COURSE NAME: DIGITAL MARKETING

GROUP NUMBER: 11

PROJECT TITLE:GOOGLE ADD DESIGN

PROJECT SUBMITTED TO: ANNA UNIVERSITY/NAAN MUDHALVAN

YEAR: IV

DEPARTMENT: MECHANICAL ENGINEERING

SEMESTER: 07

GROUP MEMBERS:

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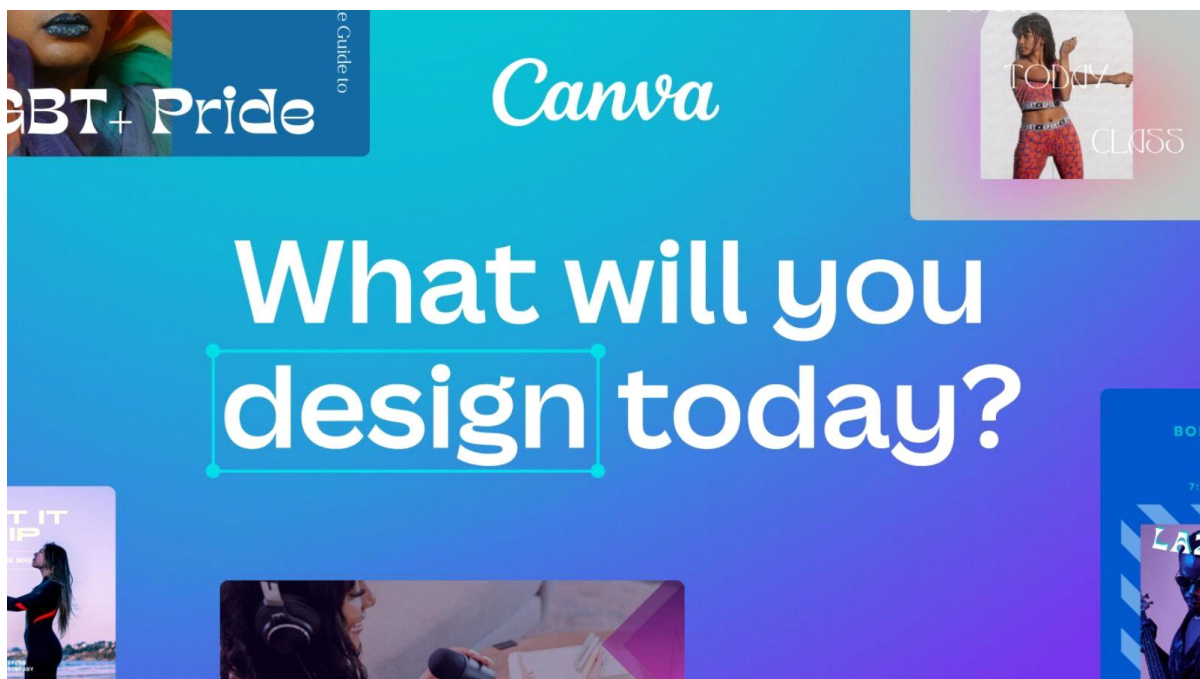3. S.VIJI-420620114357

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GOOGLE ADD DESIGN USING CANVA

(GRAPHIC DESIGN – SOFTWARE)

WHAT IS CANVA ?

Canva is an Australian global multi-national graphic design platform that is used to create social media graphics and presentations. The app includes readymade templates for users to use. Creating an account and using Canva is free, although the majority of high quality elements will need to be paid for in order to download one's project. The app also offers paid subscriptions such as **Canva** Pro and Canva for Enterprise for additional functionality.In 2021, **Canva** launched a video editing tool.Users can also pay for physical products to be printed and shipped.Examples of products that can be made on Canva include yard signs, business cards, chore charts, album art, ebooks, infographics, menus and invitations. The company has announced it intends to

compete with Google and Microsoft in the office software category, with website and whiteboard products.On December 7, 2022, Canva launched Magic Write, which is the platform's AI-powered copywriting assistant.On March 22, 2023, Canva announced its new Assistant tool, which makes recommendations on graphics and styles that match the user's existing design.

In June 2020, Canva raised $60 million at a valuation of $6 billion. Almost doubling its 2019 valuation. In September 2021, Canva raised US$200 million, with its value peaking that year at US$40 billion. By September 2022, the valuation of the company had leveled at US$26 billion

QUICK FACT :

Type	:	Private
Industry	:	Graphic Design – Software
Founded	:	2013

Founders	:	Melane Perkin,Cliff Obrecht,Cameron Adams
Headquaters	:	Sydney,Australia
Products	:	Canva,Canva Pro,Canva for Enterprise, Canva for Education,Canva for Nonprofits
Area served	:	Worldwide
Memberes	:	100 Million users
Number of Employees	:	2,000
Website	:	www.canva.com

History :

Canva was founded in Perth, Australia, by Melanie Perkins, Cliff Obrecht, and Cameron Adams on 1 January 2013. In its first year, Canva had more than 750,000 users. In April 2014, social media and technology expert Guy Kawasaki joined the company as its chief evangelist (brand promoter). In 2015, *Canva for Work* was launched, focusing on marketing materials.

During the 2016–17 financial year, Canva's revenue increased from A$6.8 million to A$23.5 million, with a loss of A$3.3 million. In 2017, the company reached profitability and had 294,000 paying customers.

In January 2018, Perkins announced that the company had raised A$40 million from Sequoia Capital, Blackbird Ventures, and Felicis Ventures, and the company was valued at A$1 billion. Australian superannuation funds Hostplus and Aware Super are known to be investors.

During May 2019, the company raised another round of funding of A$70 million from General Catalyst and Bond and its existing investors Blackbird Ventures and Felicis Ventures, valuing Canva at A$2.5 billion. In October that year, Canva announced that it had raised an additional A$85 million at a valuation of A$3.2 billion, and launched an enterprise product.

In December 2019, Canva announced *Canva for Education*, a free product for schools and other educational institutions intended to facilitate collaboration between students and teachers.

In June 2020, Canva announced a partnership with FedEx Office and with Office Depot the following month.As of June 2020, Canva's valuation had risen to A$6 billion, rising to A$40 billion by September 2021.While its value had fallen significantly, perhaps as much as 67% from its 2021 high to mid 2022, it was still known as a "darling" of the Australian tech sector along with Atlassian. Co-

founders Perkins and Obrecht have already disclosed their plan to give away much of their fortune to numerous philanthropic causes.

DATA BREACH

In May 2019, Canva experienced a data breach in which data of roughly 139 million users were hacked.The exposed data included real names of users, usernames, email addresses, geographical information, and password hashes for some users.Canva faced criticism for an initial email to customers, which buried the details below self-congratulatory marketing content. Later in January 2020 approximately 4 million user passwords were decrypted and shared online. Canva responded by resetting the passwords of every user who had not changed their password since the initial breach.

ACQUISITIONS

In 2018, the company acquired presentations startup Zeetings for an undisclosed amount, as part of its expansion into the presentations space.

In May 2019, the company announced the acquisitions of Pixabay and Pexels, two free stock photography sites based in Germany, which enabled Canva users to access their photos for designs.

In February 2021, Canva acquired Austrian startup Kaleido.ai and the Czech-based Smartmockups.

CANVA PRO

Canva PRO makes it easy for individuals to achieve their goals and create professional designs with premium features like Brand Kit, Unlimited Content, Background Remover, and more

CANVA - CANVA PRO

While the free version of Canva only lets you work with pre-designed Canva templates, in 'Canva Pro,' you can create fully-customizable template

Calculate for your team

How many people?

| Custom | People |

Billing Cycle: Save 16% with yearly

| Monthly | **Yearly** |

Canva Free

For anyone wanting to design anything, on your own or with others.

₹0.00
/year for one or more people

| Get started |

Features you'll love:

✓ Drag-and-drop editor for easy customisations
✓ 250,000+ free templates

👑 Canva Pro

For individuals, solopreneurs and freelance designers who want unlimited access to premium content, to create professional designs with ease and scale their productivity. **For one person only.**

₹3,999.00
/year for one person

| **Start your free Pro trial** |

Everything in Free, plus features you'll love:

✓ Unlimited access to premium templates and 100+ million premium stock photos, videos,

👑 Canva for Teams

All the great features of Canva Pro, plus we think you'll love these features designed to allow teams of all sizes to collaborate with ease. **Plan for 2+ people.**

₹6,590.00
/year total for the first 5 people*

| **Start your free Teams trial** |

Everything in Free, plus features teams will love:

✓ Unlimited access to premium templates and 100+ million premium stock photos, videos,

Canva Pro includes everything in Canva, plus:
- Unlimited folders for your designs.
- Team functionalities.
- Unlimited storage for photos and assets.
- Upload your own images.
- 75+ million premium stock photos, videos, audio, and graphics free-to-use – included in your Canva Pro membership.
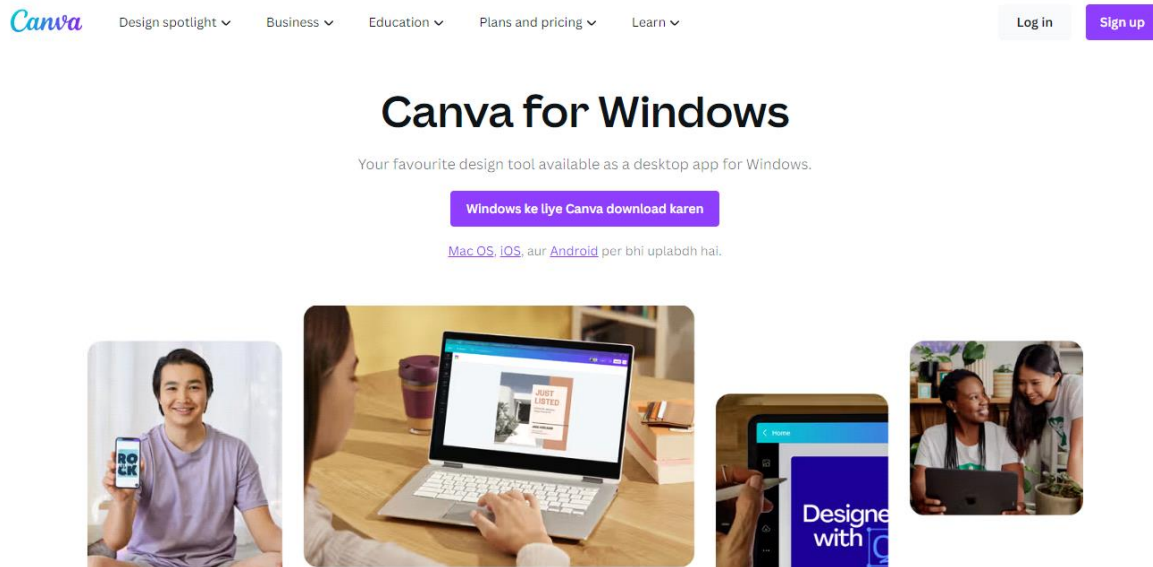- Magically resize your designs.

BRAND NAME CREATION :

INSTALL   CANVA
SOFTWARE :

Link : https://www.canva.com/en_in/download/windows/

Create beautiful designs & professional graphics in seconds. Share your design via any social media, email or text.

LOGIN WITH CANVA :

- **Continue with Apple**
- **Continue with Google**
- **Continue with Facebook**
- **Continue with Microsoft**
- **Continue with Clever**
- **Continue with email**
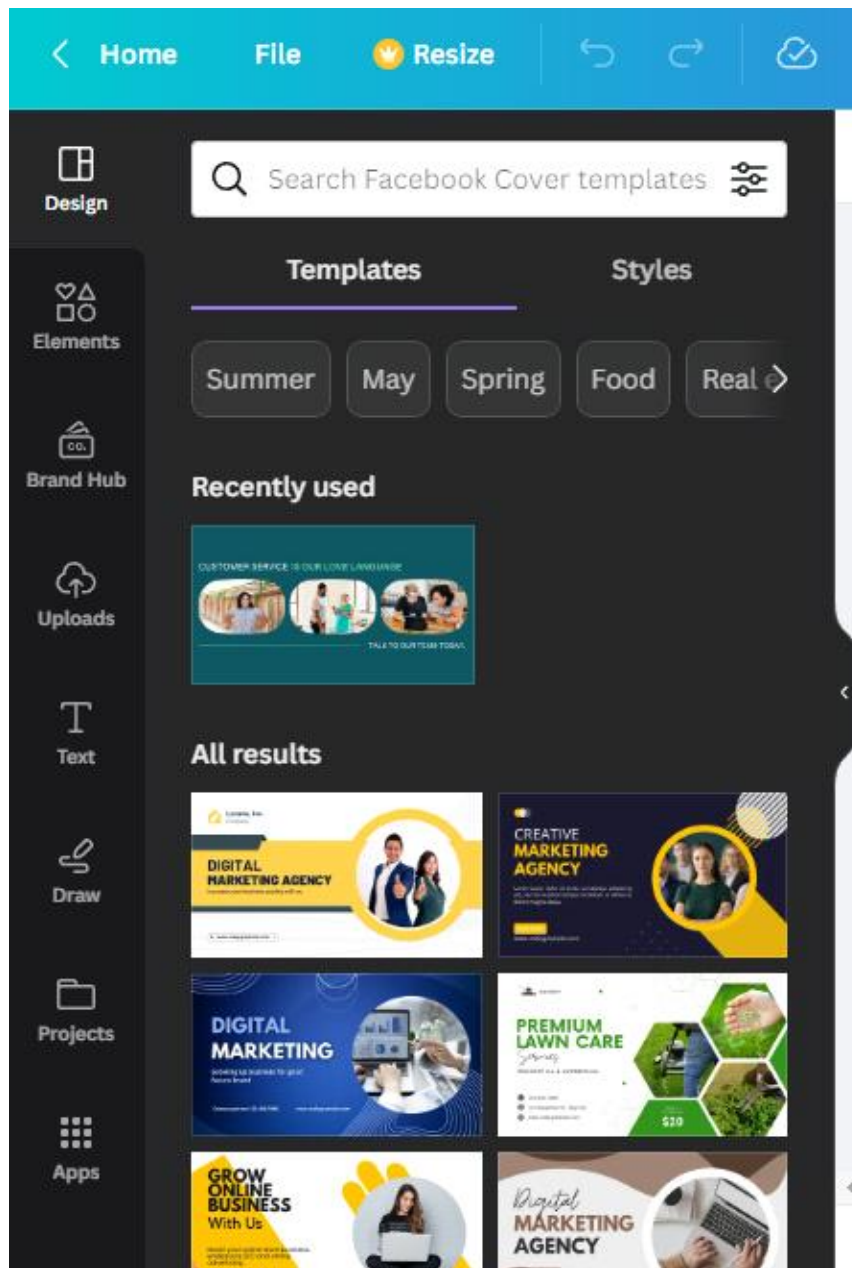- **Continue with work email**
- **Log in with mobile**
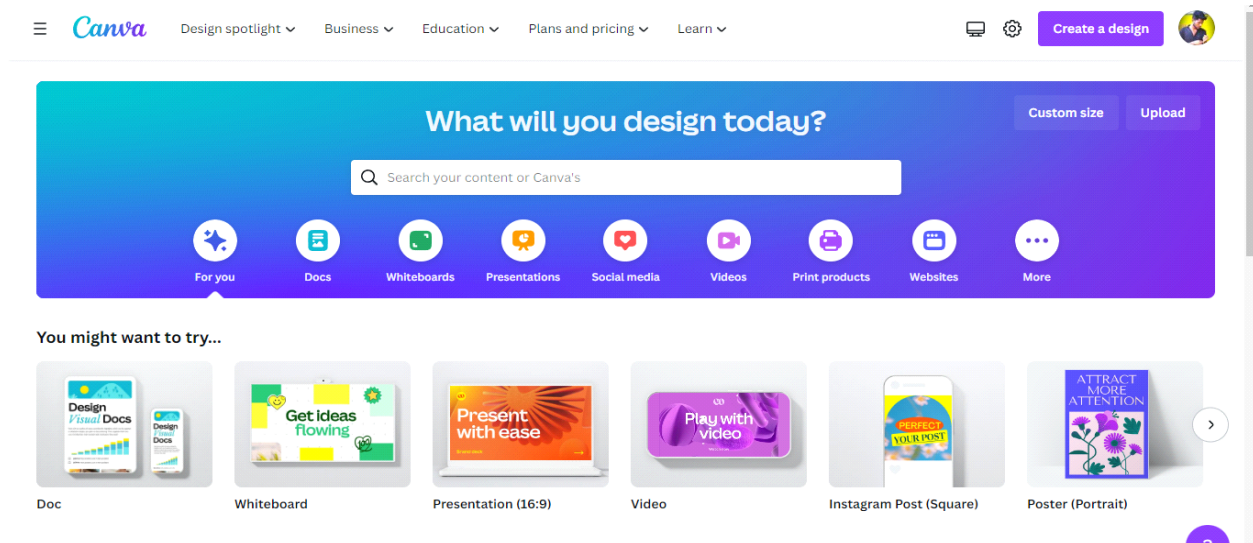

LOGIN SUCCESSFULLY!!!
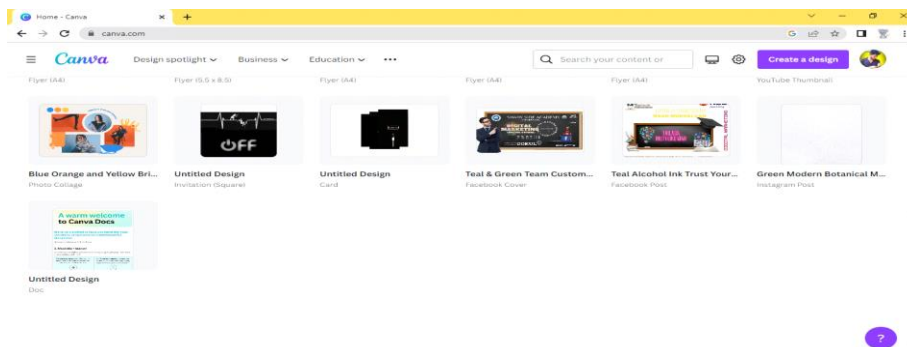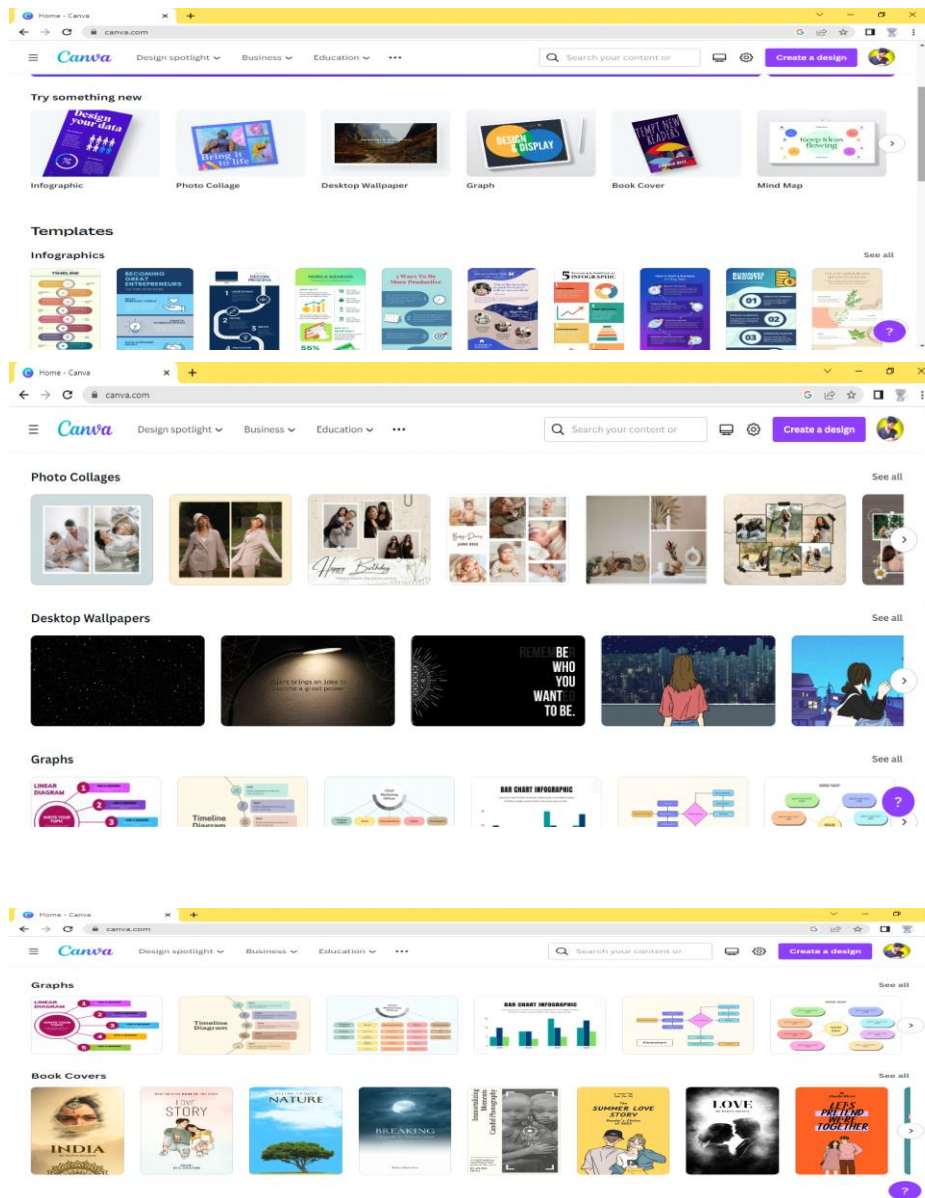
**VEREITY OF TEMPLETES IN THERE!
USE CHOOSE ON YOUR CHOICE :
CHOOSE DESIGN**

Canva is always free for every individual and team.

- Choose the right dimensions for your design. To begin, choose your design type from the Canva homepage. ...
- Choose a background. The background for your design could be a color, or an image. ...
- Add your elements. Your design might include text, icons, photos or illustrations. ...
- Choose the right fonts
ELEMENTS:
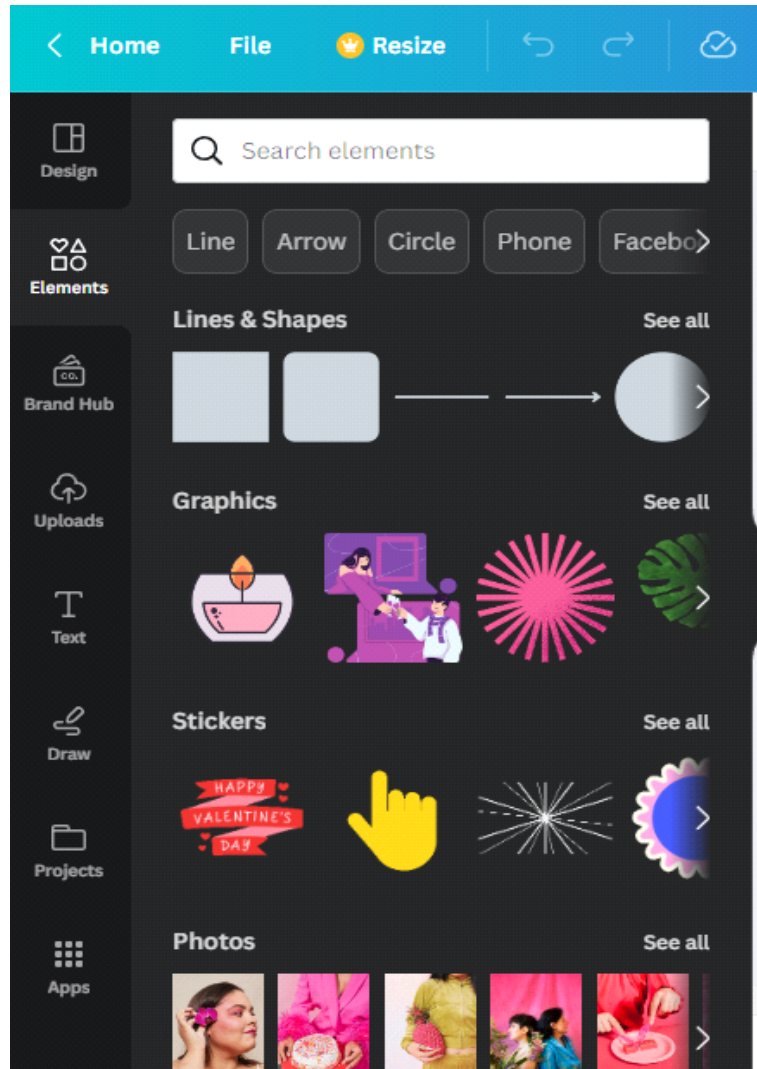
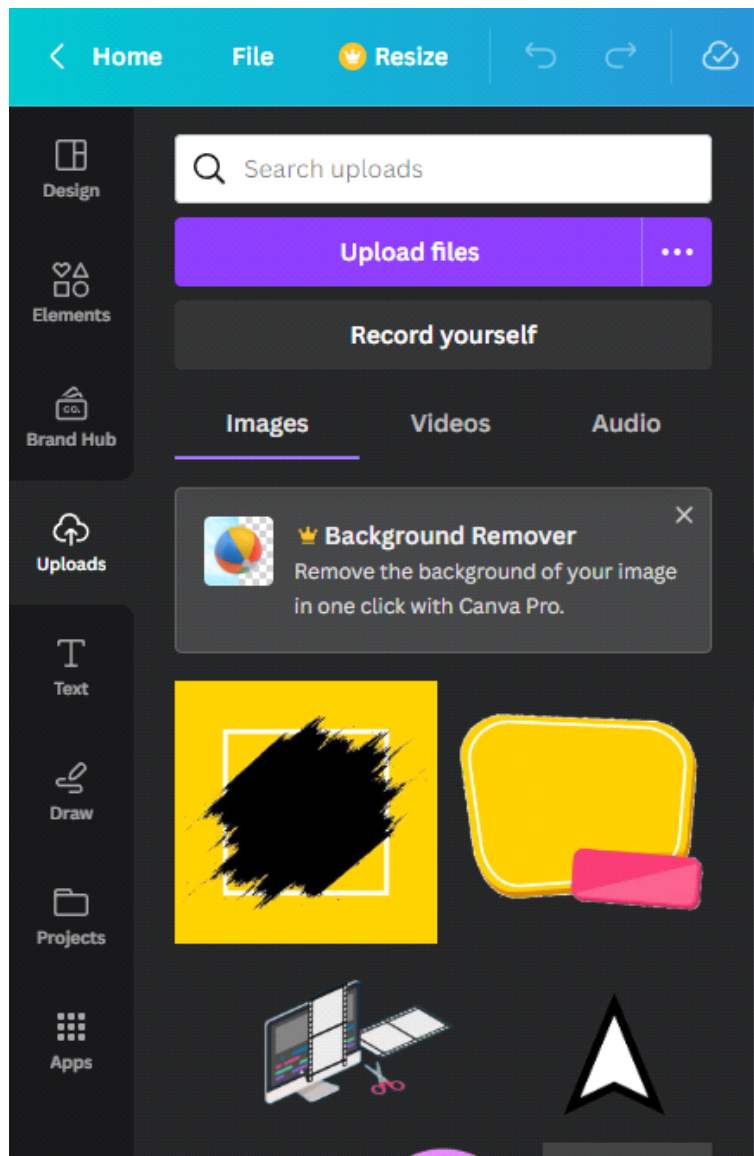**Lines, Shapes, Frames, Stickers, Charts, Grids, and Gradients**

BRAND HUB :
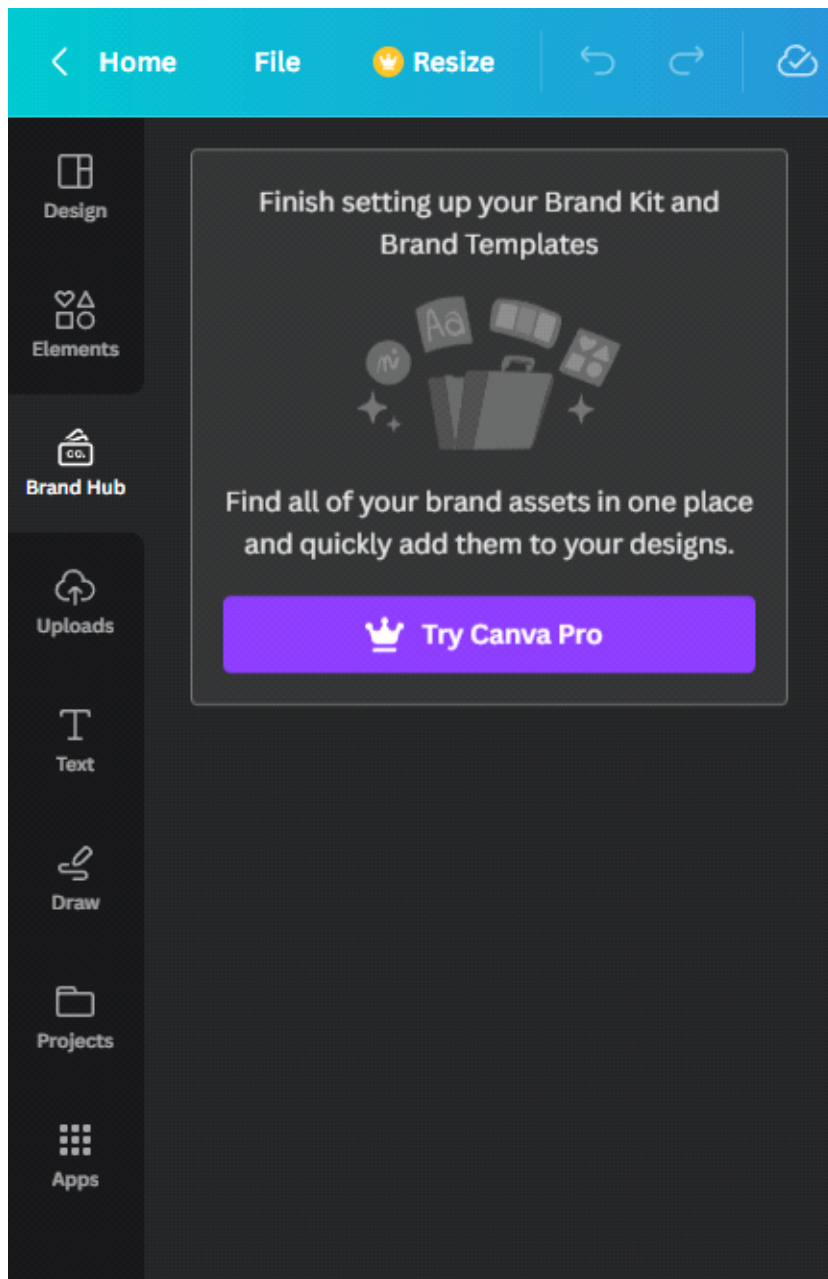
"platform" within the platform for managing your brand visual assets like logos, images, and content templates
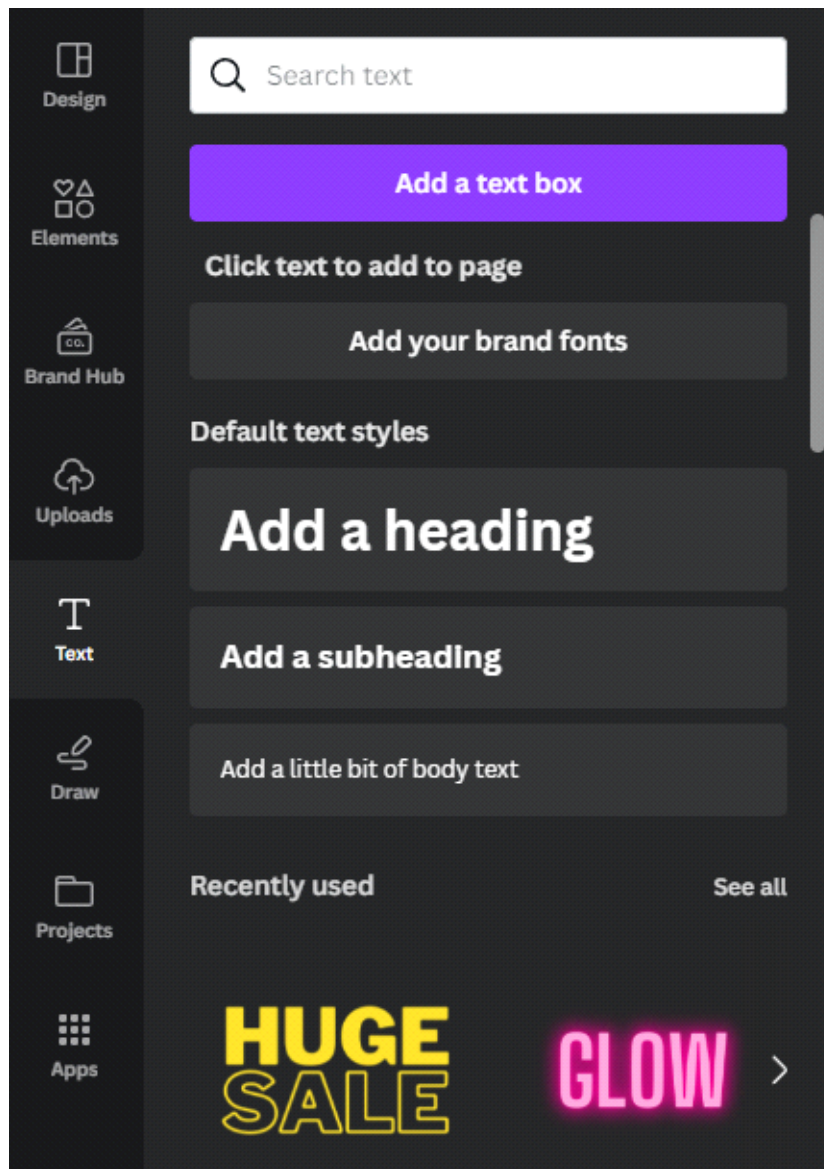
UPLOAD :

- Uploading media from your device
- On the editor side panel, select the Uploads tab.
- Click Upload files.
- Select the files that you want to upload. You can also drag them from your computer folder to the Uploads tab.
- To use your upload in your design, click on it from the side panel
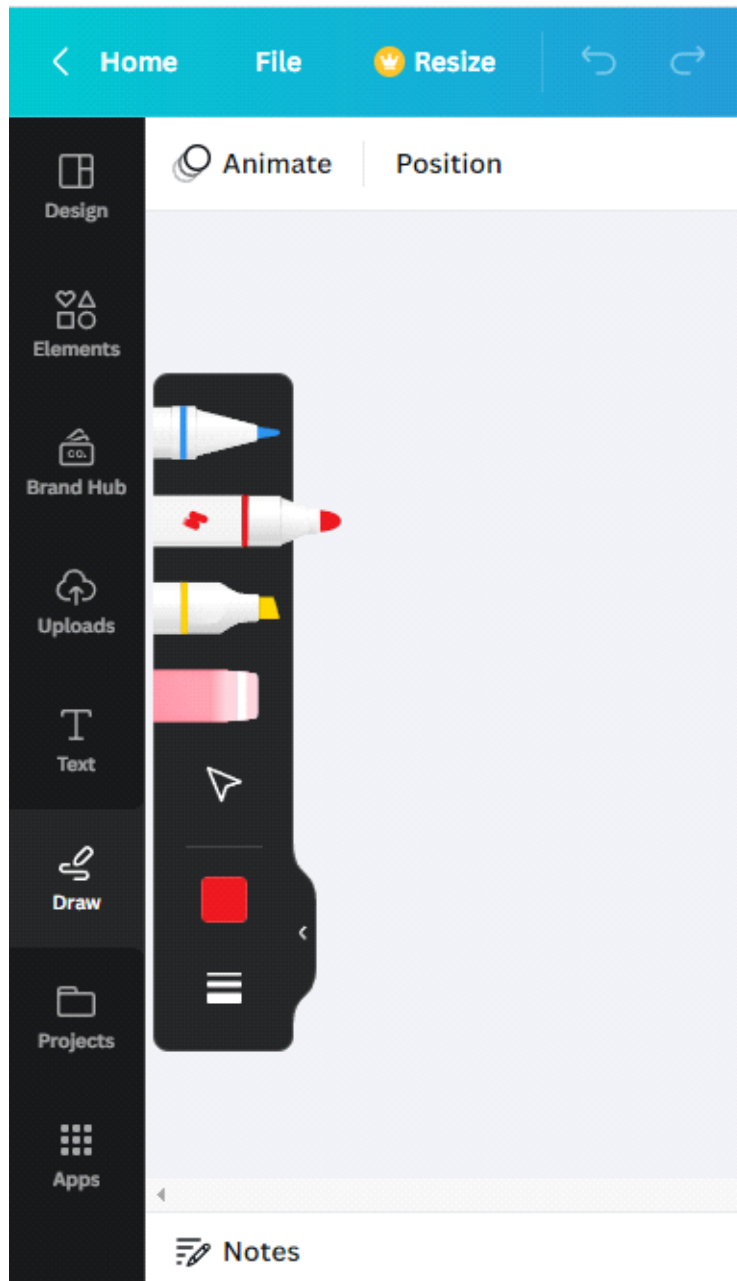
TEXT :

- Shortcut: Press T on your keyboard to insert a text box to your design.
- On the bottom corner of the editor, tap the button.
- Tap on Text. If it's not available, tap Apps first.
- Tap on the option to add a heading, subheading, or body text. You can also choose from our font combinations.
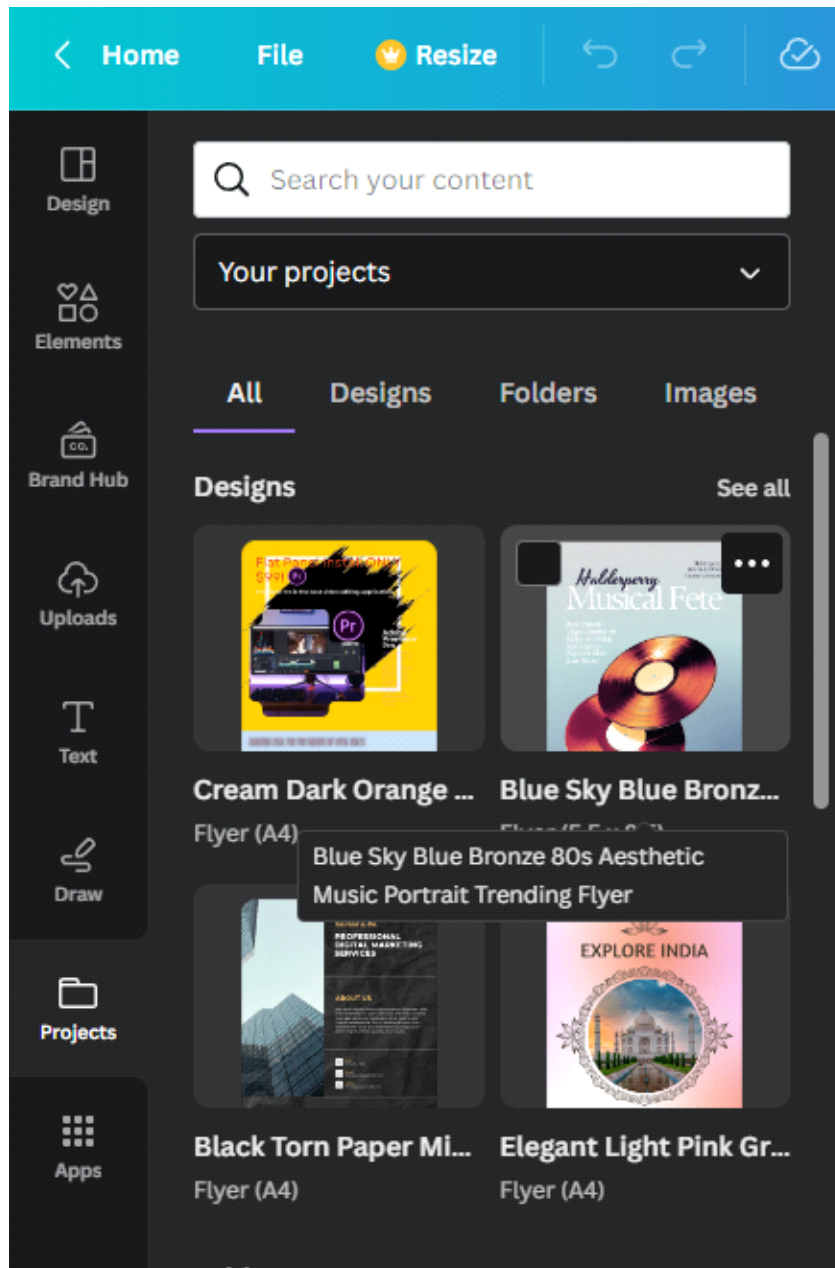
DRAW :

To sketch on your Canva whiteboard, access and use Draw. Go to the left sidebar and click Draw. You'll have three different pen options, with customizable colors and thicknesses, so you can truly make your design your own.

PROJECT:

Canva is an online graphic design and publishing tool that allows users to create quality content for free. Whether you need to create a presentation for work or market your products with social media graphics, Canva offers various templates and elements to help you get started.

INSIGHTS :
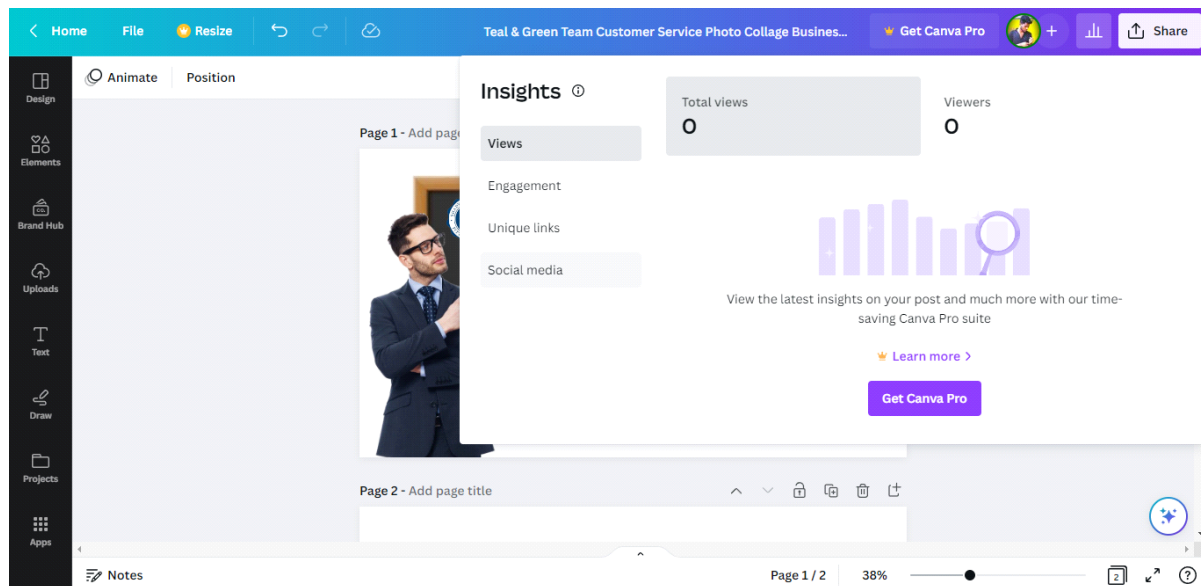
All users can view these metrics:

Total views - Total number of times a design has been viewed since it was created. Includes views from share links, presentation mode, and embeds. May include repeat views from unique viewers.

Unique viewers - Total number of individuals who viewed the design since it was created.

**Unique collaborators - Total number of individuals who have opened the design with edit or comment access.**

These are the metrics that only Canva Pro, Canva for Teams, Canva for Education, or Canva for Nonprofits users can view:

Daily unique views - Number of individuals who viewed the design in a day.

Viewers - List of team members who viewed your design and when they last viewed it. Viewers' names and profile photos will only be visible if they are in your Canva team.

Social media views and engagement - Total number of impressions, clicks, reactions, and engagements for a design shared on social media.

FILE :
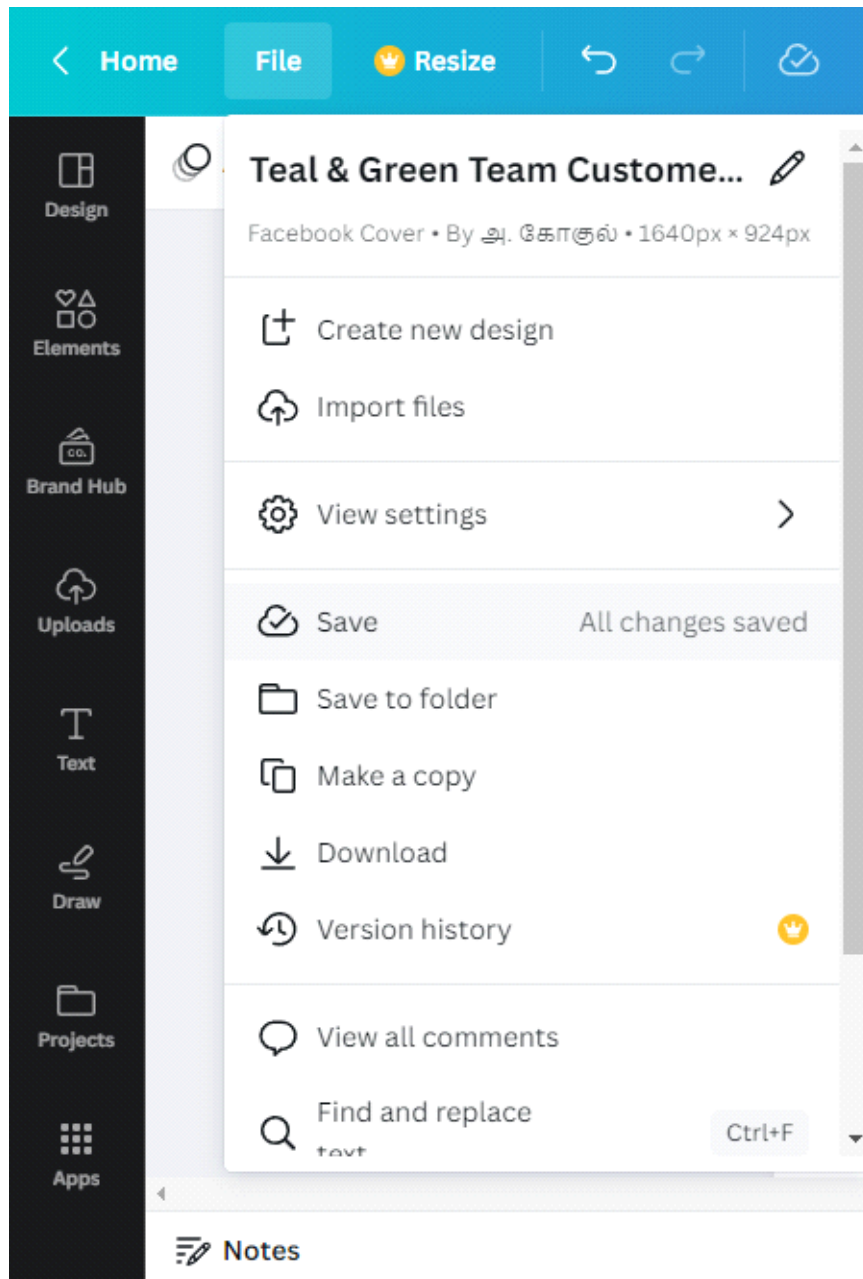
Quality, scale, compression, CMYK color profile options, and transparent PNGs and SVGs, are available to Canva Pro, Canva for Teams, Canva for Education, and Canva for Nonprofits users.

Image

JPG. Small file size, best for photographs. Adjust quality* and scale* by dragging each slider.

PNG. Supports transparency*, best for graphics. Tick Compress file size*, and drag the slider to 0.5x, 1x, 2x, or 3x for the compression ratio.

SVG*. Supports transparency; keeps image quality at any size, and is great for web graphics.

Quality, scale, compression, CMYK color profile options, and transparent PNGs and SVGs, are available to Canva Pro, Canva for Teams, Canva for Education, and Canva for Nonprofits users.

Document

PDF Standard. For illustrations, text, and graphics with a resolution of 96 dpi

PDF Print. For printing with a resolution of 300 dpi, with bleed, crop marks, and color profile (RGB or CMYK) selection option

PPTX (Microsoft PowerPoint). For presentations

Designs downloaded as PPTX files may look different when opened in Microsoft Powerpoint. You may need to make edits, or download and install the fonts you used in Canva to your device.

Video

GIF. For animated designs, or those with animated elements

MP4. For designs with videos and music

MY PROJECTS :
CD COMPANY LOGO

CULTURAL DIVERSITY
(Your Slogan Here)
R.VELMURUGAN

YOU CAN TRY............ CANVA