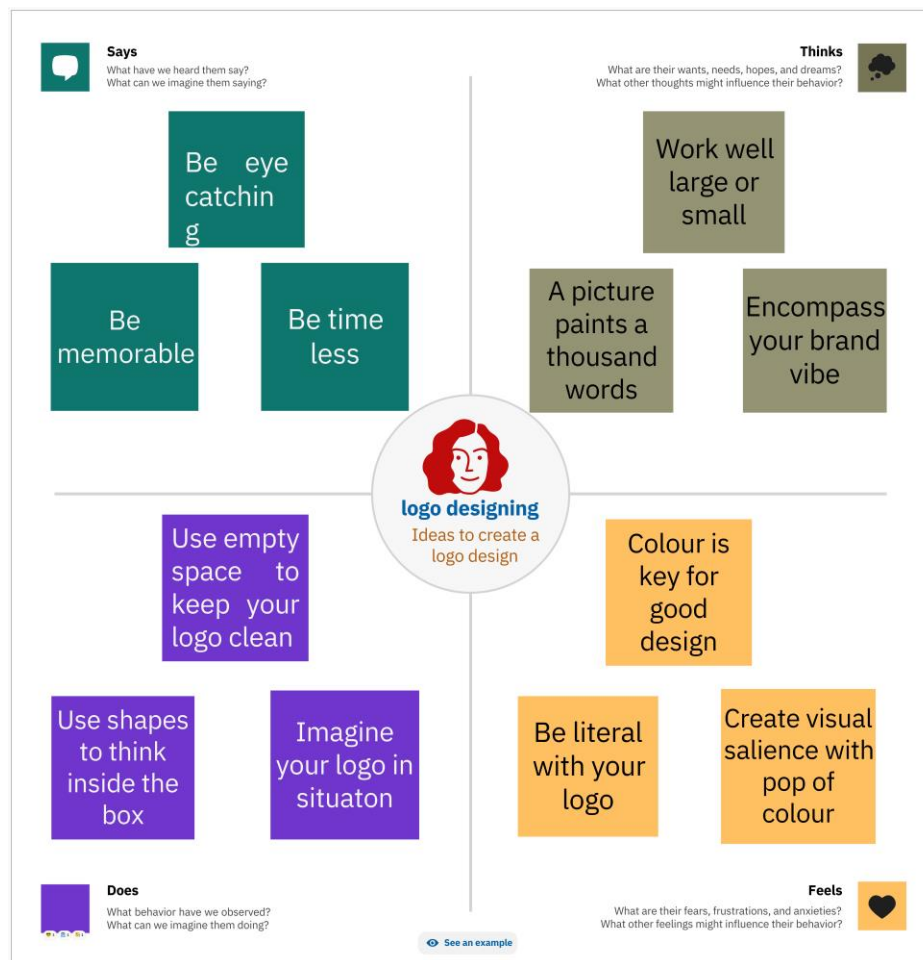


PROJECT REPORT

Introduction:

This project is about creating and designing a logo picture using canva app. This is a very use full project because in this project we learn how to create a logo design as a group using empathy map, brainstorming map and canva app.

Empathy map:



Ideation and brainstorming map:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
 1 hour to collaborate
 2-3 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to be going.

10 minutes
 10 minutes
 10 minutes

1. Team getting
 2. Define goal
 3. Brainstorming rules

1. How to create a logo using canvas app?
 2. Key rules of brainstorming
 3. Day 1 rules
 4. Day 2 rules
 5. Day 3 rules

Define your problem statement

What problem are you trying to solve? Frame your problem as a how might we statement. This will be the focus of your brainstorm.

10 minutes
 10 minutes

How to create a logo using canvas app?

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes
 10 minutes

Person 1: EYE CATCHING, CREATE VISUAL SAUCE WITH POP OF COLOUR
 Person 2: A PAINT PICTURE A THOUSAND WORDS, ENCOMPASS YOUR BRAND VIEWS
 Person 3: USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN, USE SPACES TO THINK INSIDE THE BOX
 Person 4: COLOURS KEY FOR GOOD DESIGN, BE LITERAL WITH YOUR LOGO
 Person 5: WORK WELL LARGE OR SMALL, IMAGINE LOGO WITH THE SITUATION
 Person 6: ATTRACTIVE, ENCOMPASS YOUR BRAND VIEWS

Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is larger than six sticky notes, try to reduce it to a smaller sub-group.

10 minutes
 10 minutes

COLOUR IS KEY FOR GOOD DESIGN
 A PAINT PICTURE A THOUSAND WORDS
 WORK WELL LARGE OR SMALL
 BE LITERAL WITH YOUR LOGO
 EYE CATCHING
 ATTRACTIVE
 IMAGINE LOGO WITH THE SITUATION
 ENCOMPASS YOUR BRAND VIEWS
 MEMORABLE
 USE SPACES TO THINK INSIDE THE BOX
 CREATE VISUAL SAUCE WITH POP OF COLOUR
 USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN

Prioritize

Your team should all be on the same page about which important moving forward. Place your ideas on the grid to determine which ideas are important and which are feasible.

10 minutes
 10 minutes

BE LITERAL WITH YOUR LOGO
 USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN
 WORK WELL LARGE OR SMALL
 CREATE VISUAL SAUCE WITH POP OF COLOUR
 ENCOURAGE YOUR BRAND VIEWS
 USE SPACES TO THINK INSIDE THE BOX
 IMAGINE LOGO WITH THE SITUATION
 EYE CATCHING
 ATTRACTIVE
 A PAINT PICTURE A THOUSAND WORDS
 MEMORABLE

After you collaborate

You can report the results as an image or pdf to share with members of your company who might find it helpful.

10 minutes
 10 minutes

Quick and easy
 1. Share the results
 2. Share the results
 3. Share the results

Keep moving forward
 1. Brainstorming
 2. Customer experience map
 3. Strength, weakness, opportunities, threats

1. Show template features
 2. Show template features
 3. Show template features

Result:

We have created a logo design as a group using canva app and also with the plan and help with empathy map and brainstorming map.

