

## **Introduction**

### **1.1 overview**

#### **Branding Guide:**

Before we start creating the social media post, let's establish the branding assets for the college fest.

Decide on the colours, fonts, and logo that represent the event's theme.

#### **Login to Canva**

If you don't have a Canva account, sign up for a free one.

Once logged in, click on "Create a design" and select "Custom dimensions."

Enter the dimensions suitable for the social media platform you plan to post on. For example, for Instagram, you can use 1080px by 1080px for a square post.

#### **Template Selection and Orientation**

Access Canva and click on "Business Card" from the home screen.

Choose a suitable template that aligns with the business card's purpose and style.

Opt for a two-page design, with one side focusing on branding and colour and the other on informative details.

#### 4. Front Card Design Refinement

Customise the front of the business card by selecting an appropriate typeface that suits the business or individual's brand.

Edit the colour palette to match the brand identity, ensuring the background complements the overall design.

Incorporate relevant graphics or icons (pictogram) and align them to the horizontal centre of the card.

Group the elements together to maintain their position and prevent unintended movements.

#### 5. Back Card Design Enhancement

Ungroup any existing text boxes on the back of the card to modify them individually.

Ensure consistency by using the same font across all text boxes, maintaining readability and a sense of coherence.

Add social media information (e.g., Instagram handle) and find and insert an appropriate icon for recognition.

Create a visually appealing hierarchy by using font weight changes to emphasise important details.

## 6. Text Size and Spacing Adjustment

Balance readability and space by adjusting the text size, weight, and letter spacing based on the chosen typeface.

Ensure that text elements are legible but not too large, preventing the card from feeling cramped.

Keep a minimum text size of 6pt for business card details for clarity.

## 7. Download Proof and Finalization

Download a proof of the business card design to verify its appearance and alignment.

Review both sides of the card to ensure accuracy and consistency.

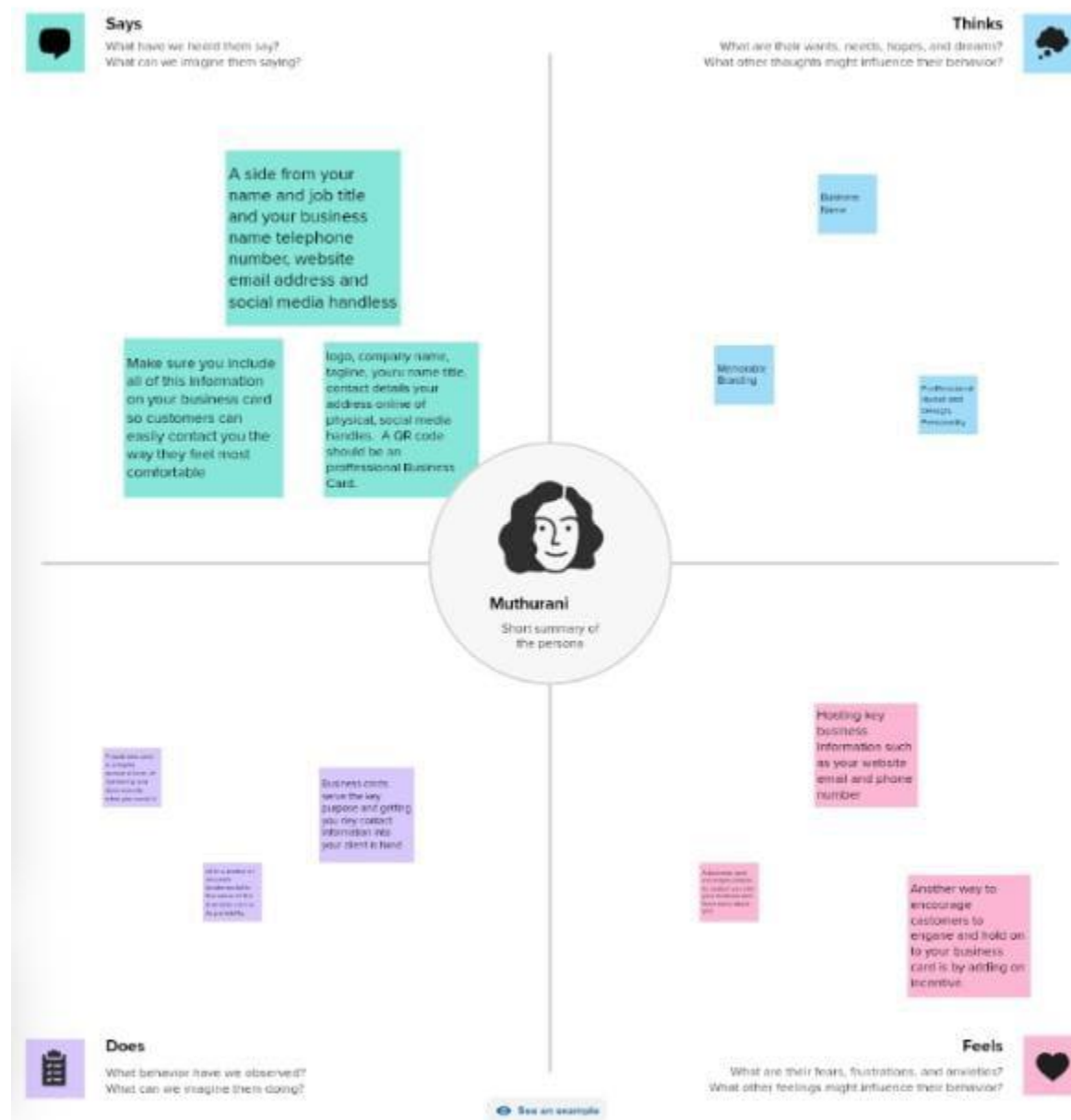
Once the design is confirmed, it is ready for printing, completing the milestone.

### 1.1 Purposes

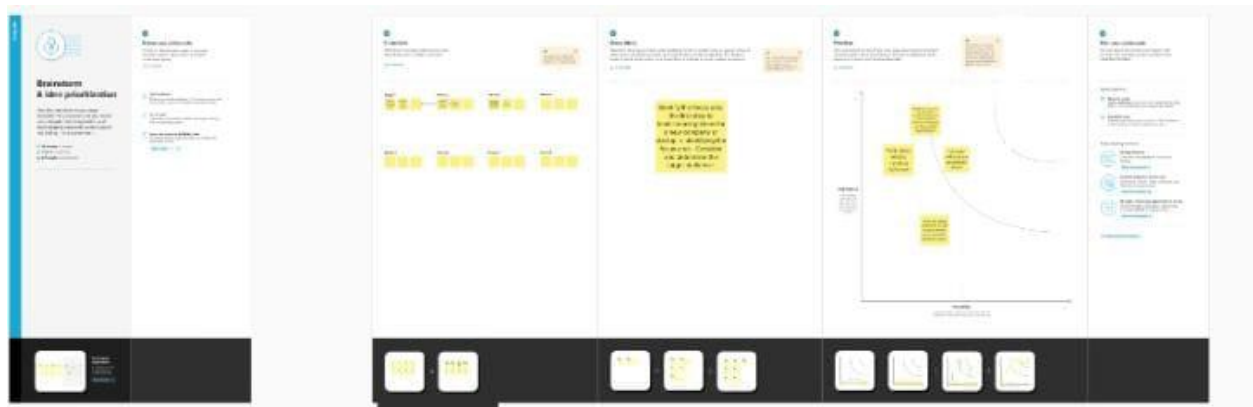
Business cards serve the key purpose of marketing your business and getting your key contact information into your client's hands... all in a matter of seconds. Fundamental to the value of the business card, is its portability.

## 2. Problem definition & design thinking

### 2.1 Empathy map



## 2.2 Brainstroming map



## 2.Results

The logo for MVP SEA COMPANY is centered on a black background. It features the text "MVP" in a large, white, sans-serif font, with "SEA COMPANY" in a slightly smaller, white, sans-serif font below it. A large, orange, stylized arrow points upwards and to the right, passing behind the text. The background is decorated with several smaller, grey and orange triangles and thin white lines, creating a geometric pattern.

**MVP  
SEA COMPANY**

The logo for FISH COMPANY is located on the right side of a black background. It consists of the text "FISH COMPANY" in a white, sans-serif font, followed by a small, orange, stylized fish icon. A horizontal orange line is positioned below the text.

**FISH COMPANY** 

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7558194072



Ramanathapuram,thiruvadanai  
\_thondi  
Beach road..



#### **4. Advandage &disadvantagedisadvantages**

##### **4.1 Advandage**

*Affordable Advertisement.*

*Perfect for Events.*

*Tangible*

##### **4.2disadvandage**

*it might be tempting to put all your purchases on your card, making you unaware of how much you owe*

#### **5. Application**

*Business cards serve the key purpose of marketing your business and getting your key contact information into your client's hands... all in a matter of seconds. Fundamental to the value of the business card, is its portability.*

#### **6. Conclusion**

**Canva makes designing beautiful creative assets easy for everyone. From social media images, videos and gifs to posters, websites, booklets, multimedia presentations, and heaps more, Canva is an invaluable tool for helping you level up your design skills, even if you're just getting started.**