

PROJECT REPORT TEMPLATE

CREATING A YOUTUBE THUMBNAIL WITH CANVA

1. INTRODUCTION

1.1 OVERVIEW

You tube thumbnail using Canva is a clickable, visual icon that represents the content of the you tube video

You tube thumbnail plays a crucial role in attractive viewers to your videos

1.2 PURPOSE

These provide a glimpse of what your video is about and helps them decide if they want to watch

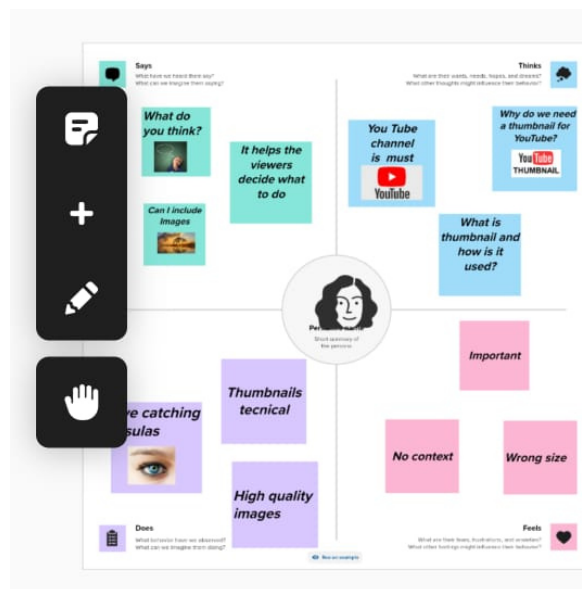
The purpose of a YouTube thumbnail is to give viewers a visual preview of the video content and entice them to click on it.

A thumbnail gives the creator an opportunity to convey in a few words why the viewer should choose to watch their video amongst the many others in the search results.

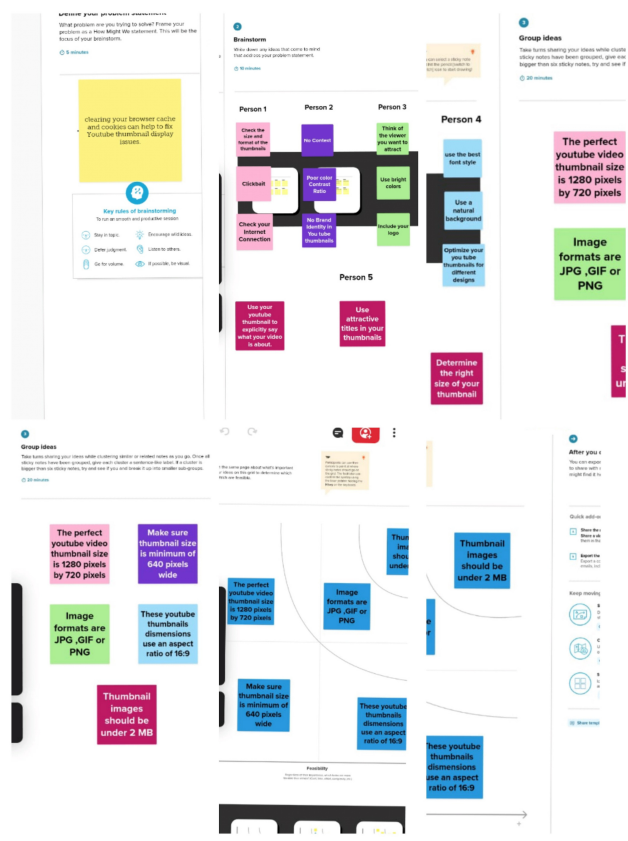
It is thus imperative that you spend quality time making the thumbnail so well that it grabs the attention of the viewer immediately.

2. PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION & BRAINSTORMING MAP



3. RESULT :

Output is published





4.ADVANTAGE AND DISADVANTAGES:

- i) ADVANTAGES : A Well designed thumbnail can significantly increase the click-through rate of your video, making it more likely for viewers to watch it
- ii)DISADVANTAGES : Its time-consuming to create you tube thumbnails and overtime usage of system or electronic gadgets

5. APPLICATIONS :

- It is a video sharing service its user friendly

6. CONCLUSION:

You tube thumbnail design is a crucial aspect of video promotion on the platform and should not be overlooke

If your **video marketing** on YouTube isn't gaining traction, it might be time to give your thumbnails a second look.

Well-designed YouTube thumbnails grab viewers' attention and help your content stand out in the crowded world of online videos.

7. FUTURE SCOPE:

- you tube thumbnail is long lasting and it will be viewed anytime anywhere .
- They allow your Viewers to scan the video for content.
- On web page, they also avoid the need to download larger files unnecessarily.





8. APPENDIX :

HTML Source code is used