

Project Summary — Canva Marketing Creatives Project

This project showcases a series of marketing creatives designed using **Canva** as part of my digital marketing practice. The objective of the project was to understand how visual design impacts brand communication and customer engagement across social media platforms.

The project includes various types of creatives such as social media posts, product highlights, sale banners, and promotional graphics. Each design was developed using consistent color themes, typography, and layout techniques to maintain a cohesive brand identity. Content elements like captions and promotional text were created to align with marketing goals such as brand awareness, engagement, and conversions.

Skills & Experience Gained: – Designing visually appealing marketing creatives – Applying design principles like balance, contrast, and alignment – Creating brand-focused and theme-based content – Preparing posts suitable for Instagram, Facebook, and online ads – Understanding how visual elements influence digital marketing outcomes

This project helped strengthen my foundational skills in **creative design, digital branding, and social media marketing**, which are essential for a digital marketing professional.