

BRAND NAME	TEA BREAK
NM.TEAM.ID	NM2023TMID03536
COLLEGE	UNIVERSITY COLLEGE OF ENGINEERING (BIT CAMPUS) TRICHY
ZONE	18
TITTLE	DIGITAL MARKETING
ASSESSMENT	CREATE AND DESIGN A SOCIAL MEDIA ADVERTISEMENT POSTER USING CANVA

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Step 1: Log In to Canva

- ✓ Visit the Canva website (www.canva.com) and log in to your Canva account. If you don't have an account, you can sign up for free.

Step 2: Choose a Template

- ✓ After logging in, click on the "Create a design" button in the upper right corner.
- ✓ In the search bar at the top, enter "Social Media Ad" to find relevant templates. Choose one that matches the platform you intend to use (e.g., Facebook, Instagram, Twitter).

Step 3: Customize Your Template

- ✓ Once you've selected a template, you'll be taken to the Canva design editor.
- ✓ On the left-hand side, you'll find a panel with various design elements: Text, Elements, Images, etc.

Step 4: Background

- ✓ Customize the background by clicking on it. You can change the color, add an image, or select from Canva's background options.

Step 5: Text

- ✓ Add text to your design by clicking on the "Text" tab on the left panel. Choose "Add a heading" for your headline and "Add a subheading" for additional text.
- ✓ Customize the text by changing the font, size, color, and alignment. Ensure your text is legible and effectively conveys your message.

Step 6: Images

- ✓ If you have images to include in your design, click on "Uploads" on the left panel. Drag and drop your images onto the design canvas.

Step 7: Elements

- ✓ Enhance your design with elements from the "Elements" tab on the left panel. You can add shapes, lines, icons, and more to make your poster visually appealing.

Step 8: Adjust and Resize

- ✓ You can adjust the size, position, and rotation of elements by selecting them and using the handles that appear. Use the buttons at the top of the page for more options.

Step 9: Filters and Effects

- ✓ Experiment with filters and effects to enhance your images. You can find these options in the top toolbar.

Step 10: Download Your Poster

- ✓ Once you're satisfied with your design, click the "Download" button in the upper-right corner.
- ✓ Choose your preferred file format (e.g., JPG, PNG) and resolution. For social media, a high-resolution JPG is often suitable.

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