



Course Name	GRAPHIC DESIGNING WITH CANVA	
College Name	MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, PARAVALI, MADURAI - 625002	
College Code	MKU251	
Skill Offering Id	NM2023TMID31931	
Project Title	DESIGNING A LOGO WITH CANVA	
Project Submitted To	MADURAI KAMARAJ UNIVERSITY (NAAN MUDHALVAN SCHEME(TNSDC))	
Year	2023	
Department	B. A. TAMIL	
Semester	5	
Group Number	9	
Total Members of the Group	4	
Group Members Details		
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DESIGNING A LOGO WITH CANVA

1. Introduction.

1.1 Overview

Your brand colors communicate the essence of your brand. Is yours bold and bright, or traditional and refined? Think about what you want to say about your brand, then choose the colors that project the right image.

Canva's logo templates are created with designer-approved color combinations. Or if you've got something specific in mind, you can easily adjust the colors throughout your logo design.

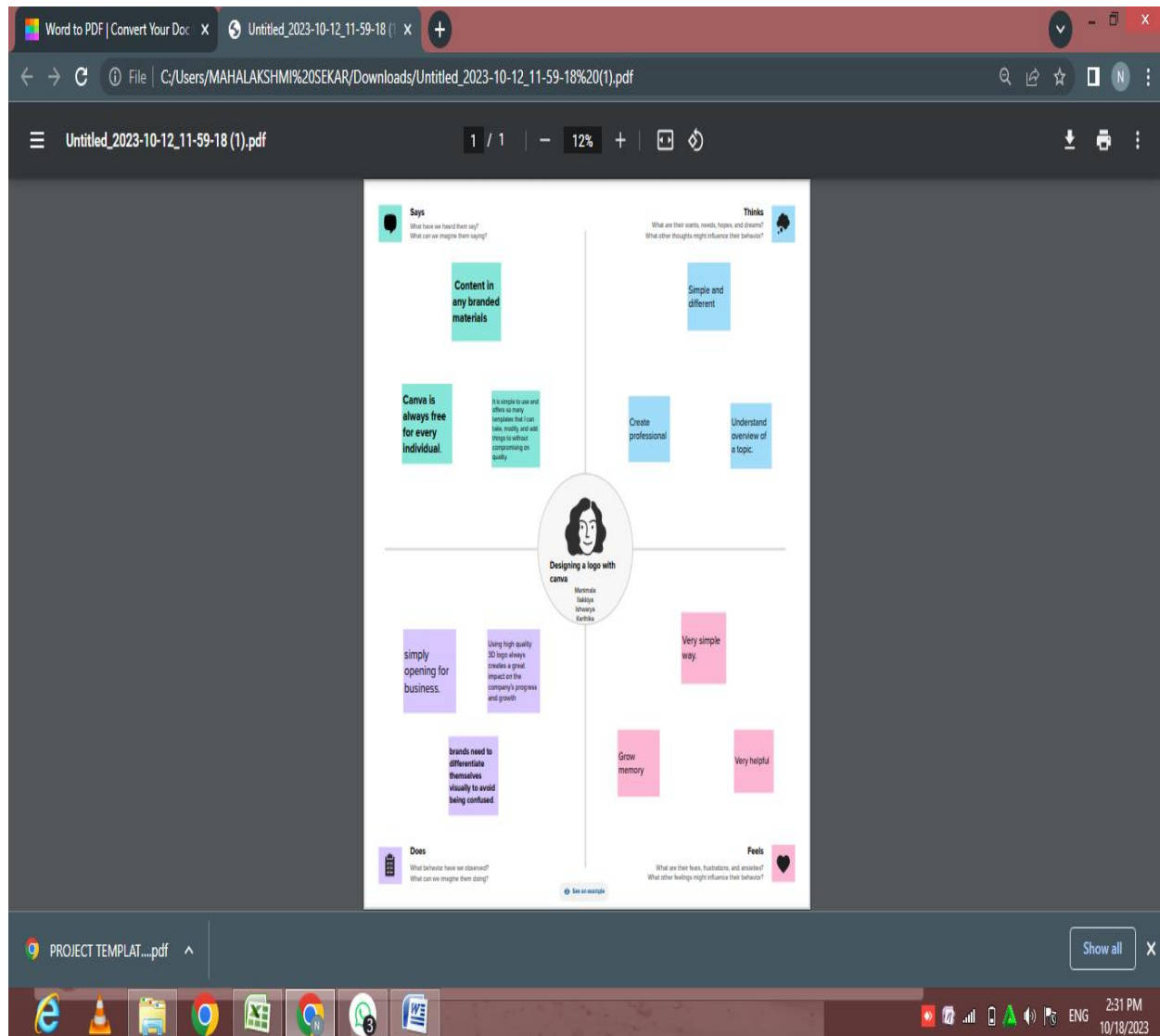
1.2 Purpose

It is common for logo designers to work for design studios, advertising agencies, media outlets, book publishers, or even as independent contractors. You could also find work in an organization's design division.

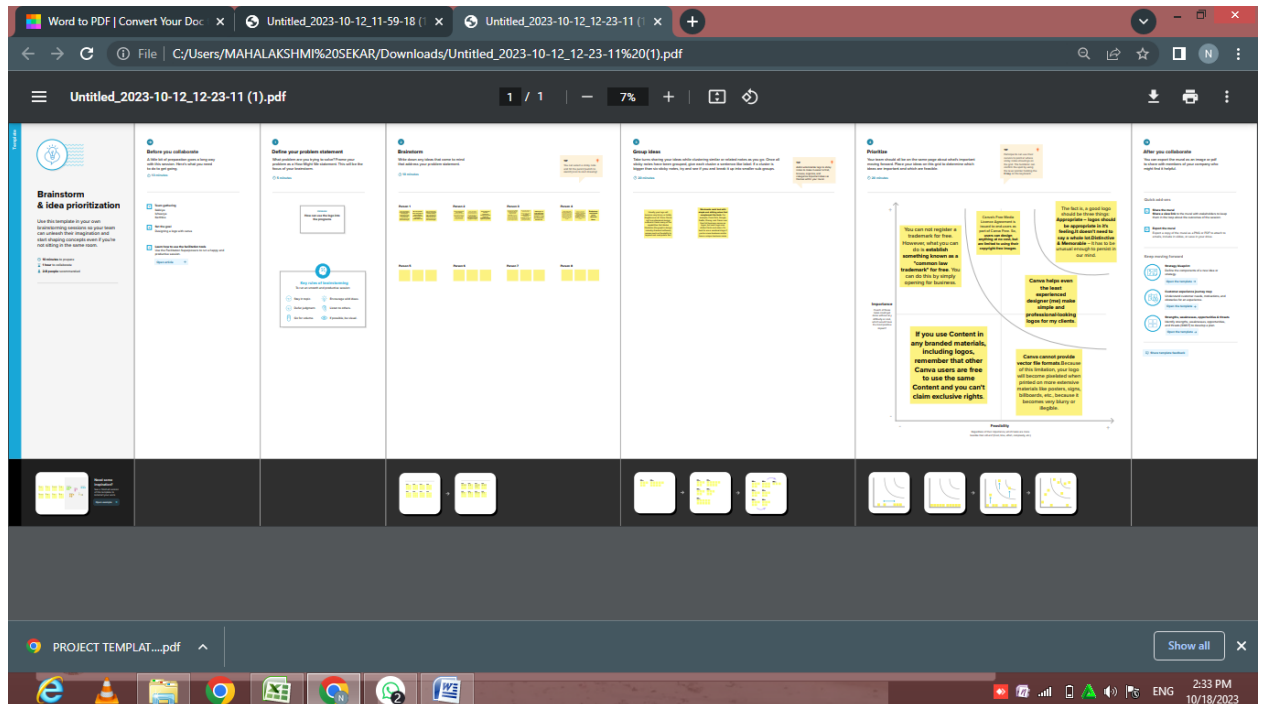
Canva has an extensive library of icons and illustrations to choose from. Simply enter a keyword into the search bar, pick the image that suits your business best, and drag and drop it into your design.

2. Problem Definition and Design Thinking:

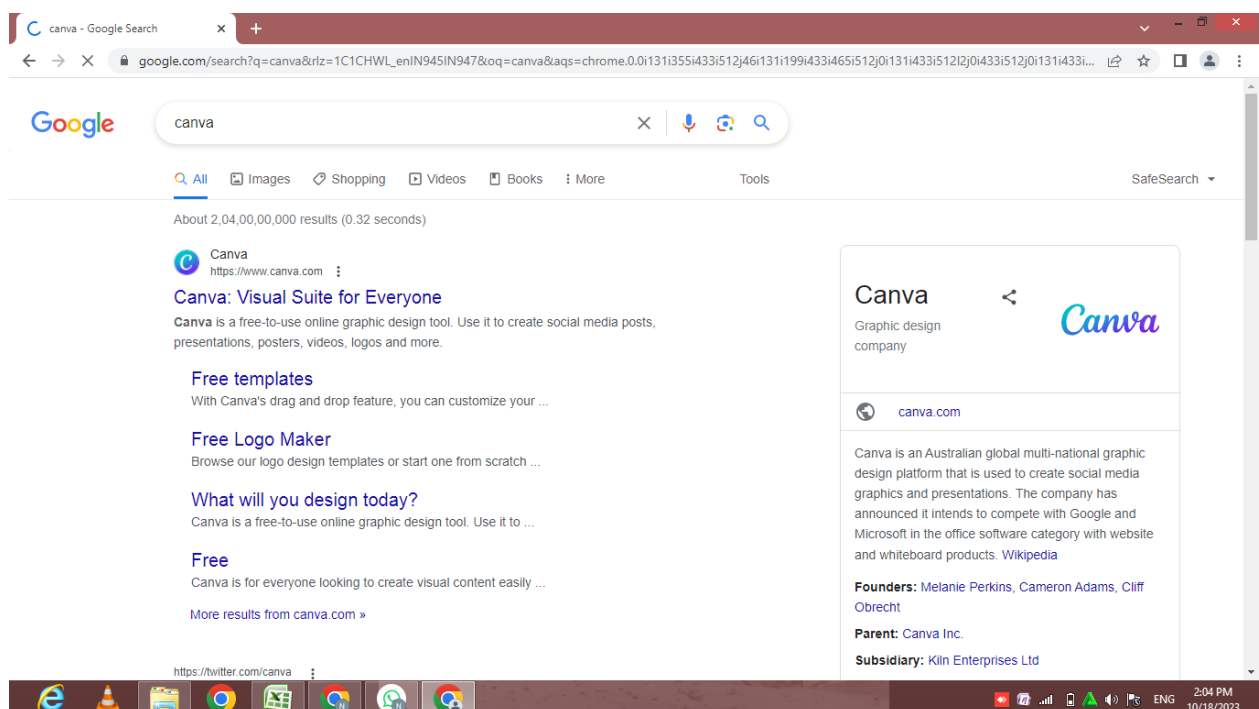
2.1 EMPATHY MAP

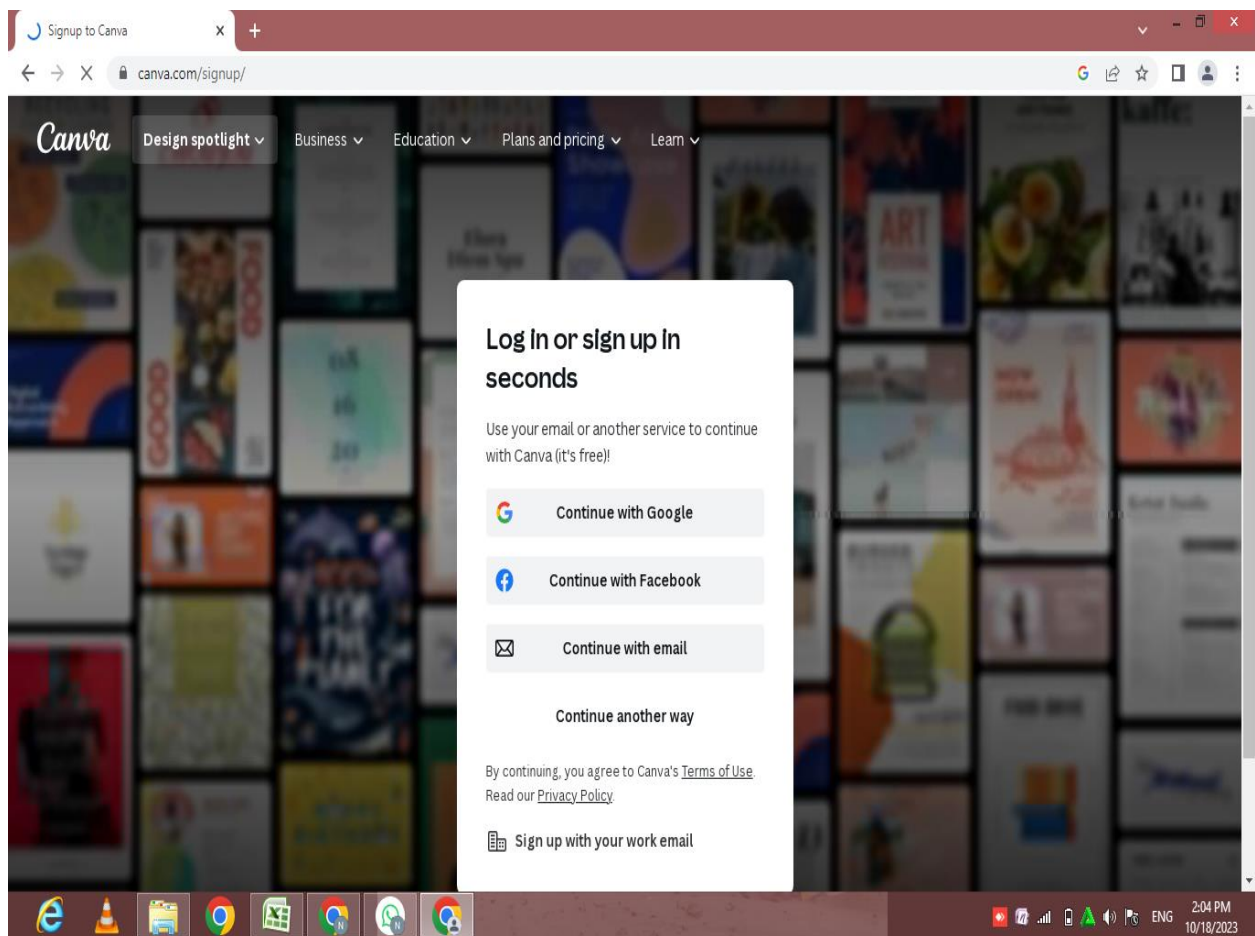
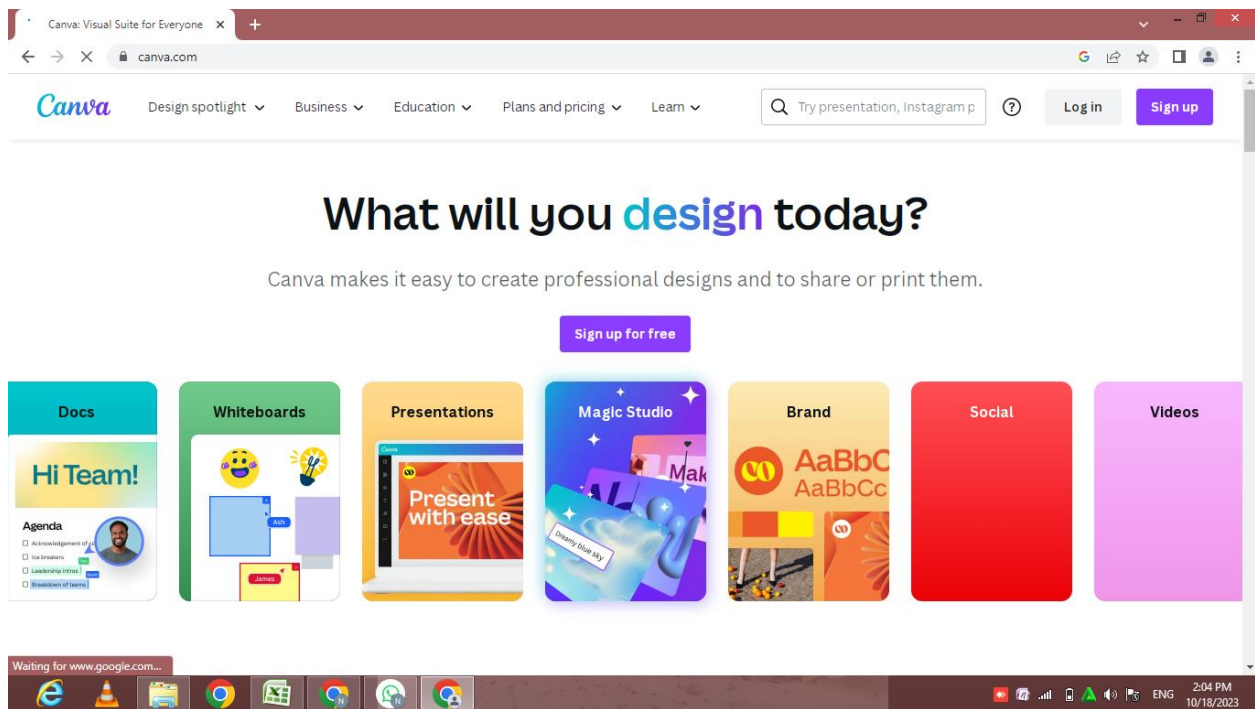


2.2 IDEATION AND BRAINSTORMING MAP

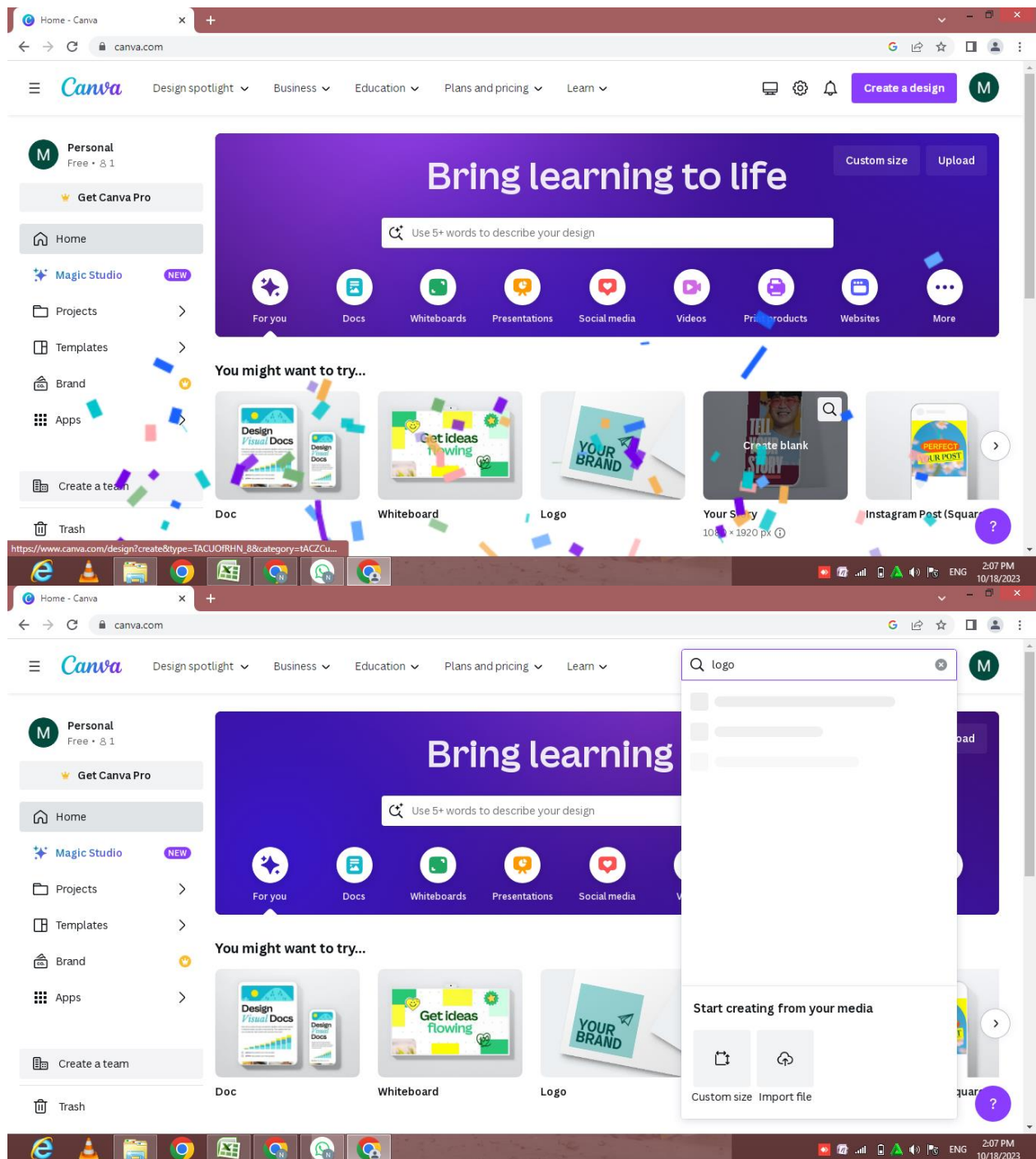


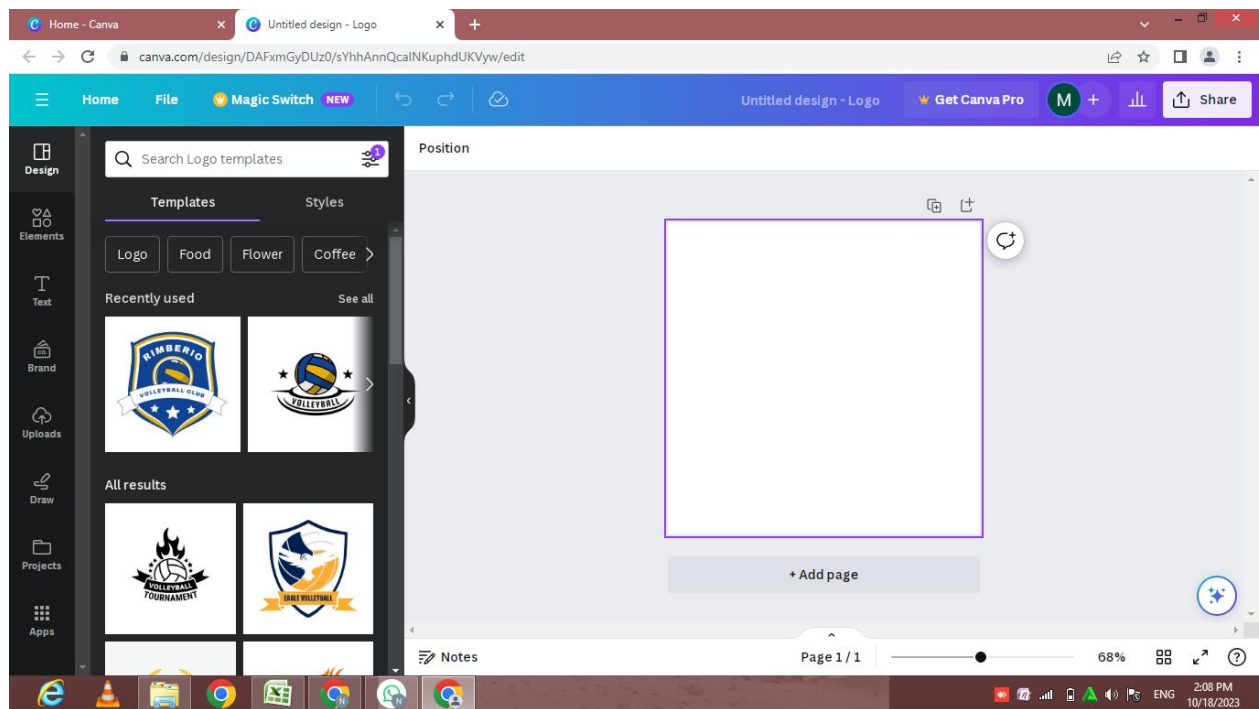
3. Result:



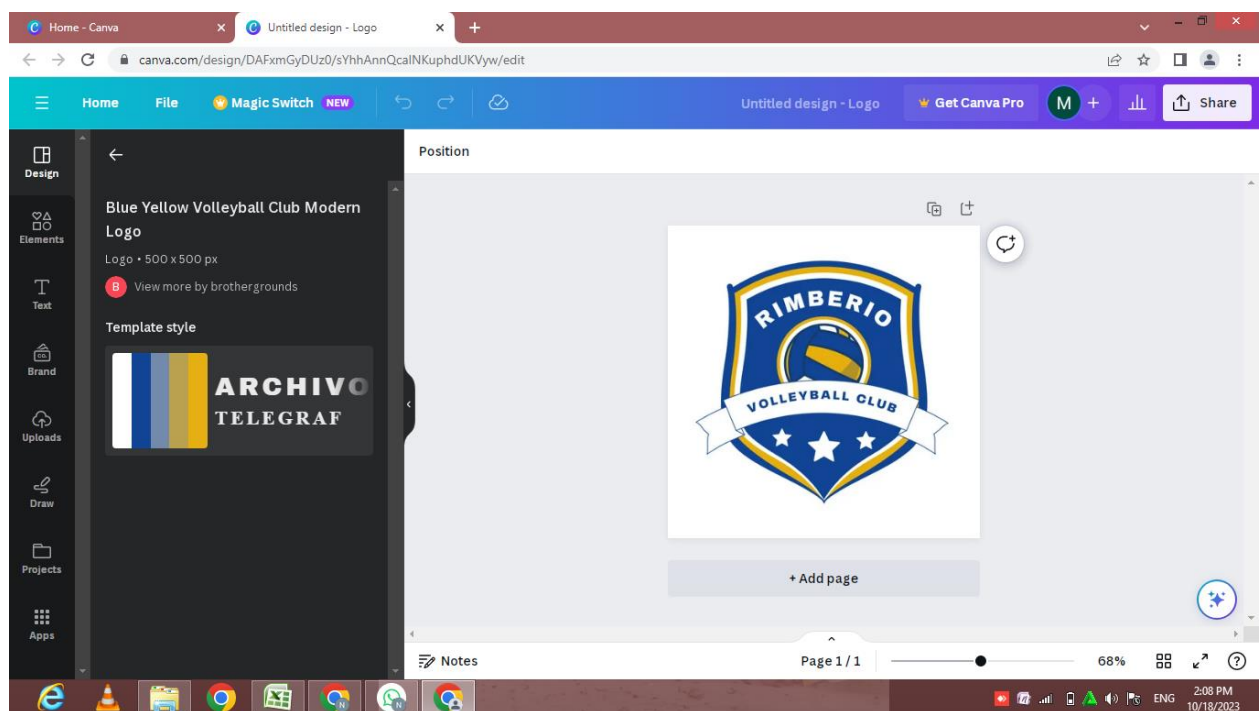


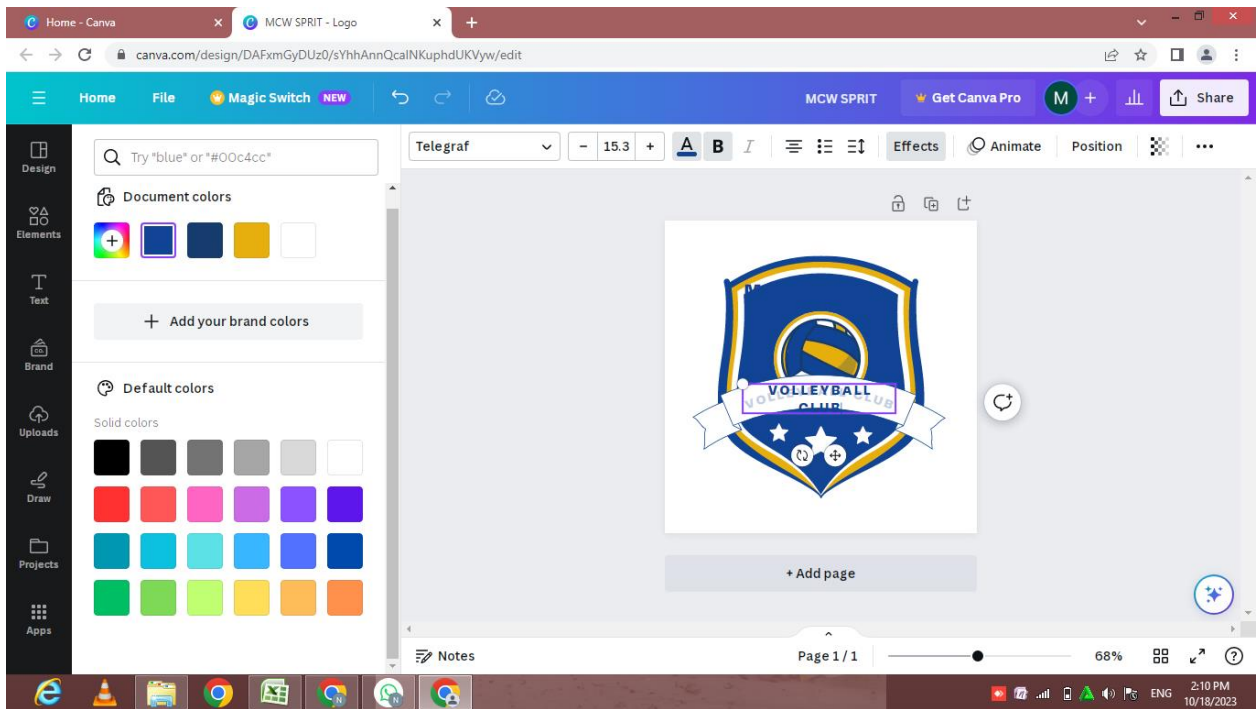
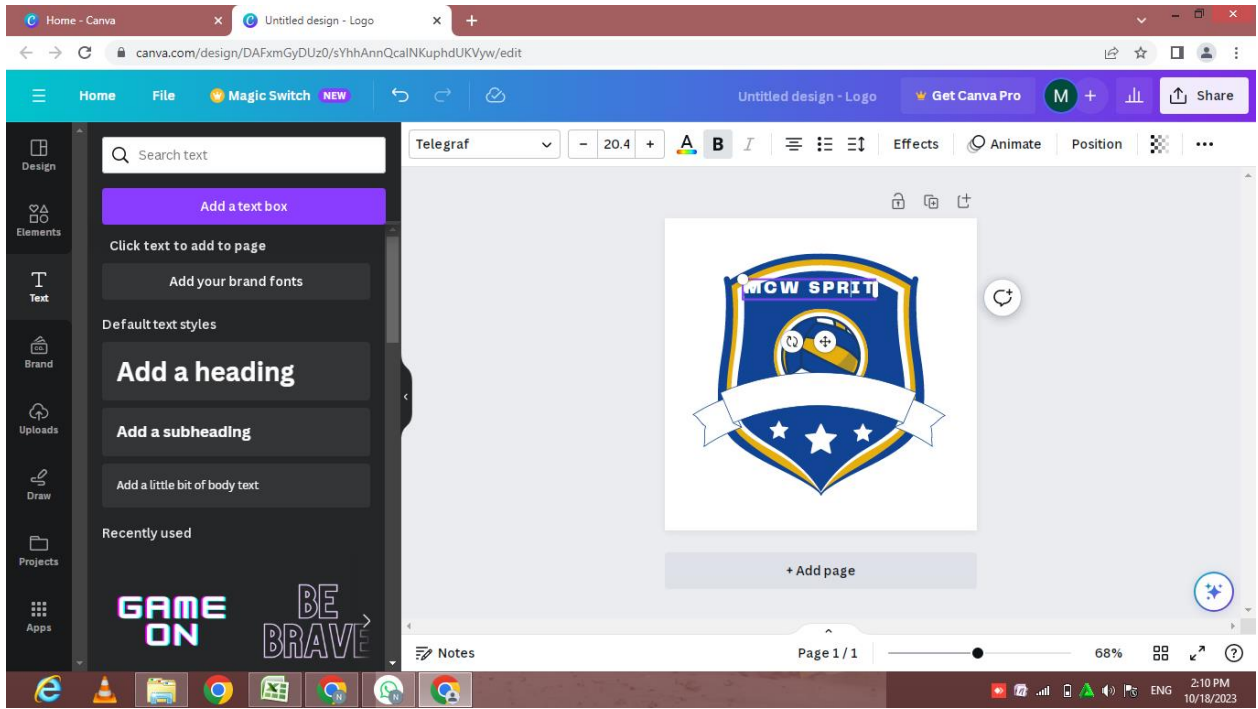
MILESTONE-1



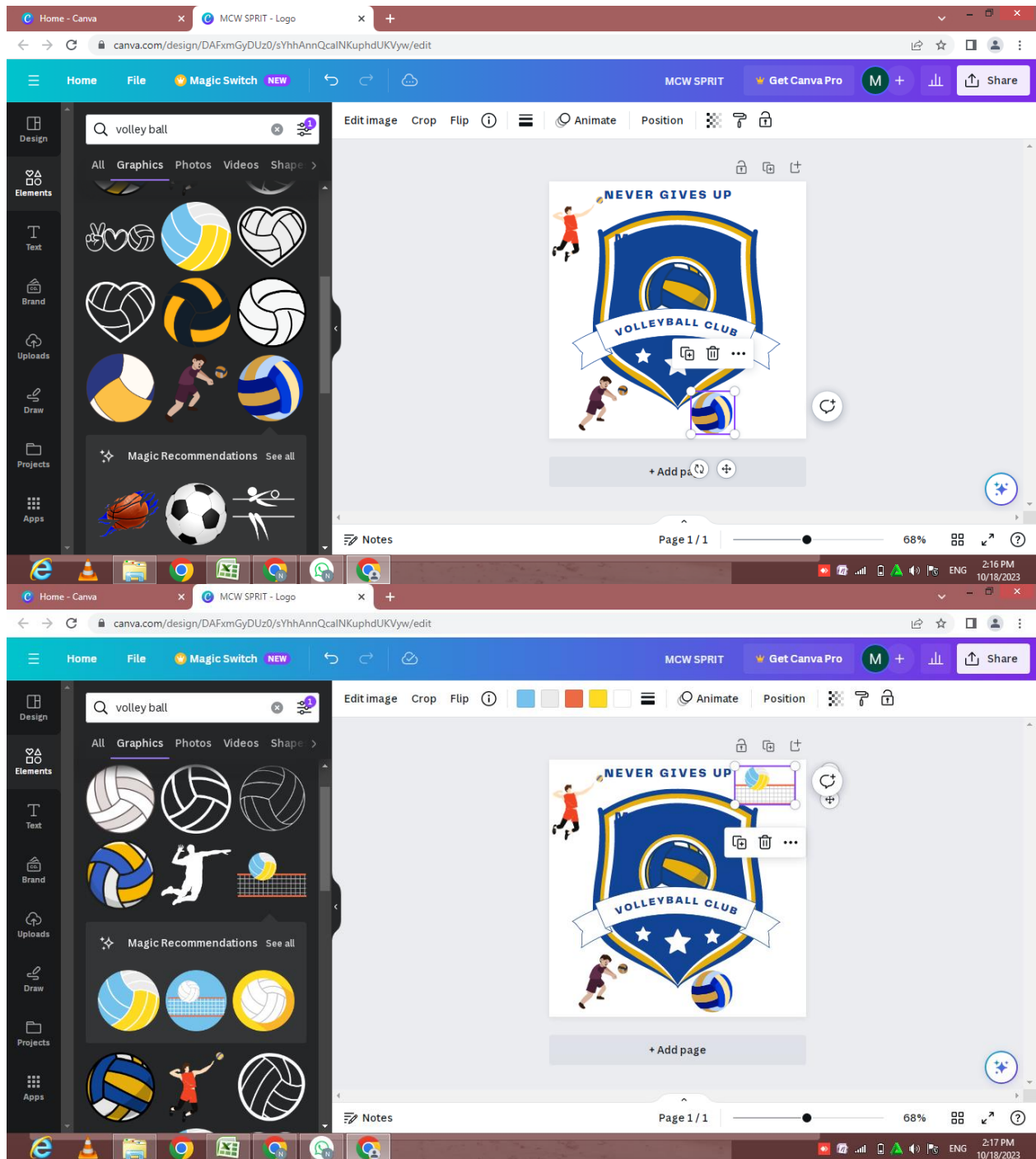


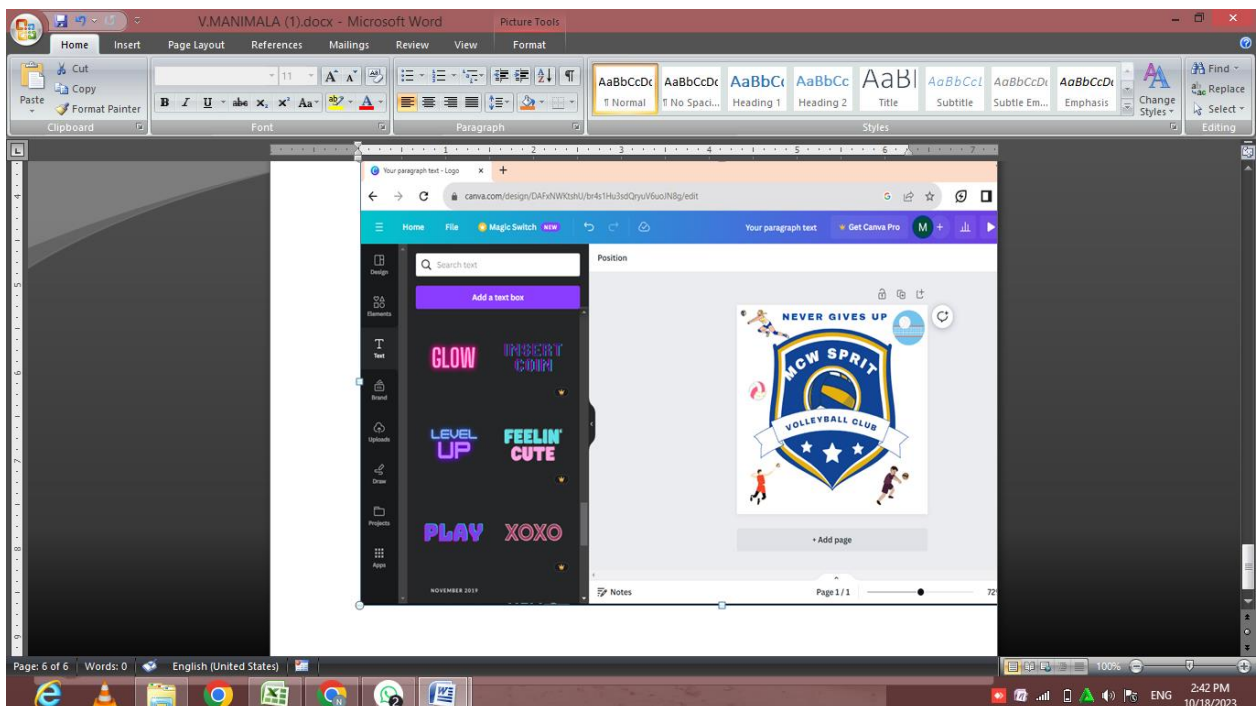
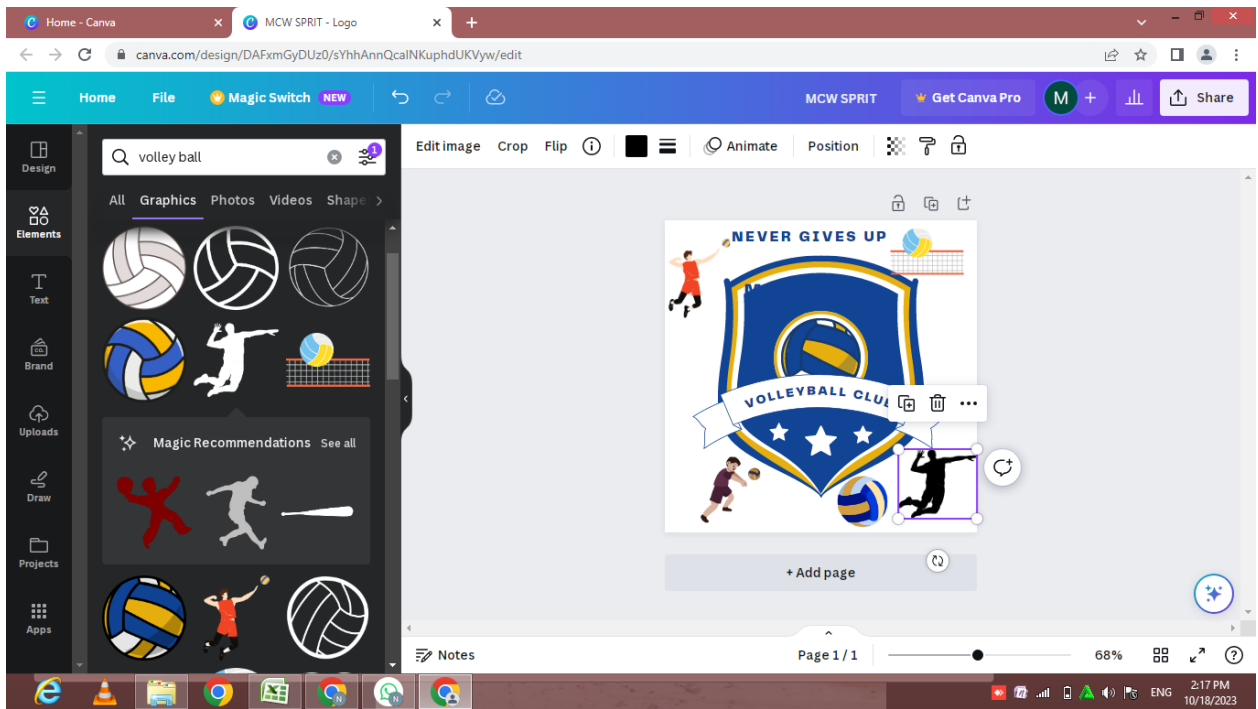
MILESTONE-2





MILESTONE-3





4. Conclusion:

Canva is an excellent design app and arguably one of the most useful tools a small business can have in its arsenal. It lets you create an astonishingly large range of assets — including adverts, infographics, videos and even websites — easily, cheaply and quickly.13-Sept-2023

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5. Future scope:

Going forward, simplistic logos will allow companies to let their brands speak for themselves without having to be loud and flashy in a sea of noisy logos. While intricate designs have worked well in the past, stripped back logos will likely be very effective in the future..