



Project Report

1 INTRODUCTION

1.1 Overview

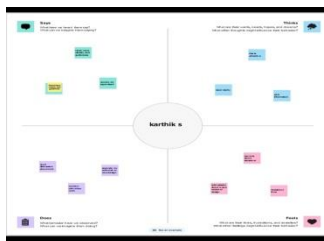
Youtube thumbnail serve to represent a given organization or company through a visual image that can be easily understood and recognized often created by a graphic artist in consultation with a company and marketing experts.

1.2 Purpose

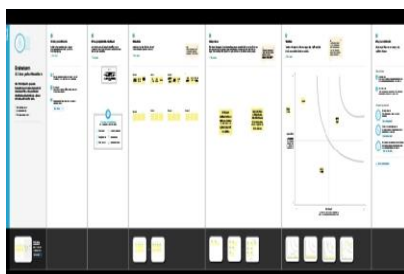
A point of identification; they're the symbol that customers use to recognize your brand.

2 Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



2 RESULT



3 ADVANTAGES & DISADVANTAGES

1. *It Makes a Strong First Impression*

2. This is because a different set of customers may not react well to your **logo** simply ignore it.

4 APPLICATIONS

Such a symbol may not be able to evoke any meaningful response from the viewers as it has lost its novelty value.

5 CONCLUSION

This is very useful to me. I learned about canva. This is useful to my future self employment.