

# PROJECT REPORT TEMPLATE

## INTRODUCTION

# Create a Social Media Post

### 1.1 Overview

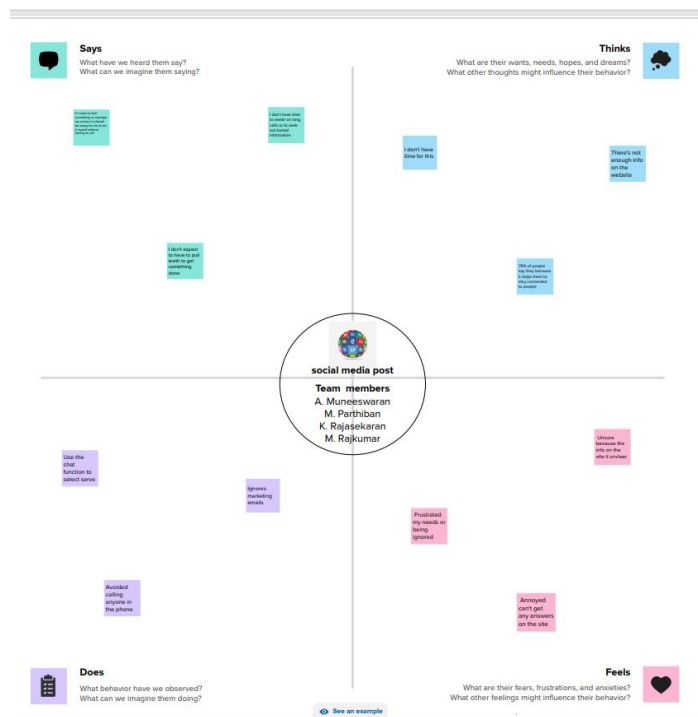
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social mediaplatforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials.

### 1.2 Purpose

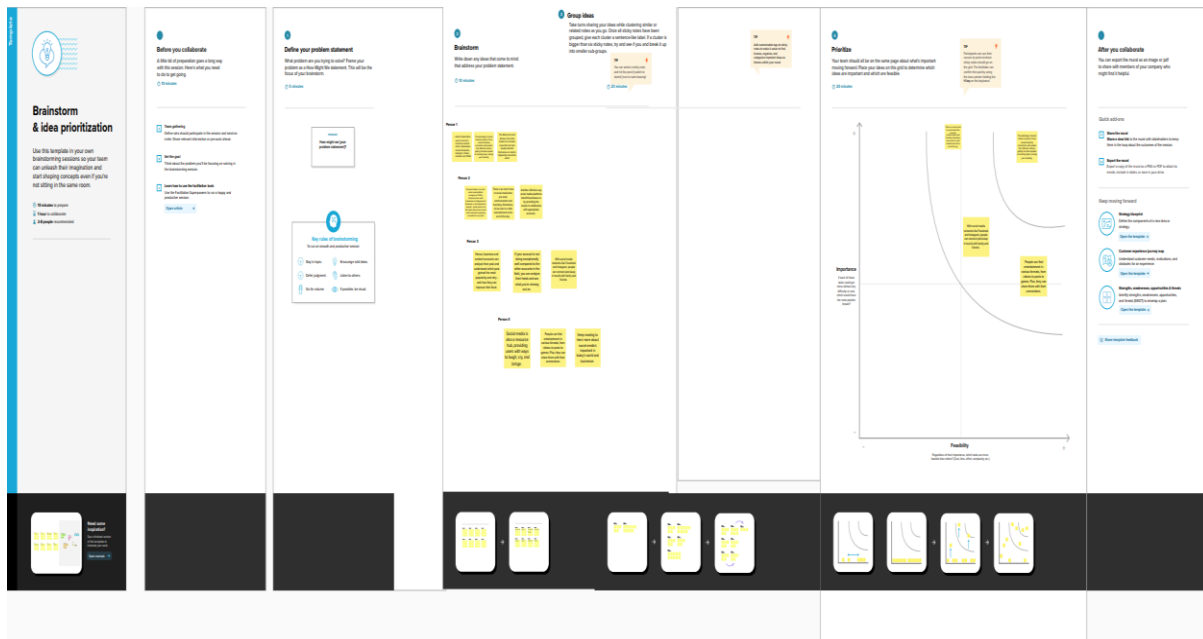
- Ensures Consistent Messaging. ...
- Enhances Time Management for Social Media Marketing. ...
- Amplifies Your Professional Appeal. ...
- Provides Flexibility in Content Creation.

## Problem Definition & Design Thinking

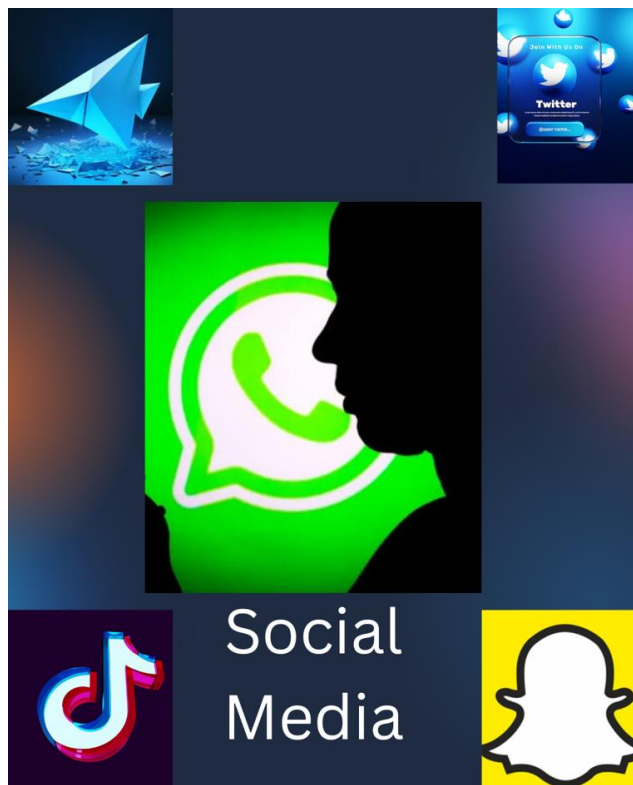
### a. Empathy Map



## b. Ideation & Brainstorming Map



## RESULT



Social Media Post

## **ADVANTAGES & DISADVANTAGES**

### **Advantages**

- \* Canva is very simple to use and user friendly
- \* Canva provides social media templates
- \* Canva offers a professional look
- \* Team access
- \* As well as million of image

### **Disadvantages**

- \* The free version is limited
- \* Unique elements cannot be created
- \* limited export settings
- \* Alignment concerns
- \* Unable to move one design to another design

## **APPLICATIONS**

- \* We create a Canva account
- \* Choose our design type
- \* And we used Social Media Post template
- \* we uploaded our background image
- \* we used uploading images, used to editing elements, and change fonts
- \* Added to the women icon, flower design of corner.
- \* we created to Social Media Post
- \* Finally, we downloaded a design

## **5. CONCLUSION**

People in our team worked together to make a Social Media Post on the topic "Create A Social Media Post" through this, social awareness of public people. Canva is an essential tool for most business. It is easy to use offers a wide range of templates, its affordable, customizable and helps business with their branding. Graphic designing can be learned through this project.