

PROJECT REPORT

1. INTRODUCTION

1.1 overview

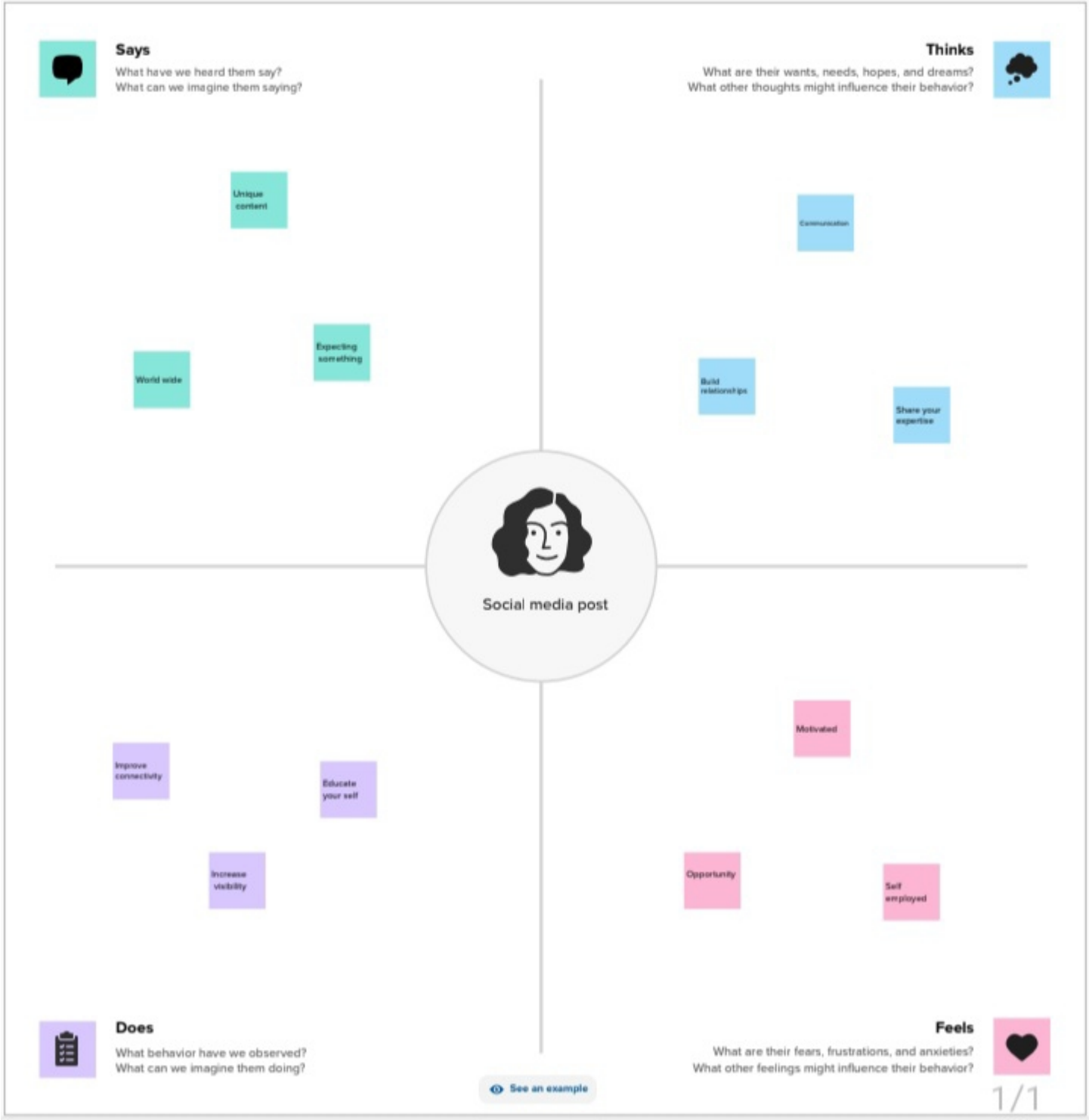
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials.

1.2 Purpose

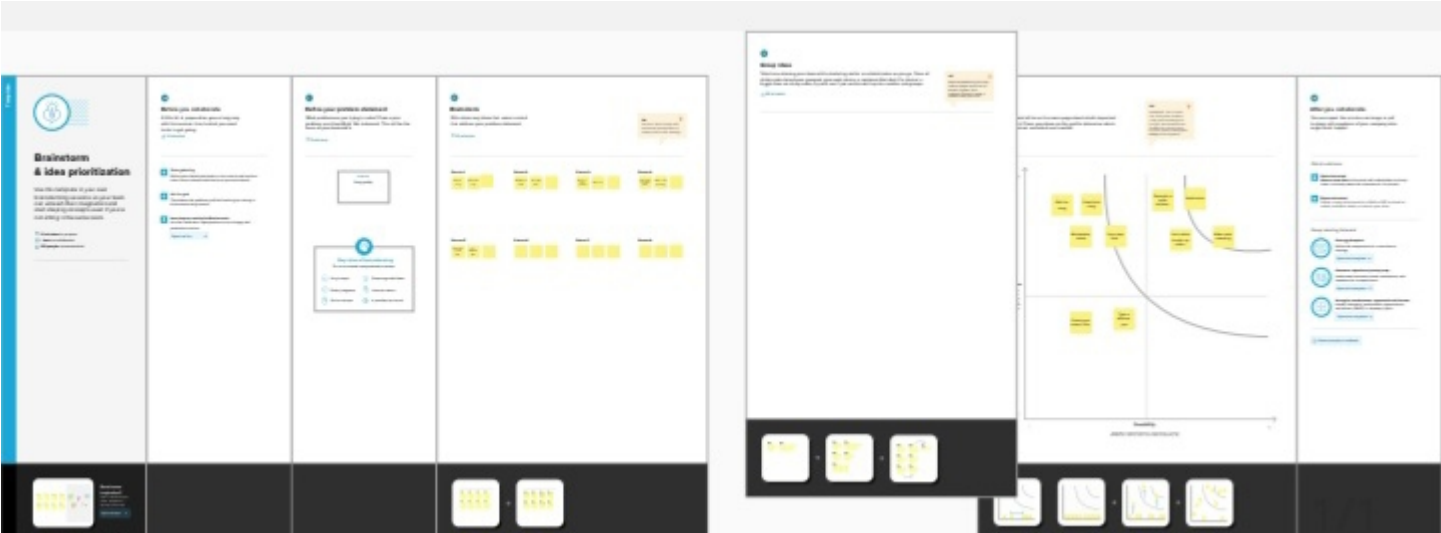
Social media posts are an important part of any social media marketing strategy. They allow businesses to build a community around their brand and establish a meaningful presence in the online space.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



3. RESULT



4. ADVANTAGES & DISADVANTAGES

Advantages:

- 1.useful for education purposes.
- 2.build your brand.
- 3.reach a large audience.

Disadvantages:

- 1.fake news
- 2.No privacy
- 3.fear of missing out

5. APPLICATION

Canva is so user friendly. The drag-and-drop editor makes it easy to switch and change things in an instant. It's intuitive, fast, and doesn't overwhelm users with features which is exactly what's needed from a tool like this.

6. CONCLUSION

canva was very easy to work with. The filters was very nice. canva was very nice app for post on social media.