

Graphic Design with Canva

1. Introduction:

Canva is an online graphic design platform that is used to create social media graphics and presentation

1.1 Project description:

Canva's free online proposal create craft of AARA Industries advertisement project.

1.2 Purpose:

To create professional-looking posters, resumes, cards, certificates, infographics & other media. It is used for publicity.

2. Project definition and design thinking:

2.1 Empathy Map:



2.2 Brainstorming:



3. Result:



4. Advantages & Disadvantages:

Advantages - Canva is very simple to use and user friendly - From layout of the platform to guided templates, basically a drag and drop design platform.

Disadvantages - You are unable to move one design to another design - You are unable to move a design element from one design to another design. If you want to match style, you would have to do so manually.

5. Application:

Allows businesses to easily create designs that are consistent with their branding.

6. Conclusion:

Canva is an excellent design app and arguably one of the most useful tools a small business can have in its arsenal.