

PROJECT DOCUMENTATION

IDEATION PHASE

Define the Problem Statements

DATE	4 November 2023
TEAM ID	NM2023TMID02611
PROJECT NAME	How TO Build a Website Using Canva

Project Statement:

Creating a website in Canva may not be the most conventional approach, as Canva is primarily a graphic design tool. However, you can use Canva to design various elements for your website, such as graphics, logos, banners, and more. Here are some problem statements for which you can use Canva to design elements for your website:

- 1. Design a visually appealing website banner:** Use Canva to create an eye-catching and engaging banner for your website's homepage that represents your brand or content.
- 2. Create a professional logo:** Design a unique and professional logo for your website using Canva's logo maker.
- 3. Design custom social media icons:** Customize social media icons that match your website's branding and design theme.
- 4. Create engaging infographics:** Use Canva to design informative and visually appealing infographics to include on your website to explain complex concepts or data.
- 5. Design unique buttons and call-to-action elements:** Create customized buttons and call-to-action elements that are in line with your website's design and branding.
- 6. Generate stylish typography for your website:** Use Canva to select and customize fonts that best suit your website's aesthetic.
- 7. Design custom illustrations and graphics:** Create unique graphics and illustrations to enhance the visual appeal of your website's content.
- 8. Generate templates for blog post featured images:** Design consistent and attractive templates for featured images for your blog posts or articles.
- 9. Customize social media sharing images:** Design images optimized for social media sharing to attract more traffic to your website.
- 10. Create printable materials for download:** If your website offers downloadable resources, use Canva to design visually appealing PDFs or other downloadable materials.
- 11. Develop custom email newsletter templates:** Use Canva to design email templates that match your website's branding for email marketing campaigns.

Remember that while Canva is an excellent tool for creating graphics and design elements, you would typically need a website builder or developer to implement these elements into your actual website. Canva can help you design the visual assets that can be integrated into your website's layout and content.