

NAAN MUDHALVAN

INTRODUCTION:

1.1 Overview

The primary goal of the Tamil Nadu Naan Mudhalvan scheme is to identify train and provides career and academic guidance to the students and state run educational institution our project course. Topic is Graphic designing with Canva. In this course we have done Empathy mapping and Brain storming. The Empathy mapping process helps us to distil and categorise your knowledge. In Empathy map we included Says, Thinks, Feels and Does.

Says : What does the persona says?

Thinks : What is doing on their mind?

Feels : What emotions or feelings one they experiencing?

Does : What action or behaviour is associated with this persona?

The goal of Brainstorming is to generate many ideas quickly and “out of the box” thinking can be encouraged. The ideas are then discussed, merged and refined. The group eventually works to achieve a consensus on the finalist or best approach to solve the problem.

1.2 Purpose:

Canvas allows designers to spend more time designing and less time copy editing by enabling clients to make these small copy revisions themselves. With a platform that's completely outline and collaborative your clients can unless and edit the design through then account. By using Canvas we learned how to use Empathy mapping and Brainstorming map.

PROBLEM DEFINITION & DESIGN THINKING

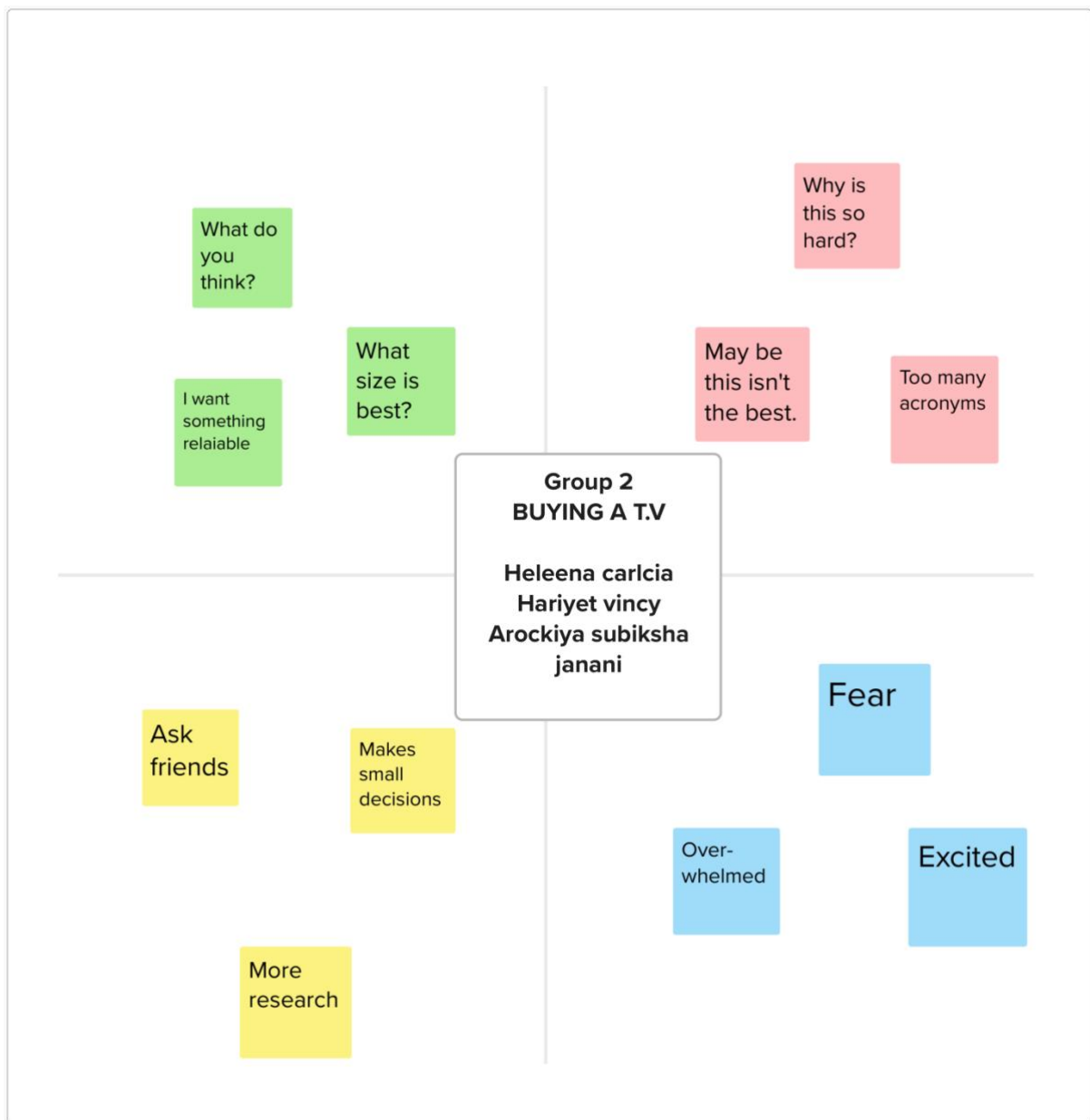
2.1 Empathy Map

Says : What does the persona says?

Thinks : What is doing on their mind?

Feels : What emotions or feelings one they experiencing?

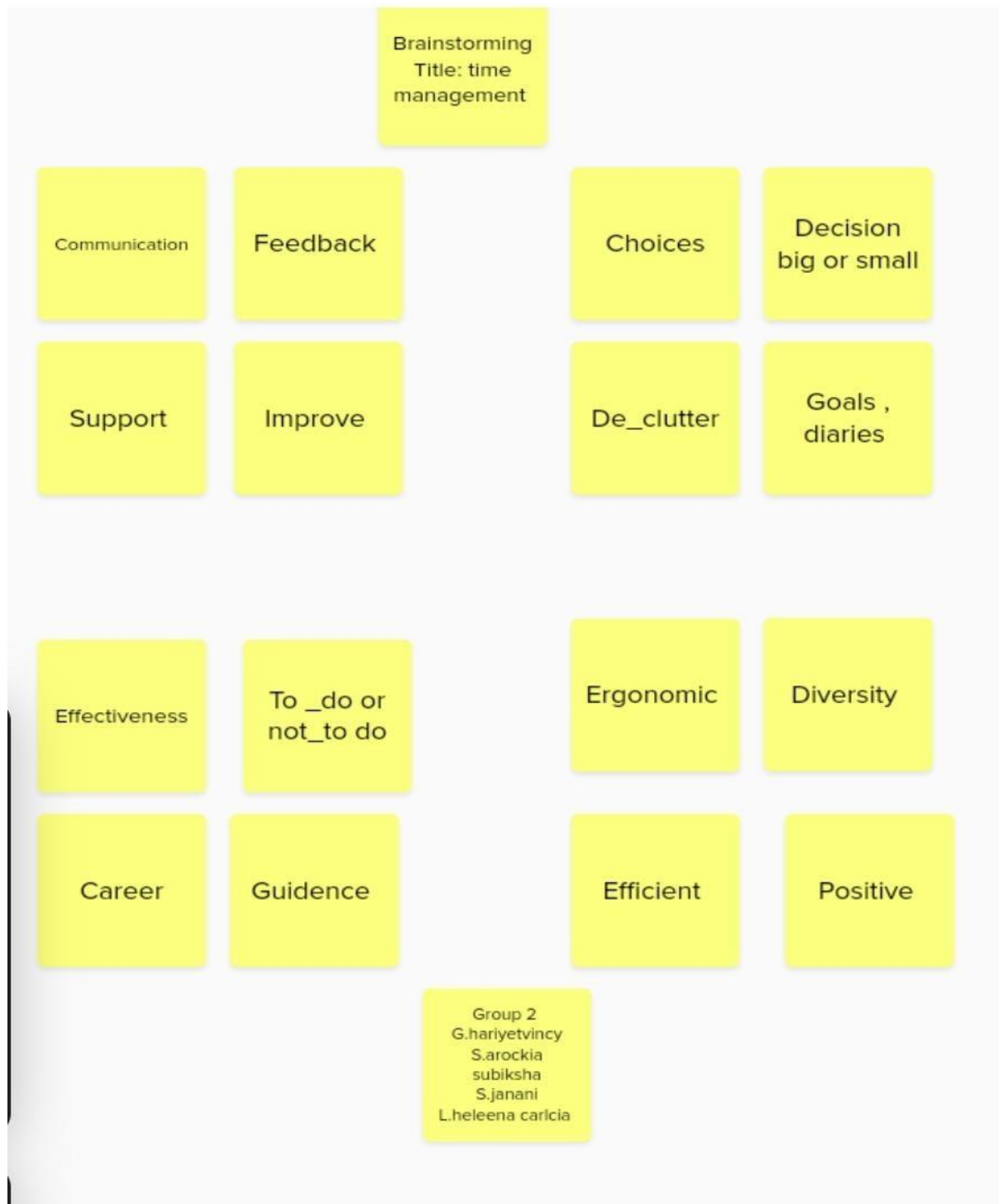
Does : What action or behaviour is associated with this persona?



2.2 Identification & Brain storming Map

In Brainstorming we took a problem and analysed with our team mates, first identify the problem.

Clearly define the problem or need you want to address. The more specific you can be the better.



RESULT



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About Me

Hello! I am G.hariyet vincy I am an experienced professor with over 6 years of working experience in the st.antony's college of arts and science for women's . I mainly work on Indian writing in English.



language skills

. Tamil
english
malayalam





Education

- st antony's college of arts and science for women's.
degree of certification
- St.antonys college of arts and science
Education



Work Experience

st.antonys college of arts and science

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Hobbies

- Listening Music
- Designing
- Writing Journal
- traveling
- Photography

ADVANTAGES & DISADVANTAGES

Advantages

- Customizable Template
- Grind knowledge
- Affordable
- User-friendly
- Millions of Images and Options

Disadvantages

- Template over use
- Lack of Network
- Accused more error
- Issues in Github
- Free version is Limited

APPLICATION:

Canvas 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, non profit organization which helps to create marketing materials, event promotion and also used in graphic design agencies. Canvas plays a major role in government and public sector some agencies we Canvas for creating information materials, reports and presentation.

CONCLUSION:

This three step process facilitates a holistic approach to understanding, ideation and execution. Empathy mapping informs brainstorming sessions and the insights gathered serve as a foundation for creating meaningful Canvas projects. By integrating these elements, individuals and organizations can create impactful, empathetic solutions that address real world problems and connect with their intended audience on a deeper level.

