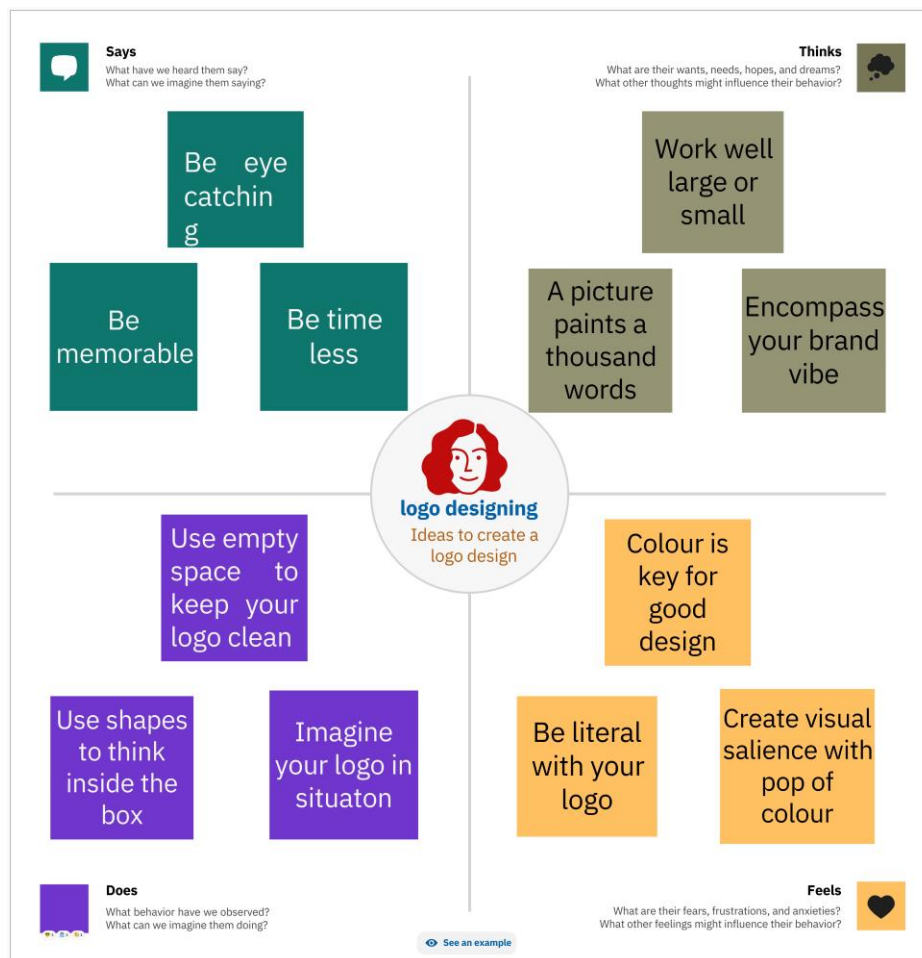


# PROJECT REPORT

## 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.

- 45 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 getting going.

- 10 minutes

### 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

How to create a logo using canvas app?

Key rules of brainstorming

- 1. No limits
- 2. Encourage wild ideas
- 3. Stay focused
- 4. One idea at a time
- 5. Build on others
- 6. Be realistic
- 7. Possible, do what

### Brainstorm

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

- 10 minutes

Person 1: EYE CATCHING, CREATE VISUAL SALIENCE WITH POP OF COLOUR

Person 2: A PAINT PICTURES A THOUSAND WORDS, WORK WELL LARGE OR SMALL

Person 3: USE SPACES TO THINK INSIDE THE BOX, USE SPACES TO THINK INSIDE THE BOX

Person 4: BE LITERAL WITH YOUR LOGO, BE LITERAL WITH YOUR LOGO

Person 5: WORK WELL LARGE OR SMALL, MEMORABLE

Person 6: IMAGINE LOGO WITH THE SITUATION, ATTRACTIVE

### Group ideas

Take turns sharing your ideas with clustering similar or related ideas as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. It's okay to be bigger than an sticky notes, try and use it if you can't think of a title for your sub-groups.

- 10 minutes

COLOUR IS KEY FOR GOOD DESIGN, A PAINT PICTURES 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 SALIENCE WITH POP OF COLOUR, USE EMPTY SPACE TO KEEP YOUR LOGO CLEAN

### Prioritize

Now return to each of the six or seven sticky notes and what's important about it. Place your ideas on the grid to determine which ideas are important and which are feasible.

- 10 minutes

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

Importance: How often the idea will be used, how often it will be used, how often it will be used, how often it will be used

Feasibility: How often the idea will be used, how often it will be used, how often it will be used, how often it will be used

### After you collaborate

You can support the result as an image or pdf to share with members of your company who applied their input.

Quick actions

- Download: Download the result as a PDF or PPT to share with members of your company who applied their input.
- Export result: Export a copy of the result as a PDF or PPT to share with members of your company who applied their input.

Keep moving forward

- Design Sprint: Select the concepts to develop or build.
- Customer experience journey map: Select the concepts to develop or build.
- Strategy workshop: Select the concepts to develop or build.

Open the template

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.

