<div align="center">**PROJECT REPORT TEMPLATE**</div>

**Create a Social Media Post**
**INTRODUCTION**

### 1.1 Overview
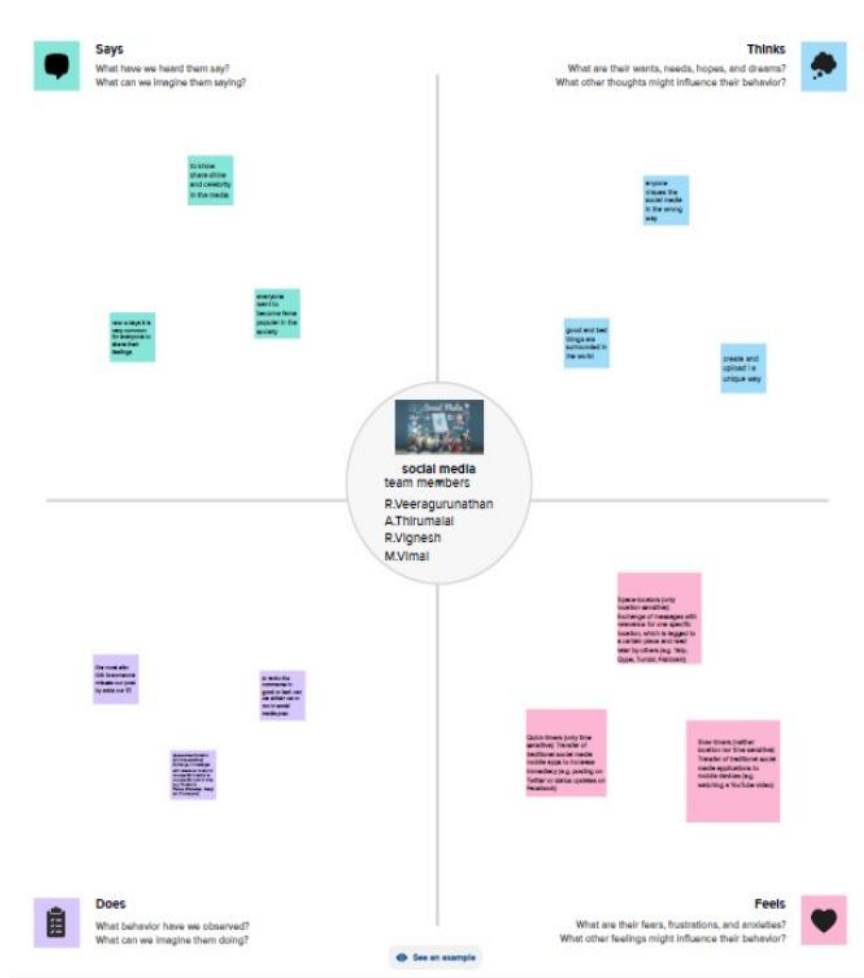
# Create A Social Media Post

The "Designing Engaging Social Media Posts for College Fest using Canva" project focuses on creating eye-catching and appealing social media posts to promote and generate excitement for a college fest. Social mediaplatforms are powerful tools for reaching a large audience, and utilizing a user-friendly graphic design tool like Canva can enhance the visual appeal and effectiveness of promotional materials.
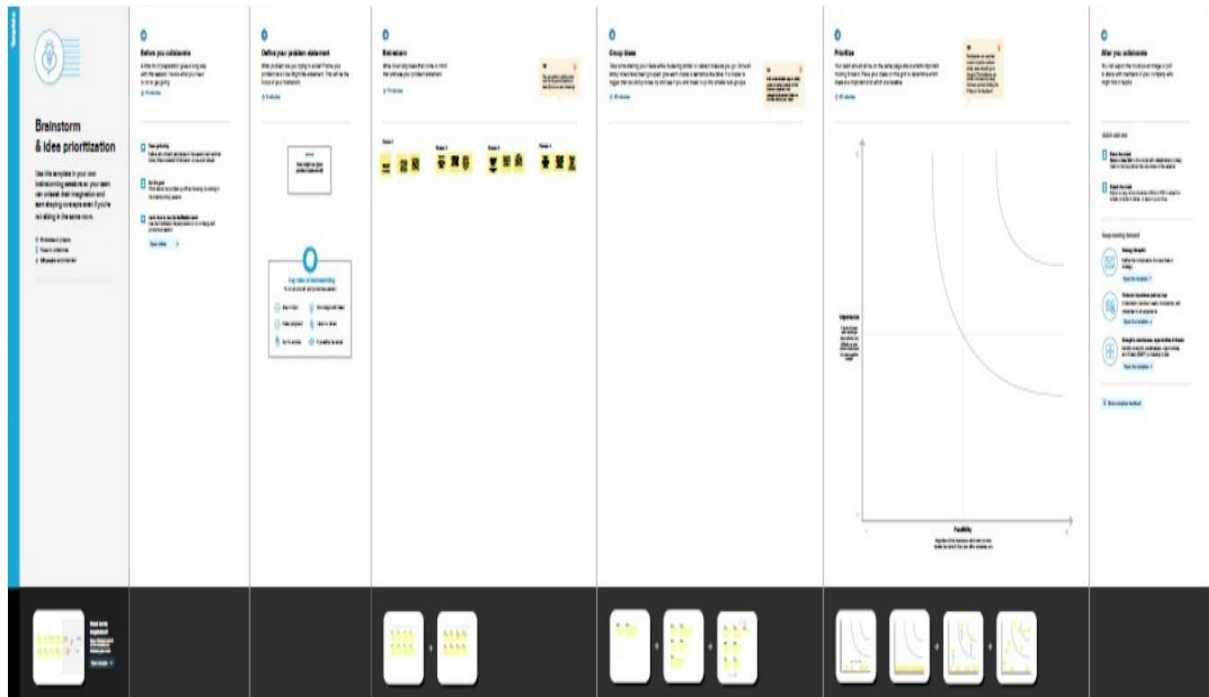
1.2 Purpose

- ➢ Ensures Consistent Messaging. ...
- ➢ Enhances Time Management for Social Media Marketing. ...
- ➢ Amplifies Your Professional Appeal. ...
- ➢ Provides Flexibility in Content Creation.

**Problem Definition & Design Thinking**
### a. Empathy Map

**b. Ideation & Brainstorming Map**



# RESULT



Trees are green gold
Save a tree, save a life
Preserve forest, preserve the planet

Social Media Post

## ADVANTAGES & DISADVANTAGES
### Advantages
* Canva is very simple to use and user friendly
* Canva provides social media templates
* Canva offers a professional look
* Team access
* As well as million of image

### Disadvantages
* The free version is limited
* Unique elements cannot be created
* limited export settings
* Alignment concerns
* Unable to move one design to another design

## APPLICATIONS

* We create a Canva account
* Choose our design type
* And we used Social Media Post template
* we uploaded our background image
* we used uploading photos, and adding text, and used to editing elements, and changefonts
* Added to the women icon, flower design of corner.
* we created to Social Media Post
* Finally, we downloaded a design

## 5. CONCLUSION

People in our team worked together to make a Social Media Post on the topic " Create A Social Media Post" through this, social awareness of public people. Canva is an essential tool for most business. It is easy to use offers a wide range of templates, its affordable, customizable and helps business with their branding.Graphic designing can be learned through this project.