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1. INTRODUCTION

1.1 Project Overview

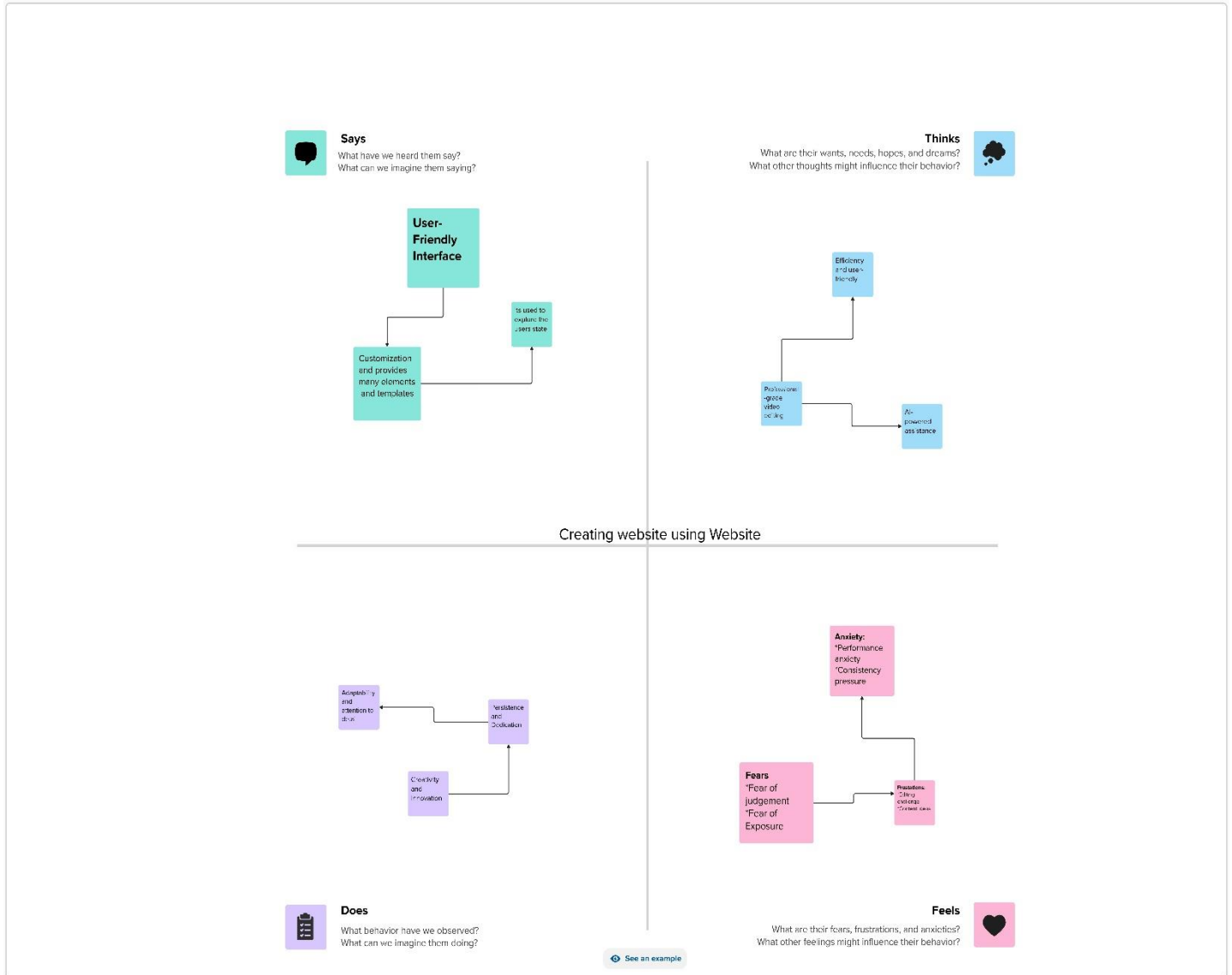
Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

1.2 Purpose

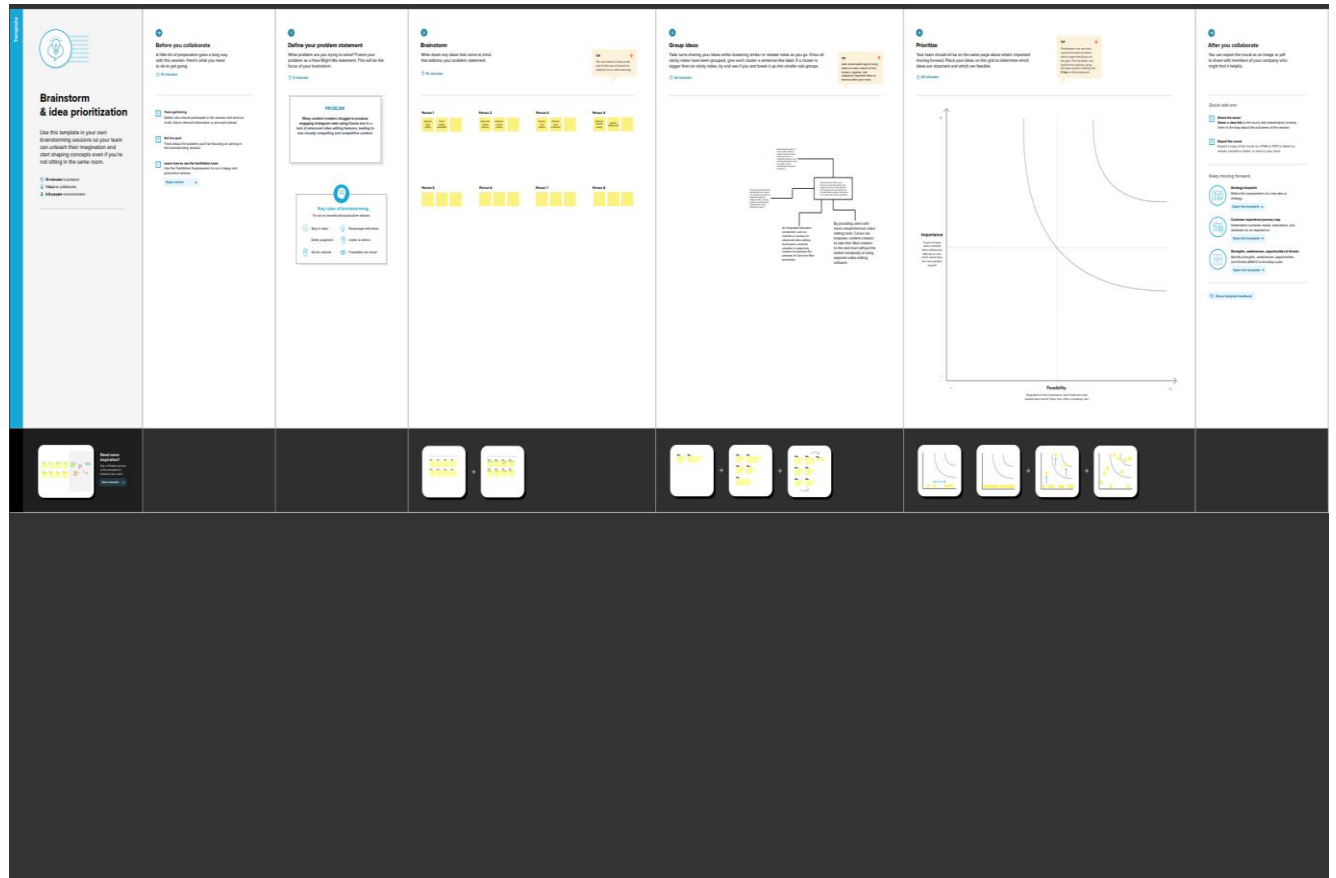
Building a website using Canva serves various purposes, including creating online portfolios for creative professionals, personal blogs, small business websites, event landing pages, educational resources, nonprofit or cause promotion, personal branding hubs, online resumes or CVs, small-scale e-commerce, promotional landing pages, photography portfolios, and more. Canva's user-friendly design tools and templates make it suitable for visually appealing, static websites with basic informational or promotional functions, but it may not be ideal for complex or highly interactive web projects that require advanced features.

2. IDEATION & PROPOSED SOLUTION

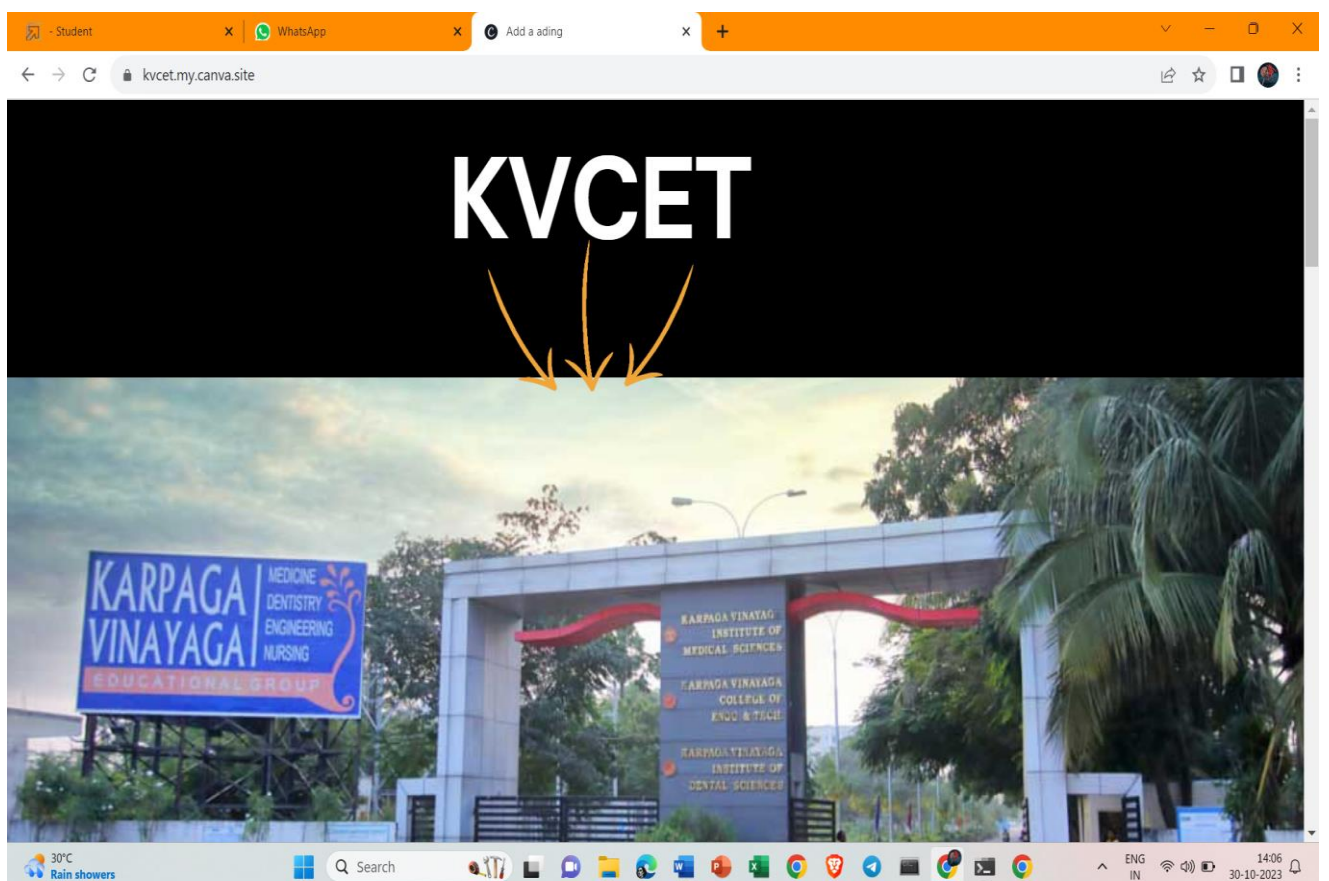
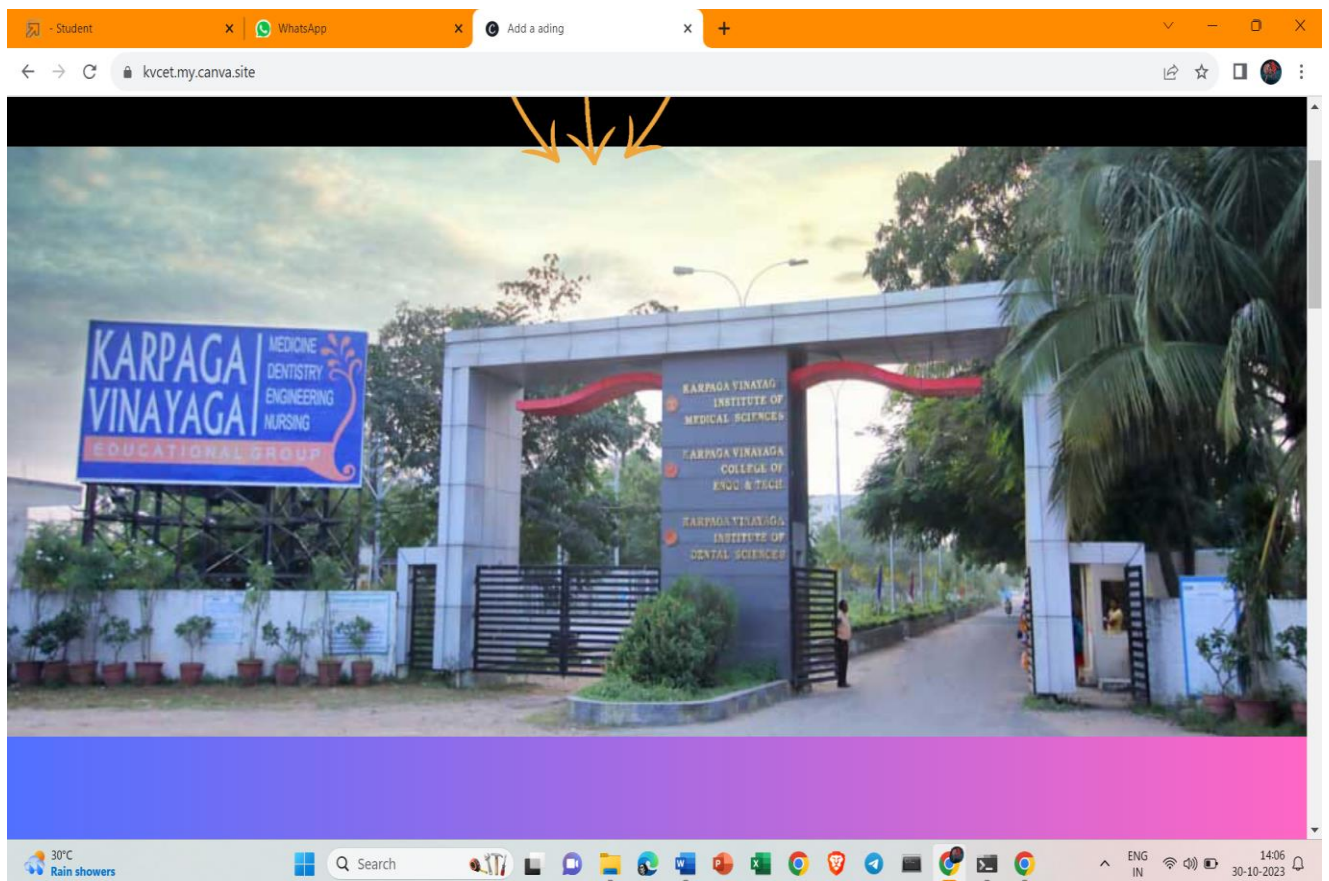
2.1 Empathy Map Canvas



2.2. Ideation & Brainstrom Map



3. RESULT:



4.ADVANTAGES & DISADVANTAGES :

ADVANTAGES :

User-Friendly Interface: Canva provides a simple and user-friendly interface that makes it easy for beginners and non-designers to create websites without a steep learning curve.

Templates: Canva offers a wide range of professionally designed templates for websites, allowing users to start with a visually appealing foundation and customize it to their liking.

Drag-and-Drop Functionality: Canva's drag-and-drop feature makes it easy to add elements, text, images, and other design components to your website. This can save time and simplify the design process.

No Coding Required: Canva is a no-code platform, which means you don't need to have coding skills to create a website. It's an excellent option for individuals who want to avoid the complexities of HTML, CSS, or JavaScript.

Collaboration: Canva allows for easy collaboration with team members or clients. Multiple people can work on a project simultaneously and provide feedback, making it a good option for teamwork.

Integration: Canva offers integration with various third-party tools and platforms, such as social media, email marketing, and e-commerce, which can streamline your online presence.

DISADVANTAGES :

Limited Customization: While Canva provides templates and design elements, the level of customization may be limited compared to fully custom-coded websites. You may not have complete control over the design and functionality.

Limited Features: Canva websites might lack advanced features and functionality that you would find in more robust website builders or CMS platforms. This can be a drawback for those with specific requirements.

Branding and Originality: Since Canva's templates are widely used, there's a risk of your website looking similar to others. Customizing a template extensively may be necessary to achieve a unique look and branding.

Domain Name: Canva offers free hosting with their domain (e.g., [yoursite.canva.com](#)). If you want a custom domain (e.g., [yoursite.com](#)), you'll need to purchase it separately and configure it, which might require some technical knowledge.

Limited SEO Control: Canva websites may not provide as much control over search engine optimization (SEO) as dedicated website platforms, which could affect your site's discoverability on search engines.

Subscription Costs: While Canva offers a free plan, to access more advanced features and remove branding, you may need to subscribe to a paid plan. Costs can add up over time.

5.APPLICATION:

Design Graphics and Images:Create custom images, icons, and illustrations for your website using Canva's design tools.

Logo Creation:Design a logo for your website or business using Canva's logo maker.Customize and export the logo in different formats suitable for web use.

Social Media Graphics:Create branded social media graphics to promote your website content on platforms like Facebook, Twitter, and Instagram.Ensure a consistent visual identity across your website and social media profiles.

Infographics:Design informative and visually appealing infographics to enhance your website's content.Use Canva's pre-made infographic templates or create your own from scratch.

Presentation Materials:Design presentation slides and materials to supplement your website's content or to use in online webinars and meetings.

Customized Web Elements:Customize buttons, call-to-action elements, and other visual components that you want to integrate into your website.

Wireframes and Prototypes:Use Canva to create wireframes or visual prototypes of your website's layout and design before development begins.

Branding and Style Guide: Create a branding and style guide in Canva to maintain a consistent look and feel throughout your website.

Print Materials: Design print materials like business cards, brochures, and flyers that can promote your website's services or products.

Email Marketing: Design email templates for email marketing campaigns that direct subscribers to your website.

6.CONCLUSION:

Creating a website using Canva can be a rewarding and efficient experience, especially for those looking to design a visually appealing and user-friendly site without extensive coding or design skills.

User-Friendly Design: Canva provides an intuitive and user-friendly platform for designing websites. Its drag-and-drop interface, vast library of templates, and customizable elements make it accessible for beginners and experienced designers alike.

Cost-Effective: Canva offers both free and paid options, making it a budget-friendly choice for website creation. The paid Pro version unlocks additional features and templates for those looking to elevate their website's design.

Quick Prototyping: Canva is an excellent tool for rapidly prototyping your website's layout and design. This can be particularly useful when you want to experiment with different ideas before settling on a final design.

No Coding Required: Canva simplifies the website creation process by eliminating the need for coding skills. You can design your site entirely using Canva's interface, reducing the technical barriers to entry.

Integration: Canva allows for easy integration with various web hosting platforms, streamlining the process of publishing your site. You can export your design and upload it to your chosen hosting service.

Collaboration: Canva facilitates collaboration with team members or clients through its sharing and commenting features, enabling real-time feedback and design adjustments.

Mobile Responsiveness: Ensure that your Canva-designed website is mobile-responsive, as an increasing number of users access websites via mobile devices. Canva provides tools for testing and optimizing your site for different screen sizes.

SEO Considerations: While Canva simplifies design, it may not address the SEO (Search Engine Optimization) aspects of your website. Be sure to optimize your site's content, meta tags, and other SEO factors separately.

Regular Updates: Canva continues to improve and expand its features. Stay updated with the latest enhancements to make the most of the platform's capabilities.

7.FUTURE SCOPE:

The future scope of creating a website using Canva looks promising, with a focus on user-friendly website creation, an expanding template library for diverse needs, potential integration with popular CMS platforms, responsive design features, the introduction of advanced design elements, enhanced collaborative tools, SEO optimization guidance, analytics integration for performance tracking, specialized e-commerce solutions, and improved education and support resources. Canva is likely to continue evolving to meet the demands of users seeking an accessible and visually appealing web design solution.

Github - <https://github.com/gnaneshkumar16/Digital-Marketing>

The screenshot shows a web browser with multiple tabs open: 'Student', 'WhatsApp', 'GitHub - gnaneshkumar16/Digital-Marketing', and 'Add a ading'. The active tab displays the GitHub repository page for 'gnaneshkumar16 / Digital-Marketing'. The repository is public and has 1 branch (main) and 0 tags. The commit history shows 3 commits, with the latest commit '5b1de84' made 2 days ago. The file list includes 'Add a ading (1).zip', 'Gnanesh assingment.pdf', 'Muthuselvan assingment.pdf', 'Rajesh assingment.pdf', 'Website Link', and 'sanjai assingment.pdf'. The right sidebar shows the repository's activity, including 0 stars, 1 watching, and 0 forks. The footer of the page displays the GitHub logo, copyright information, and various links like Terms, Privacy, Security, Status, Docs, Contact GitHub, Pricing, API, Training, Blog, and About. The system tray at the bottom shows the date and time as 14:39 on 30-10-2023, along with weather information (30°C, High winds soon) and network status.

Student x WhatsApp x GitHub - gnaneshkumar16/Digital-Marketing x Add a ading x

github.com/gnaneshkumar16/Digital-Marketing

gnaneshkumar16 / Digital-Marketing Public

Code Issues Pull requests Actions Projects Security Insights

main 1 branch 0 tags

Go to file Code

About

No description, website, or topics provided.

Activity

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30°C High winds soon

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