

Create A Youtube Thumbnail With Canva

1. Introduction

1.1. Overview

Canva is an excellent tool for creating successful YouTube thumbnails. Canva helps me create beautiful marketing materials without the need to pay a graphic designer, we use it to create anything from YouTube thumbnails, social media posts.

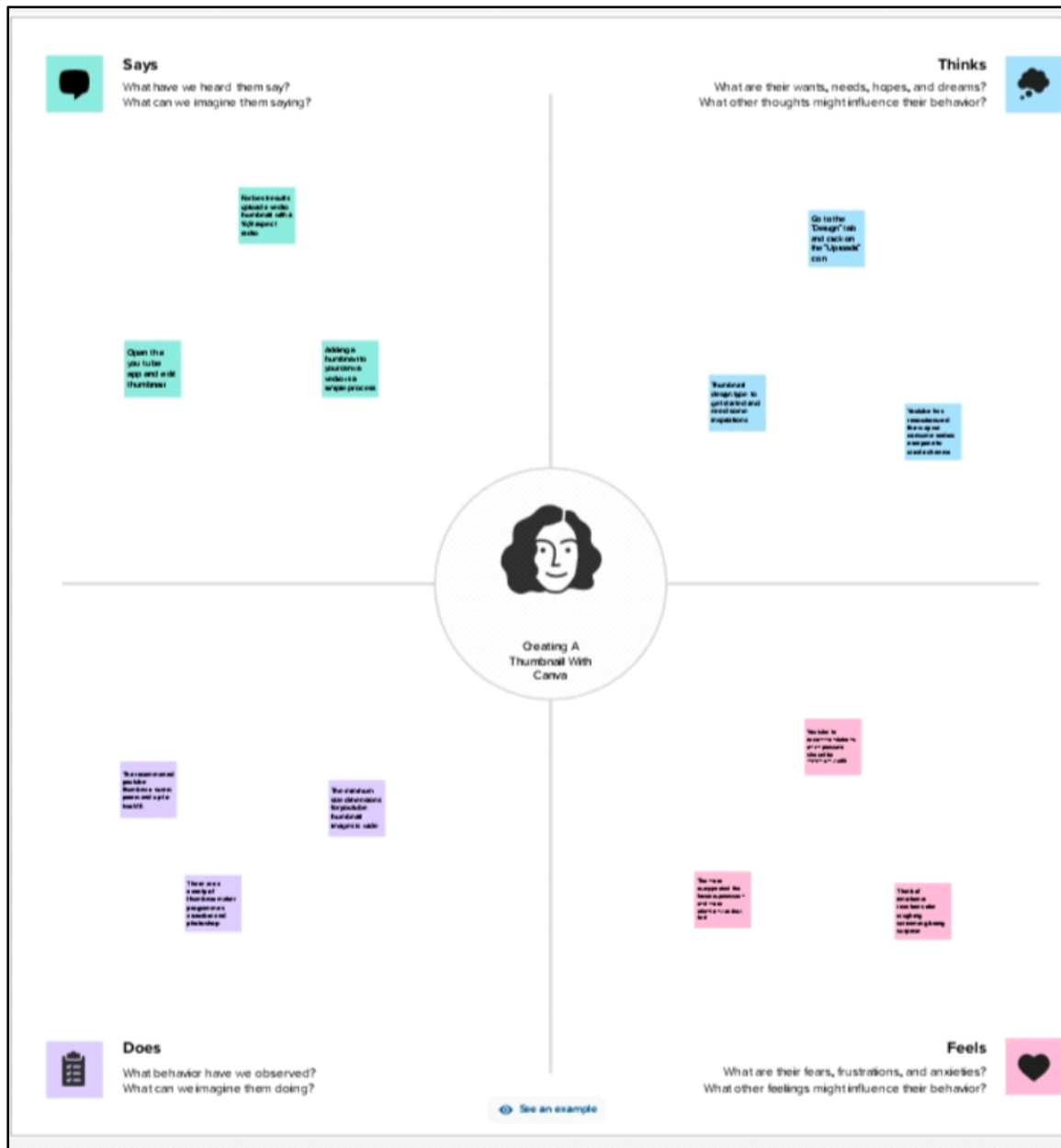
1.2. Purpose

A thumbnail is a small image representation of a larger image, usually intended to make it easier and faster to look at or manage a group of larger images. A video thumbnail is a still image that acts as the preview image for your video. Its job is to entice potential viewers to want to see more.

2. Problem definition and design thinking

2.1. Empathy map





2.2. Ideation & Brainstorming map



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3. Result



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4. Advantages & disadvantages

4.1. Advantages



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-Youtube thumbnails play a crucial role in attracting viewers to your videos. Here are some benefits of using custom and appealing thumbnails on you tube.

-They give potential viewers the first impression of your video.

-A thumbnail isn't just an image; it's an opportunity to convey information about the video's content.

4.2. Disadvantages

-Violent imagery that intends to shock or disgust, graphic or disturbing imagery with blood or gore.

-A thumbnail that misleads viewers to think they are about to view something that's not in the video.

-That is not the case! changing you tube thumbnails does not affect algorithm, it changes viewer behaviour.

5. Applications

Instagram, facebook, twitter, whatsapp, posting on such websites can be taken as a poster and notice whenever necessary.

6. Conclusion

You tube thumbnails design is a crucial aspect of video promotion on the platform and should not be overlooked. A well-designed and informative thumbnails can greatly increase the chances of a video being noticed and shared, leading to more views, likes, and comments.

7. Future scope

Additionally, there's a recent trend of you tube creators making videos about chat GPT, an AI language model developed by open AI.





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