



CourseName	Graphic Designing using withcanva	
CollegeName	MangayarkarasiCollegeofArtsandScienceforWomen Paravai,Madurai-625002	
CollegeCode	MKU251	
SkillOfferingId		
ProjectTitle	Designing a logo by using canva	
ProjectSubmittedTo	MaduraiKamarajUniversity (NaanMudhalvanScheme(TNSDC))	
Year	2023	
Department	B.A ENGLISH LITERATURE	
Semester	5	
GroupNumber	4	
TotalMembersoftheGroup	12	
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# **ANALYSING HOUSING PRICES IN METROPOLITAN AREAS IN INDIA**

Introduction

*Overview*

Logos are point of identification they are the symbols of customer to recognize your brand ideally. We want people to instantly connect the sight of the logo with memory of What our company does and more important how it makes them feel an idle logo provides all the information that a graphic designer need to create a logo for our business. It generally contains basic information about the company, the desired design style project, time frame and budget.

***Purpose***

Designing a logo is one of the most important steps in developing a brand. Logo is the assest it goes on the website, social media, business card, product packaging that customers are looking for. When it comes to designing logo inspiration is going to be most useful tool. Exploring what other brand are doing in our space will help us to keep finger on the pulse what working is. Identify your trends you want to stay away from and ways to make your logo truly unique.

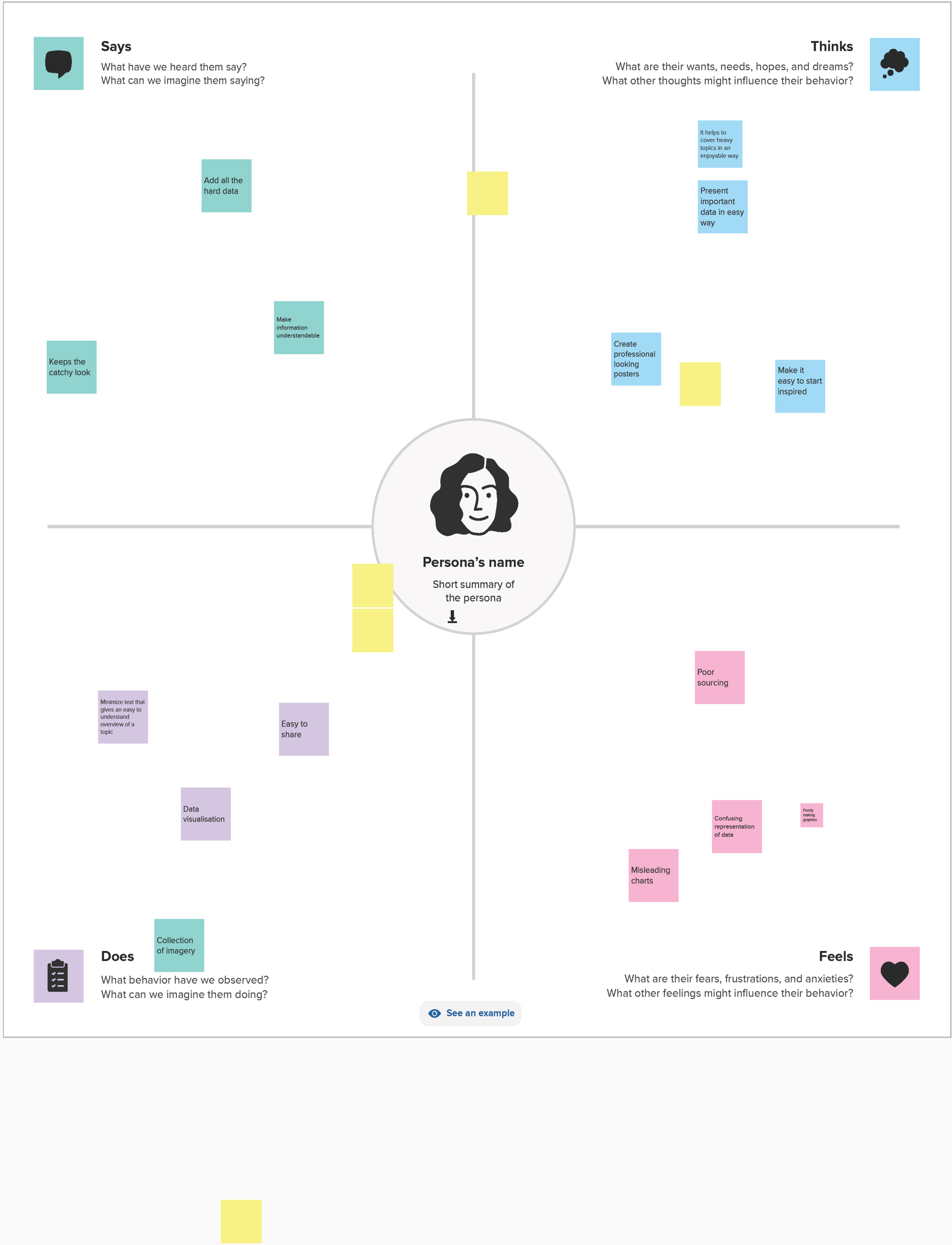
## **1. Problem Definition and Design Thinking**

Canva,s futurescope islargly depend on the direction that the company takes few potential ways to users could one of the biggest advantages of using canva to design your logo is that it,s affordable. Canva offers a free plan as well as apaid plan which makes it more cost effective to obtain a simple logo design at little to no cost .this is a great option for small business and start up budgets

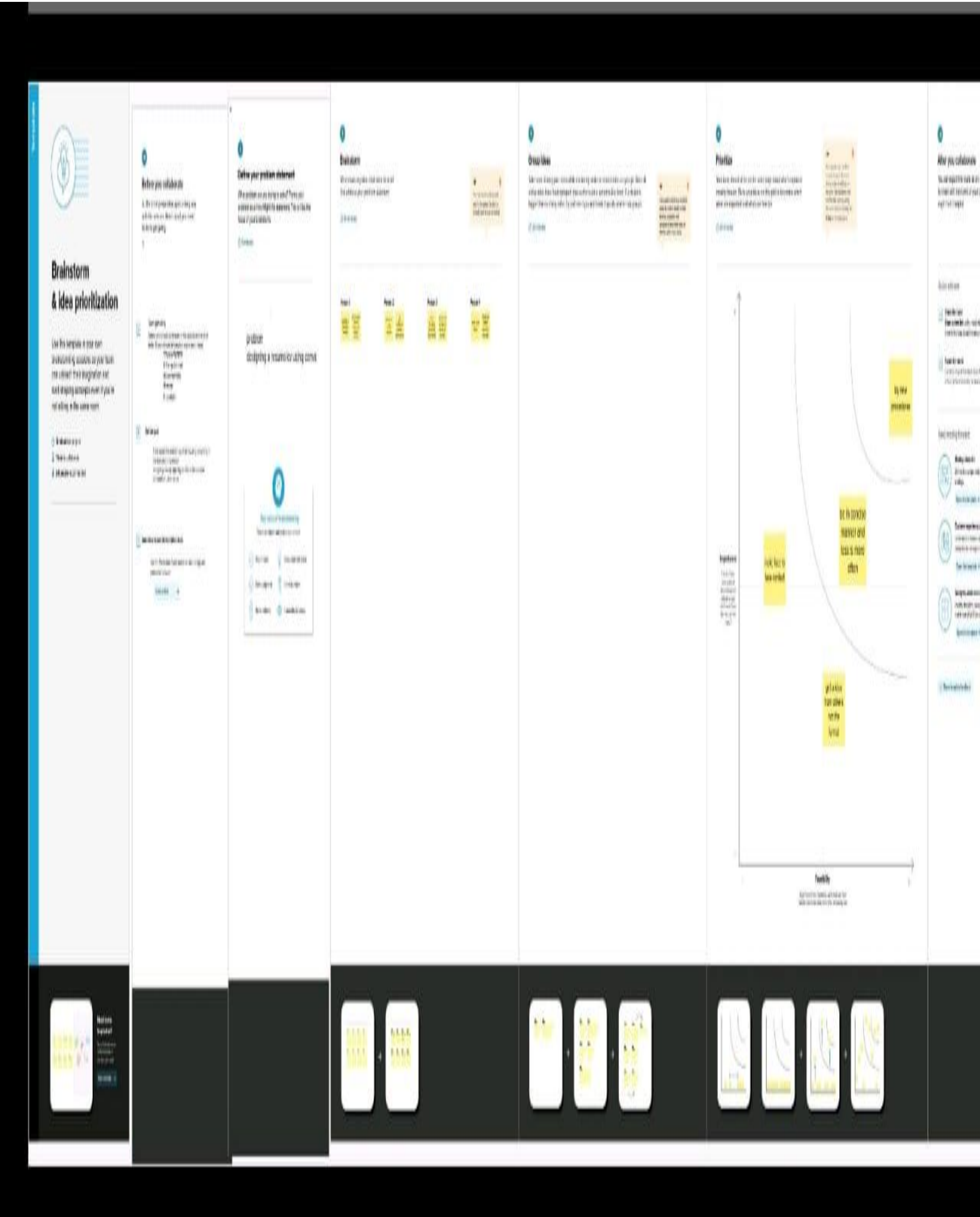
Customizable canva allows you to customize your logo to your to customize your logo to your heart content with us its vary libery of design elements . you can change the color ,front,graphics to create a logo that reflects your brand personality aesthetic and values

Canva grapics easily with drag button and interface you can customize is a user friendly platform that allows even non-designers to create a friendly logo templates or to start from scratch and create your own logo design

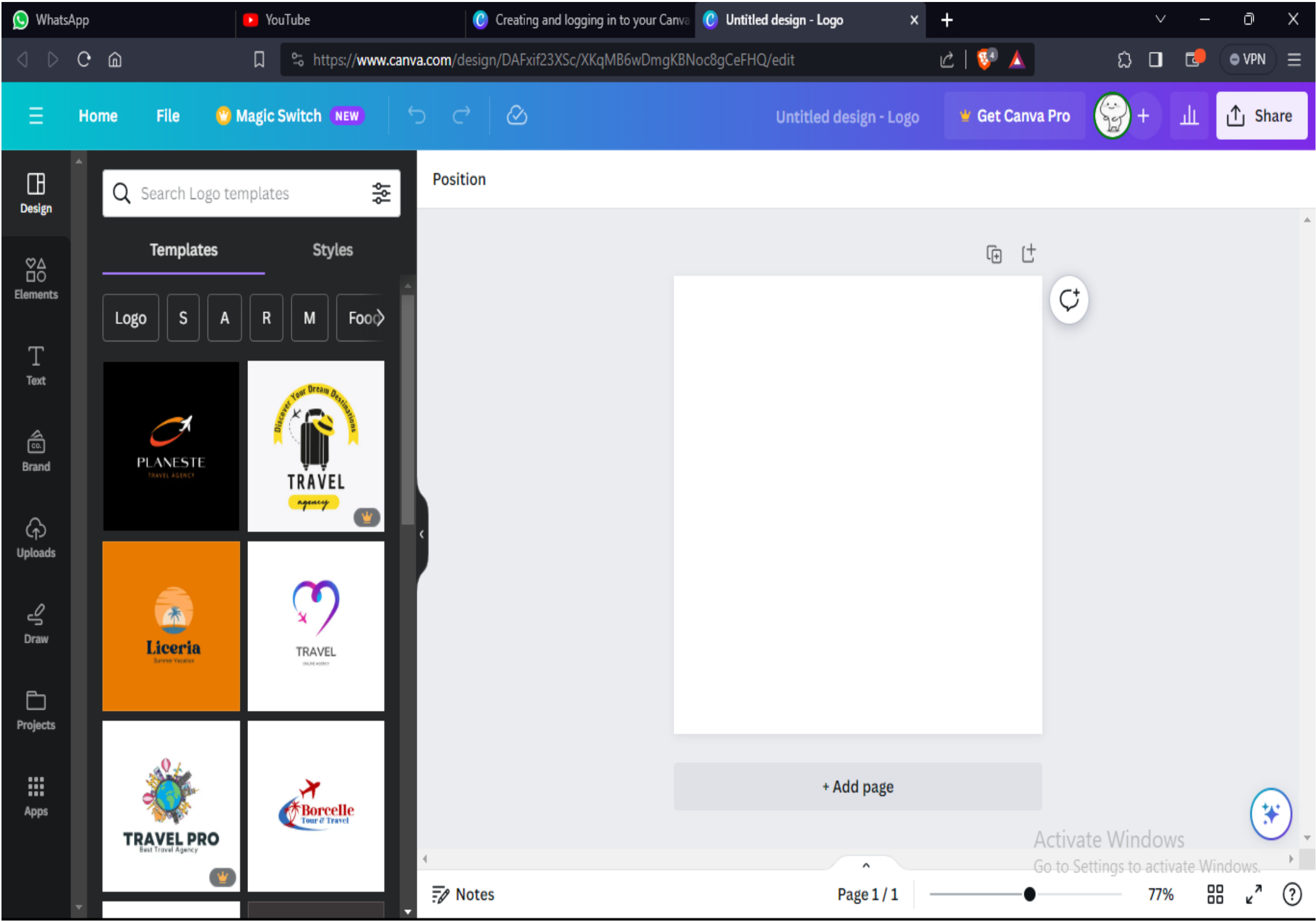
EMPATHY MAP



2.2 Ideation and Brainstorming Map

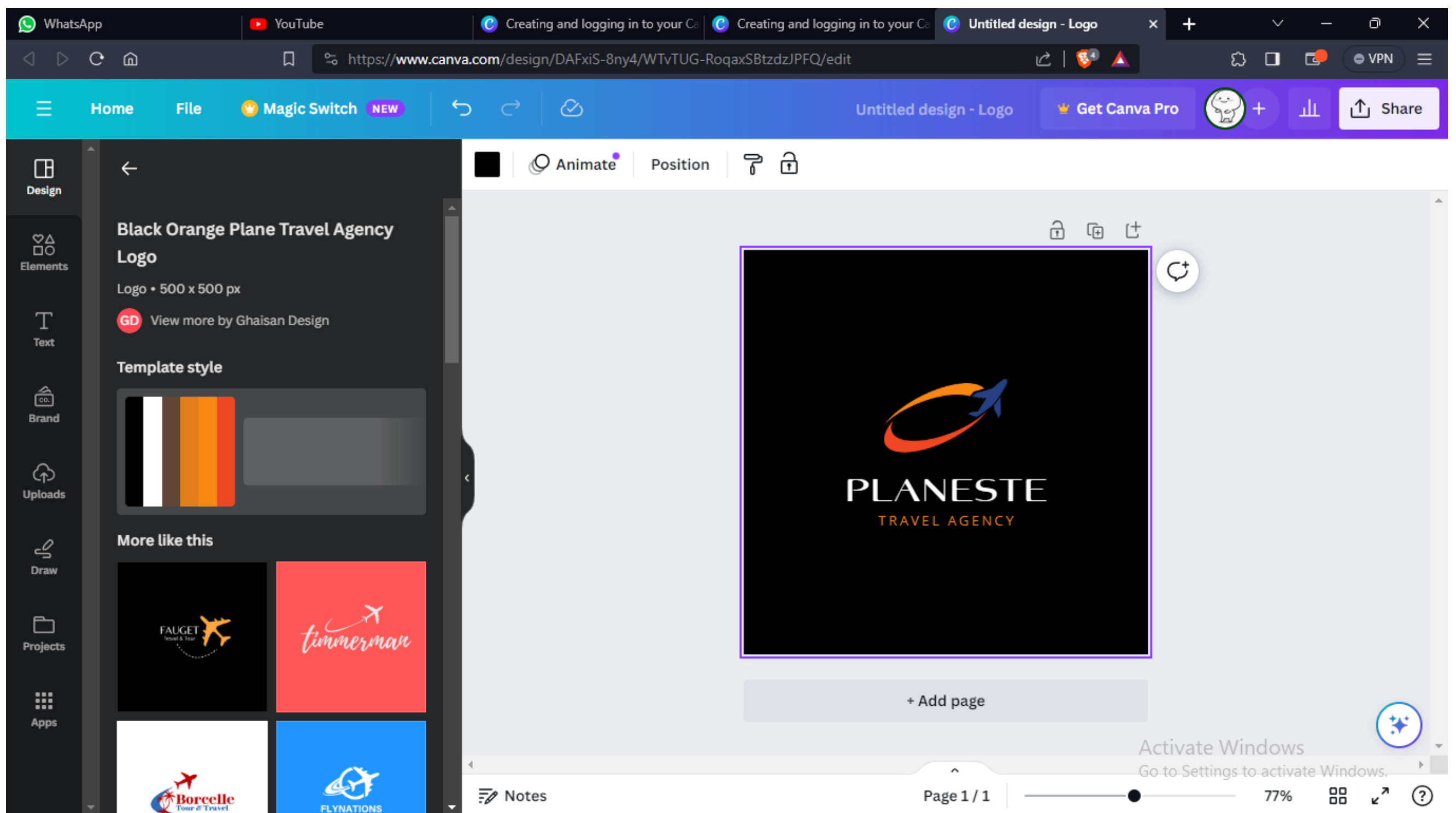


Milestone-1

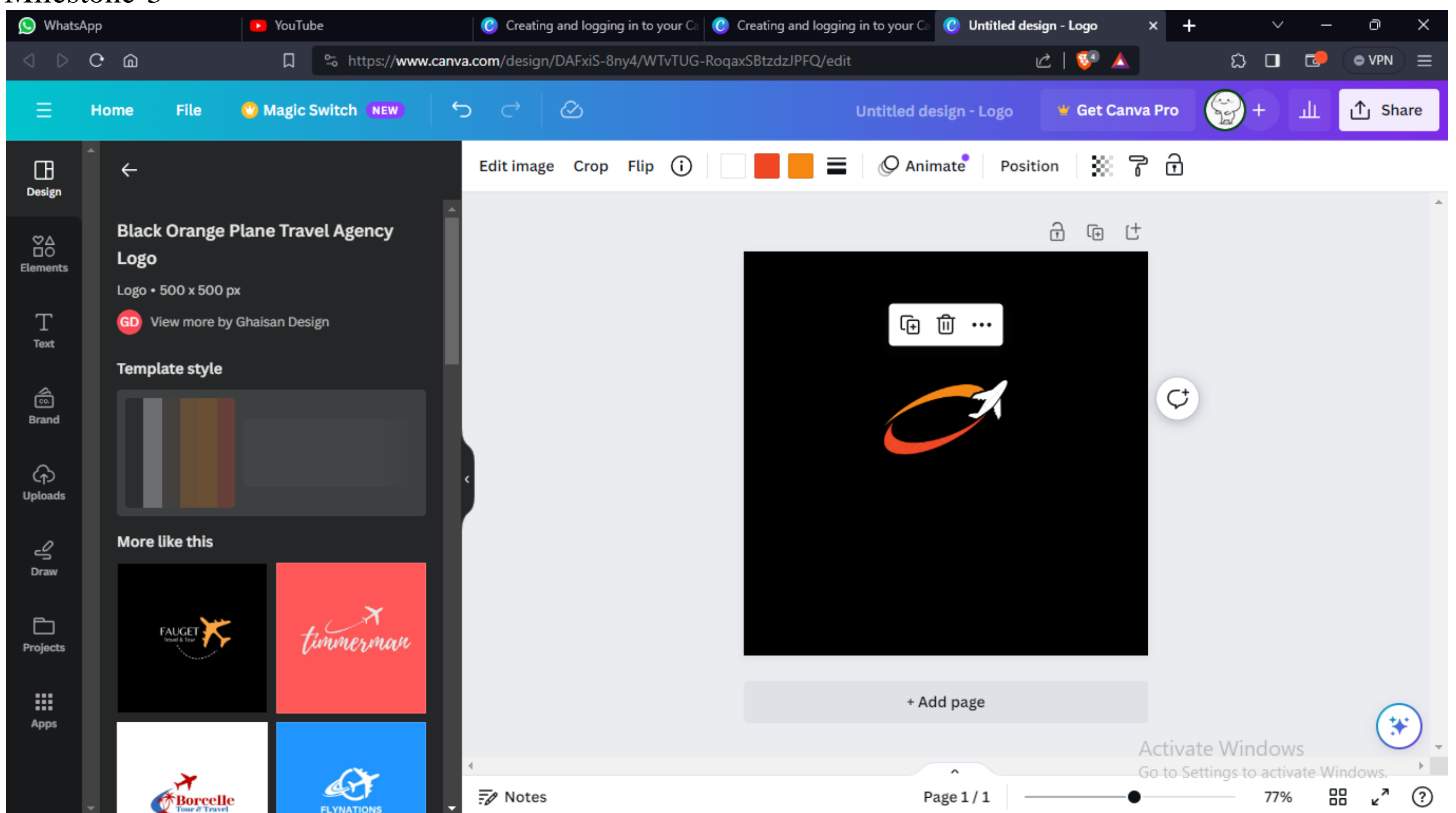


Milestone -2

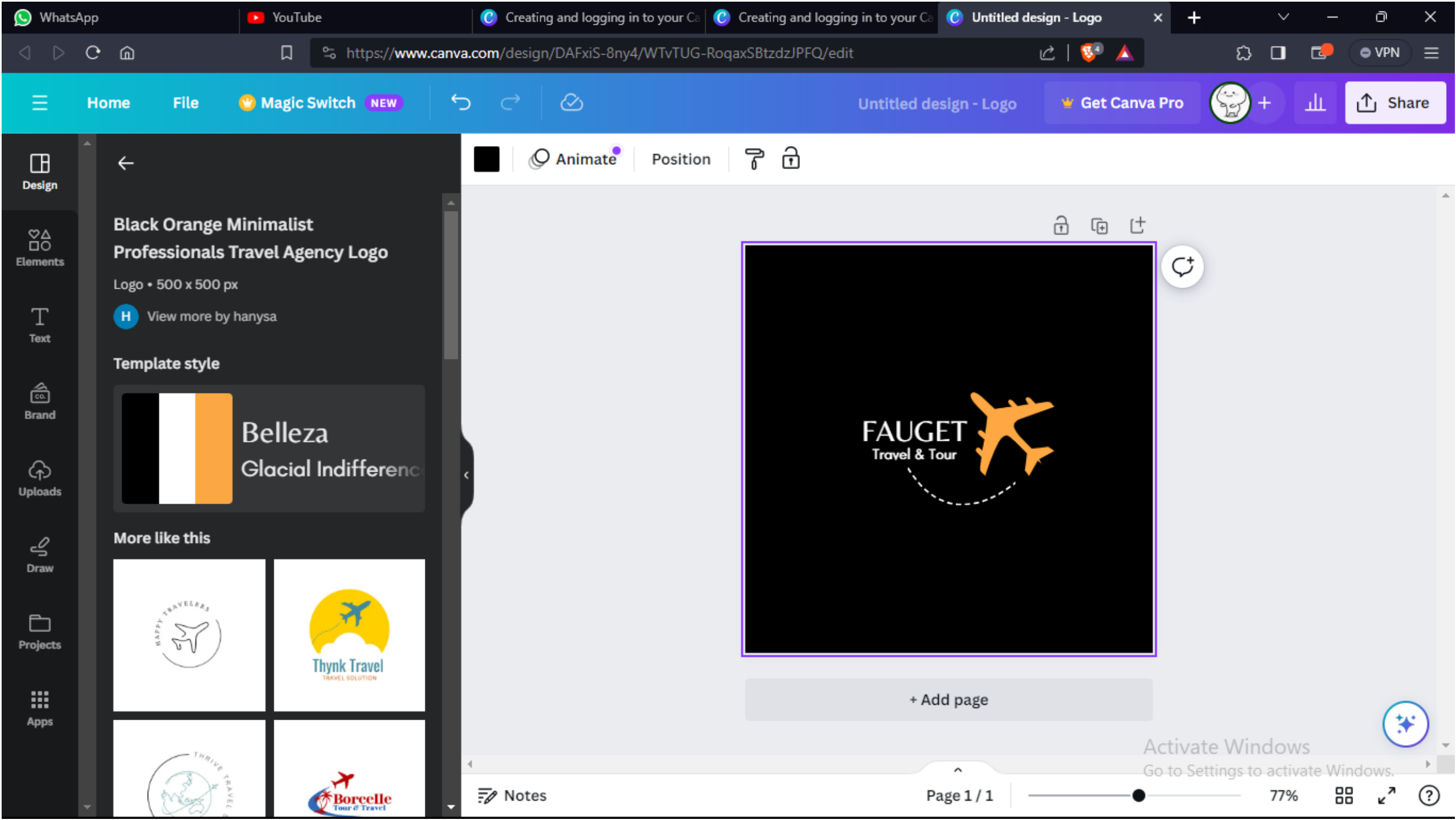




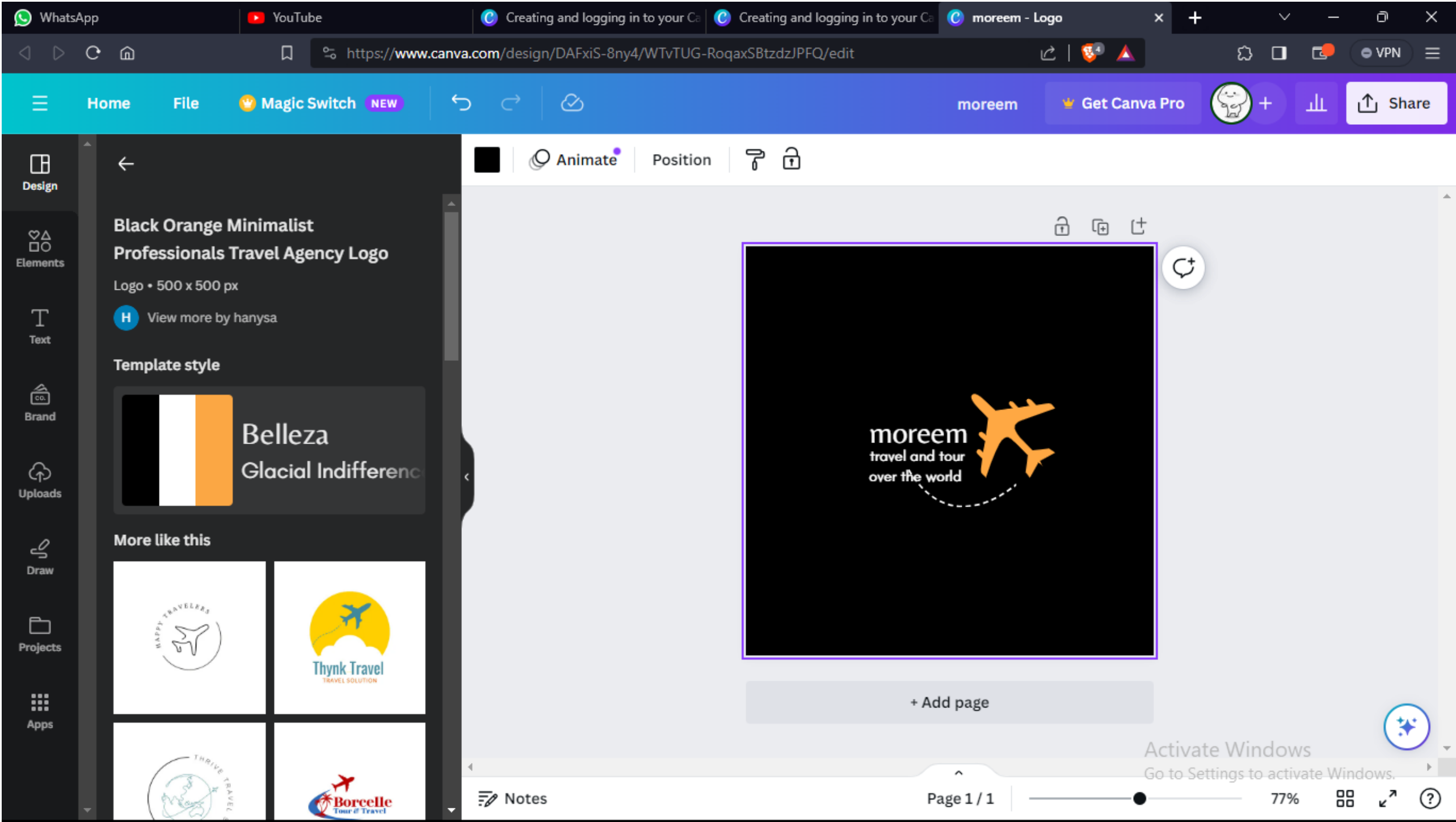
## Milestone-3



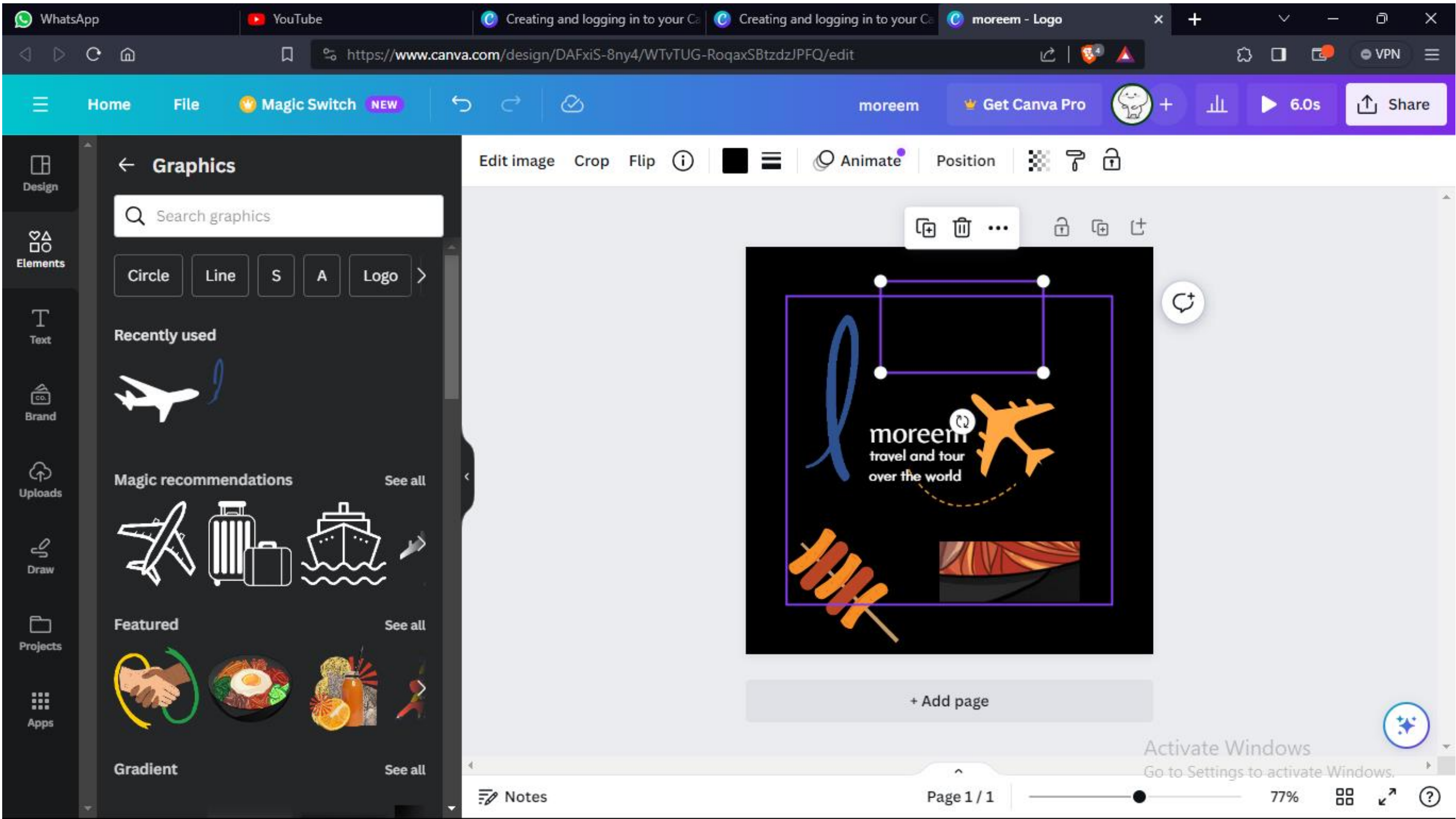
Milestone-4



Milestone-5

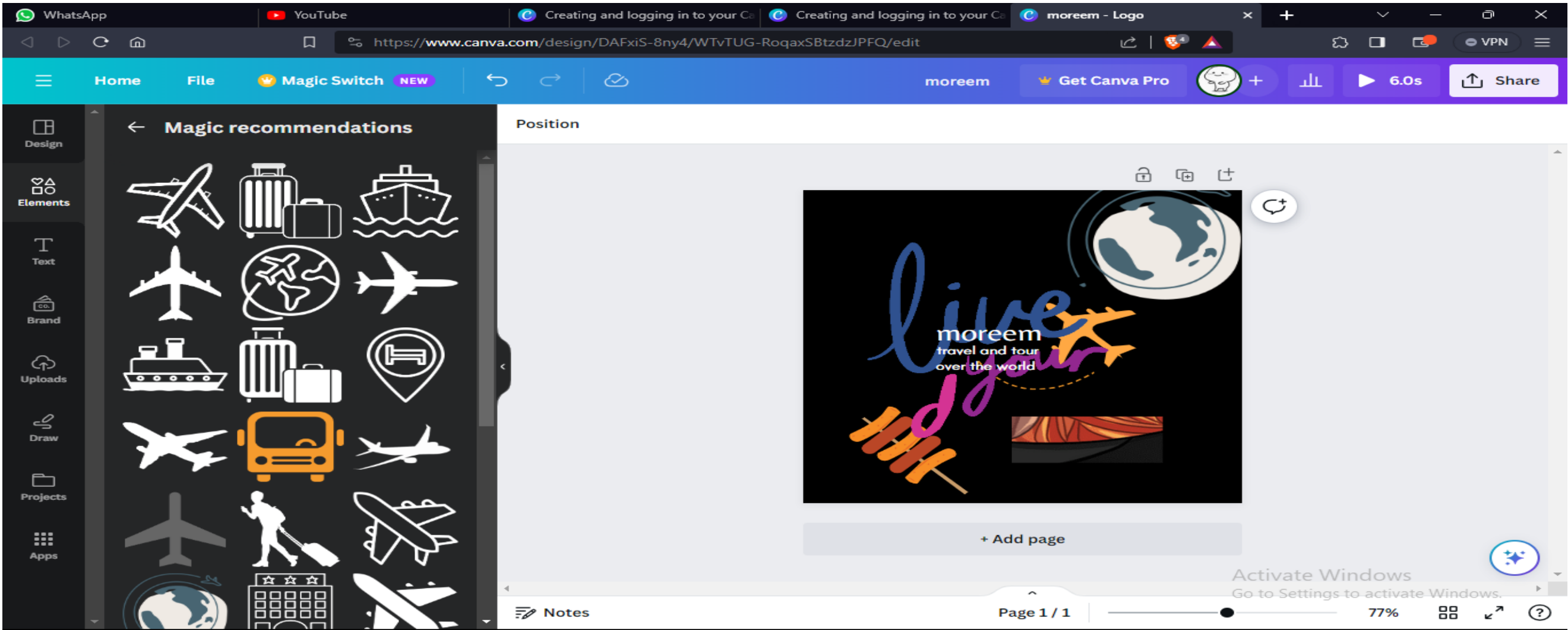


Milestone-6





Milestone-7



Milestone-8

Design

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Graphics

Logo

Circle logo

Food logo

Branding

Position

+ Add page

Activate Windows  
Go to Settings to activate Windows.

Notes

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#### **4. Advantages:**

##### **affordable:**

canva offers a free plan as well as a paid plan which makes it more cost-effective to obtain simple logo design at a low cost.

##### **user-friendly:**

canva is a user-friendly platform that even allows even non-designers to create graphics easily.

##### **customisable:**

canva allows you to customise the logo to your heart's content with its vast library

#### **Disadvantages:**

limited variety of design elements.

Inability to trademark:

while using canva templates and design elements can simplify the logo design process itself, it will ultimately complicate the trademark process.

Limited creativity and lack of originality:

Due to the popularity of the tool, many others use the same template and graphics as we do.

#### **5. Conclusion:**

Logos are a point of identification; they are the symbol of customer use to recognise our brand. We don't want to be a large business to be a brand; our brand is the identity of how our life is in a way that is compelling, coherent and meaningful.

#### **6. Future scope:**

The future scope depends on the direction we take. There are few potential ways to earn money by using the canva design platform in the future. It will be able to acknowledge the students about the designing a logo by using canva.