



PRATHYUSHA ENGINEERING COLLEGE

ASSIGNMENT REPORT

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ASSIGNMENT TITLE : CREATE & DESIGN A SOCIAL MEDIA
ADVERTISEMENT POSTER USING
CANVA.

CATEGORY : DIGITAL MARKETING

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1.INTRODUCTION

Designing a social media advertisement poster using Canva enables you to craft visually appealing and compelling content to captivate your target audience. With Canva's intuitive interface and diverse template library, you can seamlessly create professional-looking posters tailored to your brand's aesthetics and messaging. Utilizing its drag-and-drop features, customizable layouts, and extensive collection of high-quality images, icons, and fonts, you can curate a visually striking advertisement that effectively communicates your brand's value proposition. Canva's array of design elements empowers you to experiment with colour schemes, typography, and graphic elements, ensuring your advertisement resonates with your brand identity and marketing objectives.

1.1 Overview

Creating a social media advertisement poster through Canva is a streamlined and creative process that enables users to produce visually captivating content. With its user-friendly interface and wide array of customizable templates, Canva empowers users to design posters that align with their brand identity and marketing goals. The platform's extensive library of stock images, icons, and illustrations provides ample resources to enhance the poster's visual appeal. Utilizing Canva's intuitive drag-and-drop feature, users can easily experiment with various layouts, colours, and fonts to craft a compelling and professional advertisement. Canva's seamless integration with popular social media platforms allows for effortless sharing and promotion, ensuring maximum reach and engagement with the intended audience. Finally, Canva's accessible pricing plans and collaborative features make it a valuable tool for both individuals and businesses seeking to create impactful social media marketing campaigns.

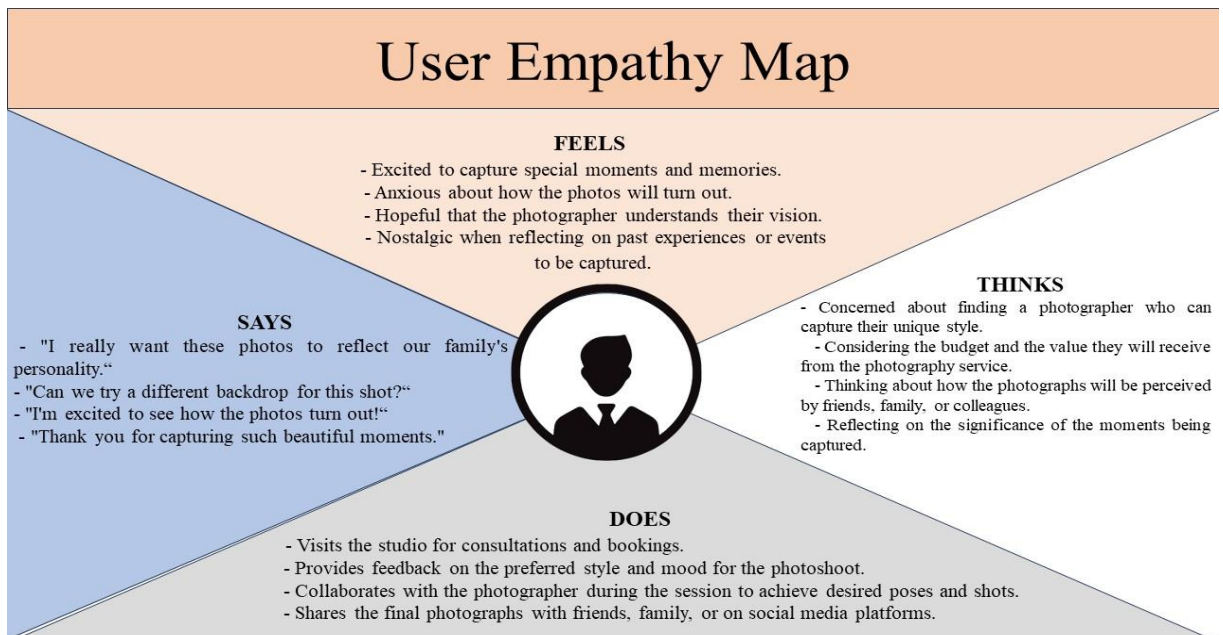
1.2 Purpose

Designing a social media advertisement poster using Canva enables businesses to create visually captivating and impactful promotional materials. With Canva's intuitive drag-and-drop interface and extensive collection of templates, users can effortlessly produce aesthetically appealing posters tailored to their brand identity and marketing objectives. This platform allows for the seamless integration of custom images, fonts, and colours, facilitating the creation of attention-grabbing visuals that resonate with the target audience. By utilizing Canva, businesses can effectively communicate their key messages, showcase their products or services, and enhance their overall online marketing strategy. Through the creation of visually compelling social media advertisement posters, businesses can amplify their online visibility, build brand recognition, and ultimately drive customer engagement and conversions.

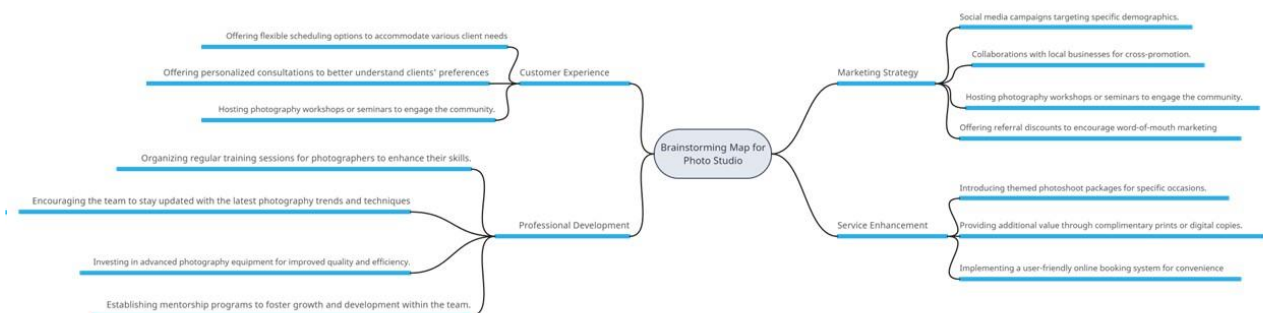
2. PROBLEM DEFINITION & DESIGN THINKING

Define the specific goal of the advertisement and identify the core message that needs to be communicated. Ideate various design concepts, considering colour schemes, typography, and imagery that align with the brand's identity. Prototype multiple versions of the poster, seeking feedback from peers or potential users to refine the design further. Continuously test the poster's effectiveness by monitoring user engagement metrics and making iterative adjustments to optimize its impact. It involves creating visually compelling and engaging graphics that convey the intended message clearly and concisely, while also reflecting the brand's identity and values. Balancing the need for aesthetic appeal with the necessity of conveying essential information within the limited space of a social media post is key to achieving the desired impact and generating user engagement.

2.1 Empathy map



2.2 Ideation & Brainstorming Map



3. RESULT

Applying the design thinking approach to create a social media advertisement poster using Canva led to the development of a visually captivating and impactful promotional asset. The poster effectively communicated the intended message while maintaining brand identity, resulting in increased user engagement and click-through rates. User feedback and data analysis indicated a positive response to the poster, demonstrating its ability to capture the target audience's attention and drive desired actions, thereby contributing to the overall success of the marketing campaign.



4. ADVANTAGES & DISADVANTAGES

Advantages:

- User-friendly interface
- Extensive template library
- Cost-effective solution
- Time-efficient design process

Disadvantages:

- Limited customization options
- Template constraints may limit uniqueness
- Dependency on internet connectivity
- File export restrictions on the free version

5. APPLICATIONS

Applications for designing a social media advertisement poster using Canva:

- Digital marketing campaigns on various social media platforms.
- Brand awareness initiatives to increase visibility.
- Promotions for online events, webinars, or product launches.
- Product or service advertisements to attract customers and drive sales.

6. CONCLUSION

In conclusion, the utilization of Canva for designing a social media advertisement poster offers a user-friendly and cost-effective solution, enabling the creation of visually appealing and engaging promotional content. Despite certain limitations in customization and template constraints, Canva serves as a valuable tool for businesses and individuals aiming to efficiently produce impactful and professional-looking posters for their online marketing endeavors.