

NAAN MUDHALVAN PROJECT

DIGITAL MARKETING

BUILDING A WEBSITE USING CANVA

A REPORT

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INTRODUCTION

1.1 OVERVIEW:

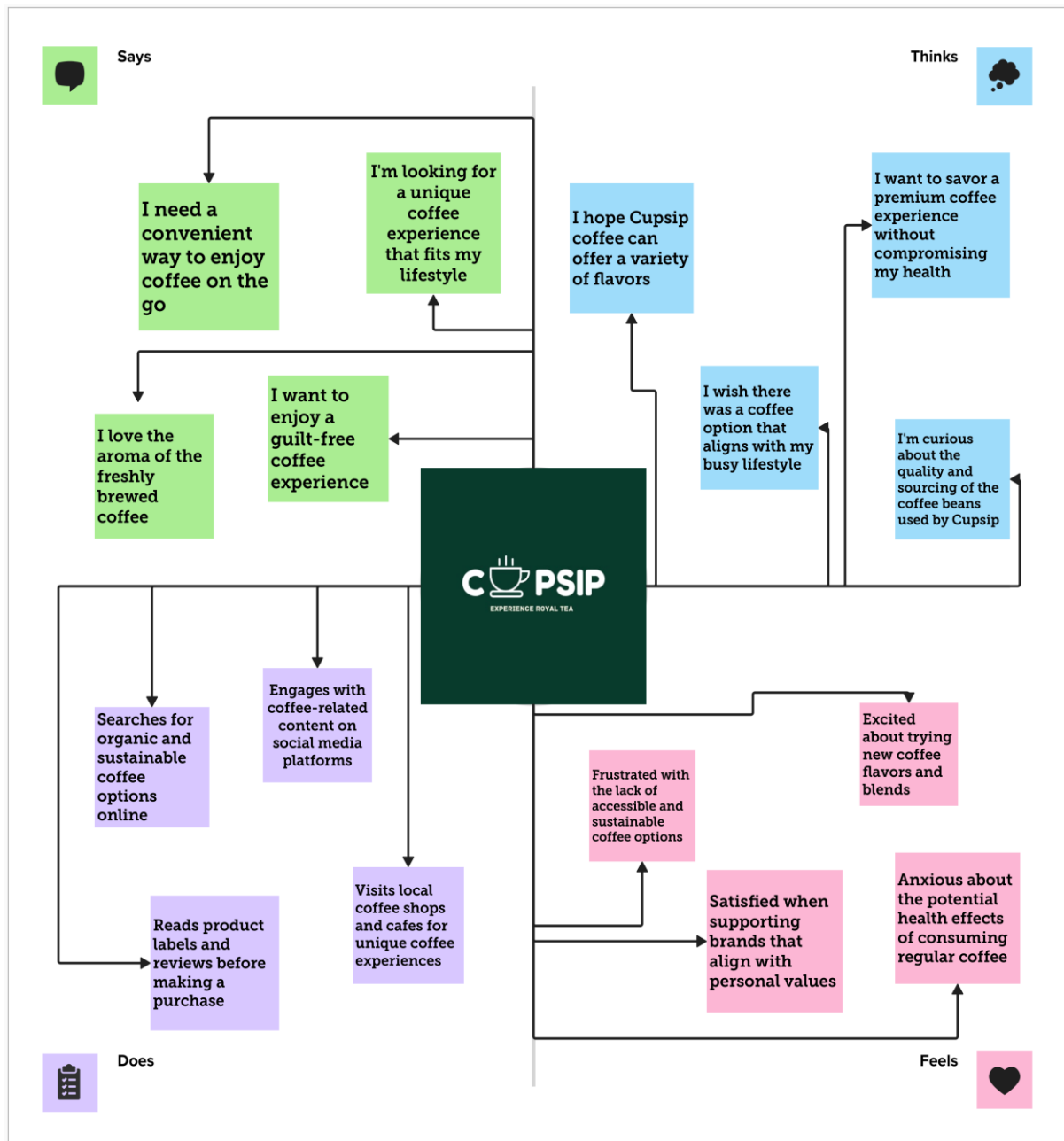
The project "Build A Website Using Canva" aims to leverage Canva's intuitive and user-friendly platform to create a visually appealing and functional website. Canva, known primarily for its design capabilities, offers a range of features that simplify the website development process for users without extensive coding knowledge. By utilizing Canva's tools and templates, the project seeks to streamline the website creation process and deliver a high-quality, customized web presence.

1.2 OBJECTIVE:

- To demonstrate how Canva's user-friendly interface can simplify the website development process, allowing users with minimal technical expertise to create a professional-looking website.
- To showcase Canva's design capabilities in creating visually appealing and engaging websites, incorporating high-quality graphics, images, and customizable templates to enhance the overall aesthetic appeal.
- To highlight Canva's seamless integration of content, including text, images, and multimedia elements, demonstrating its ability to streamline the process of adding and managing diverse content types on the website.
- To showcase Canva's extensive customization options, enabling users to personalize the website design, layout, and visual elements to reflect the unique branding and identity of the business or individual.
- To emphasize Canva's intuitive interface, enabling users to navigate the website development process seamlessly, without the need for extensive technical training or coding knowledge, thereby promoting accessibility for a broader user base.

PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:



2.2 BRAINSTORMING MAP:



WEBSITE DESIGN

3.1 WEBSITE DESIGN AND STRUCTURE:

The website's layout, design elements, and overall aesthetics were carefully curated to create a visually appealing and user-friendly online platform. Leveraging Canva's design capabilities The website featured a clean and intuitive layout that facilitated easy navigation and enhanced user experience. Canva's layout design tools allowed for the creation of a well-structured interface, guiding visitors seamlessly through various sections and content.

Canva's extensive library of high-quality graphics and visual elements played a pivotal role in enhancing the website's aesthetics. The integration of visually engaging images, illustrations, and infographics added depth and appeal to the overall design, capturing visitors' attention and encouraging them to explore the site further.

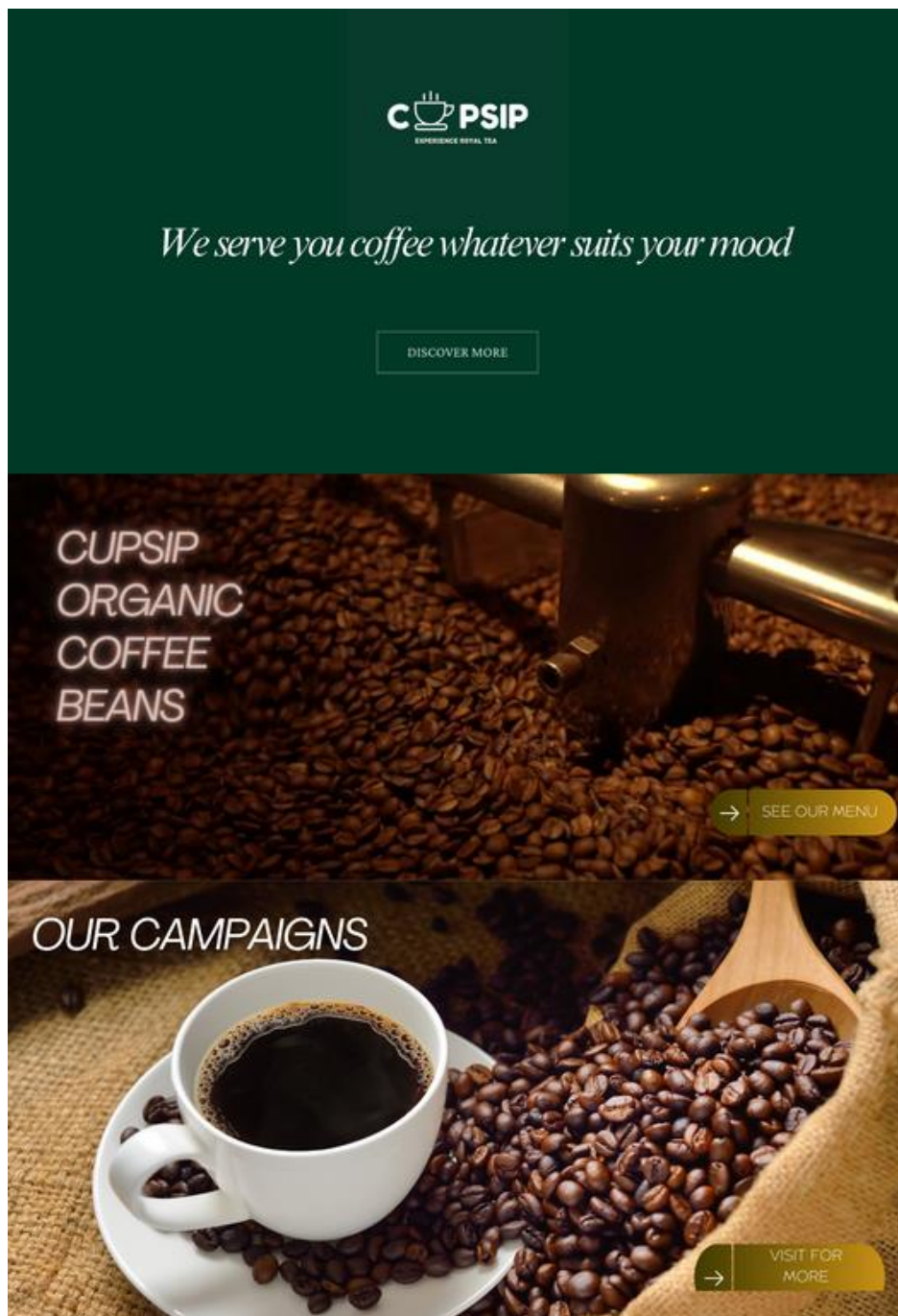
Canva's customization options enabled the incorporation of the brand's logo, color palette, and visual identity throughout the website. This ensured a consistent and cohesive branding experience, reinforcing the brand's image and fostering brand recognition among visitors.

The website's typography and font choices were carefully selected to complement the overall design and improve readability. Canva's font library provided a diverse range of font options, allowing the team to choose fonts that aligned with the brand's style and enhanced the website's visual appeal.

Canva's color palette tools facilitated the creation of a harmonious color scheme that resonated with the brand's identity and conveyed a sense of cohesiveness throughout the website. The strategic use of colors enhanced the overall aesthetics and contributed to a visually pleasing browsing experience for visitors

RESULT:

Based on the completion of the "Build A Website Using Canva" project, the final website demonstrated commendable performance and functionality. The website successfully incorporated a visually appealing design, with a user-friendly interface and seamless navigation





Hazelnut Flavoured Coffee Powder
500 gm
₹699



Filter Coffee Powder
500 gm
₹399



Cupsip Premium Blend powder
300 gm
₹799



Cupsip Gold
500 gm
₹759



Cupsip Turkish Coffee Powder
500 gm
₹595

CONCLUSION:

The project of building a website using Canva has yielded favorable outcomes and demonstrated the potential of this user-friendly design platform for website development. Canva's intuitive interface streamlined the development process, reducing both time and costs while enabling us to create a visually appealing and professional website. Key achievements include a clean and intuitive layout, harmonious branding consistency, and visually engaging design elements, all of which contribute to a cohesive and aesthetically pleasing online presence. The website's responsive design ensures accessibility across various devices, enhancing user satisfaction and broadening its reach.