# PROJECT REPORT TEMPLATE



#### 1 INTRODUCTION

### 1.1 Overview

### **Create A Social Media Post**

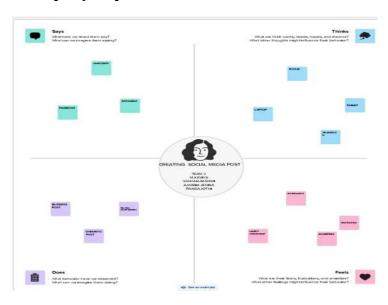
The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social media platforms are powerful tools for reaching a large audience, and utilizing a user-friendly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

## 1.2 Purpose

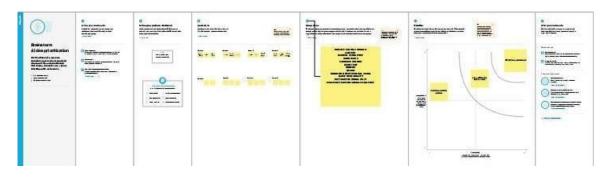
- ➤ Connectivity. Connectivity is among the most significant benefits of social media.
- Education. The use of social media in education is commendable.
- > Information and Updates.
- > Awareness.
- > Share Anything With Others.
- Helps in Building Communities.
- Noble Cause.
- Mental Health.

# 2 Problem Definition & Design Thinking

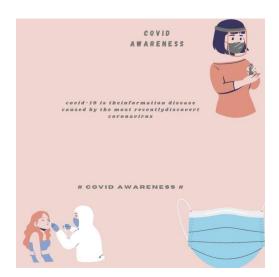
## 2.1 Empathy Map



# 2.2 Ideation & Brainstorming Map



#### 3 RESULT



#### Create A Social Media Post

#### 4 ADVANTAGES & DISADVANTAGES

### **Advantages**

- ✓ Brand Hub. Brand Hub equips marketing and creative teams with tools to maintain a consistent visual identity and design within their brand vision.
- ✓ Draw tool. This new feature is perfect for anyone who likes to sketch their ideas into mind maps, doodles, and flowcharts.
- ✓ Video animations.
- ✓ Magic Edit.

## Layers.

# Disadvandage

- ✓ Overuse of designs.
- ✓ Desktop is superior.
- ✓ Limited export settings.
- ✓ No local file storage.
- ✓ Canva controls everything.

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## 5 APPLICATIONS

- ✓ We are login canva
- ✓ Search in templete
- ✓ We are choose social media post templete
- ✓ We are added a upload sun image
- ✓ Added text box and enter text changed colors
- ✓ We downloaded our image

### 6 CONCLUSION

In conclusion, social media has plenty of good uses as it allows stories or events that began locally to gain a global or worldwide attention. This allows to become an amazing platform to make the world connect and spread information faster than ever in the history of mankind.