1   INTRODUCTION

1.1 Overview
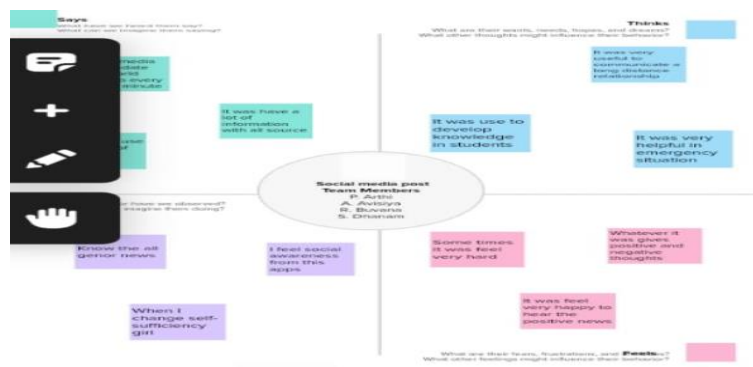
Create A Social Media Post

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.
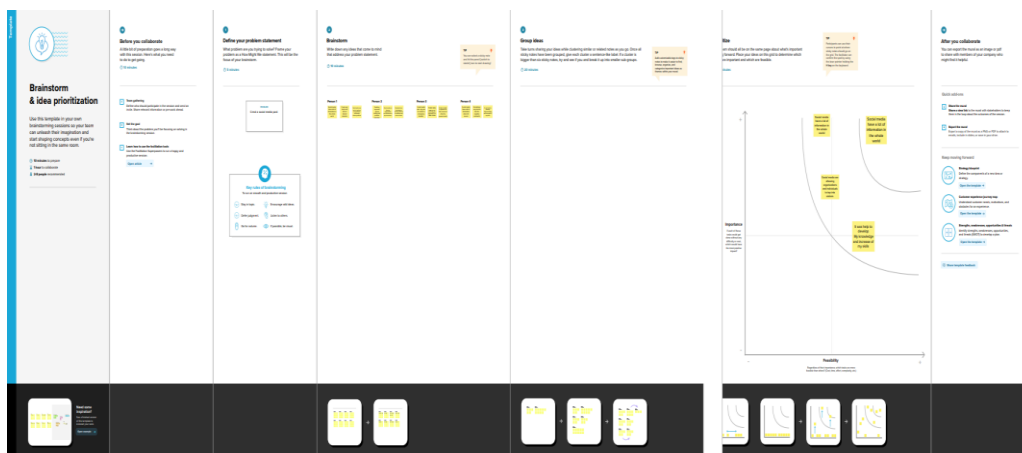Purpose

1. Ensures Consistent Messaging. ...
2. Enhances Time Management for Social Media Marketing. ...
3. Amplifies Your Professional Appeal. ...
4.Provides Flexibility in Content Creation.

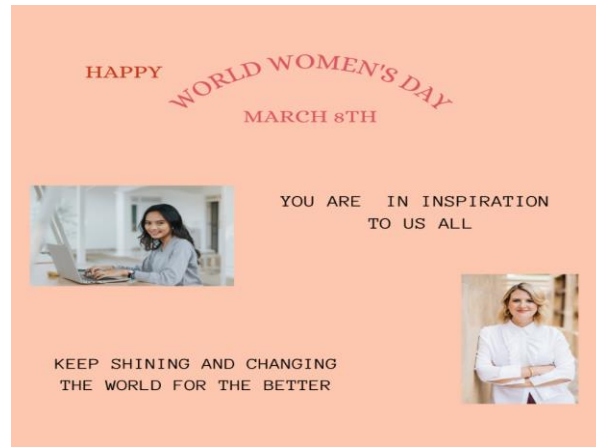**Problem Definition & Design Thinking**

a.   Empathy Map

b.   Ideation & Brainstorming Map

4.   RESULT

Social Media Post

5.   ADVANTAGES &

DISADVANTAGESAdvantages
* Canva is very simple to use and user friendly
* Canva provides social media templates
* Canva offers a professional look
* Team access
* As well as million of image

Disadvantages
* The free version is limited
* Unique elements cannot be created
* limited export settings
* Alignment concerns
* Unable to move one design to another design

6.   APPLICATIONS

* We create a Canva account
* Choose our design type
* And we used Social Media Post template
* we uploaded our background image
* we used uploading photos, and adding text, and used to editing elements, and change fonts
* Added to the women icon, flower design of corner.
* we created to Social Media Post
* Finally, we downloaded a design

7.   CONCLUSION

People in our team worked together to make a Social Media Post on the topic " Create A Social Media Post" through this, social awareness of public people. Canva is an essential tool for most business. It is easy to use offers a wide range of templates, its affordable, customizable and helps business with their branding. Graphic designing can be learned through this project.