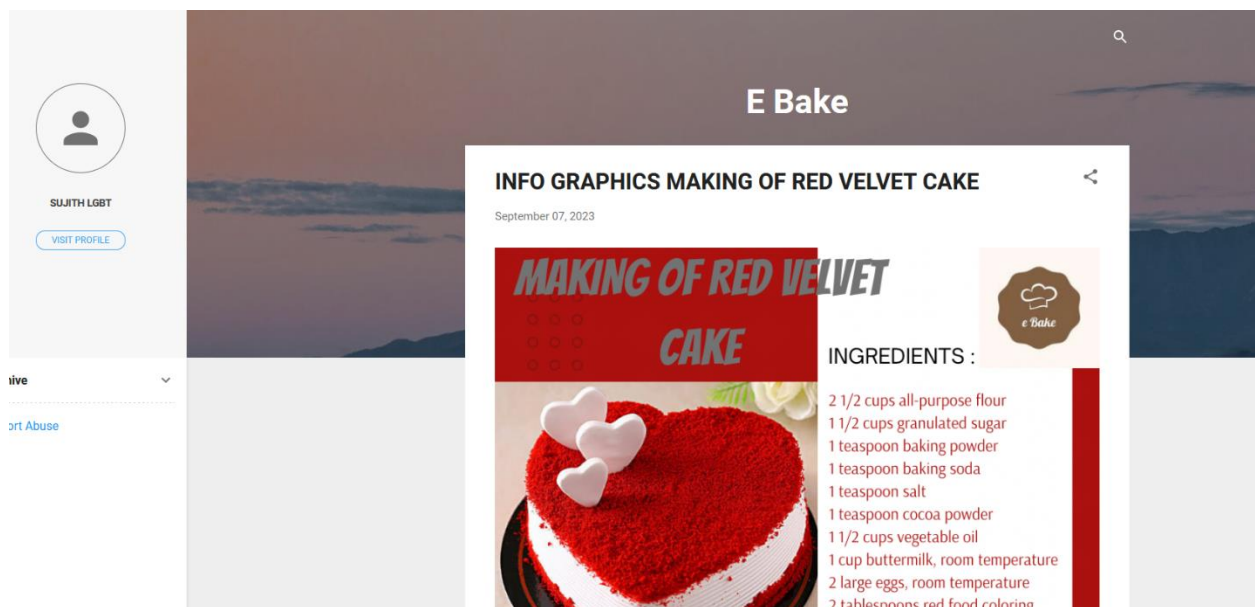


NAME: MATHESH D
REGISTER NUMBER: 962220106049
ROLL NUMBER: 232011
CATEGORY: DIGITAL MARKETING

ASSIGNMENT-1

1. **CREATE A BLOG OR WEBSITE USING BLOGSPOT. CUSTOMIZE THE THEME DESIGN AND POST NEW ARTICLE WITH 500 WORDS.**



BLOGSPOT LINK –

<https://rahullgbt.blogspot.com/2023/09/newsletter-cake-trends-whats-hot-in-2023.html>

WORDPRESS URL - <https://rahul52218.wordpress.com/ebake/>

Ebake



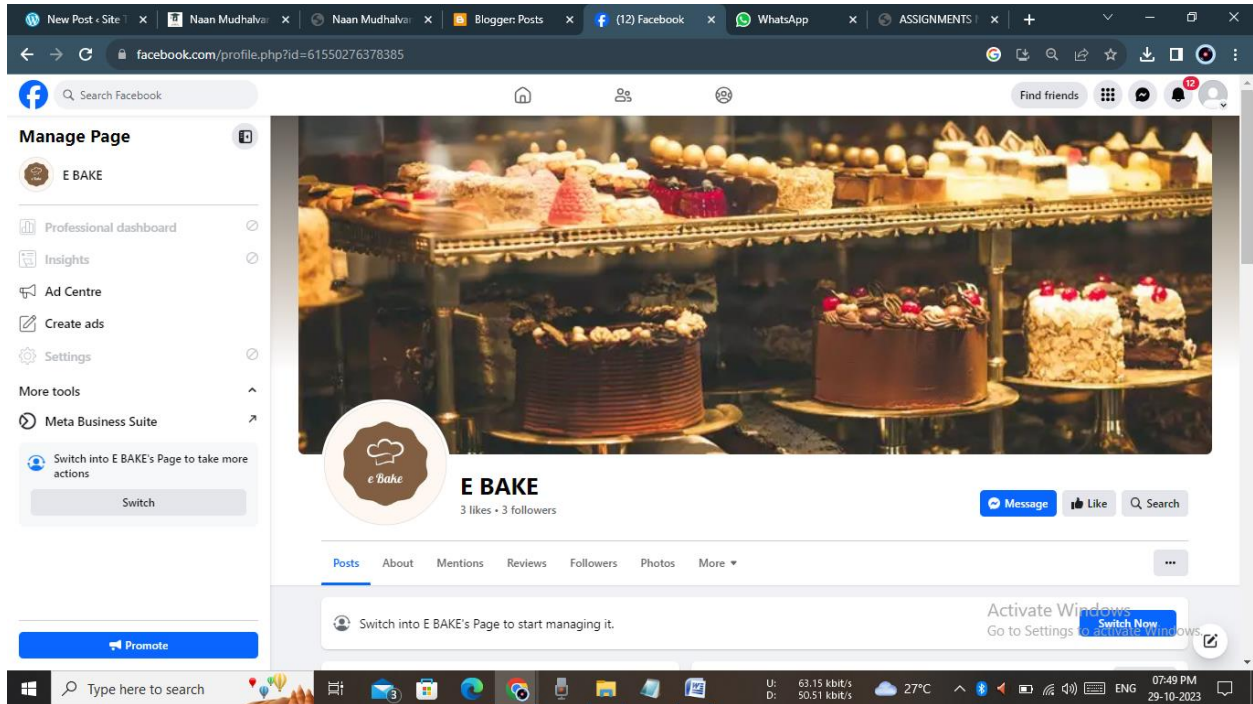
Welcome to Ebake, your neighborhood bakery! We offer a wide variety of freshly baked goods, made with the finest ingredients and lots of love. Whether you're looking for a quick breakfast snack, a delicious dessert, or a special cake for an occasion, we have something for everyone.

Our menu includes:

- Breads: We offer a variety of breads, including sourdough, rye, and wheat.

ASSIGNMENT-2

2. CREATE A NEW FACEBOOK BUSINESS PAGE AND POST ONE SOCIAL MEDIA POSTER FOR YOUR BRAND.



FACEBOOK BUSINESS PAGE LINK-

<https://www.facebook.com/profile.php?id=61550276378385>

FACEBOOK POST-



ASSIGNMENT-3

3. CREATE AND DESIGN A SOCIAL MEDIA ADVERTISEMENT POSTER USING CANVA

MAKING OF RED VELVET CAKE





INGREDIENTS :

- 2 1/2 cups all-purpose flour
- 1 1/2 cups granulated sugar
- 1 teaspoon baking powder
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1 teaspoon cocoa powder
- 1 1/2 cups vegetable oil
- 1 cup buttermilk, room temperature
- 2 large eggs, room temperature
- 2 tablespoons red food coloring
- 1 teaspoon vanilla extract
- 1 teaspoon white

ASSIGNMENT-4

4. CREATE EMAIL NEWSLETTER DESIGN USING CANVA TOOL

CAKE TRENDS: WHAT'S HOT IN 2023



GEODE CAKES

Geode cakes are all the rage in 2023. These stunning creations mimic the beauty of gemstone geodes, with vibrant, edible crystals nestled within the cake. They add a touch of elegance and natural wonder to any occasion.

FLORAL WONDERS

Edible flowers are in full bloom on cakes this year. From delicate buttercream blooms to intricate sugar flower arrangements, florals are making cakes look like edible gardens. It's a trend that's as pretty as it is delicious.

MINIMALIST ELEGANCE

Less is more in 2023 when it comes to cake design. Simple, sleek, and elegant cakes are stealing the spotlight. Think clean lines, subtle textures, and a focus on quality ingredients. These cakes prove that beauty can be found in simplicity.

HOW COULD THAT BE?

A geode cake is a stunning and artistic cake design that's inspired by the natural beauty of geodes and gemstones. Here's a brief overview of how to create a geode cake:

