PROJECT REPORT TEMPLATE

1.INTRODUCTION:

1.1. OVERVIEW:

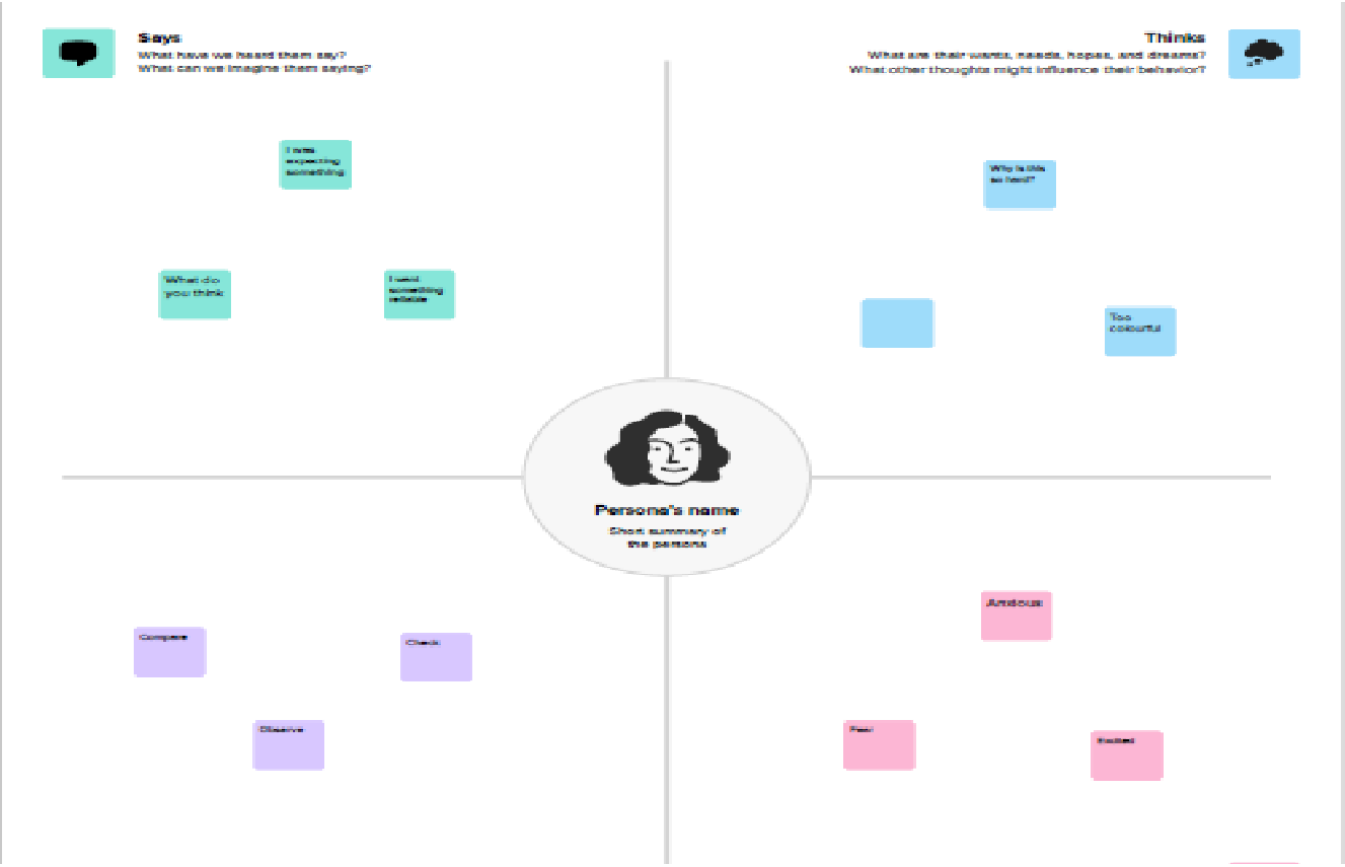
This Project involves creating a Book Cover for a fictional book. The book is a mystery novel set in a small town. The story revolves round a deductive who is investigating a series of mysterious disappearances. The Book Cover should reflect the suspenseful and mysterious nature of the story, While also capturing the essence of small town setting. The tittle and author's name should also be prominently displayed. Overall, the Book Cover should entice readers and make them curious to learn more about the story.

1.2. PURPOSE:

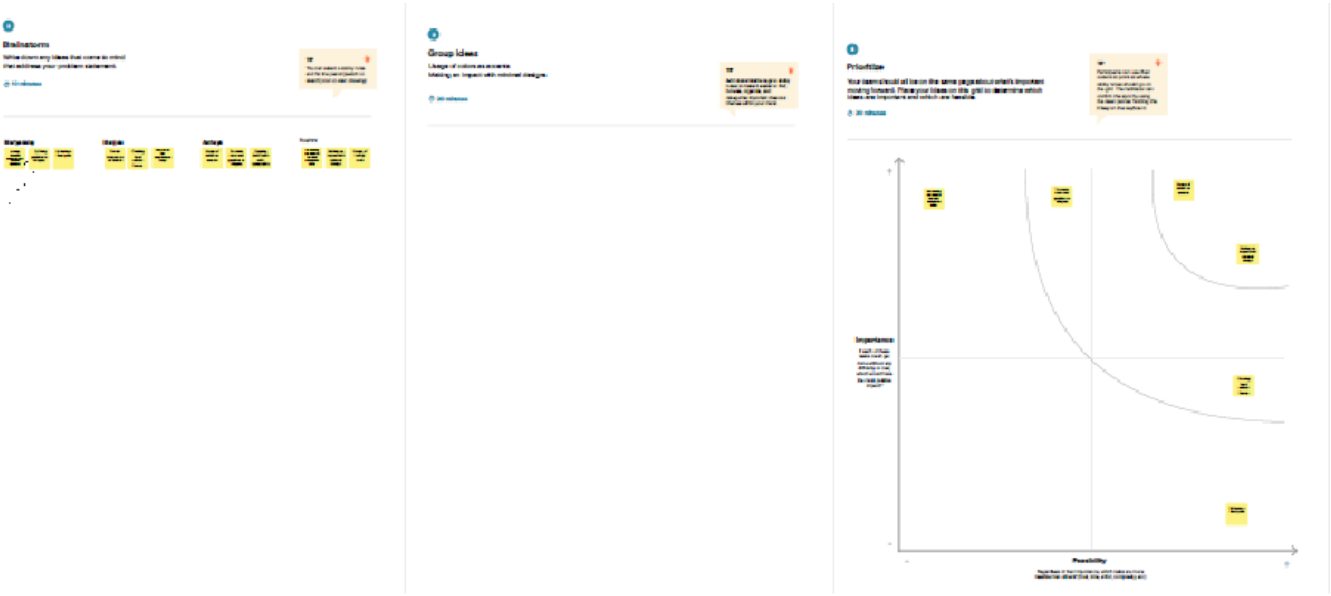
The Purpose of the Book Cover is to visually represent the book and its content in a way that grabs the reader's attention and their interest. It serves as a marketing tool, helping to draw potential readers in and make them curious about the story within. A well-designed Book Cover can be instrumental in attracting readers. It also serves as a visual representation of the authors brand and style, helping to establish their identity and make them recognizable to readers. Additionally, The Book Cover helps to set the tone for the story and give readers a sense of what they can expect. It provides visual cues about the genre, themes, and atmosphere of the book, allowing readers to quickly assess if it aligns with their preferences and interests.

2.PROBLEM DEFINITION AND DESIGN THINKING:

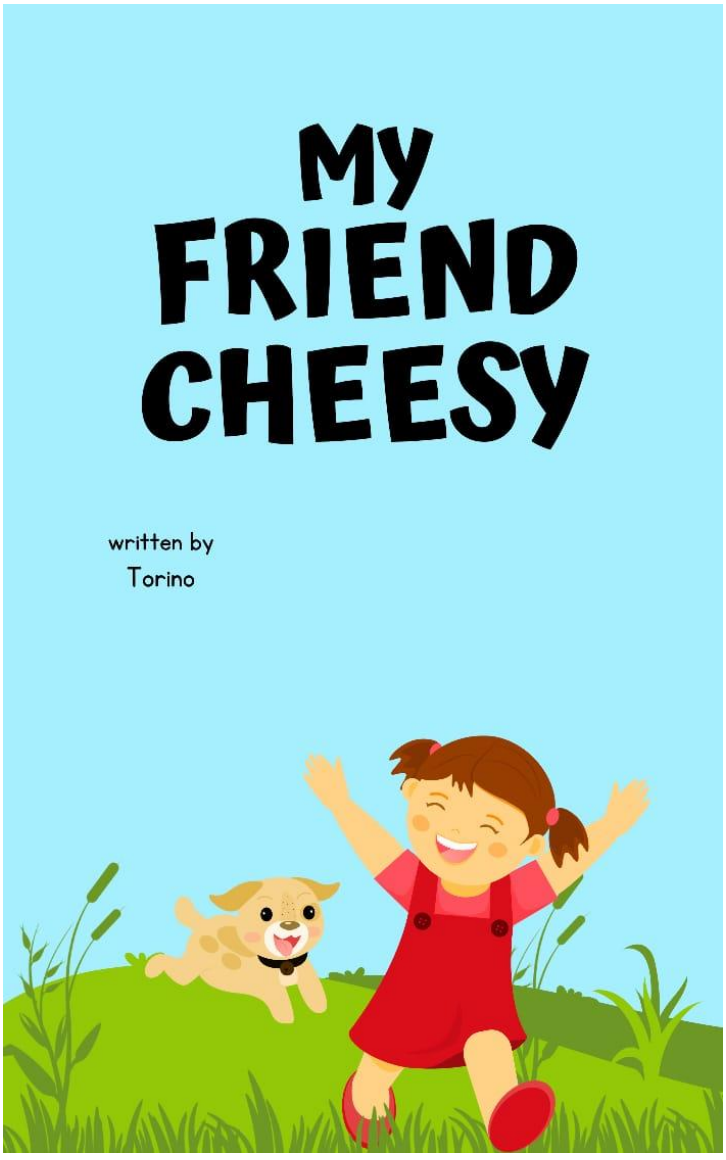
2.1. EMPATHY MAP:



2.2. BRAINSTORMING:



3. RESULT:



4. ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

1. Creative Freedom: Canva allows users to create a wide variety of designs, including presentation, social media posts, advertisements, and more. It offers wide range of templates, fonts, images, and other designs elements, giving users the freedom to express their creativity.
2. User-friendly interface: Canva's interface is intuitive and easy to navigate, mking it accessible to users of all skill levels.
3. Cost-effective: Canva offers a free version that includes a wide range of design tools and templates

DISDVANTAGES:

Limited Customization Options: While Canva offers a wide range of design elements and templates, the level of customization may be limited for users looking for more advanced design features. Canva may not be suitable for complex design projects that require extensive.

5.APPLICATION:

Canva is commonly used for graphic design purposes. It can be used to create a wide range of visual content such as social media graphics, presentation, posters, logos, flyers, infographics, and more. Canva has a user-friendly interface with various design templates, typography, images editing tool and making it a versatile tool for individuals, business and organization.

6.CONCLUSION:

In Conclusion, creating a Book Cover project requires careful thought and planning. It is important to consider the target audience, genre, and overall theme of the book when designing the cover. The use of typography, color and imagery can greatly enhance the overall impact of the book cover. Ultimately, successful book cover project will capture the attention of potential readers and effectively convey the essence of the book.

7. FUTURE SCOPE:

-Expanding to international markets.

-Developing new products and services.

-Investing in marketing and advertising to increase brand awareness and attract new customers.

-Investing in employee training and development to enhance skills and capabilities.

-Implementing sustainable practices to reduce environmental impact and attract environmental impact and attract environmentally conscious customers.

-Investing in research and development to stay ahead of the competition.

-Building strategic partnership and collaboration with other business.

-Expanding customer base through effective lead generation and conversion strategies.