Project Report

1 INTRODUCTION

1.1 Overview

The "Designing Eye-Catching YouTube Thumbnails with Canva" project centers on creating visually appealing and compelling thumbnails that attract viewers and entice them to click on your YouTube videos. A well-designed thumbnail can significantly increase the click-through rate and visibility of your content..
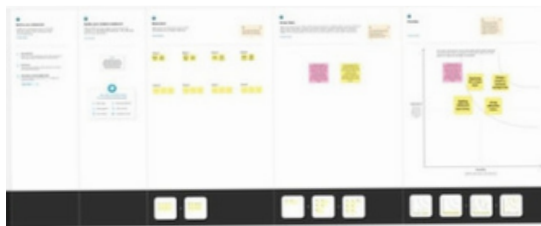
1.2 Purpose

We created it for providing the first impression on the videos to grab the viewers attention.

2 Problem Definition & Design Thinking

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3 RESULT

4 ADVANTAGES & DISADVANTAGES

It allows your viewers to scan the content of your video.

Its disadvantage is making many people to use the same template for their videos.

5 APPLICATIONS

It is useful for the youtubers to promote their videos.

6 CONCLUSION

We can learn a lot of new things about editing and its usage by using Canva.