

INTRODUCTION;

Canva is a cloud-based graphic design tool used to create on-brand marketing content, sales presentations, training videos and more by companies of all sizes. This solution includes features such as drag-and-drop design and photo editing with access to custom fonts, frames, shapes, grids, and icons.

1.1 OVERVIEW

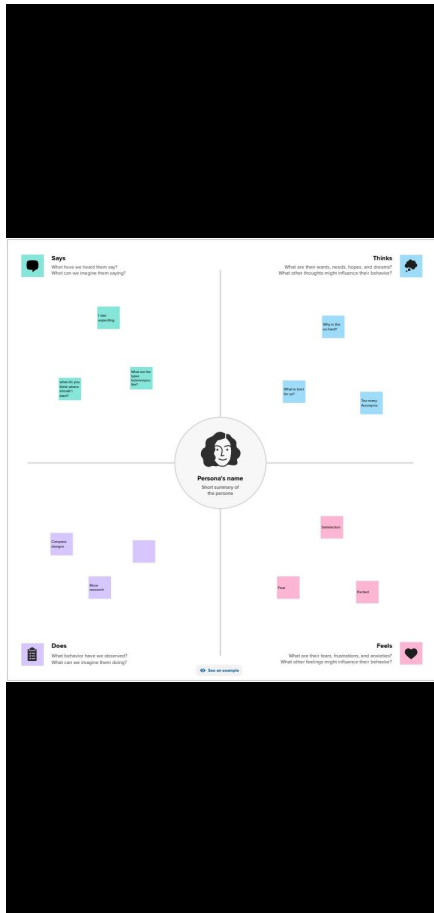
After uploading your logo to Canva, you can store it in your Brand Kit (Pro) along with your brand colors and fonts. You can now easily apply them onto the branded designs that you will create on Canva, like social media content, business cards, flyers, posters, and many others.

1.2 PURPOSE

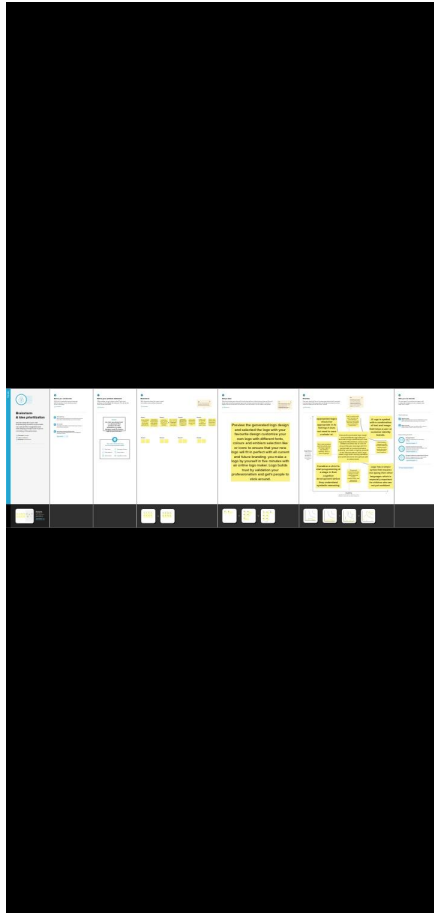
Canva is an online design tool that offers users the opportunity to create professional-looking posters, slideshows, images, event flyers, resumes, cards, certificates, infographics, and other media. The tool allows students to design visuals to showcase their knowledge in unique ways.

PROBLEM DEFINITION & THINKING

2.1 EMPATHY MAP;



2.2 BRAINSTORMING;



RESULT;



ADVANCE & DISADVANTAGES

1. Anyone can be a designer using Canva:

No alt text provided for this image

You don't need to be a skilled designer to start or know anything about design. And it's because:

2. Canva is very simple to use and user friendly:

From layout of the platform to guided templates, basically a drag and drop design platform.

3. Canva provides templates of the correct sizing for other online platforms:

You can choose from a variety of templates inclusive, but not limited to Facebook banners, LinkedIn banners, YouTube thumbnails, Instagram stories, slide decks, and more.

4. It is budget friendly:

You can use the limited free option, or the Pro option at \$12,99 dollars per month (price according to date 21 September 2020). In comparison to designer rates starting from \$25 per hour, Canva is a great affordable alternative.

5. The site offers a variety of templates:

Canva can guide you with a variety of templates.

CONCLUSION

Canva is an excellent design app and arguably one of the most useful tools a small business can have in its arsenal. It lets you create an astonishingly large range of assets — including adverts, infographics, videos and even websites — easily, cheaply and quickly.