

PROJECT REPORT

NAAN MUDHALVAN

DIGITAL MARKETING PROJECT

REPORT ON

BUILDING A WEBSITE USING CANVA

COLLEGE CODE: 6122

COLLEGE NAME: SENGUNTHAR COLLEGE OF ENGINEERING

NAAN MUDHALVANID(NMID)	TEAM MEMBERS
9056E2A122C4DE89E8747521C21488FA	SANGAMI S
EDC9137C7B0E4C98AC64CB720FDE3EDF	SANJAY S V
0156753498DC8CCB0944904C2ED2362F	SHALINI M
B82E91D53F4DFF8B6A141C2C2243EFCA	DHEERENDHRA D

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1. Introduction

1.1 OVERVIEW

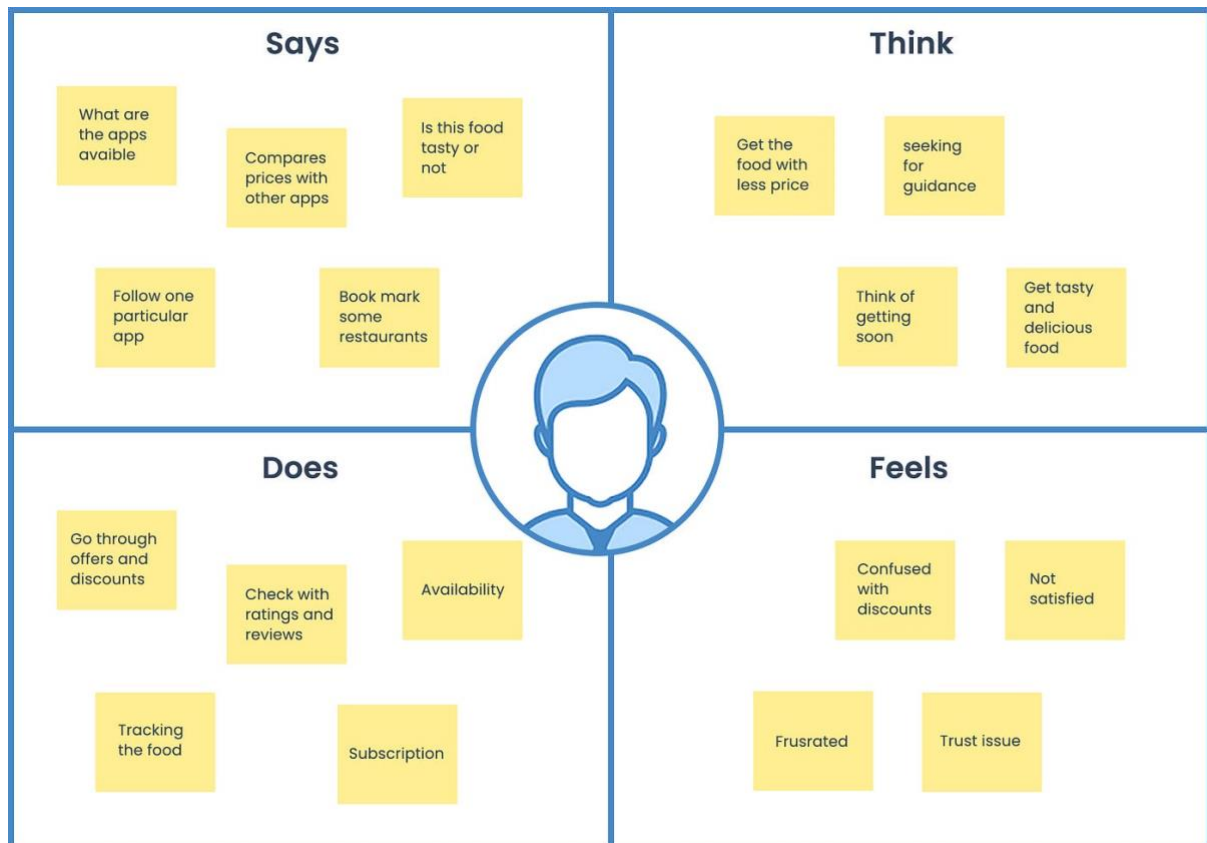
Tamil Nadu cuisine is a combination of different flavours from a mild tangy Sambar to a dose of hot and spicy Rasam. The cuisine is majorly dominated by the use of rice, lentils, spices such as tamarind, coriander, chili pepper, cinnamon, curry leaves, cardamom, coconut and much more.

1.2 PURPOSE

The "Taste of Tamil Nadu" is a culinary experience or event that aims to showcase and celebrate the diverse and rich flavors of Tamil Nadu, a state in South India. The purpose of such an event is to promote the unique and delicious cuisine of Tamil Nadu, allowing people to savor traditional dishes, explore local ingredients, and appreciate the culinary heritage of the region. It also serves as a platform for cultural exchange and tourism promotion, attracting food enthusiasts and tourists interested in exploring the culinary traditions of Tamil Nadu.

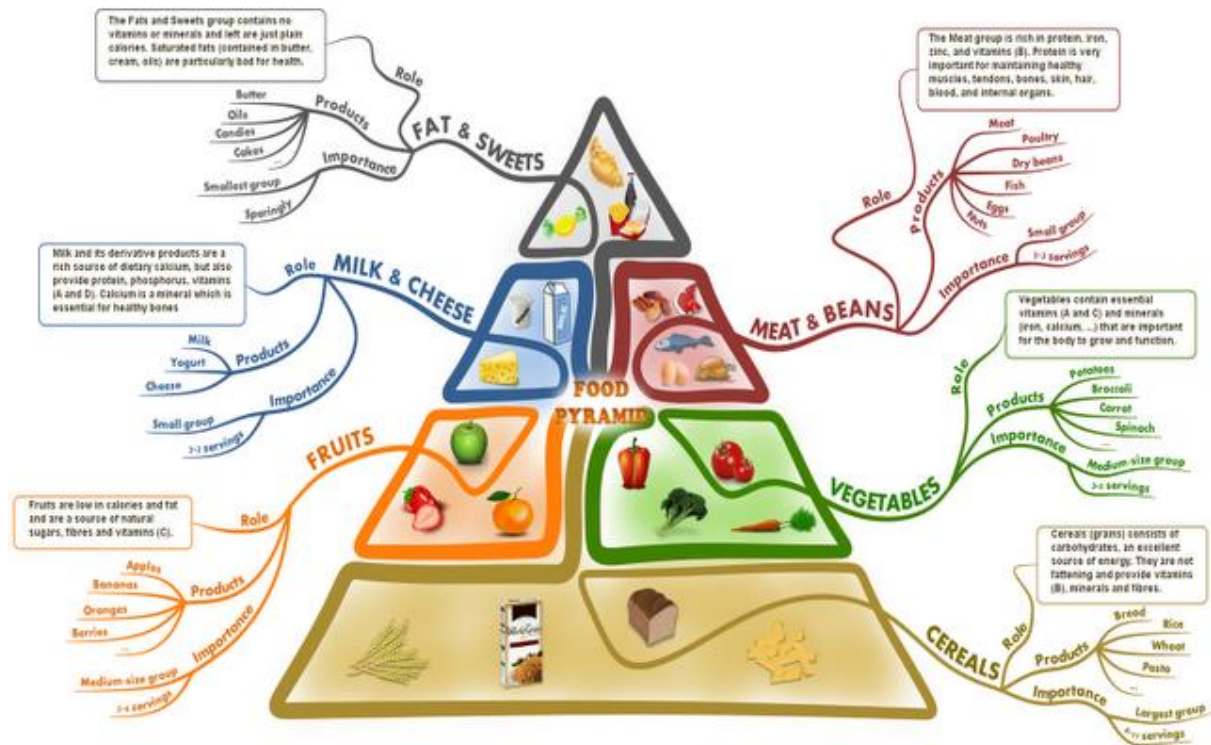
2. Problem Definition & Design Thinking

2.1 Empathy Map



The empathy map helped us gain a deeper understanding of our audience's needs, desires, and pain points, which guided our content creation

2.2 Ideation & Brainstorming Map



The ideation and brainstorming map was an essential tool for generating creative ideas and concepts for our taste of food website.

3. Results

3.1 Design Graphics and Elements:

Canva provides a wide range of templates and design elements, including banners, buttons, icons, images, and more. You can use these to design various components of your website.

3.2 Create Custom Graphics:

Design custom logos, illustrations, infographics, and other visual elements for your website using Canva's design tools.

3.3 Design Layouts:

Canva offers templates for creating social media graphics, presentations, and marketing materials. You can adapt these templates for web use.

3.4 Wireframes and Mockups:

Create wireframes or mockups of your website's pages and layout to plan the design before implementing it in a web development tool.

3.5 Export Graphics:

You can export your Canva designs as image files (e.g., PNG, JPG) and use them on your website.

4. Advantages & Disadvantages

Advantages:

There are several advantages to enhancing the taste of foods:

1. **Pleasure:** Improved taste enhances the overall dining experience, making it more enjoyable and satisfying.
2. **Appetite stimulation:** Delicious flavors can increase your appetite and encourage you to eat more, which is especially important for those with dietary restrictions.
3. **Cultural appreciation:** Enhanced taste can help individuals appreciate and understand different cuisines and cultures.
4. **Social bonding:** Enjoyable food can foster social connections and create memorable experiences with family and friends.
5. **Nutrient consumption:** Better-tasting foods can encourage individuals to eat a wider variety of nutrient-rich foods, promoting a balanced diet.
6. **Psychological well-being:** Tasty foods can boost mood and reduce stress, contributing to mental well-being.
7. **Culinary creativity:** Improved taste can inspire chefs and home cooks to experiment with new ingredients and cooking techniques.

8. Economic impact: High-quality, flavorful foods can drive the success of restaurants and food-related businesses.

Disadvantages:

Certainly, here are some more disadvantages related to the taste of food:

1. Health risks: Overly processed or indulgent foods with intense flavors can contribute to health issues like heart disease, diabetes, and high blood pressure.
2. Addiction: Highly palatable foods can lead to cravings and potential addiction, making it difficult to control consumption.
3. Weight management: Foods that taste very good may make it challenging to manage one's weight and maintain a healthy lifestyle

5. Conclusion

In conclusion, the taste of foods is a complex interplay of flavors, textures, and aromas that can vary greatly depending on personal preferences, cultural influences, and cooking techniques. It is a sensory experience that brings pleasure and satisfaction, making it an essential aspect of our culinary journey.