

BUILDING A WEBSITE USING CANVA

COURSE: DIGITAL MARKETING

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PROJECT REPORT SUBMITTED BY

MOULEESHWARAN H (513120106503)

RAGHUL B (513120106709)

IMRAN A (513120106306)

KAWASKER R (513120106037)

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1. INTRODUCTION:

1.1. OVERVIEW:

Creating a website using Canva is a user-friendly process that involves designing your website's visual elements. Here's a high-level overview of the steps:

1. **Plan Your Website:** Before using Canva, decide what your website will be about, its structure, and the content you want to showcase. Understand your target audience and what you want to convey.
2. **Sign Up or Log In:** If you haven't already, create a Canva account or log in to your existing one.
3. **Choose a Template:** Canva offers various website templates to get you started. Select a template that fits your website's purpose and style.
4. **Edit Content:** Customize the template by replacing text, images, and other elements with your own content. Canva provides a drag-and-drop interface to make this process easy.
5. **Design Elements:** You can add elements like buttons, icons, and shapes to enhance your site's design. Canva provides a library of design assets to choose from.
6. **Colors and Fonts:** Adjust the color scheme and fonts to match your brand or design preferences.
7. **Mobile Responsiveness:** Ensure that your design is mobile-responsive, as many users access websites on mobile devices. Canva simplifies this with its responsive design features.
8. **Preview and Test:** Use Canva's preview feature to see how your website will look. Test its functionality and ensure all links and buttons work as intended.
9. **Publish Your Website:** When you're satisfied with your design, publish your website. Canva provides options to either host the site on Canva's domain or export it for hosting on your own domain.
10. **Share and Promote:** After publishing, share your website URL and promote it through various channels to reach your target audience.

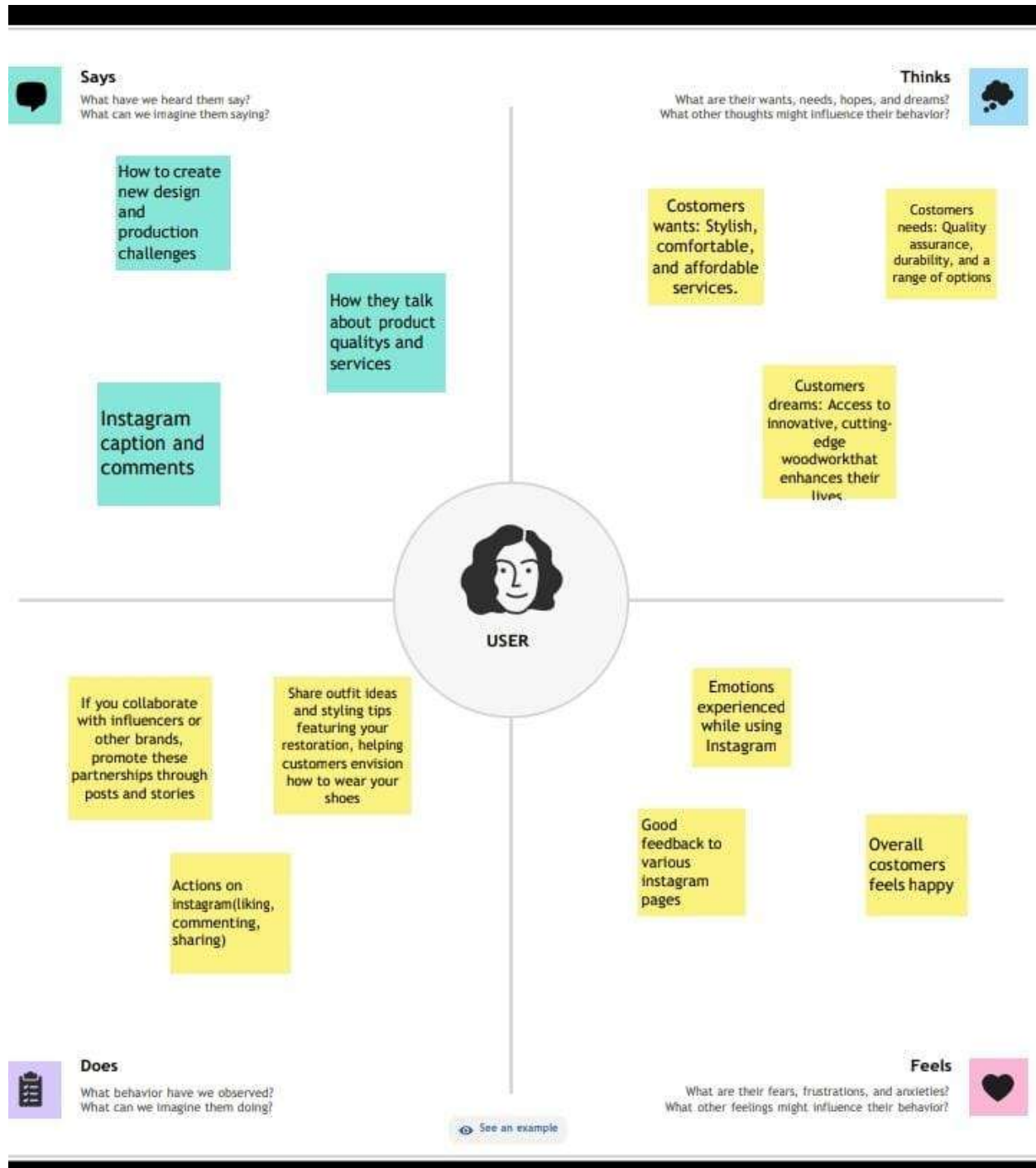
1.2.PURPOSE:

The purpose of building a website using Canva can vary depending on your needs and goals. Canva allows you to design visually appealing websites with a wide range of templates, graphics, and customization options. You can create a site that aligns with your brand or personal style.

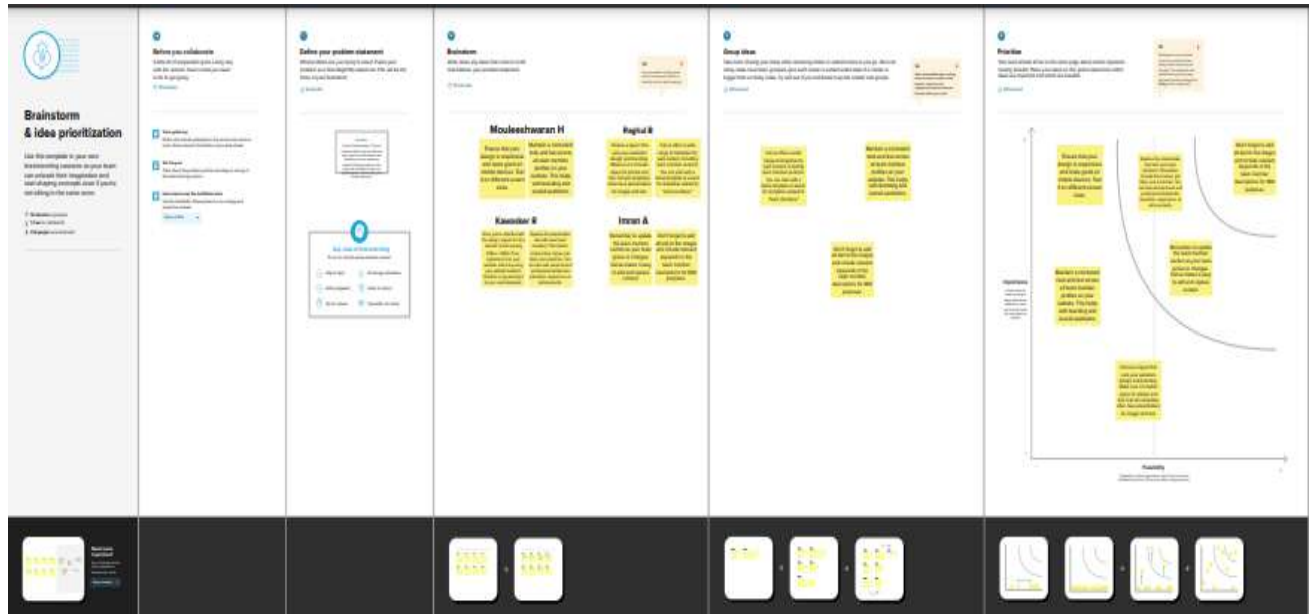
Keep in mind that Canva's website builder is more suitable for basic websites with limited functionality. If you require complex features, e-commerce capabilities, or extensive interactivity, you may need to consider other website builders or web development tools. Canva's strength lies in its design and simplicity.

2. PROBLEM SOLVING AND DECISION THINKING:


2.1. EMPATHY MAP:



2.2. BRAINSTORMING MAP:




3.RESULT:



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- ★ Painting and tiling
- ★ Plumbing and heating
- ★ Home maintenance

4. ADVANTAGES AND DISADVANTAGES:

Advantages:

- ✓ **User-Friendly:** Canva's drag-and-drop interface is user-friendly, making it accessible to individuals with little to no web design experience.
- ✓ **Templates:** Canva offers a variety of professionally designed website templates, saving time on design and layout.
- ✓ **Visual Appeal:** Canva excels in creating visually appealing websites, with extensive design options for graphics, fonts, and colors.
- ✓ **Cost-Effective:** Canva has both free and paid plans, making it a budget-friendly option for basic website creation.
- ✓ **Mobile Responsiveness:** Canva's templates are designed to be mobile-responsive, ensuring your site looks good on various devices.
- ✓ **Quick Prototyping:** Ideal for quickly prototyping website designs or creating simple landing pages.
- ✓ **Integration:** Canva offers integrations with other tools and platforms, such as social media sharing and design collaboration.

Disadvantages:

- ✓ **Limited Functionality:** Canva's website builder is not suitable for creating complex websites with advanced functionality, such as e-commerce, membership systems, or custom databases.
- ✓ **Domain Limitations:** While you can host your site on Canva's domain, using your own domain (e.g., www.yourwebsite.com) may require a paid plan.
- ✓ **Branding:** Free Canva plans may include Canva branding on your website, which can detract from a professional appearance.
- ✓ **Scalability:** Canva websites are better suited for small projects or personal sites. Scaling up may require transitioning to a more robust web platform.
- ✓ **SEO Limitations:** Advanced SEO customization is limited in Canva, which could impact your site's search engine rankings.
- ✓ **Content Management:** Managing large amounts of content and organizing it on your site can be challenging in Canva's interface.

5. APPLICATIONS:

- ✓ **Personal Portfolio:** Create an online portfolio to showcase your artwork, photography, writing, or any creative work.
- ✓ **Small Business Website:** Design a simple website for a small business, such as a cafe, boutique, or consulting service, to showcase products and services.
- ✓ **Event Landing Page:** Quickly build a landing page for an event, like a wedding, conference, or party, to provide information and collect RSVPs.
- ✓ **Resume/CV:** Craft an interactive digital resume or CV to stand out to potential employers.
- ✓ **Online Store:** Create a basic e-commerce site for selling a limited number of products with Canva's templates and features.
- ✓ **Blog or Magazine:** Develop a blog or digital magazine to share articles, images, and other content.
- ✓ **Nonprofit or Cause:** Establish a website for a nonprofit organization or social cause to raise awareness and collect donations.
- ✓ **Educational Resources:** Design an educational website to share teaching materials, tutorials, or course information.
- ✓ **Restaurant Menu:** Build a website for a restaurant or cafe to display the menu, opening hours, and contact information.
- ✓ **Personal Branding:** Develop a personal branding website to promote yourself as an influencer, author, or speaker.

6.CONCLUSION:

The Canva website builder is a handy tool for creating simple, one-page websites or landing pages. It's easy to use and doesn't require any coding knowledge, making it a great choice for beginners.