



# PROJECT REPORT TEMPLATE

## 1.INTRODUCTION

### 1.1 OVERVIEW

#### CREATE A SOCIAL MEDIA POST

The “**Designing Engaging Social Media Posts for college fest using Canva**” project focuses on creating eye –catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing user- friendly graphic design tools like Canva can enhance the visual appeal and effectiveness of promotional materials.

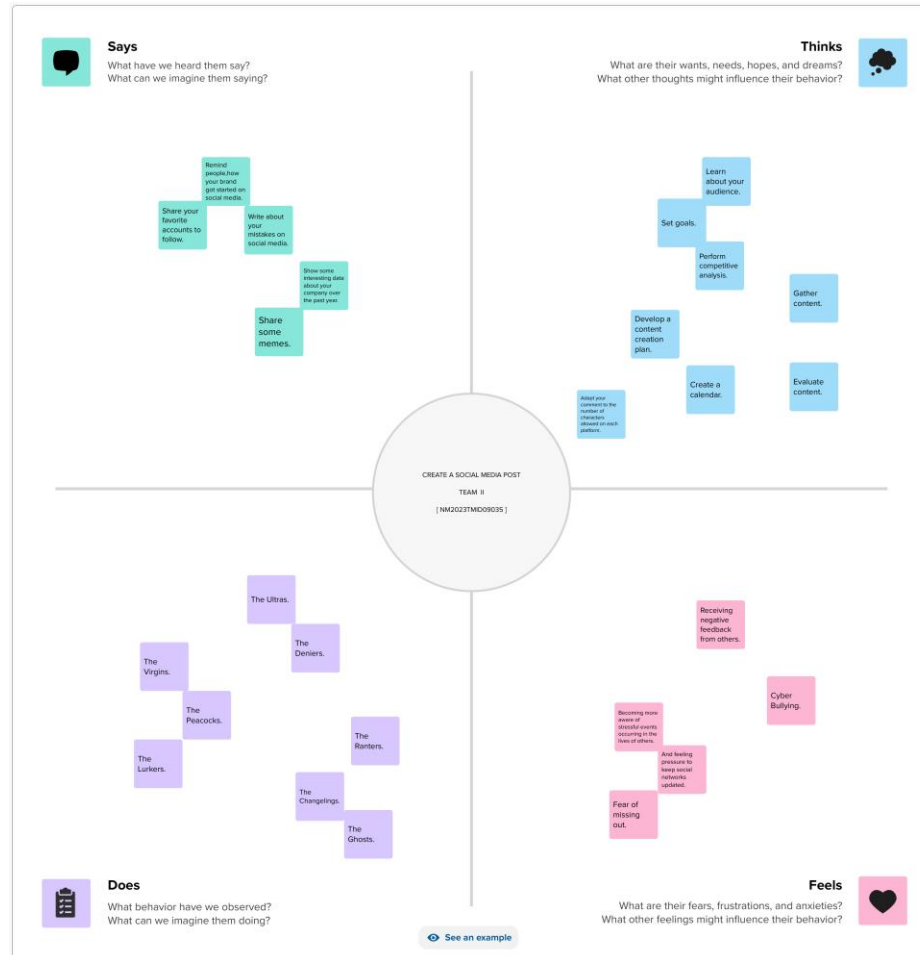
## 1.2 PURPOSE

Social media is a great innovation that has changed the way we communicate and interact with each other. Here are “FIVE” main purpose of social media-

- ✓ Stay updated with all the new things in the world.
- ✓ Communicate anytime, anywhere from the comfort of your home.
- ✓ Advertising platforms for brands to find their right-set of consumers.
- ✓ Easy to build relationships and connect with link-minded people.
- ✓ Easy access to desired information, products and services.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1 EMPATHY MAP



**1 Before you collaborate**  
A little bit of preparation goes a long way with the exercise. Think about what you need to be in good shape.

**2 Define your problem statement**  
What problem are you trying to solve? Frame your problem as a challenge the organization. This sets the focus of your brainstorm.

**3 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.

**4 Group ideas**  
Take some thinking your ideas while clustering similar or related ideas on your own. Once all ideas have been grouped, go back to your ideas and combine them. If a cluster is bigger than six ideas, break it up into smaller sub-groups.

**5 Prioritize**  
Now sort through all of the ideas on the same page about what's important. Grouping ideas. Place your ideas on a grid and prioritize which ideas are important and which are feasible.

**6 After you collaborate**  
Now repeat the exercise as an exercise in pairs or groups. You can expect the ideas to be more creative and more varied than you could expect on your own.

**7 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.

**8 Prioritize**  
Now sort through all of the ideas on the same page about what's important. Grouping ideas. Place your ideas on a grid and prioritize which ideas are important and which are feasible.

**9 Brainstorm**  
Write down any ideas that come to mind that address your problem statement.

**10 Prioritize**  
Now sort through all of the ideas on the same page about what's important. Grouping ideas. Place your ideas on a grid and prioritize which ideas are important and which are feasible.

**Quick notes**  
Write down any ideas that come to mind that address your problem statement.

**Grouping exercises**  
Write down any ideas that come to mind that address your problem statement.

### 3.RESULT

CREATE A SOCIAL MEDIA POSTS (COLLEGE FEST)



## **4.ADVANDAGES & DISADVANTAGES**

### **ADVANTAGES**

- ★ Canva is very simple to use and user friendly.
- ★ Canva provides social media templates.
- ★ Canva offers a professional look.
- ★ Team access.
- ★ As well as millions of images.

### **DISADVANDAGES**

- ★ The free version is limited.
- ★ Unique elements cannot be created.
- ★ Limited export settings.
- ★ Alignment concerns.
- ★ Unable to move and design to another design.

## **5.APPLICATIONS**

- We created a Canva account.
- Choose our design type.
- And we used social media post template.
- We uploaded our background image.
- We used to upload photos, add text, and used to editing elements, and change fonts.
- Added college pictures and college event pictures.
- We created a social media post.
- Finally, we downloaded a design.

## 6.CONCLUSION

People in our team worked together to make a social media post on the topic **“Designing Engaging Social Media Posts for college fest using Canva”** through this, college fest posts can be brought to the beautiful post. Canva is an essential tool for most social media uploaders. It is easy to use, offers a wide range of templates, it's affordable, customizable and helps social media with their post's. **Graphic designing can be learned through this project.**

