



**GOVERNMENT COLLEGE OF ENGINEERING [IRTT]
ERODE-638316**



**ELECTRICAL & ELECTRONICS ENGINEERING
NAAN MUDHALVAN**

*SB8040- Professional Readiness for Innovation Employability and Entrepreneurship
by Naan Mudhalvan Scheme – 2023*

**PROJECT DOMAIN: DIGITAL MARKETING
PROJECT TITLE: BUILDING A WEBSITE USING CANVA
BRAND NAME: APEX MIND**

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BONAFIDE CERTIFICATE

Certified that this project titled “BUILDING A WEBSITE USING CANVA” is the bonafide work of GUGAN V (731120105011), KISHORE PANDIAN A (731120105312), BUVANESH M (731120105305), VISHAL D (731120105033) who carried out the project work under my supervision.

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW:

Prepare to take Instagram by storm with our attention-grabbing sponsored post. We'll craft a visually stunning masterpiece that showcases your product or service, accompanied by a compelling caption that tells your brand's story and entices engagement. Our strategic use of hashtags and precise audience targeting will ensure your post reaches the right people. With a keen eye on performance metrics, we'll optimize the campaign for maximum impact. Let's collaborate and make your Instagram dreams a reality.

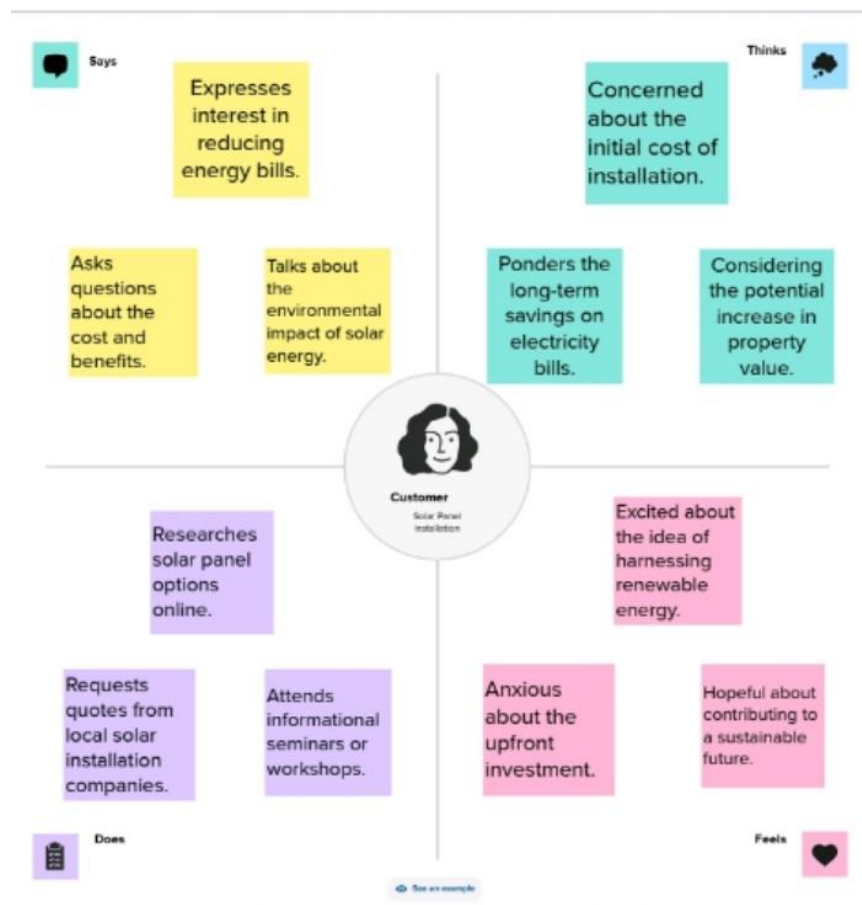
1.2 PURPOSE:

This project is used to provide a attractive advertisement

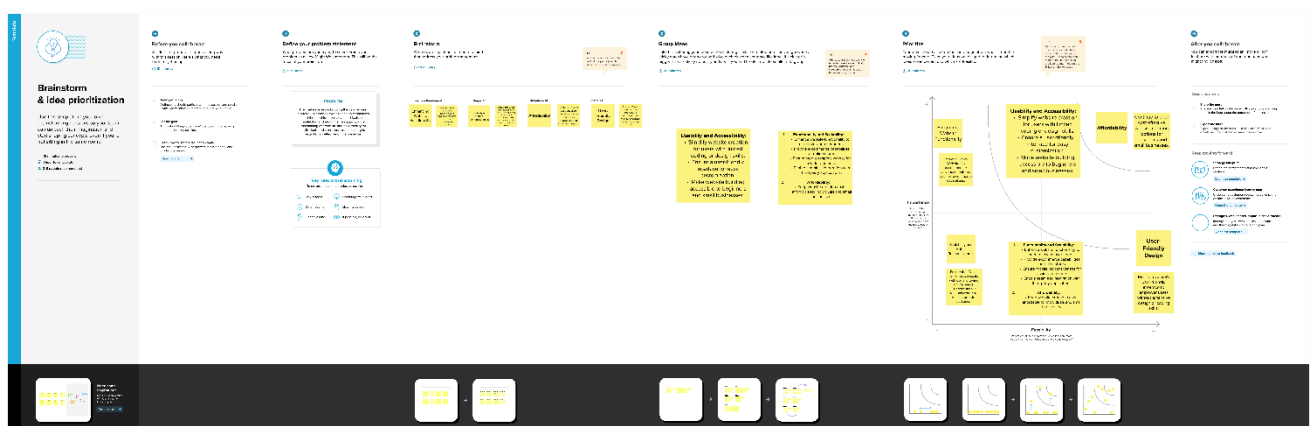
CHAPTER 2

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP:

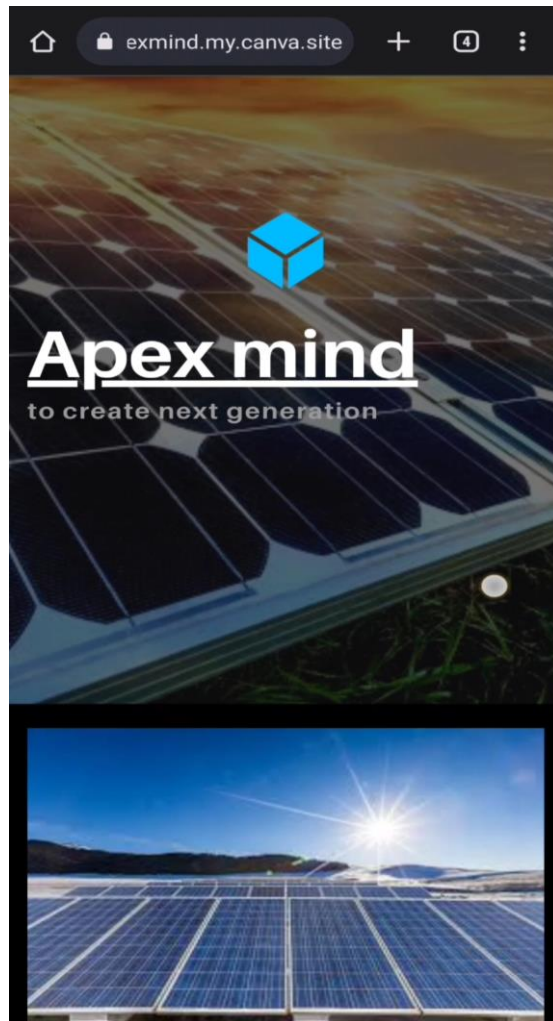


2.2 IDEATION AND BRAINSTORMING MAP



CHAPTER 3

RESULT:



CHAPTER 4

ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES:

- 1. Global Reach:** Websites can be accessed worldwide, allowing you to reach a vast audience.
- 2. 24/7 Availability:** They are available around the clock, providing

information and services to users at any time.

3. Cost-Effective: Websites can be cost-effective compared to physical storefronts or printed materials.

4. Easy Updates: You can quickly update content, making it ideal for sharing current information.

5. Marketing and Branding: They help with online marketing, branding, and building an online presence.

4.2 DISADVANTAGES:

1. Maintenance: Websites require regular updates, security measures, and technical maintenance.

2. Initial Cost: Building and hosting a website may have initial expenses.

3. Technical Issues: Users might encounter technical problems like slow loading times or compatibility issues.

4. Security Risks: Websites can be vulnerable to hacking and data breaches.

5. Competition: The online landscape is highly competitive, making it challenging to stand out.

CHAPTER 5

APPLICATION

This design is use to interact with the customer and company

CHAPTER 6

CONCLUSION

Creating a website using Canva offers a user-friendly and versatile platform for design. In conclusion, Canva simplifies the web design process, making it accessible to a wide range of users. Its intuitive interface, templates, and design elements empower individuals and small businesses to craft professional-looking websites without extensive technical knowledge. While Canva may not replace more robust web development tools for complex sites, it's a valuable resource for those seeking an efficient and aesthetically pleasing web presence.