

# GRAPHICS DESIGN USING CANVA

## 1. INTRODUCTION

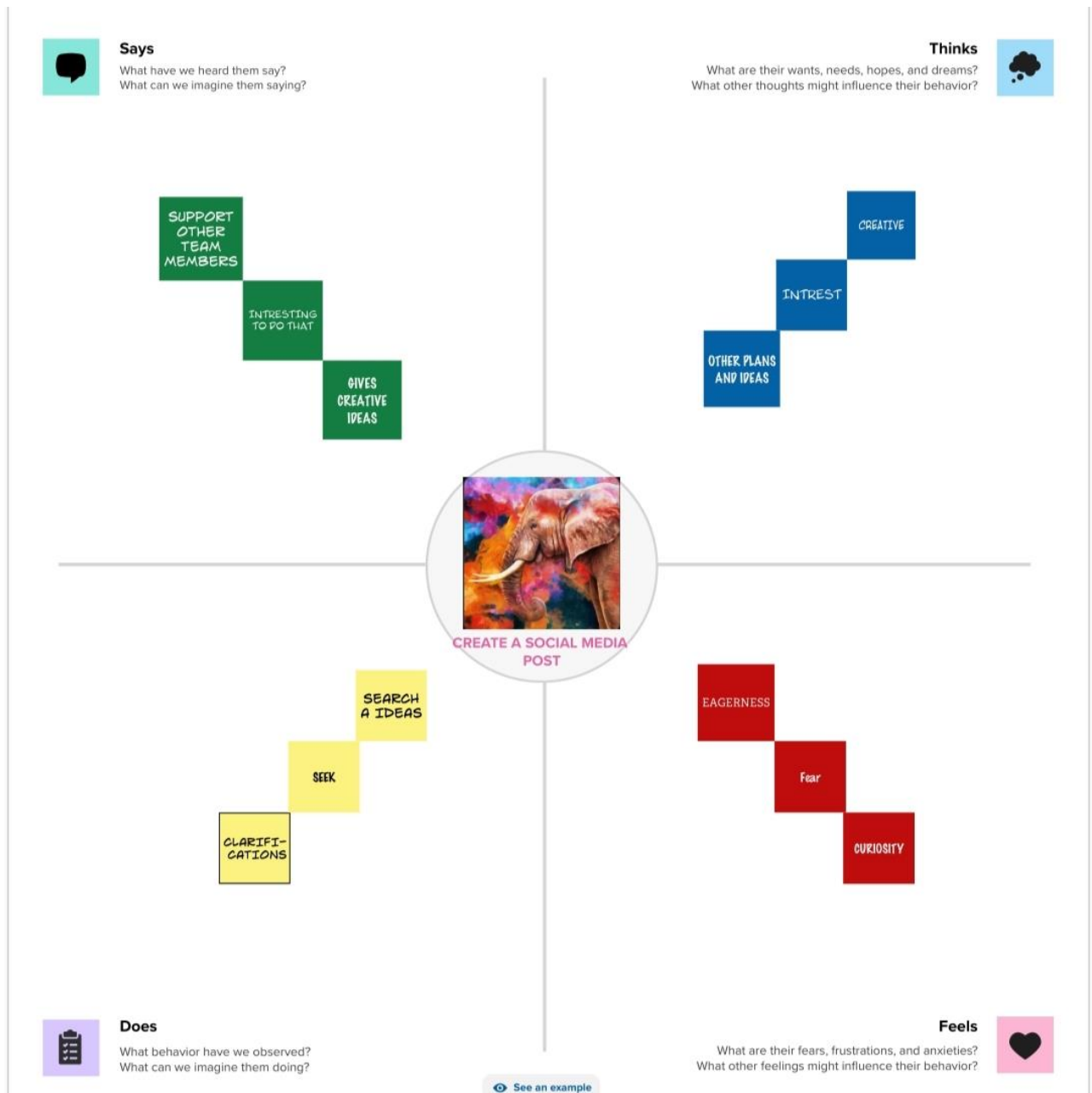
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly 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 DEFINITION

### 2.1. Empathy Map



### 2.2. Brainstorming Map

The collage displays ten distinct brainstorming and idea prioritization techniques:

- Brainstorm & idea prioritization:** A flowchart starting with 'Brainstorm' and leading to 'Idea prioritization'.
- Define your stakeholders:** A diagram showing 'Stakeholders' and 'Stakeholder map'.
- Define your problem statement:** A diagram showing 'Problem statement' and 'Problem statement map'.
- Brainstorm:** A diagram showing 'Brainstorm' and 'Brainstorm map'.
- Prioritize:** A diagram showing 'Prioritize' and 'Prioritize map'.
- Draw ideas:** A diagram showing 'Draw ideas' and 'Draw ideas map'.
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### 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**