CREATE A SOCIAL MEDIA POST

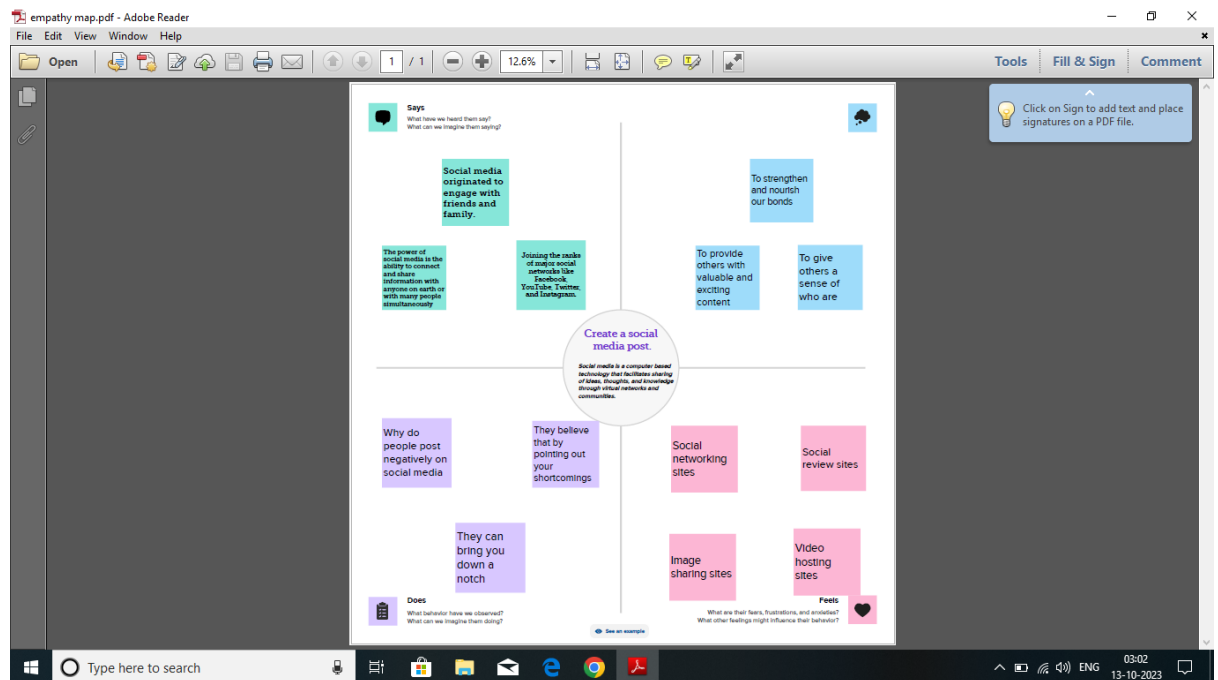## 1. Introduction

1.1 Overview

Social media design is the practice of creating visuals for social media platforms such as Instagram, Facebook, TikTok, Twitter, and more. This includes posts, stories, profile images, graphics, and other visuals to help support your content strategy.
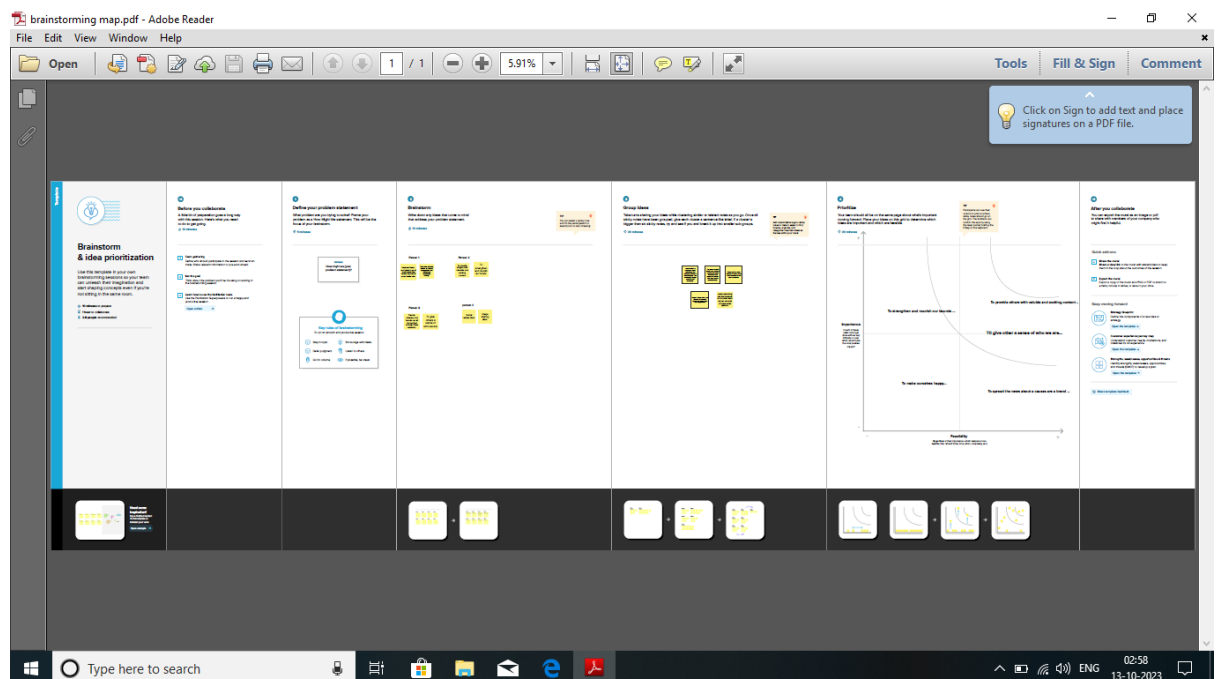
1.2 Purpose

Social media design is important because it helps create brand recognition and adds to the overall aesthetic of a page or profile. It can also be used to make posts stand out in a crowded feed or to capture the attention of potential followers.

2. Problem Definition & Design Thinking

2.1 Empathy map

2.2 Ideation & Brainstorming map

3.Result

3. **Advantages & Disadvantages**

Social media has both its benefits and drawbacks, and it is up to individuals to use it responsibly. While it can be a powerful tool for communication, information dissemination, and business, it can also have negative effects on mental health, privacy, and well-being.

4. **Applications**

Banners are an essential piece since, with them, you can take visitors to highlighted pages and show them the best of your products, discounts, or news. Attracting traffic to the website and improving its image is one of the main objectives

- With the use of canva I have created well-structured banner
- Canva provides lot of templates. So that I can able to create good attractive banner.

5. **Conclusion**

Canva is the great platform for the students. With the use of canva I have enriched my technical skill, Specifically create a banner and social media post. So that now I have created well designed banner and invitation. This would be very useful for my future career.

In this project I have designed attractive banner which is used for Advertisement.