

Project Report Template

1. Introduction:

1.1 overview:

Designing a logo with Canva :

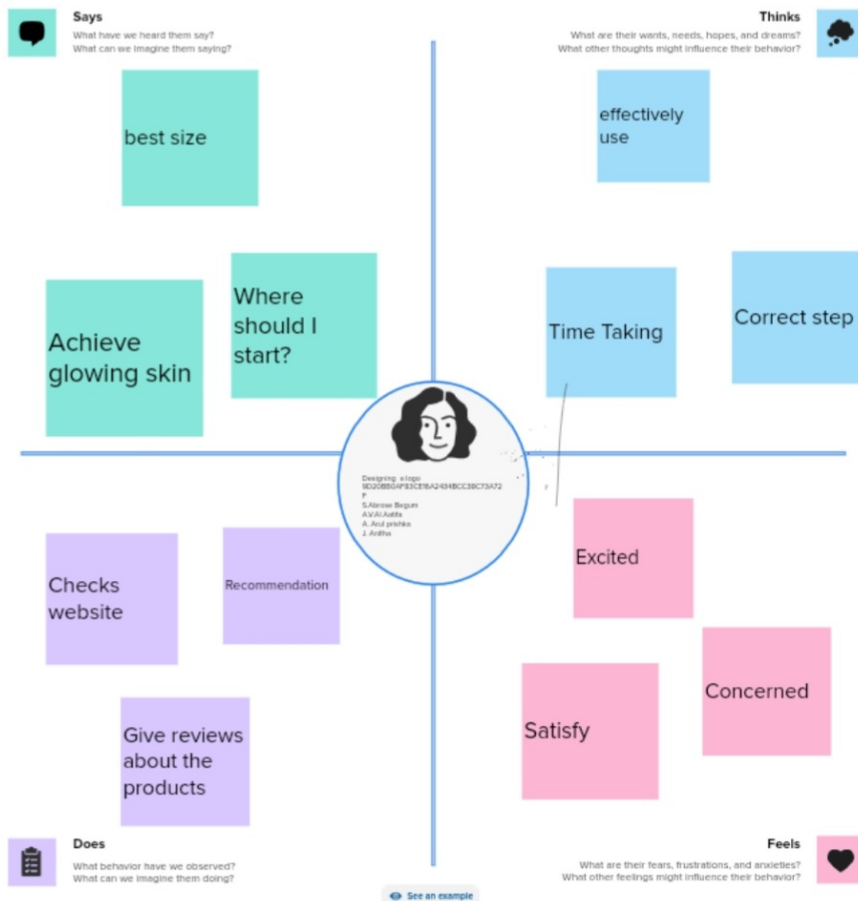
Logos serve to represent a given organizational or company through a visual image that can be easily understood and recognised

1.2 purpose

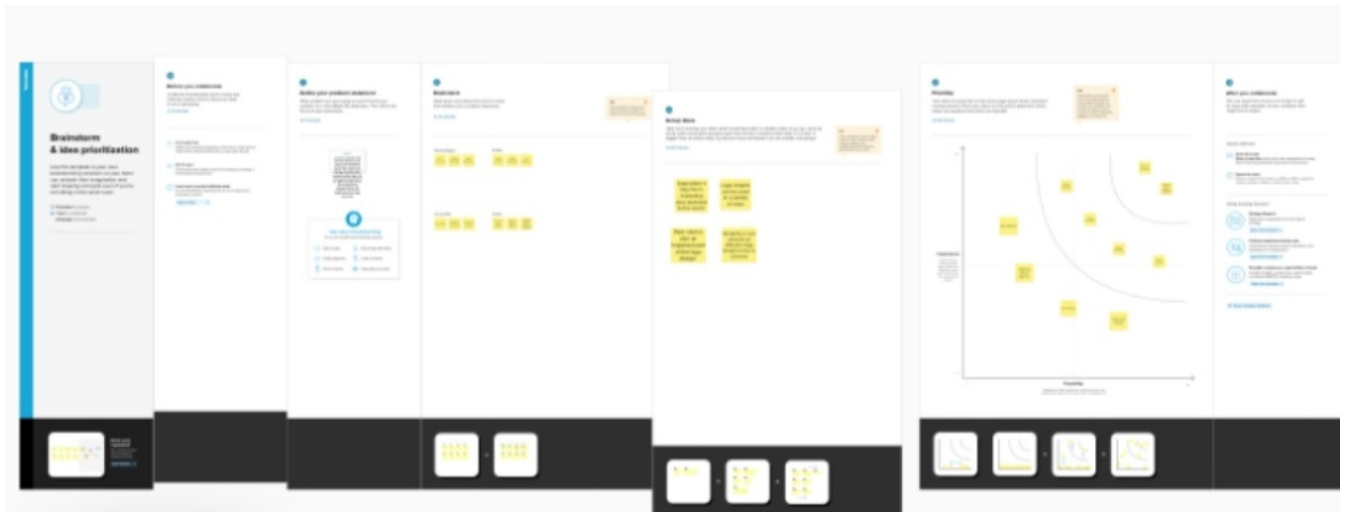
A new logo can reflect these changes and ensure that the company's visual identity aligns with its new direction

2. Problem , definition and design thinking:

2.1 Empathy map:



2.2 Ideation and Brainstorming map :



3.Result :



4. Advantages and disadvantages :

Advantages :

- * canva is very simple to use and user friendly
- * Canva offers a professional look

- * Team access

Disadvantages :

- * unique elements cannot be created
- * A ligament concerns
- * unable to move one design to another design

Applications :

- * we create a canva account
- * choose our design
- * Background image and we use different fonts
- * we add some elements and slogan
- * we create a logo
- * finally we downloaded a design

Conclusion :

Even when a logo does not have words, it makes a brand connected with the organization.