

DATE	30-10-2023
TEAM ID	E3328C4A9F9932982ED4AE1B0EF42E2F
PROJECT TITLE	BUILDING A WEBSITE USING CANVA

PROJECT REPORT

1.OVERVIEW

1.1 INTRODUCTION

Creating a professional introduction for your website using Canva is a great way to captivate your audience. Start by selecting a clean and visually appealing template that aligns with your brand. Craft a concise yet compelling message that highlights your website's purpose and what sets it apart. Incorporate your brand colors, logo, and any relevant images to establish a cohesive look. Don't forget to use high-quality typography and layout to enhance readability. With Canva's user-friendly tools, you can create an impressive introduction that leaves a lasting impression on your visitors.

1.2 PURPOSE

Websites can use Canva for various purposes, including:

Graphic Design: Canva provides tools to create visually appealing graphics, such as banners, logos, and social media images for websites.

Infographics: Websites can use Canva to design informative and engaging infographics to present data or concepts.

Marketing Materials: Canva helps create marketing materials like flyers, posters, and brochures to promote the website's products or services.

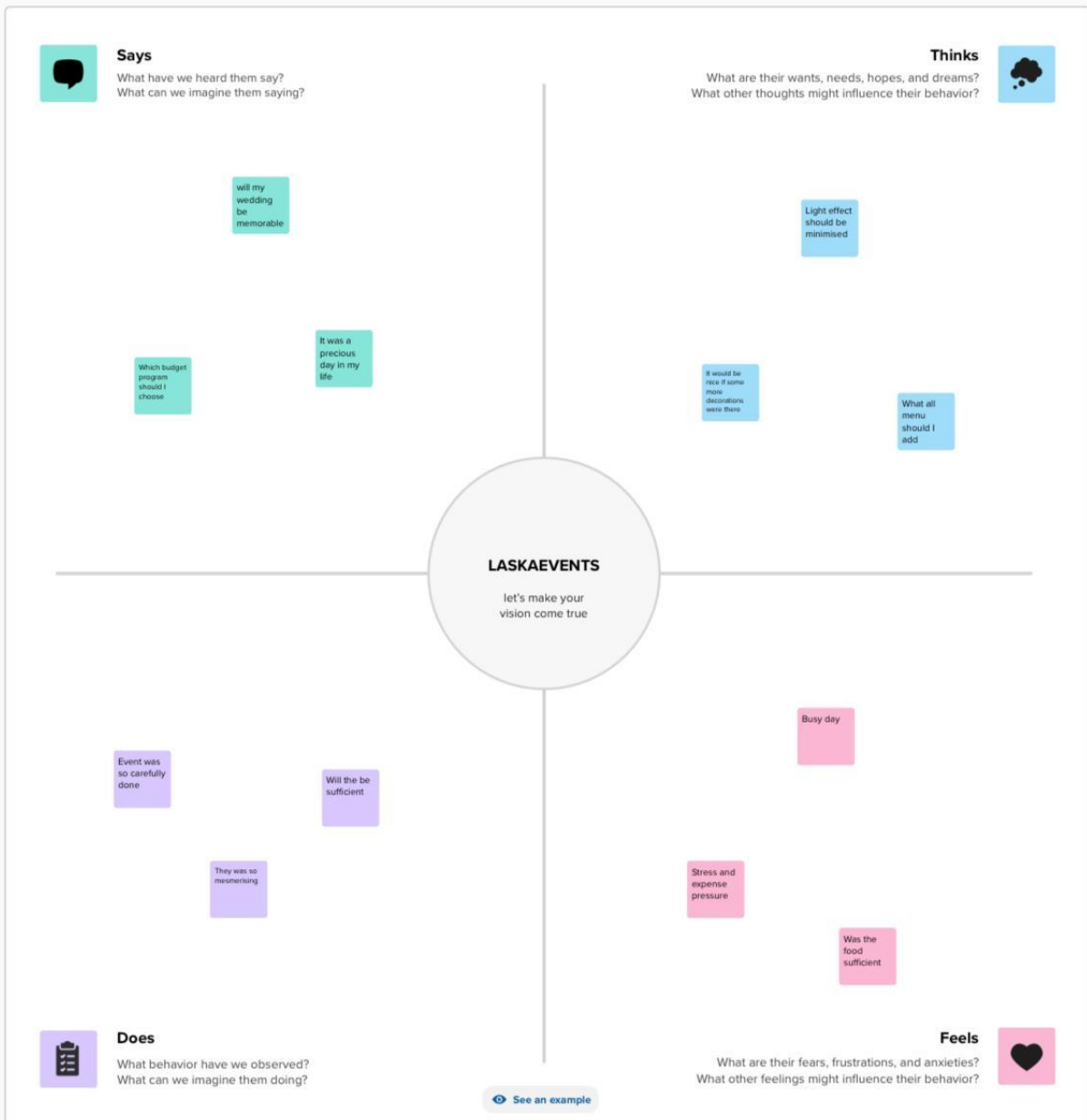
Social Media Content: Websites can generate content for social media platforms using Canva, enhancing their online presence.

Web Graphics: Canva can be used to design web elements like buttons, icons, and illustrations to improve the website's aesthetics and user experience.

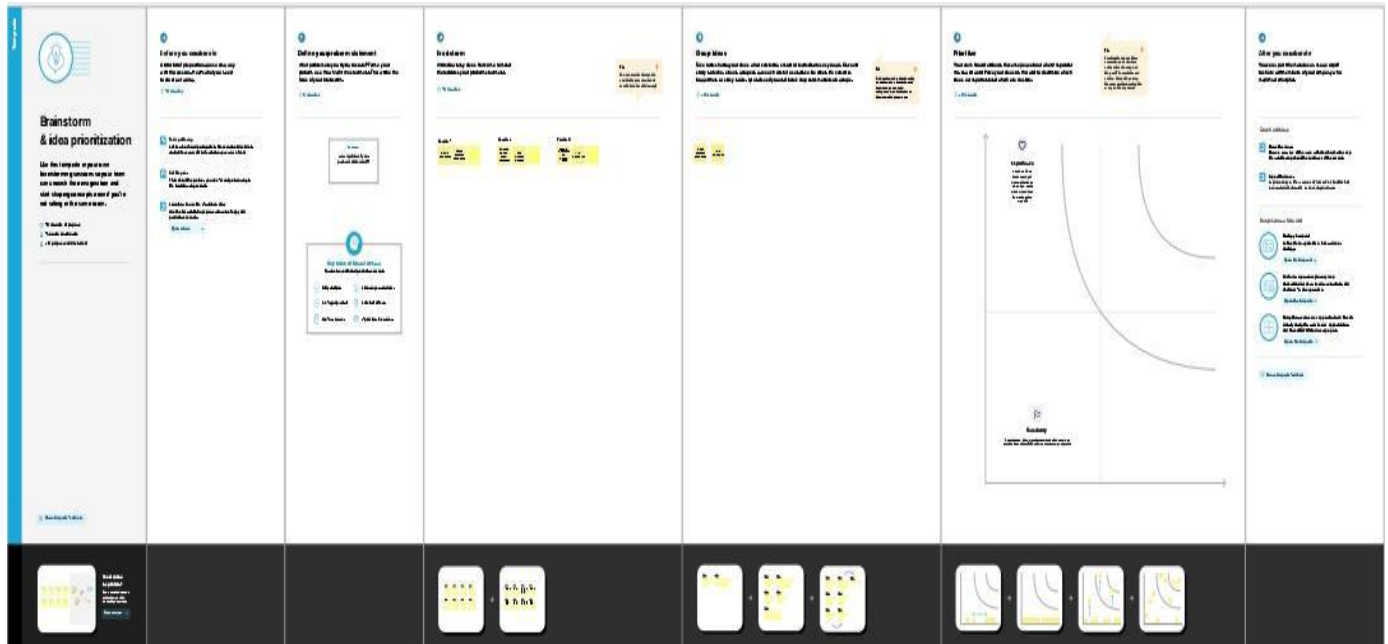
Presentations: Canva offers templates for creating web-based presentations that can be embedded on a website.

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

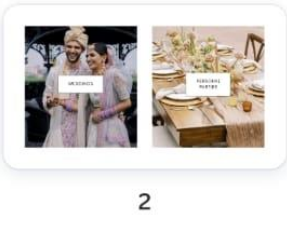


2.2 BRAINSTORMING AND IDEATION PHASE



3.RESULT

We had created website to promote digital marketing using canva with dimensions typically 1280px and 1920p pixels designated for google website. We have created website using canva templates, background options, text styles and graphics. We have also uploaded images. Elements have customized by adjusting their size, position and style. Arranged layers according to our linking.



We have edited using the combination of multiple templates along with the accurate transition effects of texts with background image and effects.

Here is the link to our website:

<https://irfan1234.my.canva.site/laskaevents>

Another link with the access

<https://drive.google.com/drive/folders/1CD3tbX9WYhEeVSZshTK4aIJlprqWfGtd>

4.ADVANTAGES AND DISADVANTAGES :

Advantages:

1. ***Ease of Use:*** Canva is known for its user-friendly interface, making it accessible to individuals with varying levels of technical expertise. This can be especially advantageous for professionals who aren't web development experts.

2. ***Templates:*** Canva offers a wide range of professionally designed website templates, saving time and effort in creating a visually appealing site. This is

beneficial for professionals who want a polished look without the need for a graphic designer.

3. ***Cost-Effective:*** Canva offers both free and paid plans, making it cost-effective for small businesses and professionals. The paid plans provide even more features and customization options.

4. ***Drag-and-Drop Functionality:*** Canva's drag-and-drop tools simplify the process of adding elements to your website, allowing you to customize your site easily.

5. ***Integration:*** Canva can integrate with other tools, such as Google Drive and various social media platforms, which can be useful for professionals looking to create a cohesive online presence.

Disadvantages:

1. ***Limited Customization:*** While Canva is user-friendly, it can be restrictive in terms of advanced customization. Professionals looking for highly unique

or complex website designs might find its capabilities limiting.

2. ***Scalability:** Canva may not be suitable for large-scale or highly complex websites. It's better suited for simple and small to medium-sized projects.

3. ***Branding Challenges:** Canva's templates are not always easily customizable to match your brand identity perfectly. You might need to compromise on branding consistency.

4. ***Ownership and Control:** When you use Canva for website design, you may have limited control over hosting and ownership. This could be a concern for some professionals who want full control of their website.

5. ***Performance:** The performance and loading speed of websites built on Canva may not be as optimized as those built using more advanced web development tools. This can impact the user experience.

In summary, Canva is a valuable tool for professionals who need a simple, cost-effective, and visually appealing website. However, it may not be the best choice for those with advanced design and customization requirements or large-scale projects. It's important to weigh the advantages and disadvantages based on your specific needs and goals.

5.APPLICATIONS

The best apps for creating and editing website were:

- Canva
- Wordpress
- Wix
- Squarespace
- Web flow
- GITHub pages
- Etc.....

6.CONCLUSION :

The ability to edit website in a new, innovative and extremely user-friendly way has gifted millions of google users a new skill and creative outlet for producing content in ways they were unable to before. several benefits for users.

Ultimately, the best app for website creation and editing will be the one that aligns with your project's complexity, your level of expertise, and your desired features. Take the time to evaluate your specific needs and goals to choose the most suitable tool for your website development journey.

7.FUTURE SCOPE:

The future of website creation and editing tools will be shaped by these and other emerging trends. As technology advances and user demands change, these tools will continue to evolve, making it increasingly accessible for individuals and businesses to create and manage their online presence effectively.