

GRAPHICS DESIGN USING CANVA

1. INTRODUCTION

1.1.Overview

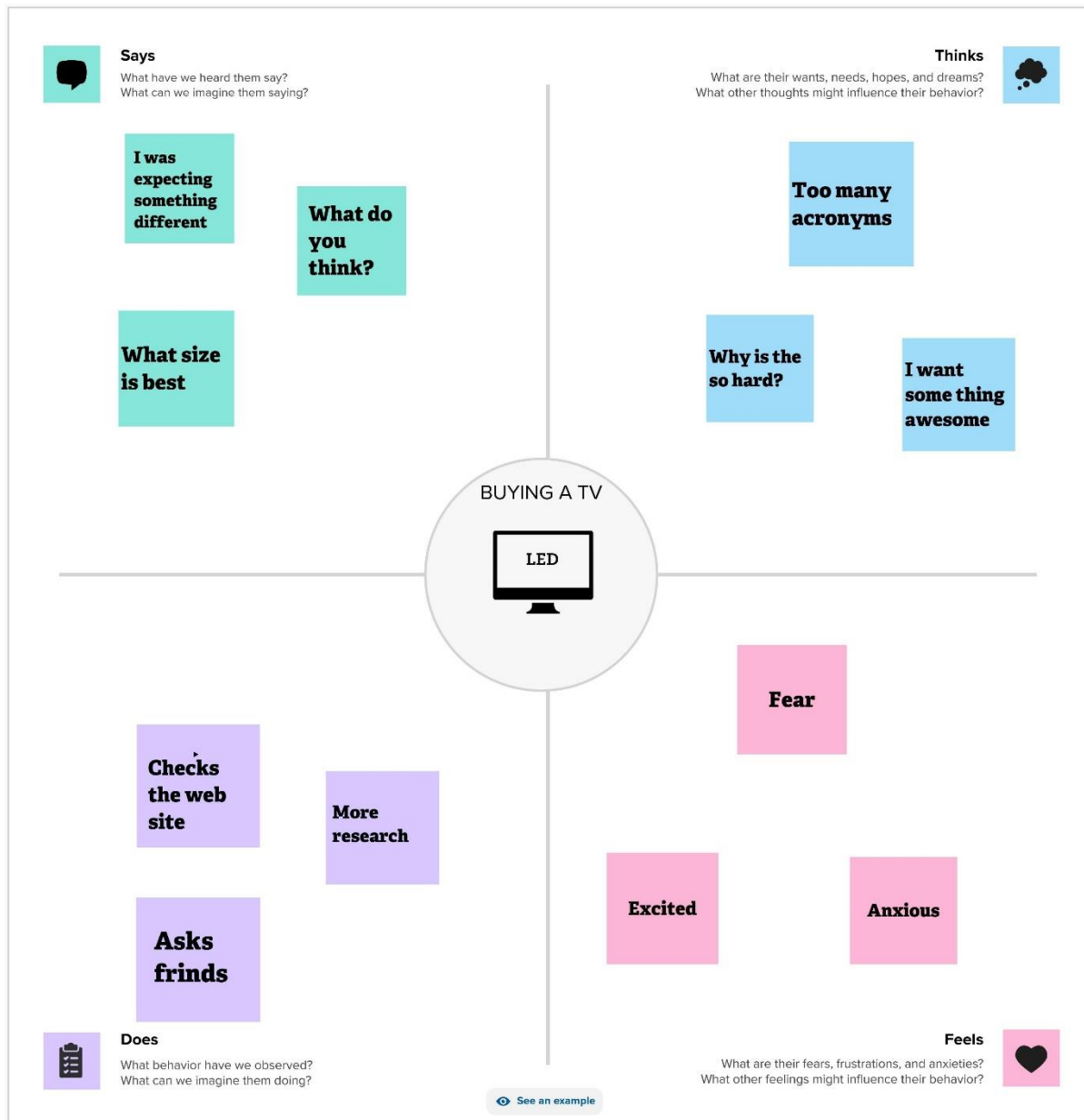
- The “Crafting Memorable Logos with Canva” project focuses on creating distinctive and impactful logos using Canva, a versatile graphic design tool. A well-designed logo serves as the visual cornerstone of a brand’s identity, representing its values, personality, and mission

1.2.Purpose

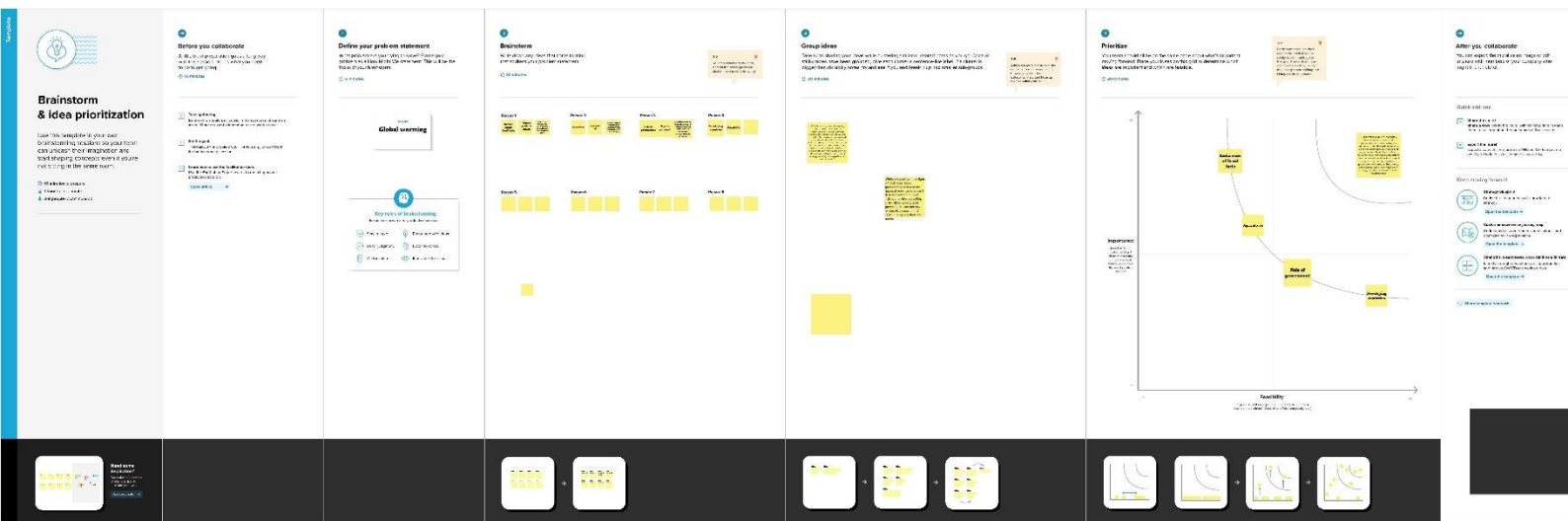
- A logo is a symbol or design used to identify a company or organization, as well as its products, services, employees, etc. In its simplest definition, a logo identifies. It’s how your company is recognized and remembered among others. It also functions as the face of your business

2. PROBLEM DEFINITION

2.1. Empathy Map



2.2. Brainstorming Map



3. RESULT



4. ADVANTAGES & DISADVANTAGES

Advantages

- More understanding of the Target Audience
- More Organized Information in easy to understand format
- Fast and Inexpensive
- Easy Customization

Common Understanding and same mindset of whole team members

Disadvantages

- .Thoughts quadrant: Here, the teams can analyze the thoughts and attitudes of their users. This includes what the user is thinking about the product or service, what their expectations are, and what their personal biases may be.
- In the Feelings quadrant, teams can focus on the emotions of their users. This includes understanding how their users are feeling about their experience with the product or service, as well as any frustrations or annoyances they may have.

- The Needs quadrant allows teams to analyze the needs of their users. This includes the user's goals, desires, and motivations.
- Finally, the Actions quadrant allows teams to analyze the behavior of their users. This includes understanding how users use the product or service, what interactions they are having with it, and what decisions they are making.

5. APPLICATIONS

A logo usage guideline is a document you write up for future reference that includes different versions of your logo design and how they are to be used.

6. CONCLUSION

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment.

Brainstorming is a problem-solving activity where students build on or develop higher order thinking skills. Encourages creative thought. Brainstorming encourages students to think creatively (out of the box), encouraging all students to share their ideas, no matter how far “out there” they may seem.