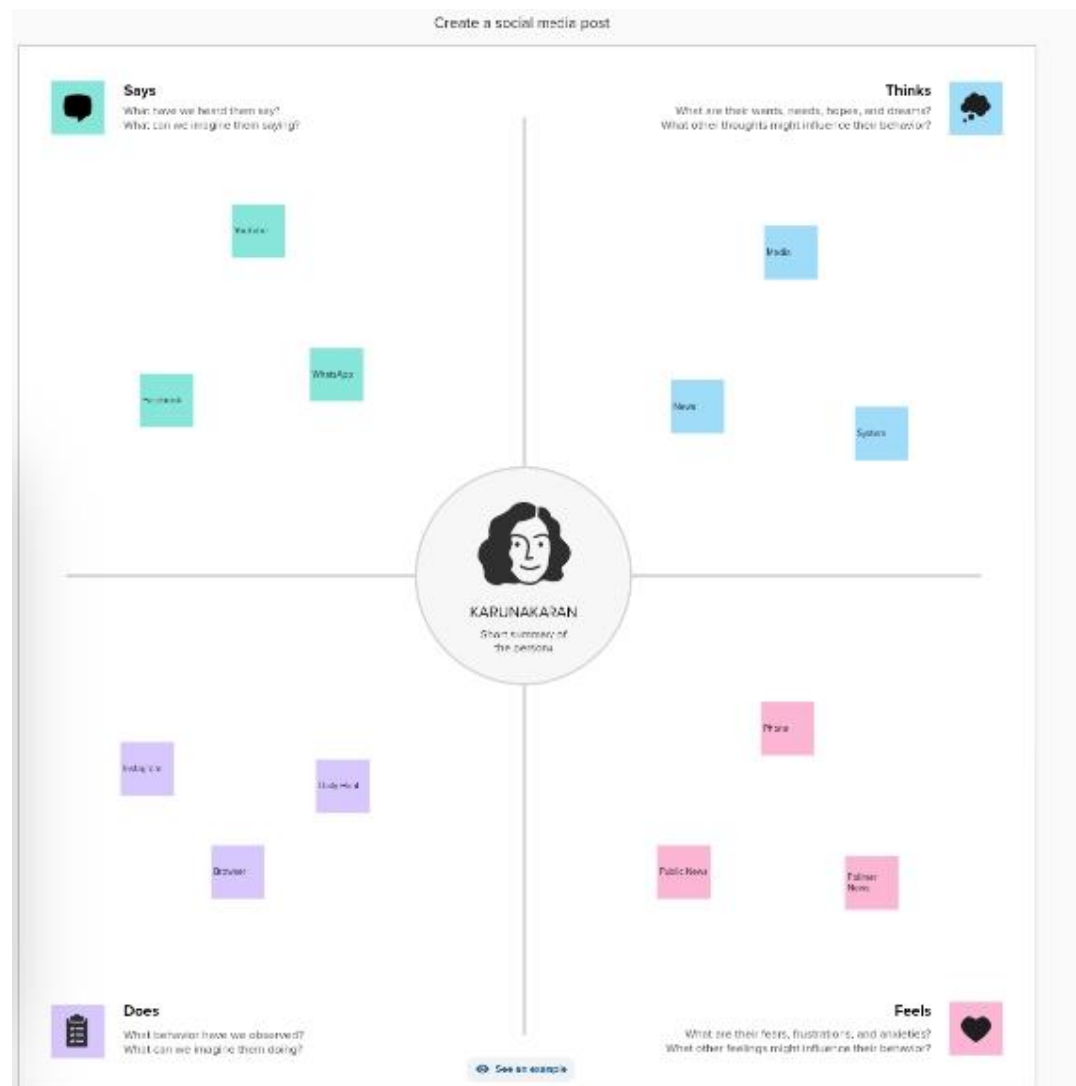
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials.

#### PURPOSE

The Project assigned that the skills of using technology to create the Create A Social Media with help of canva application

### 2. PROBLEM DEFINITIONS AND DESIGNIN THINKING

#### EMPATHY MAP



## BRAINSTORMING MAP

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 2

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 3

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 4

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 5

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 6

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 7

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

Person 8

1. Create the content strategy  
2. Create the content calendar  
3. Create the content calendar

1. Highlight  
2. Highlight  
3. Highlight

1. Task 1  
2. Task 2  
3. Task 3

### 3.Result

PROJECT NAME: CREATE A SOCIAL MEDIA POST



**Urgently needed!**

## **SOCIAL MEDIA MANAGER**

**We are looking for 2  
candidates to join our ever  
growing team.**

**YOUR RESUME TO SEND  
KARNA4231@GMAIL.COM  
CONTACT: 9677853715**

#### **4. ADVANTAGES AND DISADVANTAGES**

<b>. ADVANTAGES</b>	<b>DISADVANTAGES</b>
1. It is used effectively in communication 2. It is economical 3. It is User-Friendly 4. In Canva There are a lot of activities for presentation	1. Some logo ,images, designs are so costly 2. E-mail Id is mandatory

#### **5 APPLICATION**

THE CANVA Application is very useful to create my project easily . it helps with new templates

It will be useful in my future.

## 6 CONCLUSION

In NAAN MUDHALVAN SCHEME I am a student in Government Arts and Science College vedasandur, assigned my project to be done with help of Canva Application.I have learned that usage of canva App well and It is very user-friendly.