

# **PROJECT REPORT TEMPLATE**

## **1 INTRODUCTION**

### **1.1 Overview**

#### **Create a social media post**

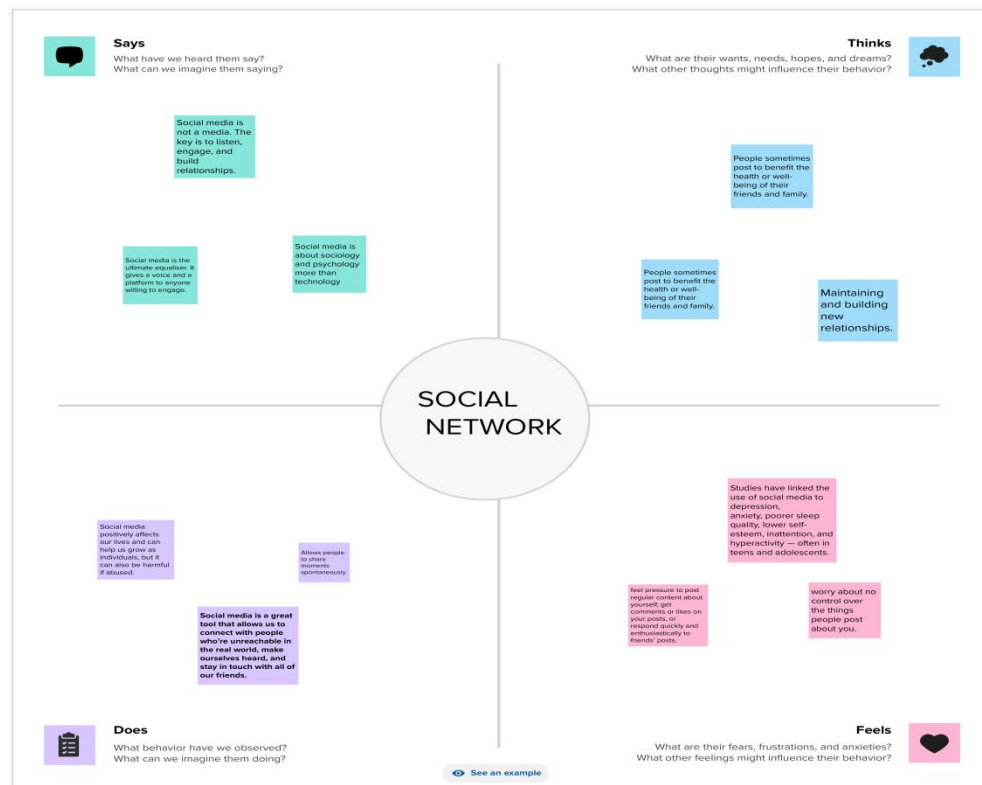
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly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

### **1.2 Purpose**

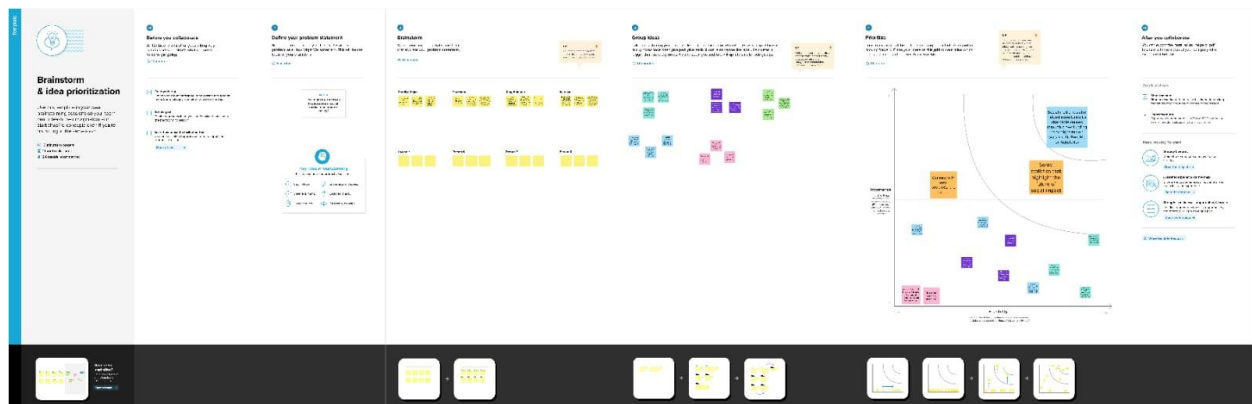
- Create engagement with the company's followers
- Introduce the brand's products and services
- Add value through educating people, explaining past experiences and sharing stories
- Create brand awareness by telling people why you started your business and why you're different
- Share knowledge

## **2 Problem Definition and Thinking**

### **2.1 Empathy map**



## 2.2 Ideation & Brainstorming map



## 3. RESULT

### SOCIAL MEDIA POST



#### 4. ADVANTAGES & DISADVANTAGES

##### Advantages

- Save time and money by using Canva's free and easy-to-use graphic design tool, instead of hiring a professional designer or buying expensive software.

- Access thousands of templates and resources for various social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and more. Customize them to fit brand identity and message.
- Create stunning and engaging videos, animations, stories, reels, and posts with Canva's advanced design features and tools. Add text, photos, stickers, filters, audio, and special effects to your designs.
- Plan, schedule, publish, and track your social media content all in one place with Canva's Content Planner. See how posts perform with social media analytics and insights.
- Collaborate with team members or clients on social media designs. Share designs, get feedback, and edit them in real-time.

### **Disadvantages.**

- Limited export settings: Canva allows users to export their designs in various formats, including JPG, PNG, and PDF. However, the platform's export settings can be somewhat limited. For instance, users may not have the ability to control the resolution of their exported images or to export images with a transparent background without a premium subscription<sup>1</sup>. Additionally, Canva does not support exporting files in certain formats used by other design tools, such as PSD for Adobe Photoshop or AI for Adobe Illustrator.
- Limited compatibility with other design tools: While Canva is a standalone design tool, many graphic designers use multiple tools in their workflow. In this context, Canva's compatibility with other design tools can be limited. For example, designs created in Canva cannot be directly opened or edited in Adobe Photoshop or Illustrator. This can be a significant disadvantage for designers who need to collaborate with others using different tools, or who want to further refine their Canva designs using more advanced software.

- Limited mobile app functionality: Canva offers mobile apps for both Android and iOS, allowing users to create designs on the go. However, the functionality of these apps can be limited compared to the web browser version of Canva. Some features may be more difficult to use on a smaller screen, and certain features may not be available at all. This can be a disadvantage for users who need to do a lot of work on their mobile devices.
- Limited access to premium features: While Canva offers a free version, many of its more advanced features require a premium subscription. These features include access to a wider range of templates, the ability to upload custom fonts, and the option to export images with a transparent background. This can be a disadvantage for small business owners and other users who need these features but may not have the budget for a premium subscription.
- Limited creativity: While Canva is a popular platform for creating graphics and visuals, it may not be the best tool for everyone. One of the main disadvantages of Canva is that it can limit creativity. The platform operates on a drag-and-drop basis, which makes it easy to use but can also restrict the level of customization and originality in the designs. Users may end up using similar templates or elements as others, resulting in less unique or distinctive social media posts.

These are some of the disadvantages of using Canva for creating social media posts. Of course, there are also many advantages of using Canva, such as its ease of use, affordability, and variety of content.

## 5. **APPLICATION**

- Download the Canva app from the Google Play Store<sup>1</sup> or the Canva website<sup>2</sup> and install it on your device.
- Open the app and sign up for a free account or log in with your existing account.
- Choose a template from the thousands of free, ready-to-use templates available for different social media platforms, or start from scratch with a blank canvas.

- Customize your design by adding photos, videos, text, stickers, icons, filters, fonts, colors and more. You can also use the Magic Studio feature to access the power of AI and create amazing effects with one tap.
- Save and share your design via any social media app, email or text. You can also download your design as an image or video file.

## **6. CONCLUSION**

The excessive use of social media and the internet has negative impacts on the lives of people. The use of social media has also caused problems with addiction , negative impacts on family, as well as deterioration family relations ,physical and mental health.