



# Project Report

## 1 INTRODUCTION

### 1.1 Overview

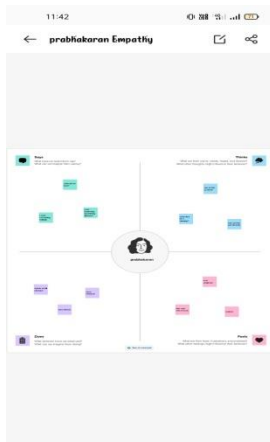
Book cover serve to represent a given organization or company through a visual image that can be easily understood and recognized book covers are often created by a graphic artist in consultation with a company and marketing experts.

### 1.2 Purpose

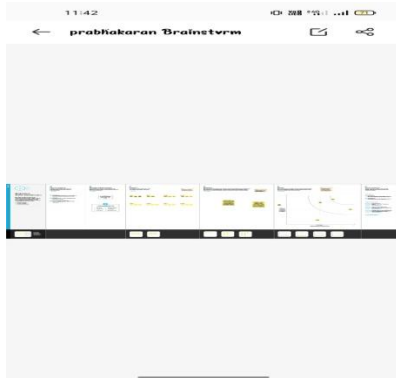
**Book covers are a point of identification; they're the symbol that customers use to recognize your brand.**

## 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 **book cover** 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.

