

INTRODUCTION:

OVERVIEW:

The Naan Mudhalvan scheme was primarily created for students in Tamil Nadu. Its main objective to enhance the students skill in different field. Our course title is Graphic Designing with canva. In this course we have started to mural app account and our team created empathy map, brainstorming and also our team designed business card by using canva.

Empathy map is just one tool that can help us to empathise and synthesise our observations from the research phase and draw out unexpected insights about our user's needs. Our empathy map topic is **second hand buying car**. In empathy map we have included the ideas in the topic. Says, Thinks, Does and Feels.

Says: I want a car that has fewer miles on it.

Thinks : Best car condition at a fair price, in his opinion.

Does-Verify all paperwork before consummating the transaction.

Feels-Good quality vehicle, at a great price

Next we are created Brainstroming map. Brainstroming is a method design teams use to generate ideas to solve clearly defined design problems. The group eventually works to achieve a consequence on the final list or best approach to solve the problem. Our brainstorming map topic is **Digital marketing**. In brainstorming map we included the problem statement, brainstorm, group ideas, and prioritize.

We have created the account in canva and our team topic is **Designing Professional Business Cards**. We have designed the card by using the features in the canva.

PURPOSE:

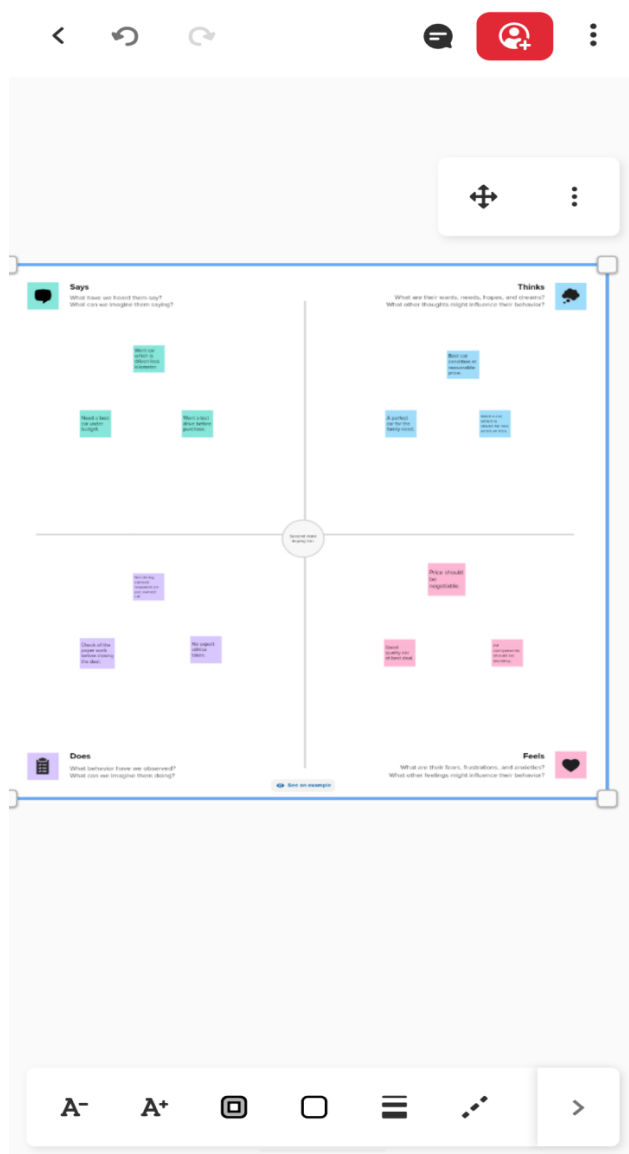
Canva is an online tool that offers users the opportunity to create professional looking posters, slideshows, images, event flyers, resumes, cards, certificates, infographics and other media. The tool allows students to design visuals to showcase

their knowledge in unique ways. By using canva we achieved how to make a business card model.

PROBLEM DEFINITION AND DESIGN THINKING:

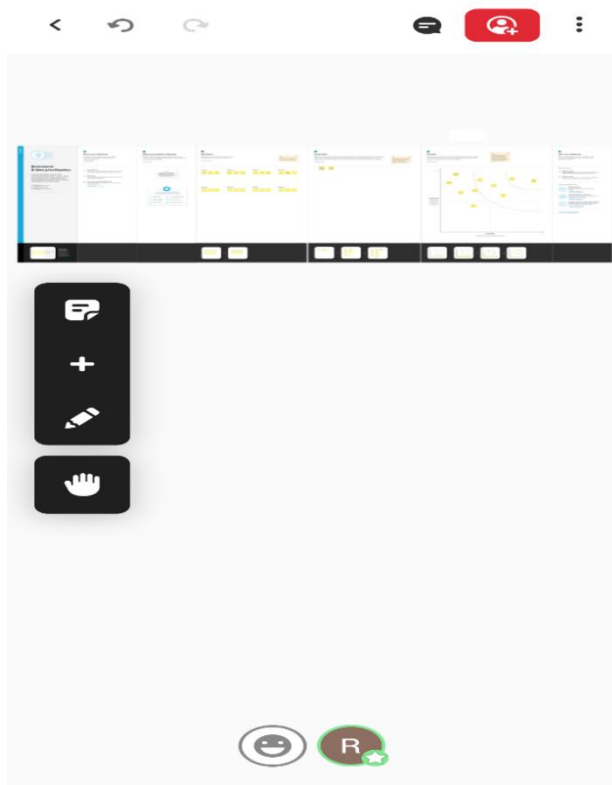
EMPATHY MAP:

Our empathy map topic Buying second hand car, our team discussed and cultivate the ideas related to the topic. Our members gave their own ideas, thoughts and suggestions based on the topic. Collecting all the ideas we created the empathy map

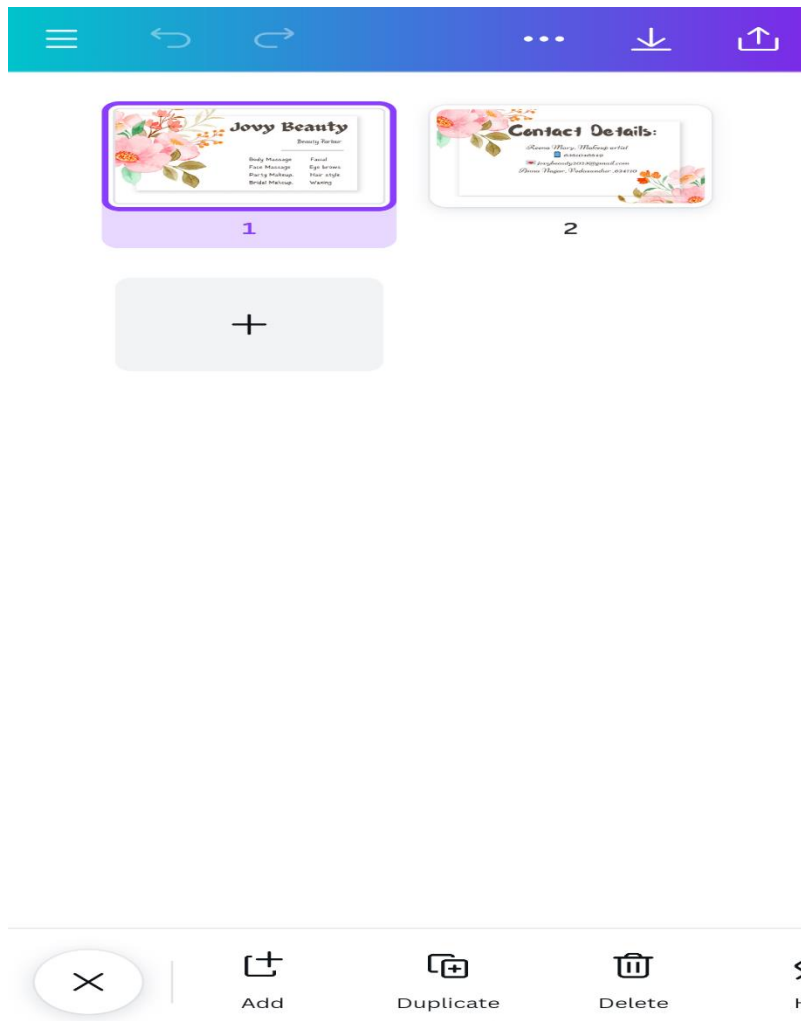


IDEATION AND BRAINSTROMING IDEAS:

Our team discussed about the **Digital marketing** uses, problems and creates our brainstorming map



RESULT:



ADVANTAGE AND DISADVANTAGE:

Advantage:

The mural features are rather simple to use, however we did not attempt anything really complex.

Mural is the ideal starting point for the development of both new and existing products for all creative thinkers.

I enjoy how Mural provides various starting points for individuals to begin from.

Canva themes can be customized to suit your needs.

Canva provides a polished appearance.

Canva provides access to stock pictures.

Canva templates can be altered to be more custom.

Canva offers a professional look.

Canva offers a stock photography usage. The canva is really useful for our career

DISADVANTAGE:

Mural is difficult to zoom into certain post it's if they are outside the main board but on the same screen.

And it's hard to have a consistent typographic hierarchy, because text scales with shapes, and there' no other way to control type size.

Canva app free version is limited.

You are unable to move one design to another design.

APPLICATIONS:

Canva is widely used platform, and its services are accessible to users in various locations. Canvas can be used in home, schools and educational institutions, small and large business new, non -profit organization which helps to create marketing materials, event promotion, and also used in graphic design agencies. Canva plays a major role in Government and public sector agencies are canva for creating information materials reports, and presentation. Canva is enhance our skill in designing sector.

CONCLUSION:

Empathy mapping guides, while discussions about ideas and the insights gained serve as a platform for producing meaningful Canva projects. Individuals can produce impact understanding solutions by combining these aspects. The course improves our abilities.

