GRAPHICS DESIGN USING CANVA

1. INTRODUCTION

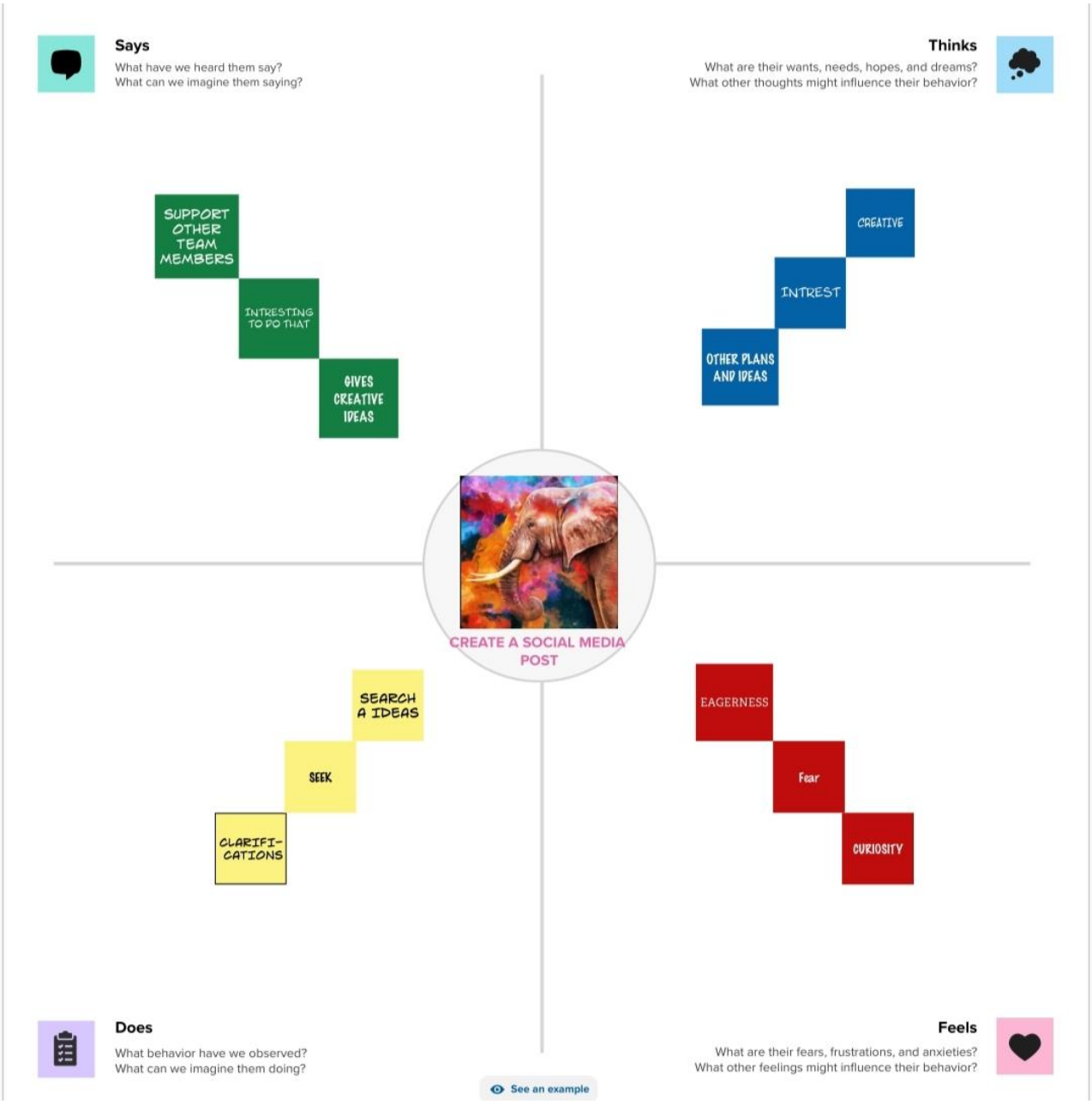
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly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

1.1. Purpose

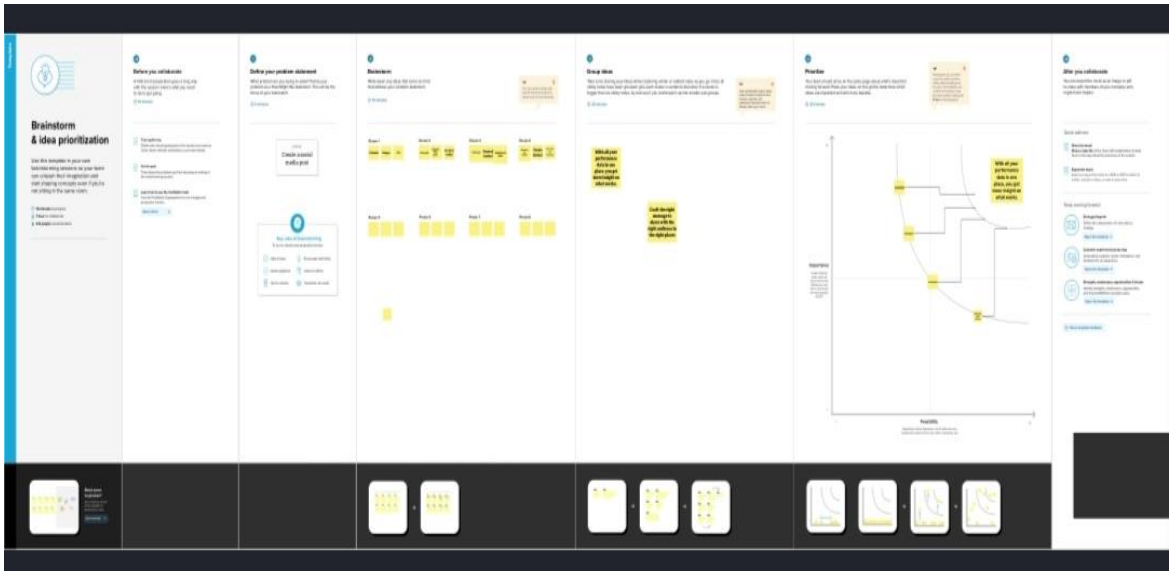
- Stay updated with all the new things in the world.
- Communicate anytime, anywhere from the comfort of your home.
- Advertising platforms for brands to find their right-set of consumer
- Easy to build relationships and connecting with like-minded people.

2. PROBLEM DEFINTION

2.1. Empathy Map



2.2. Brainstorming Map


Brainstorm
& idea prioritization
Before you collaborate
Define your problem statement
Brainstorm
Group ideas
Prioritize
After you collaborate

3. RESULT

4. ADVANTAGES

Templates Can be Altered to be More Custom

Canva offers a Professional Look

Canva offers a Stock Photography Usage

DISADVANTAGES

The Free Version is Limited

Unable to Move One Design to Another Design

Intellectual Property Belongs to Canva

5.APPLICATION

The main purpose of social media posts is to increase brand awareness and visibility

CONCLUSION

Include your top achievements, unique skills and expertise, and relevant work experience. Include data and numbers in your resume summary to back your achievements up