

1 INTRODUCTION

1.1 Overview

Create A Social Media Post

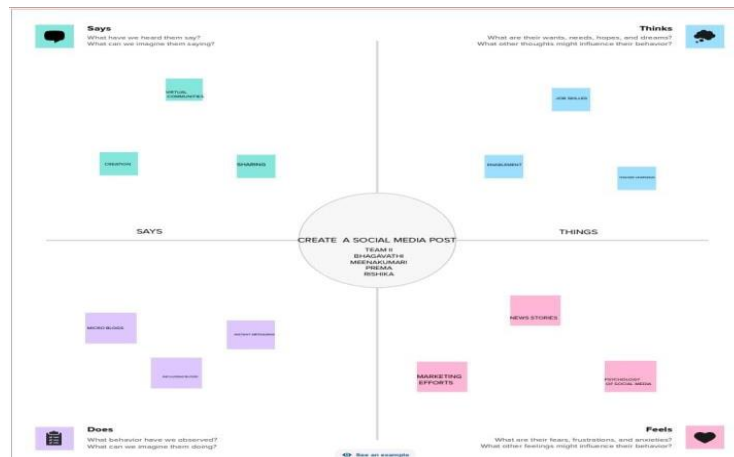
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials. Our team has created the social media post with the help of canva. for that we have used many tools like background, fonts', elements, text, colors', uploads to create excellent social media post. we uploaded this project with the help of all these tools in canva.

1.2 Purpose

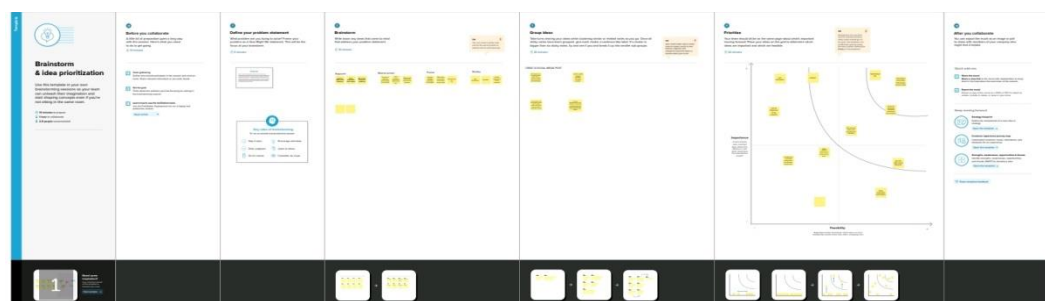
- ✓ Build relationships. Social media is used for more than just brand-customer interaction.
- ✓ You have the chance to talk about what you know and what you want to be recognized for on social media.
- ✓ Increase your visibility.
- ✓ Educate yourself.
- ✓ Connect anytime.

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3 RESULT



Social Media Post

4 ADVANTAGES & DISADVANTAGES

Advantages

- ✓ Targeted (locations and spread)
- ✓ Affordable
- ✓ Mass impact (especially good for product launches)
- ✓ Free version images is good
- ✓ Quick to produce
- ✓ Can raise awareness quickly and be cumulative

Disadvantage

- Needs a good design (and not too much information) to have impact
- Viewer needs to make more of an effort to take actions (compared to a social media post with links)
- Not easy to modify or edit
- Location restrictions (may be limited by access to commercial posting sites or availability).

5 APPLICATIONS

- ❖ We are login in canva
- ❖ we are search in awareness template
- ❖ we are selected in awareness template
- ❖ we are added to elements and text box and change font add our ideas.
- ❖ We have used many tools like elements colours and background and uploads to create excellent social media post.
- ❖ finally we have downloaded our project.

6 CONCLUSION

The excessive use of social media and the internet has negative impacts on the lives of people. The use of social media has also caused problems with addiction, negative impacts on family, as well as deterioration of family relations, physical and mental health.