



# JEPPIAAR ENGINEERING COLLEGE

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## PROJECT TITLE - CREATE WEBSITE USING CANVA

**Brand Name:** UniTrendZ

**Category:** Fashion Wear

**Target Audience:** All (Men & Women)

**Email:** [unitrendz97@gmail.com](mailto:unitrendz97@gmail.com)

**Canva Website URL:** <https://unitrendzshopping.my.canva.site/>

### Detailed Report:

Here's a step-by-step guide on creating website documentation for "UniTrendZ" using Canva.

## UniTrendZ Website Documentation (Step-By-Step)

### Introduction

For creating and managing our brand “UniTrendZ” website, We went through the process of building and maintaining the website using Canva.

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- Account Setup
- Project Overview

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- Contact Page

## 3. Layout and Branding

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- Logo Design

## 4. Content Creation

- Images and Graphics
- Text and Copywriting

## 5. Publishing and Maintenance

- Hosting and Domain
- Regular Updates

# 1. Get Started

### Account Setup

To start, we created a Canva account. Signed up & and logged in to Canva to get started with our web design project.

### Project Overview

- Defined the purpose and goals of your website.
- Identified our target audience.
- Gathered content and assets such as images, product details, and brand materials.

## 2. Web Page Design

Created individual design files for each web page which we planned to include on the site using Canva.

- Home Page: This is our website's front door to make it engaging and informative.
- Product Pages: Created templates for product listings that are consistent in style and layout.
- Contact Page: Included contact information and a contact form for user inquiries.

### 3. Layout and Branding

#### Color Palette

Defined a color palette that aligns with our brand identity.

#### Typography

Chosen fonts that were easy to read and complement our brand style.

#### Logo Design

Designed a logo using Canva's logo maker.

### 4. Content Creation

#### Images and Graphics

Uploaded high-quality images of our products and brand visuals. And used Canva's editing tools to enhance or resize them.

#### Text and Copywriting

Composed engaging and informative text for each web page and ensured it aligned with our brand's tone and style.

### 5. Publish and Maintenance

- Chosen a hosting provider and registered a domain name.
- Now we are ready to regularly update our website with new content and products.

This documentation navigated the process of creating and maintaining the UniTrendZ website using Canva effectively. Further we have elaborated on each section by adding screenshots docs below.

#### SCREENSHOTS:



