

# PROJECT REPORT TEMPLATE

## 1 INTRODUCTION

### 1.1 Overview

#### Designing Engaging Social Media Posts for College Fest using Canva

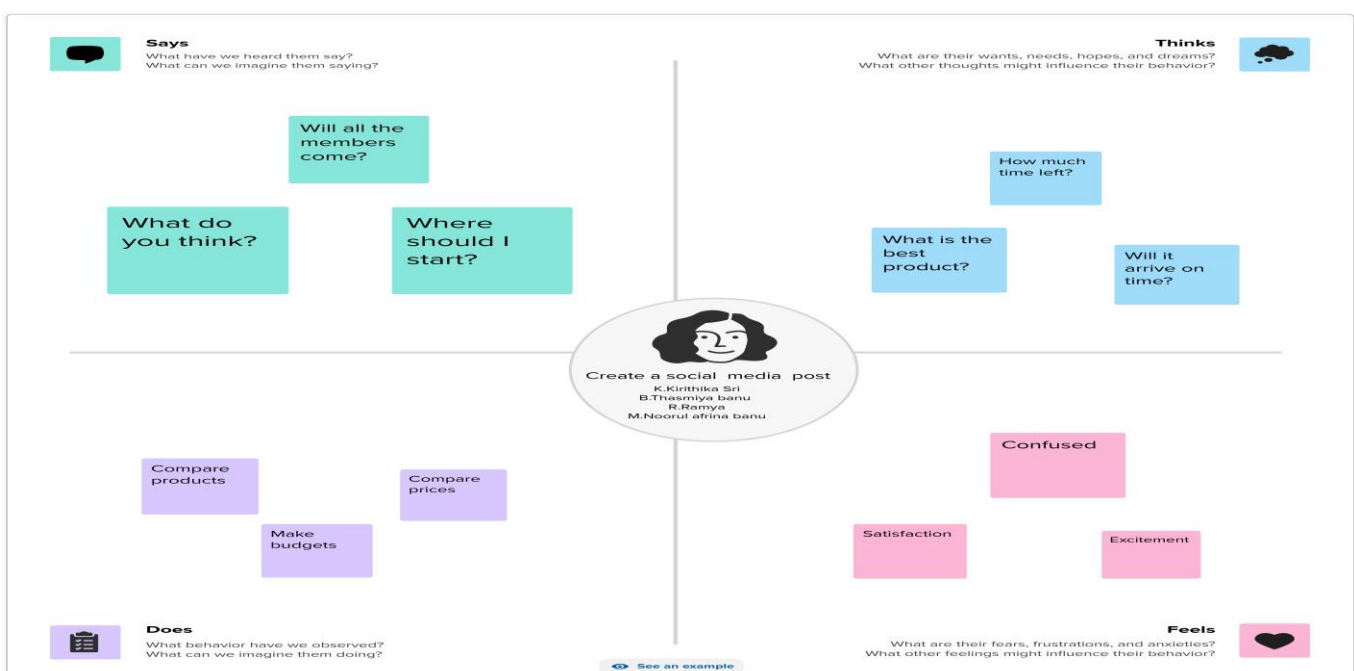
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials.

### 1.2 Purpose

- Experiment with video content.
- Post infographics.
- Product reviews.
- media Social shoutouts

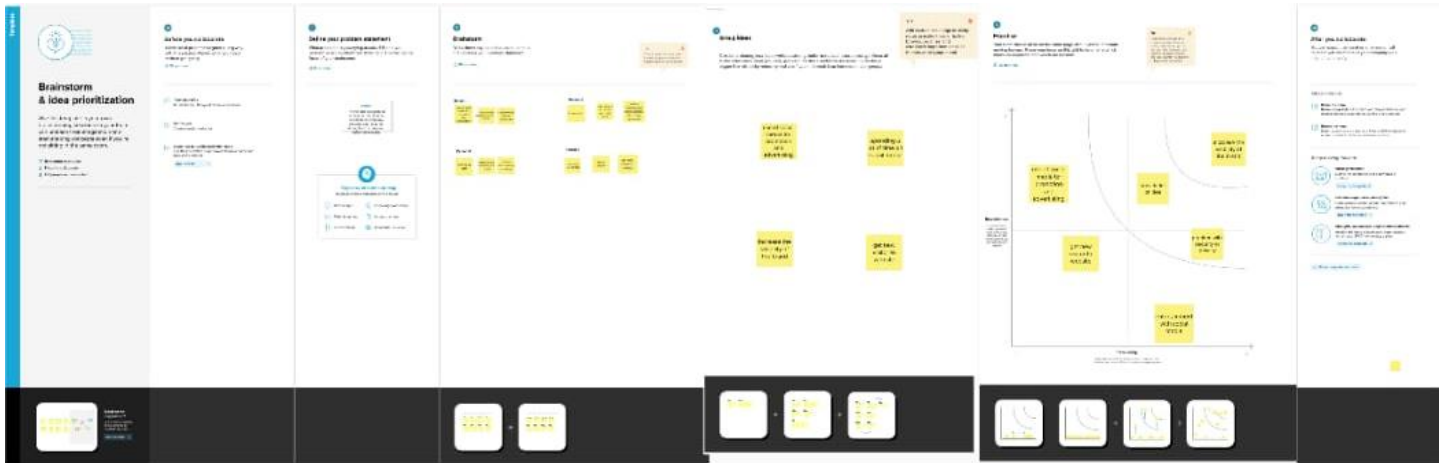
## 2 Problem Definition & Design Thinking

### 2.1 Empathy Map



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## 2.2 Ideation & Brainstorming Map



## 3 RESULT



## 4 ADVANTAGES & DISADVANTAGES

### ADVANTAGES

- ✓ Canva is very simple to use and user friendly
- ✓ Canva provides social media templates
- ✓ Team access

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## **DISADVANTAGES**

- ✓ The free version is limited
- ✓ Unable to move one design to another design
- ✓ Alignment concerns

## **5 APPLICATIONS**

- ❖ We create a canva account
- ❖ Choose our design type
- ❖ we uploaded our background image
- ❖ we used uploading photos, and adding text, and used to editing elements ,and change fonts
- ❖ Added to the drinks icon , party design .
- ❖ we created to social media post.
- ❖ Finally we downloaded a design

## **6 CONCLUSION**

People in our team worked together to make " Social Media Posts on the topic " Social Media Posts for College Fest using Canva" .It is easy to use offers a wide range of templates, its affordable, customizable and helps business with their branding. Graphic designing can be learned through this project.

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