# PROJECT DESIGE PHASE-I

## SOLUTION ARCHITECTURE

| Team ID | NM2023TMID02611 |
|---|---|
| Date | 4 November 2023 |
| Project Name | Building A Website Using Canva |

**Solution Architecture:**

Creating a solution architecture block diagram involves visually representingthe components and interactions of a system or solution.

At the top of your diagram, include a title and a brief description to explain the purpose of the architecture.

Canva is a popular graphic design tool that is typically used to create visual content such as social media graphics, posters, and presentations.

However, it is not a website development platform. If you want to build a website and use Canva for design elements, you would need to follow a two-step process: website development and graphic design.

# ONE PAGE WEBSITE CANVA TEMPLATE



Template comes with two design options.

Edit with the free version of Canva.

Choose your own colours, fonts.

Upload your own logo & images, or choose from free photos in canva.

Figure : Architecture of website in canva

# PROPOSED SOLUTION

**Proposed Solution:**

| S.No. | Parameter | Description |
|---|---|---|
| 1. | Problem Statement (Problem to be solved) | Design social media images and banners in Canva that match your website's branding for seamless integration.Create customized icons and illustrations in Canva to maintain a cohesive design throughout your site.Use Canva to experiment with color combinations and select a cohesive color palette that aligns with your brand.Test and finalize font choices for headings and text in Canva to achieve a visually appealing and readable design.Design informative and visually engaging infographics and data visualizations in Canva to simplify complex information for your audience.Design email templates in Canva that match your website's branding for email marketing campaigns.Create visually appealing PDFs, ebooks, or other printables in Canva for users to download. |
| 2. | Idea / Solution description | Create an interactive and visually captivating portfolio website in Canva to showcase your creative work, whether you're an artist, photographer, designer, or any professional looking to display your visual achievements. This website will serve as an attention-grabbing introduction to your work, providing a stunning first impression to visitors. |
| 3. | Novelty / Uniqueness | Create an engaging and visually stunning online resume or portfolio using Canva as the central design tool. This approach offers a unique way to present your professional background and achievements. The novelty lies in transforming a traditional resume into an interactive and multimedia-rich web experience. |
| 4. | Social Impact / Customer Satisfaction | Building a website using Canva, a popular graphic design and content creation tool, can have several social impacts, both positive and negative, depending on how it is used and the |

| | | context in which it is employed. Here are some ways a Canva-powered website can have a social impact are Accessibility and Inclusivity , Content Creation for Nonprofits,Nonprofit organizations with limited budgets can use Canva to create eye-catching websites and marketing materials, which can help them raise awareness and support for their causes more effectively. Educational Resources,Social Media and Digital Activism |
|---|---|---|
| 5. | Business Model (Revenue Model) | Monetizing a website built using Canva can be approached in several ways. Here are some revenue models you can consider when building a website with Canva are Monetizing a website built using Canva can be approached in several ways. Here are some revenue models you can consider when building a website with canva are Subscription-based Website Services,Affiliate Marketing,Ad Revenue,Sponsored Content,Online Courses and Workshops,E-commerce,Consulting and Services,Donations and Crowdfunding,Freemium Model,Events and Webinars |
| 6. | Scalability of the Solution | Canva has demonstrated a high degree of scalability in its solution, which has contributed to its widespread success and popularity. Canva's user base has grown exponentially since its inception. It has attracted millions of users worldwide, ranging from individuals to businesses of all sizes. The platform's scalability allows it to handle a large and diverse user base effectively. Canva is available to users in multiple languages, making it accessible to people around the world. Its internationalization efforts have played a crucial role in expanding its user base. |