

1.INTRODUCTION

1.1 Project Overview

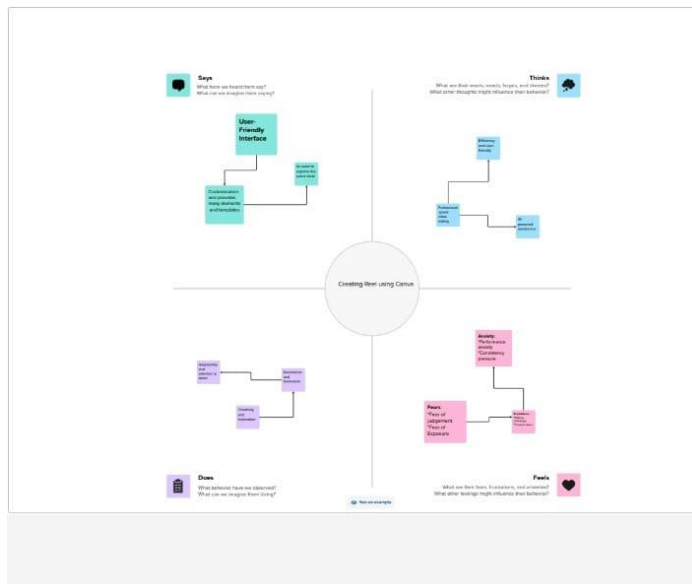
Dr. A.P.J. Abdul Kalam, often referred to as the “People’s President” and a renowned Indian scientist, authored several books that reflect his wisdom, knowledge, and vision. One of his most well-known books is “Wings of Fire. He saw books as windows to the world. They allowed individuals to explore diverse perspectives, cultures, and ideas, expanding their horizons and fostering a global outlook.

2 Purpose.

The purpose of the project is to emphasize the importance of reading is multifaceted and significant for individuals and society as a whole. It can help individuals gain a deeper understanding of themselves, their values, and their aspirations.

PROBLEM DEFINATION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation and Brainstorming map



3.RESULT



4. Advantage and disadvantage

Creating reels using Canva to emphasize the importance of reading books gives visually appealing graphics, animations, and text overlays that captivate the audience's attention, making the message about reading more compelling. Reels are typically short, which is ideal for conveying a concise message about the importance of reading. Canva's templates allow you to create a quick, impactful message

while creating reels using Canva is a powerful and visually engaging way to promote reading, it may not be suitable for conveying in-depth, complex, or multifaceted aspects of the importance of reading. It should ideally be part of a broader strategy that includes other content formats to provide a more comprehensive message.

5. Application

Schools and colleges can use reels to encourage reading habits among students. They can highlight the benefits of reading, recommended book lists, and library resources.

Creating reels using Canva can be a dynamic way to engage and inform various audiences about the significance of reading books, whether it's for educational, promotional, or awareness-raising purposes.

6. Conclusion

In conclusion, utilizing Canva to create reels that emphasize the importance of reading books is a dynamic and visually engaging approach that can have a significant impact. This report has explored the advantages, disadvantages, and applications of such an approach. Creating reels using Canva to emphasize the importance of reading is a powerful method with several practical applications. It can serve as a valuable tool for promoting reading and literacy, reaching diverse audiences and sparking enthusiasm for the written word in a visually captivating way.