

PROJECT REPORT TEMPLATE

1. INTRODUCTION

1.1 Overview

Designing youtube thumbnail

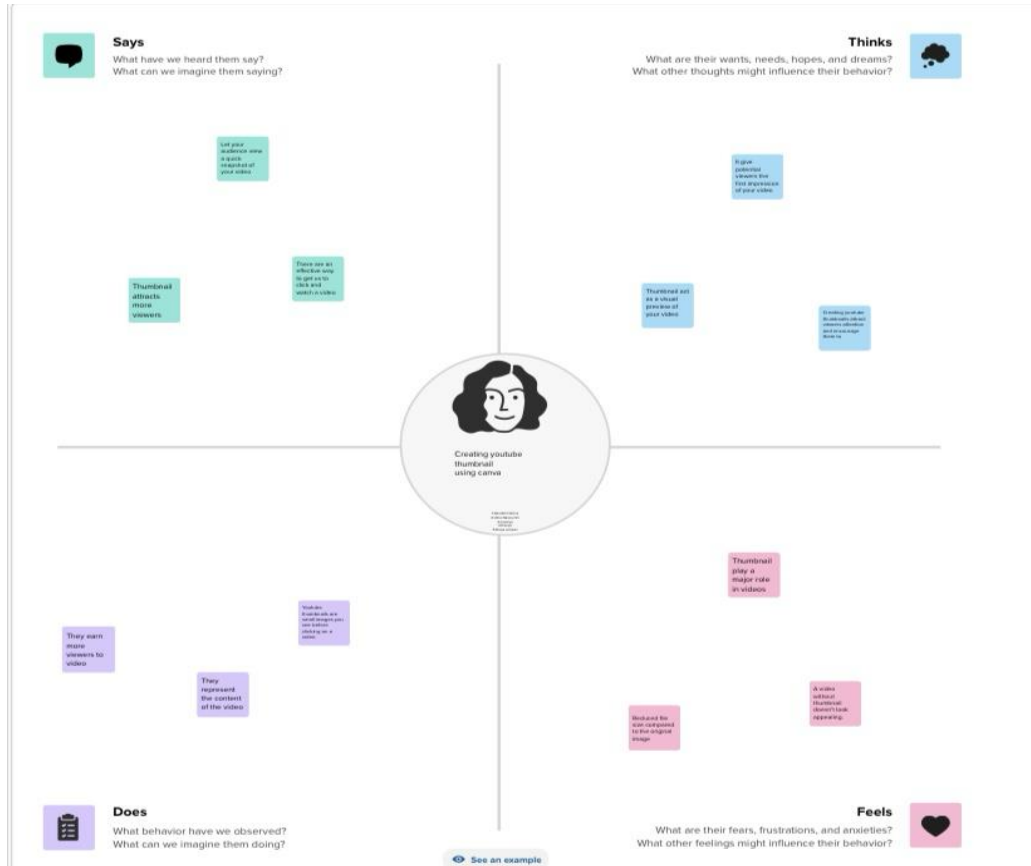
The "**Designing Eye-Catching YouTube Thumbnails with Canva**" project centers on creating visually appealing and compelling thumbnails that attract viewers and entice them to click on your YouTube videos. A well-designed thumbnail can significantly increase the click-through rate and visibility of your content.

1.2 Purpose

- To gain more views.
- To attract viewers.
- To make video more interesting.
- To make video look professional .
- To represent the content of video

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming



3. RESULT :

Youtube thumbnail



4. ADVANTAGES & DISADVANTAGES

Advantages

- It gains more viewers
- It enhances the look of video
- it improves the quality of video

Disadvantages

- It promotes the contents which are not included in the video.

- There is a tendency with thumb nailed concepts to emphasise the large shapes over everything else
- Poor editing of thumbnail reduces the quality of video.

5. APPLICATION :

- We Opened canva and searched for the "**YouTube Thumbnail**" design type to get started.
- We Explored templates. Enjoyed a range of features.
- Canva's library has millions of photos, icons and illustrations to choose from.
- We Customized our thumbnail .
- We made our thumbnail creative.
- We Uploaded and published.

6. RESULT:

In this method , we created a thumbnail based on "**Devotional Sivan Songs**".