PRATHYUSHA ENGINEERING COLLEGE

ASSIGNMENT REPORT

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DEPARTMENT	**:**	BIOTECHNOLOGY
ASSIGNEMENT TITLE	**:**	CREATE EMAIL NEWSLETTER DESIGN USING MAILCHIMP OR CANVA TOOL.
CATEGORY	**:**	DIGITAL MARKETING

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1.	**INTRODUCTION**	**3**
	1.1 Overview	
	1.2 Purpose	
2.	**PROBLEM DEFINITION & DESIGN THINKING**	**4**
	2.1 Empathy Map	
	2.2 Ideation & Brainstorming Map	
3.	**RESULT**	**6**
4.	**ADVANTAGES & DISADVANTAGES**	**7**
5.	**APPLICATIONS**	**7**
6.	**CONCLUSION**	**8**

1.INTRODUCTION

Creating an email newsletter design using the Canva tool enables users to craft visually engaging and professional newsletters with ease. Canva, a popular graphic design platform, offers a user-friendly interface that allows individuals, businesses, and organizations to design and customize email newsletters tailored to their specific needs. With an array of pre-designed templates, customizable layouts, and a diverse library of high-quality images, illustrations, and fonts, Canva empowers users to create visually stunning and impactful newsletters that resonate with their target audience. Whether it's for marketing campaigns, announcements, or informational updates, Canva's intuitive drag-and-drop functionality and various design elements provide the flexibility and creative freedom necessary to produce eye-catching and compelling email newsletters.

1.1 Overview

Creating an email newsletter design using Canva, a user-friendly graphic design tool, enables users to craft visually appealing and engaging newsletters effortlessly. With its intuitive interface and a wide array of customizable templates, Canva simplifies the process of designing professional newsletters. Users can seamlessly incorporate their brand elements, including logos, colour schemes, and fonts, to maintain consistency and strengthen brand identity. Canva's drag-and-drop feature facilitates easy arrangement of text, images, and graphics, allowing users to create dynamic and visually stimulating content. Additionally, its extensive library of stock images and illustrations provides diverse options for enhancing the newsletter's visual appeal. Canva also offers various formatting options, enabling users to adjust layouts, add borders, and experiment with different text styles to create a polished and professional look.

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1.2 Purpose

By utilizing Canva, one can incorporate vibrant graphics, striking visuals, and personalized branding elements to enhance the overall aesthetic appeal of the newsletter. This tool facilitates the integration of interactive features, such as clickable buttons and animated elements, to optimize user engagement and encourage click-through rates. Moreover, Canva enables the easy customization of layouts, fonts, and colour schemes, ensuring the newsletter aligns with the brand's identity and messaging. The ability to create responsive designs also guarantees that the newsletter is accessible and visually appealing across various devices, enhancing the overall user experience. Leveraging Canva for email newsletter design fosters professionalism and credibility, helping to establish a strong brand presence and foster a sense of trust and reliability among subscribers. With its intuitive collaboration features, Canva streamlines the design process, allowing teams to work together seamlessly and efficiently, thereby ensuring the timely delivery of visually captivating and compelling newsletters to the target audience.

2. PROBLEM DEFINITION & DESIGN THINKING

Creating an engaging email newsletter is challenging due to the need for visually appealing designs and easy-to-read content, often leading to time-consuming and complex design processes.

Utilizing the Canva tool for email newsletter design allows for a user-cantered approach, enabling non-designers to easily create visually appealing newsletters. By providing a simple drag-and-drop interface, Canva empowers users to select from a variety of pre-designed templates and customize layouts, colours, and fonts to suit their brand identity. Additionally, its extensive library of graphics and images facilitates the incorporation of eye-catching visuals, enhancing the overall aesthetic appeal of the newsletters.

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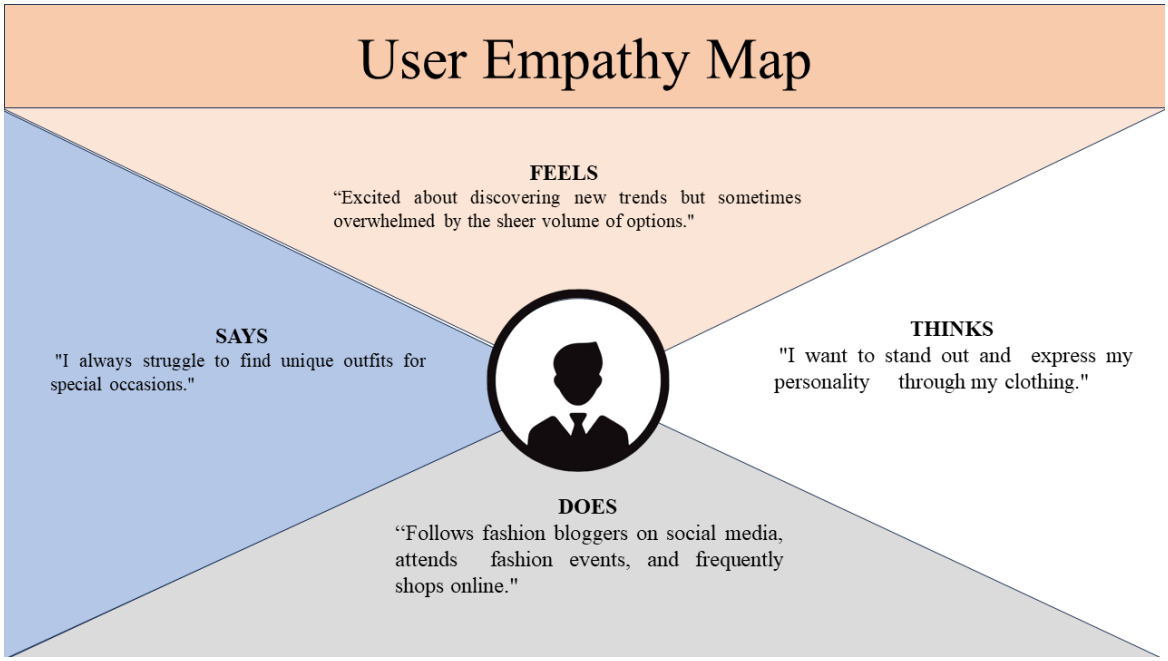
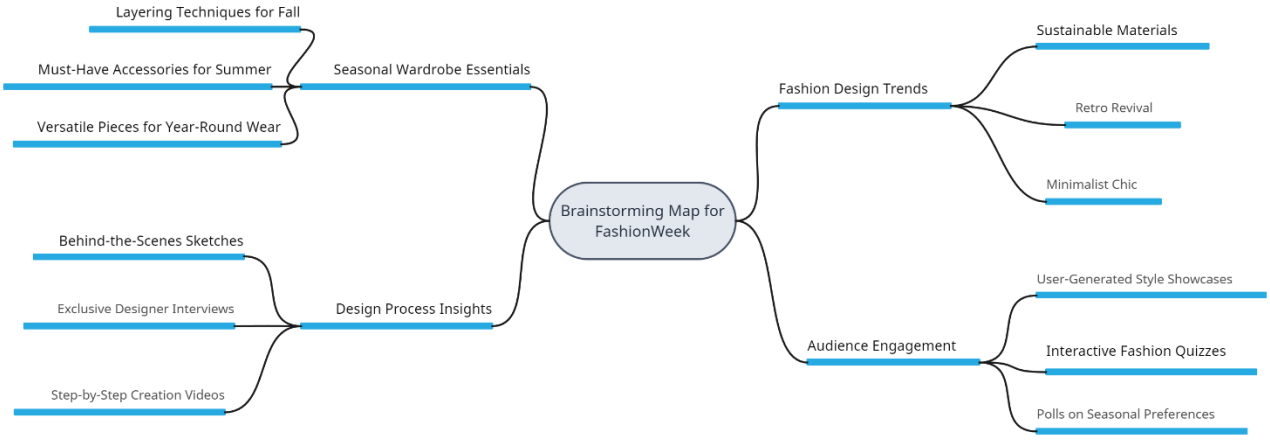
2.1 Empathy map



2.2 Ideation & Brainstorming Map



3. RESULT

Applying the design thinking approach to create a email newsletter 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.

EMAIL NEWSLETTER DESIGN USING CANVA TOOL.

4. ADVANTAGES & DISADVANTAGES

Advantages:

-User-friendly interface.

-Customization options.

-Time-efficient.

Disadvantages:

-Limited functionality.

-Lack of advanced features.

-Potential lack of originality.

5. APPLICATIONS

Applications for designing a social media advertisement poster using Canva:

- **Effortless Design Creation:** Canva simplifies the process of designing visually appealing email newsletters, even for non-designers.
- **Branding Consistency:** Users can maintain branding consistency by customizing templates to align with their brand identity.
- **Time-Efficient Editing:** Canva's user-friendly interface allows for quick editing and adjustment of design elements, saving time during the design process.

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 endeavours.