COURSE NAME   : DIGITAL MARKETING

GROUP NUMBER   : 05

PROJECT TITLE   : CREATE A WEBSITE USING CANVA

PROJECT SUBMITTED TO   : ANNA UNIVERSITY / NAANMUDHALVAN

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INDEX

INTRODUCTION

OVERVIEW:

Creating a website using Canva is a relatively simple and user-friendly process, thanks to Canva's intuitive design tools and website-building capabilities. Here's a brief description of how you can create a website using Canva:

1. Sign In or Sign Up:

Start by signing in to your Canva account, or if you don't have one, sign up for free.

2. Choose a Template:

Canva offers a variety of professionally designed website templates to choose from. Browse through the templates or use the search feature to find one that fits your needs and style.

3. Customize Your Template:

Once you've selected a template, you can customize it to make it your own. You can change the colors, fonts, images, and text to match your brand or personal preferences.

4. Add Pages and Sections:

Canva allows you to add or remove pages and sections to your website as needed. You can create a homepage, about page, contact page, and more, depending on the purpose of your website.

5. Edit Content:

Click on the elements within each page to edit and add your content. You can add text, images, videos, buttons, and other design elements. Canva provides a drag-and-drop interface for easy editing.

6. Mobile Optimization:

Canva websites are automatically optimized for mobile devices, ensuring that your site looks great on smartphones and tablets.

7. Preview and Test:

Use Canva's preview feature to see how your website will appear to visitors. This allows you to test your site and make adjustments before publishing.

8. Domain and Hosting:

You can purchase a custom domain directly through Canva or use your existing domain. Canva also provides hosting for your website, making it easy to manage everything in one place.

9. Publish Your Website:

Once you're satisfied with your website's design and content, you can click the "Publish" button to make your site live on the internet.

10. Share and Promote:

After publishing, you can share your website link with others or promote it through social media and other channels.

Creating a website with Canva is a convenient option for those who may not have extensive web design experience but still want to create an attractive and functional website. Canva's drag-and-drop interface, pre-designed templates, and customization options make the process accessible and user-friendly for a wide range of users, from individuals looking to create personal websites to small businesses in need of an online presence.

PURPOSE:

Personal Blog or Portfolio:

Many individuals use Canva to create websites to showcase their personal blogs, portfolios, or creative work. This can help them share their writing, art, photography, or other talents with a wider audience.

Small Business or Startup:

Small businesses or startups often use Canva to create an online presence. They can use the website to provide information about their products or services, contact details, and establish credibility in the industry.

Online Store:

Canva websites can be used for setting up small online stores. While it may not be as robust as dedicated e-commerce platforms, it can be suitable for individuals or small businesses looking to sell a limited number of products.

Event Promotion:

People may use Canva to create websites for event promotion, whether it's for weddings, conferences, or local community events. The site can provide event details, registration information, and contact options.

Educational Purposes:
Teachers, educators, or students might create websites using Canva to support educational initiatives. They

can use the site to share course materials, project information, and resources.

Nonprofit Organizations:

Nonprofits can use Canva to create websites to raise awareness about their causes, share stories, and encourage donations and volunteer support.

Personal Branding:

Individuals looking to build and promote their personal brand can use a Canva website to showcase their expertise, share their journey, and network with others in their industry.

Resume or CV:

Creating an online resume or CV can be a purpose for those looking to stand out to potential employers. Canva's templates and customization options can help individuals present their skills and experience in a visually appealing way.

Community or Club:

Clubs, community groups, or hobbyist organizations can use Canva websites to provide information about meetings, events, and membership details.

SEO Optimization: Optimize your website's SEO by adding relevant keywords, meta tags, and descriptions to improve its visibility in search engines.

Preview and Test: Preview your website to check for any errors or inconsistencies. Test its functionality across different browsers and devices.

Publish: Once satisfied with your website, click the "Publish" button to make it live on the internet. Canva may provide a custom domain or hosting options, or you can connect your own domain if available.

Maintenance: Regularly update and maintain your website with fresh content, bug fixes, and improvements to ensure it continues to serve its purpose effectively.

PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP:

IDEATION& BRAINSTORMING MAP:
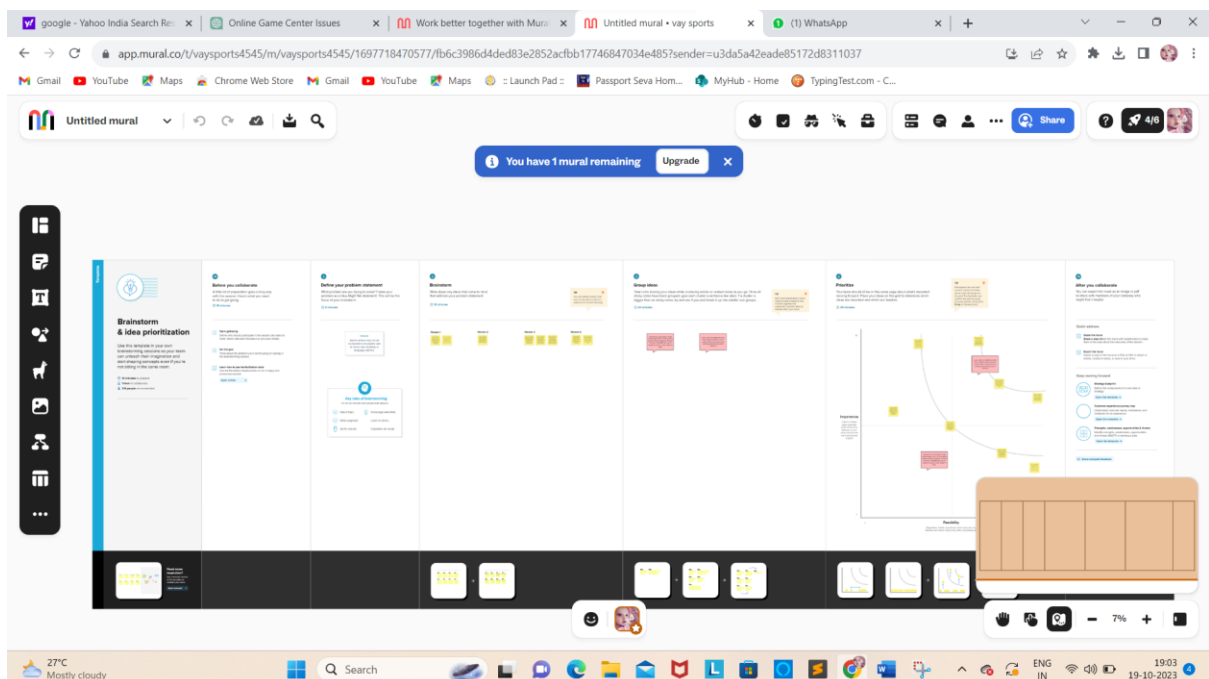
RESULT

STEPS TO FOLLOW

1.   Navigation

2.   Search "canva"

3.   Click "create a design"

4.   Search "website"

5.   Search and click "online store"

6.   Choosing the design

7.   Change background colour

8.   Choosing background video

9.   Click "read more"

10.   Change "read more" into "play now"

11.   Publish website

12.   Change URL

13.   Click "publish"

14.   Click "view website"

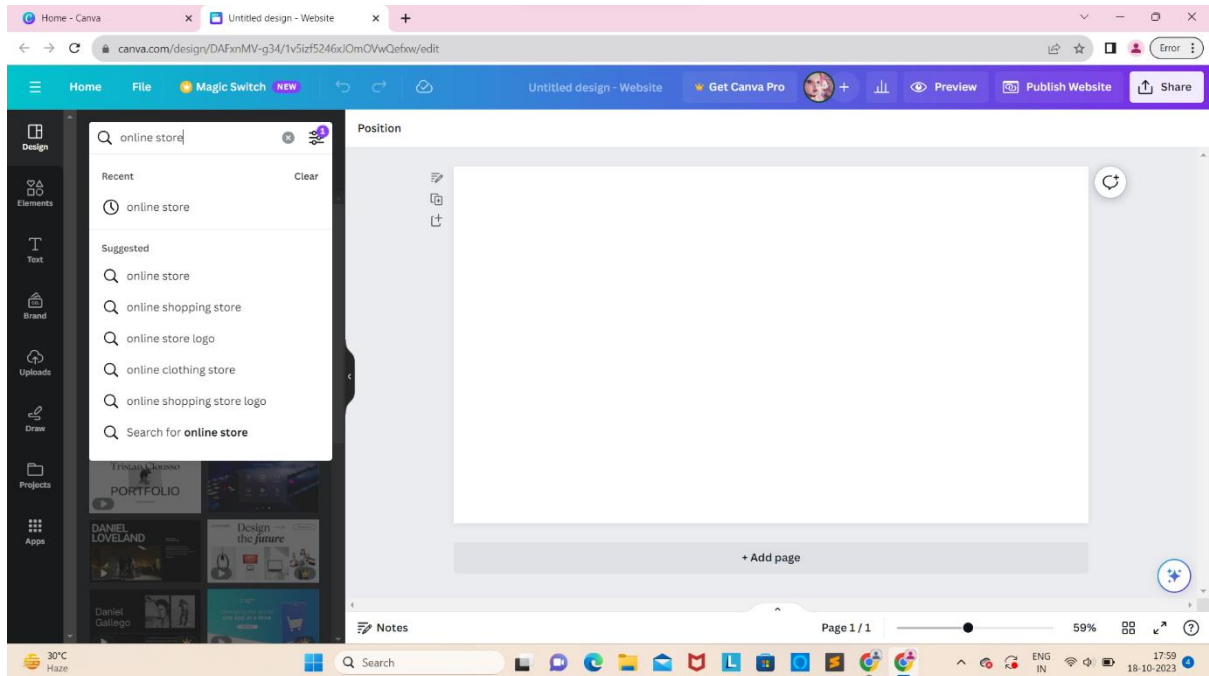# STEPS TO FOLLOW

STEP 1: Navigation
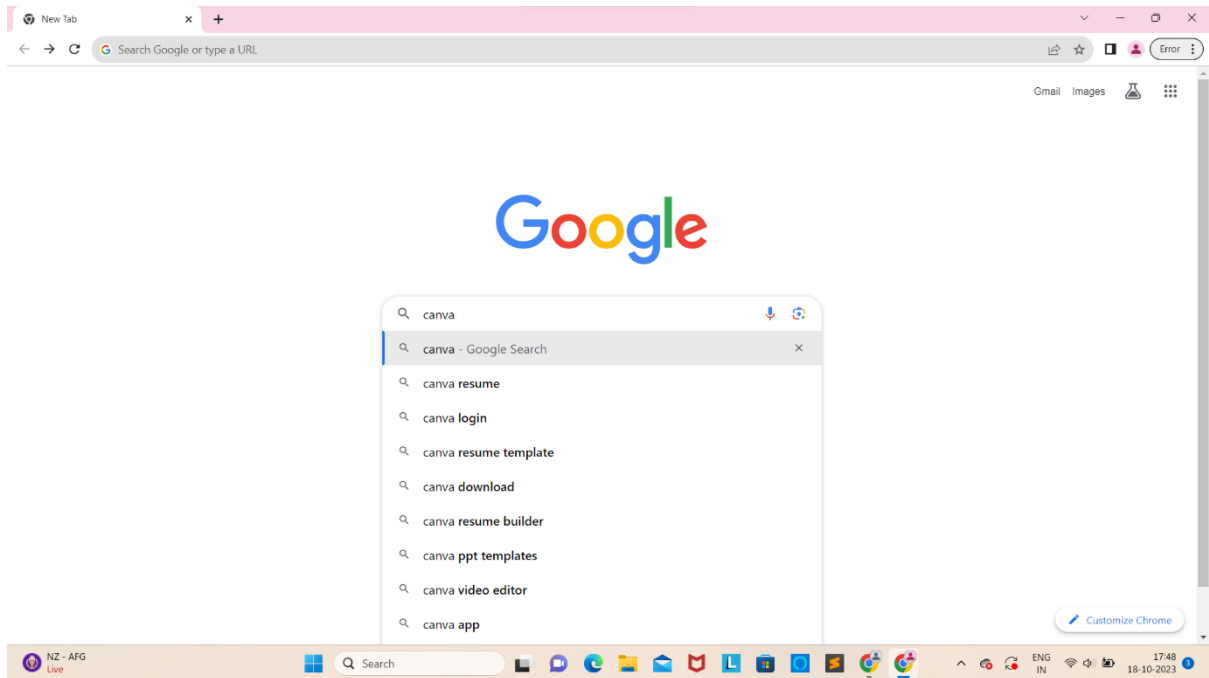
STEP 2: Search "canva"
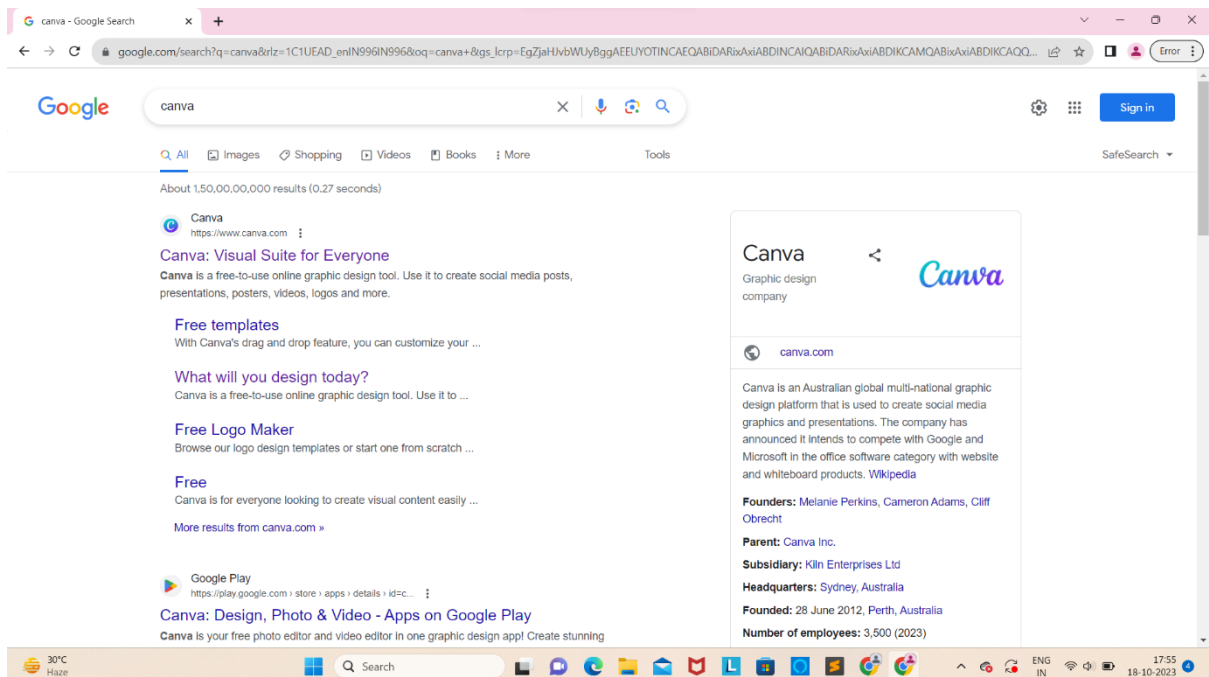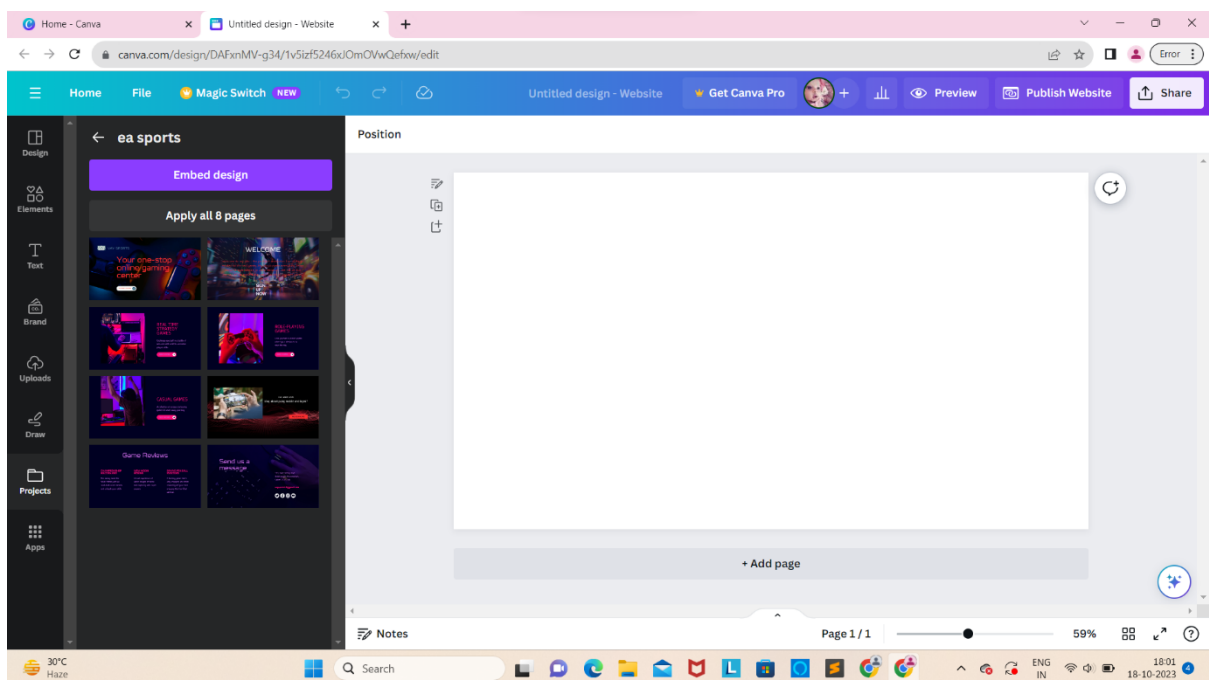
STEP 3: Click "create a design"
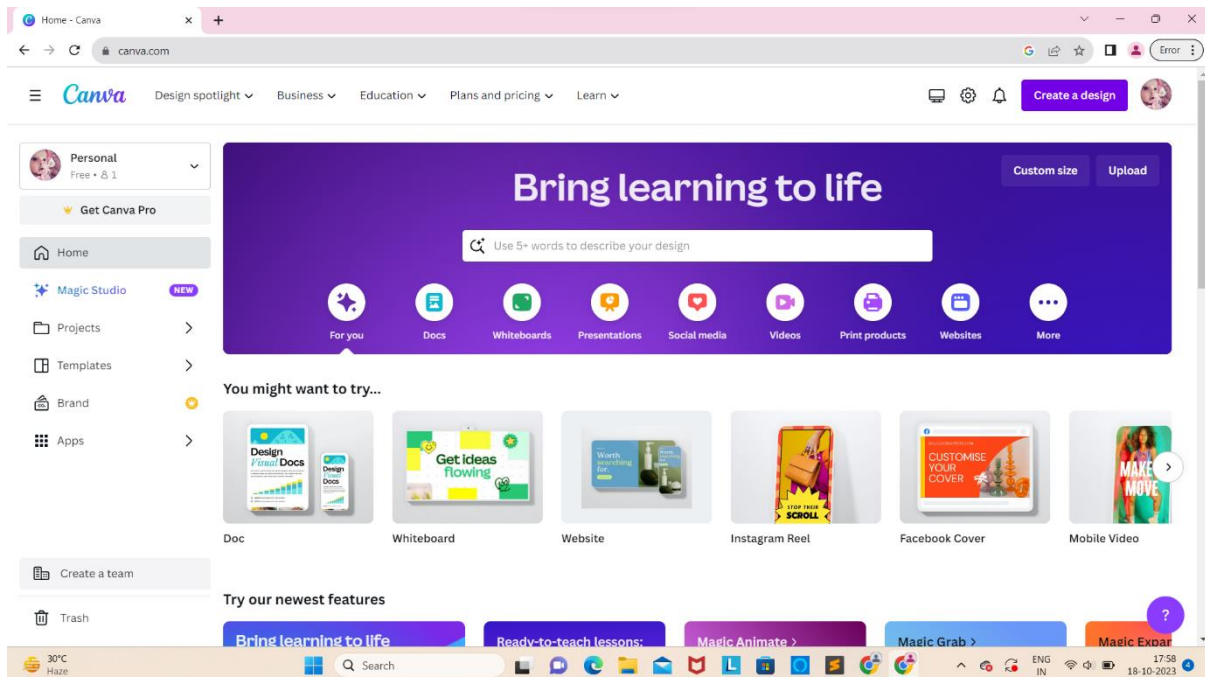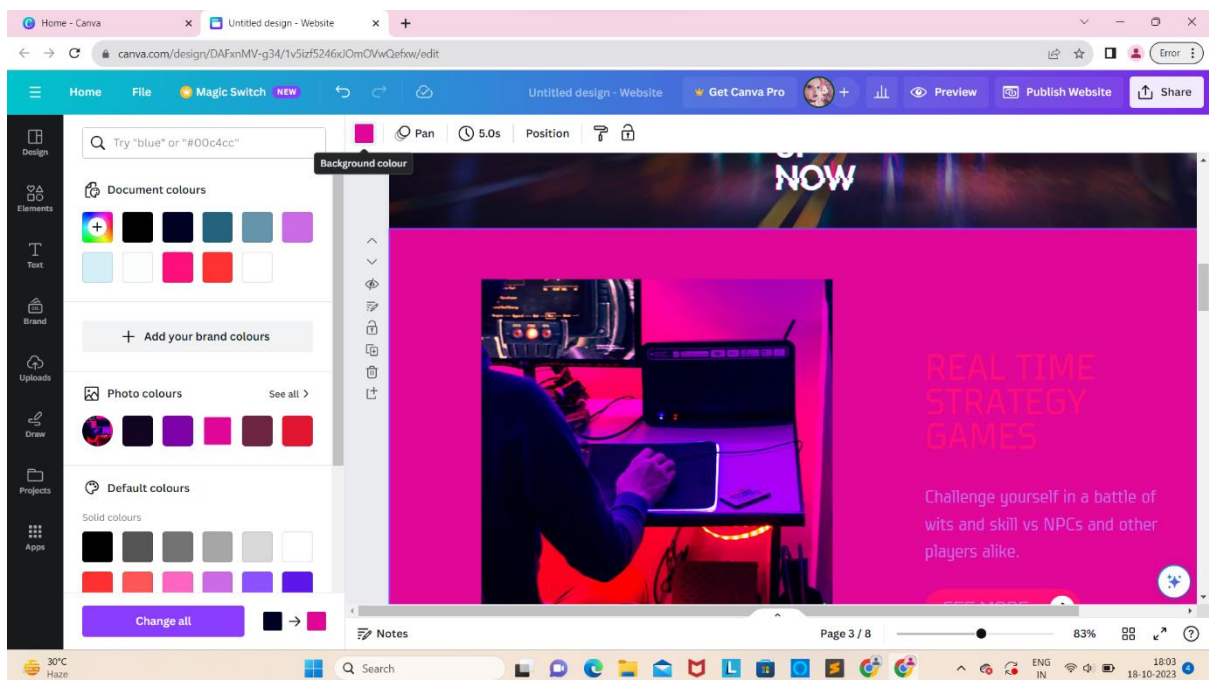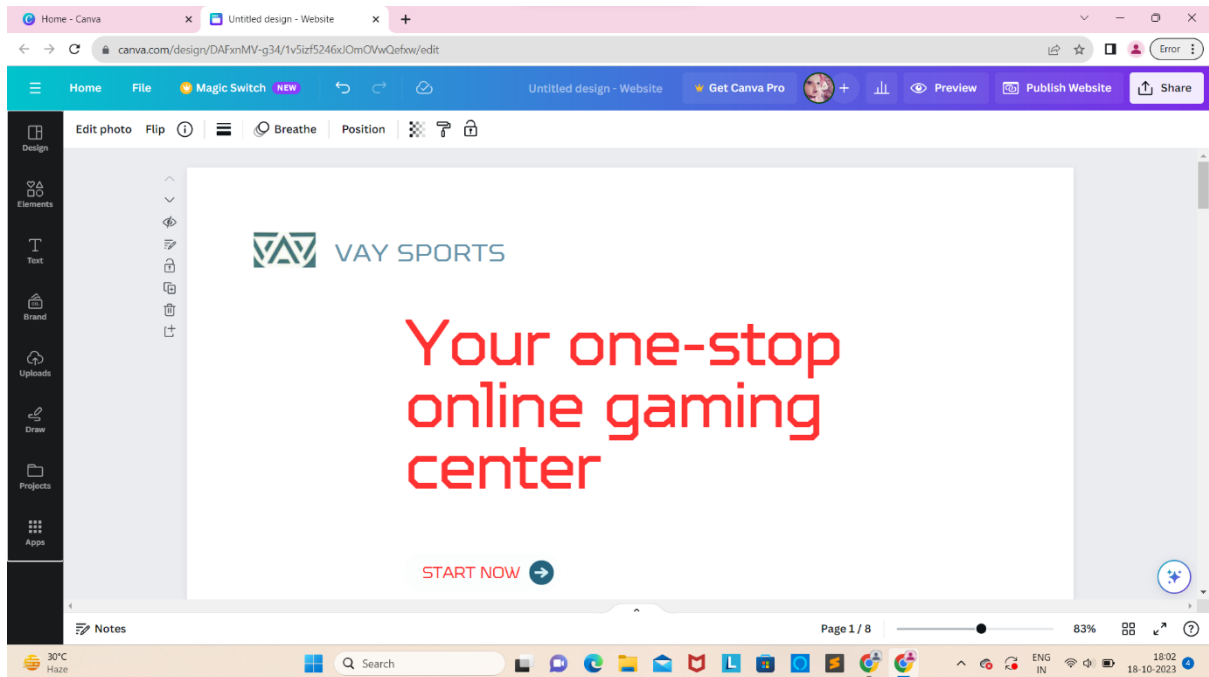

STEP 4: Search "website"
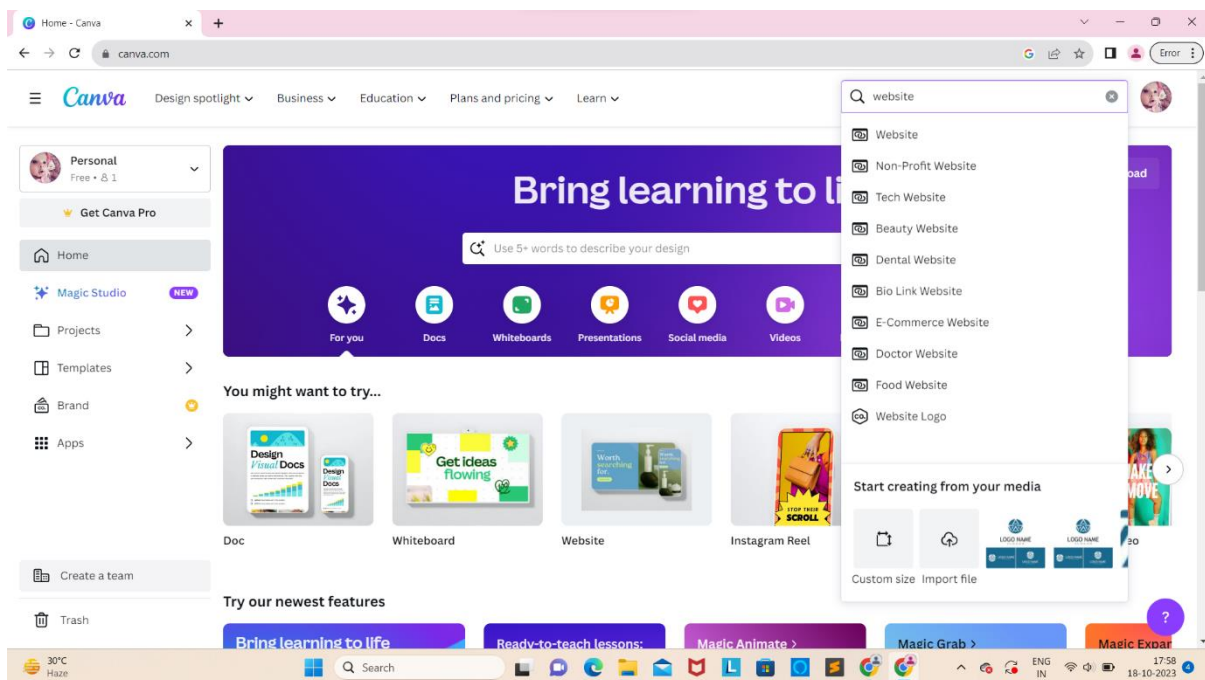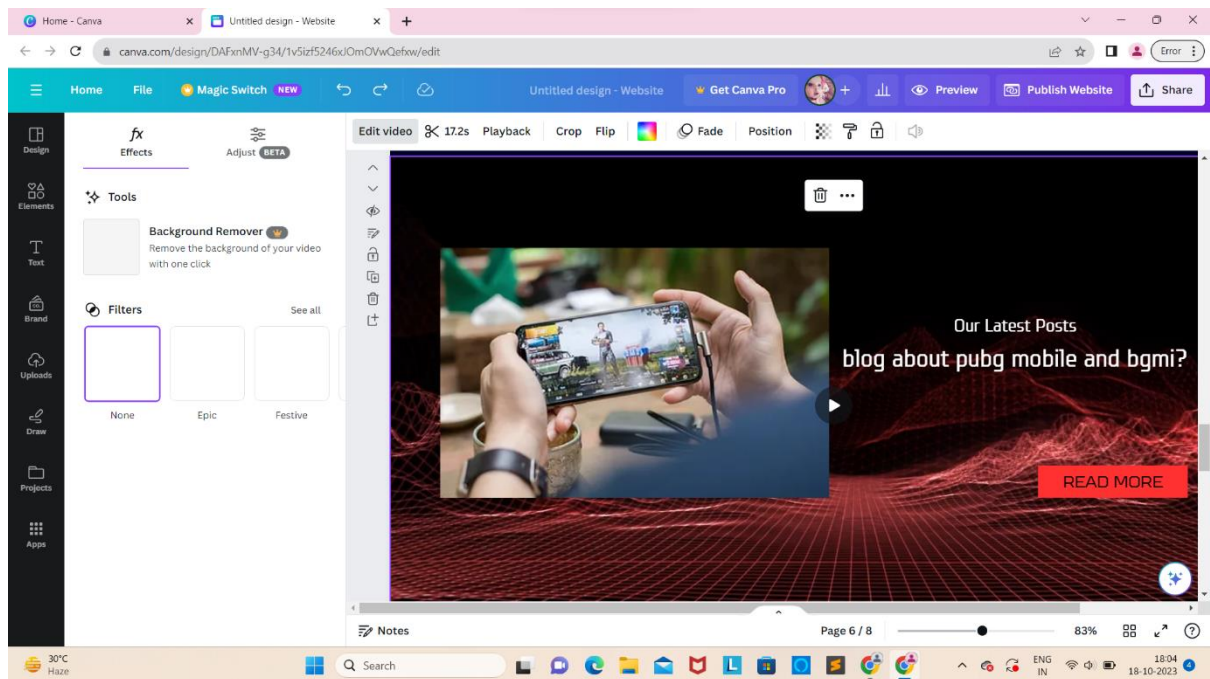
STEP 5: Search and click "online store"

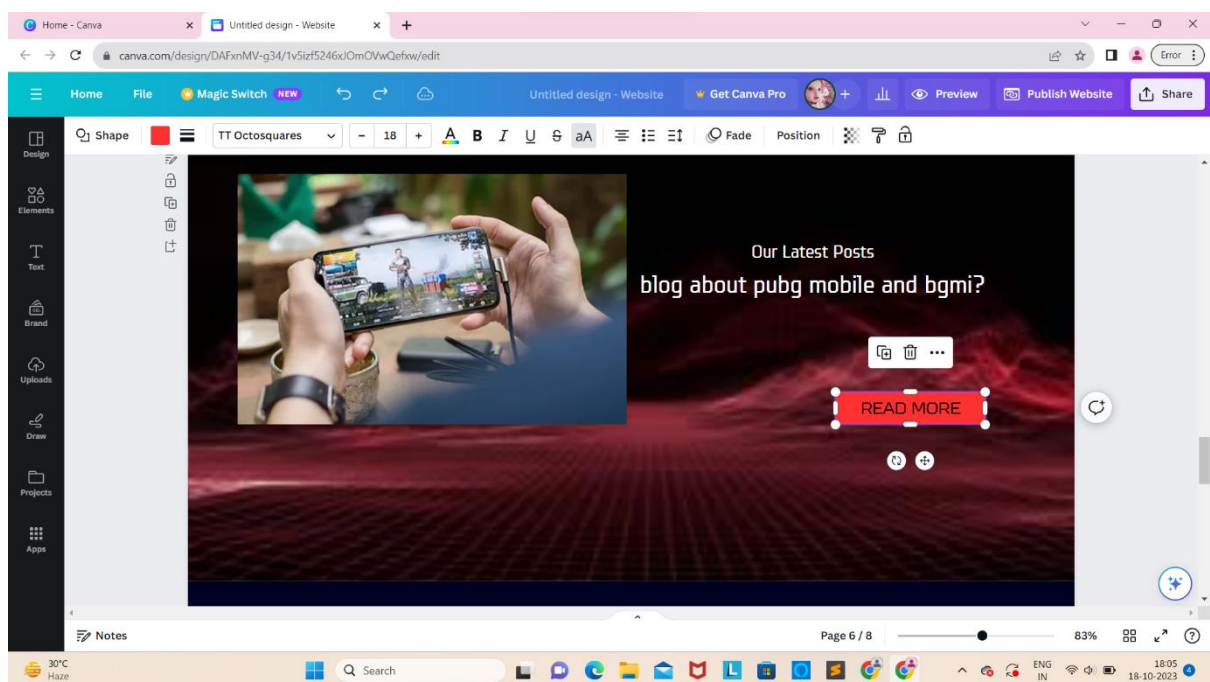**STEP 6:** Choosing the design
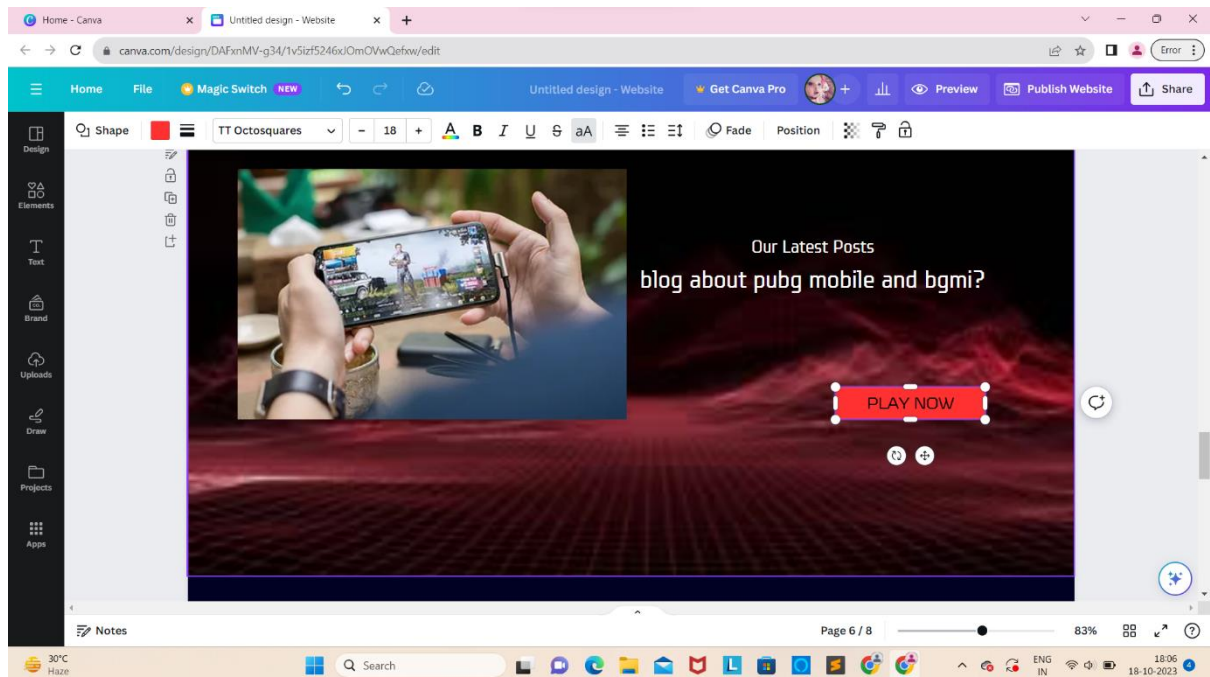
STEP 7: Change background colour

STEP 8: Choosing background video

STEP 9: Click "read more"

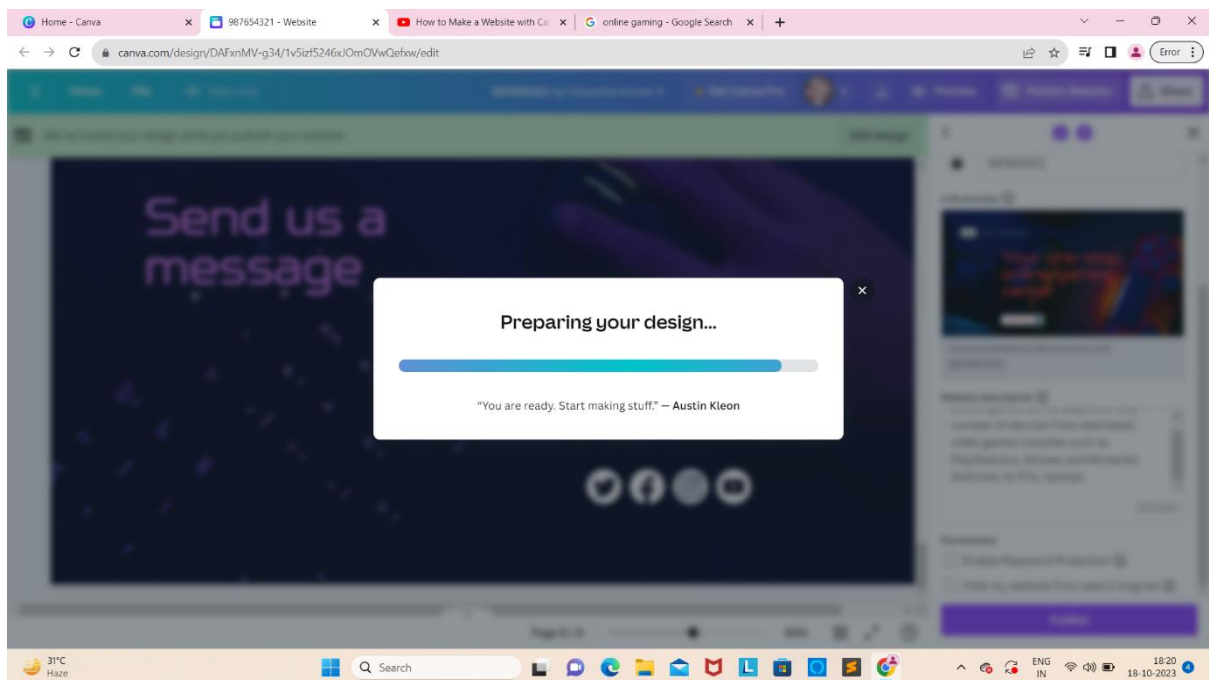**STEP 10:** Change "read more" into "play now"
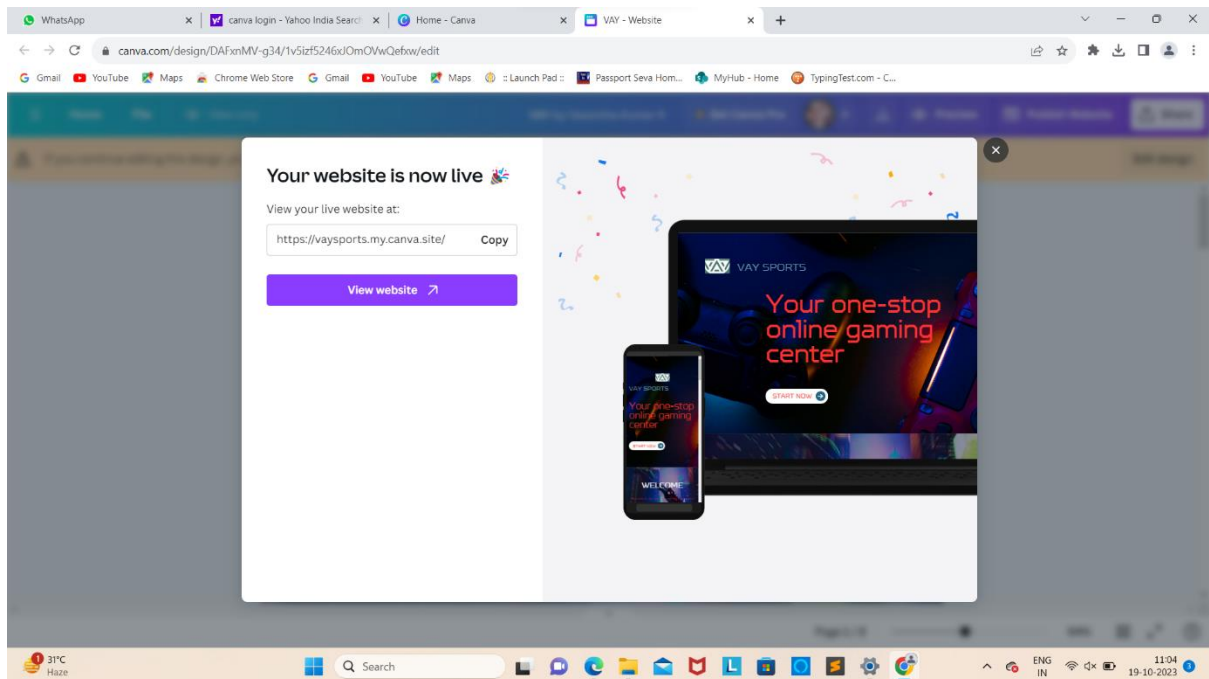

STEP 11: Publish "website"
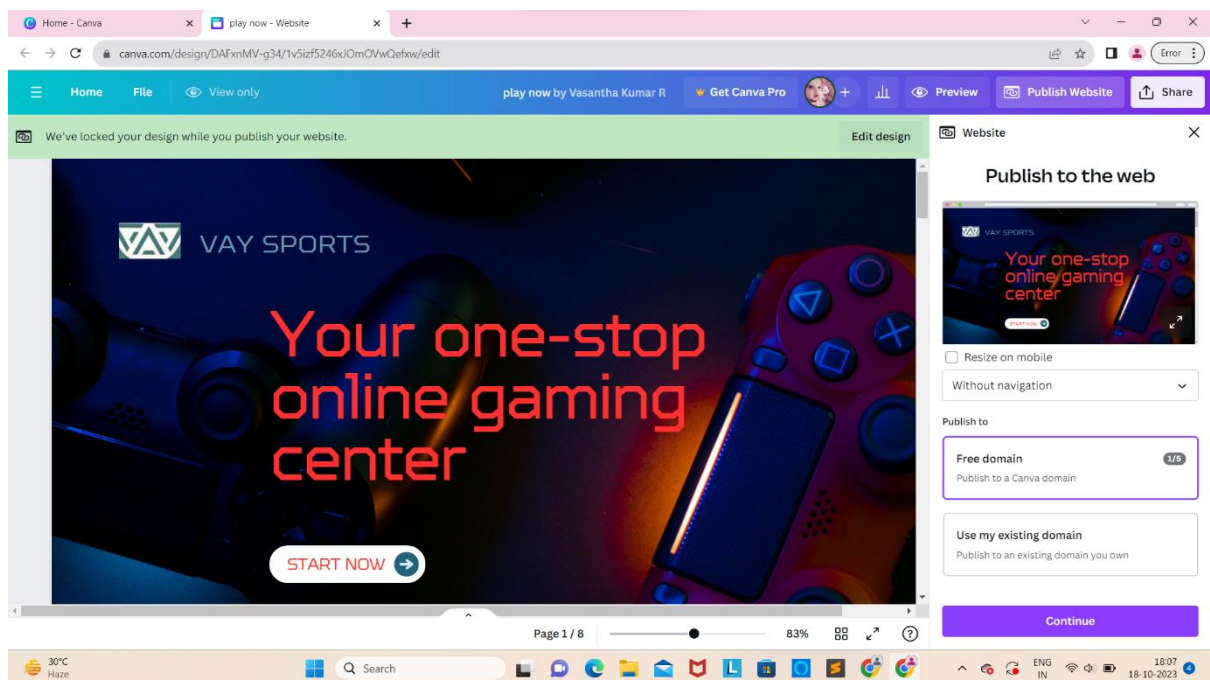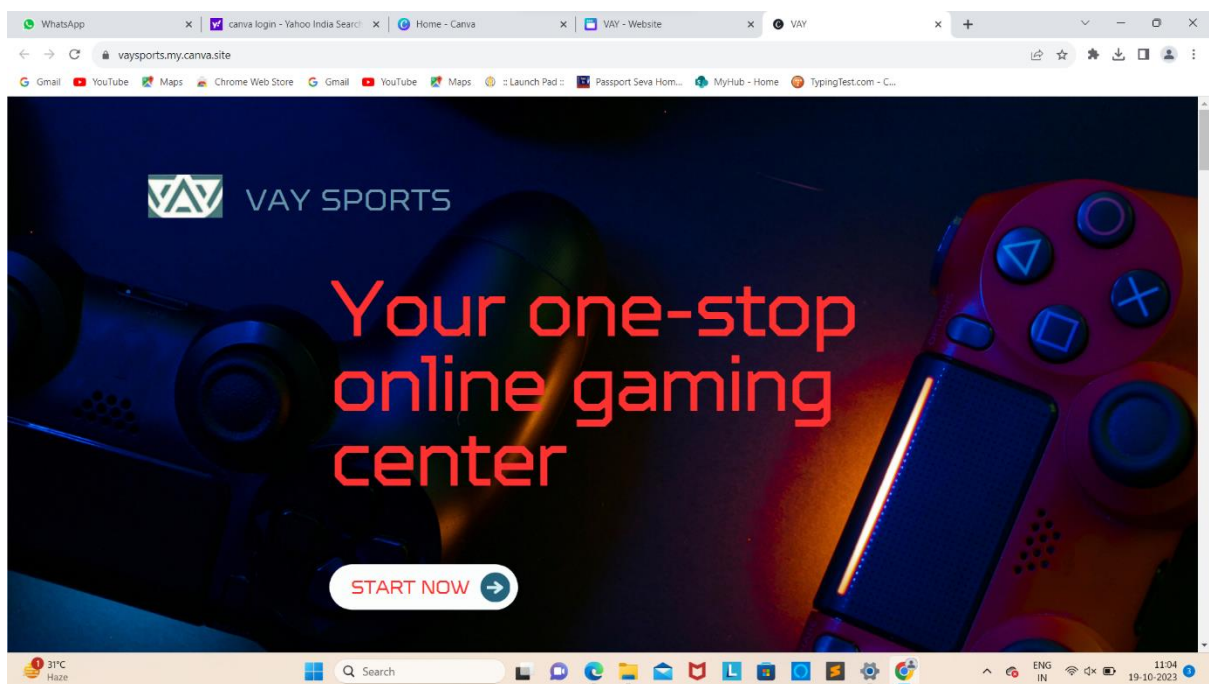
STEP 12: Change URL
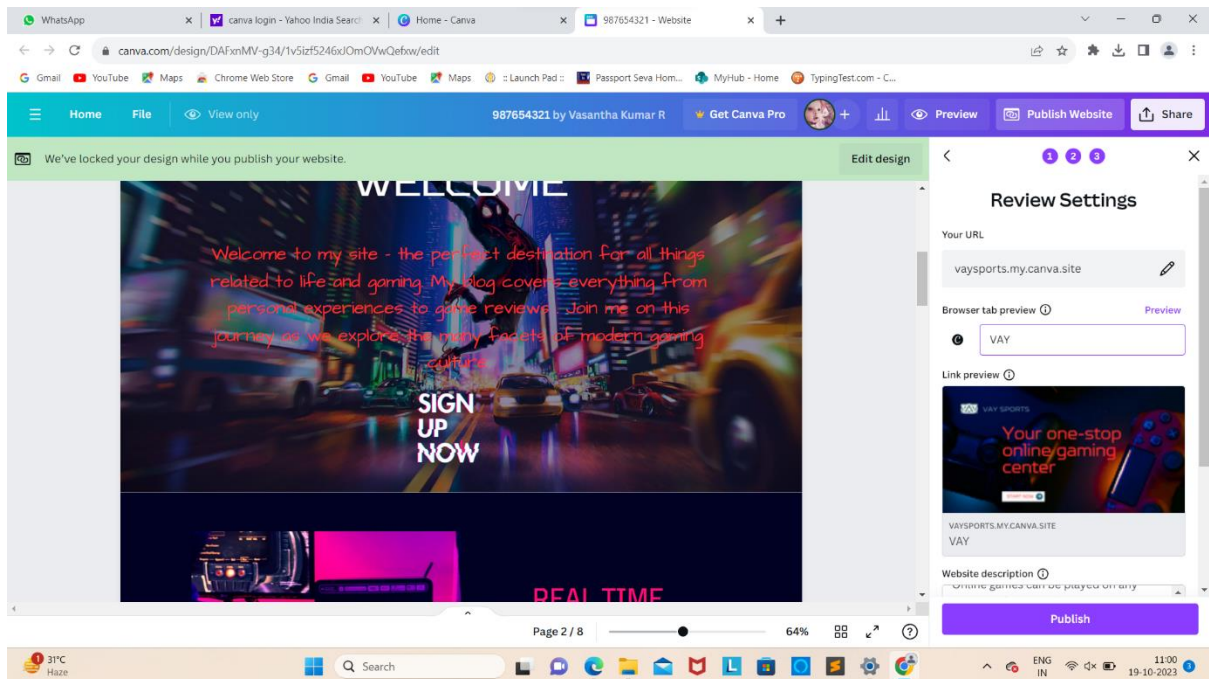
STEP 13: Click "publish"

STEP 14: Click "view website"

FINAL OUTPUT OF OUR PROJECT

ADVANTAGES:

User-Friendly Interface: Canva provides an intuitive, drag-and-drop interface that is easy to navigate, making it accessible for individuals with minimal design or technical skills.

No Coding Required: Canva allows users to create websites without the need for coding or programming knowledge. You can design and customize your site visually.

Templates and Design Elements: Canva offers a wide range of professionally designed templates and design elements that can be easily customized to match your brand or personal style.

Customization Options: Users have control over website elements like fonts, colors, images, and layouts, allowing for extensive customization to suit their specific needs.

Responsive Design: Canva websites are automatically optimized for mobile devices, ensuring that your site looks great on smartphones and tablets.

Hosting Included: Canva provides hosting for your website, eliminating the need to set up hosting separately, which can save time and simplify the process.

Collaboration Features: Canva allows multiple users to collaborate on a website project, making it suitable for teams working together on design and content.

Built-In SEO Tools: Canva offers basic SEO tools, such as meta tags and descriptions, to help with search engine optimization and improve your website's visibility on search engines.

Cost-Effective: Canva offers free and paid plans, making it an affordable option for individuals, small businesses, and startups with budget constraints.

Speedy Development: Creating a website on Canva is typically faster compared to building one from scratch, which can be crucial for time-sensitive projects.

Content Creation: Canva is known for its graphic design capabilities, which can help you create eye-catching visuals, infographics, and other content to enhance your website.

Templates for Different Purposes: Canva provides website templates for various purposes, such as personal portfolios, business websites, blogs, e-commerce, and more, making it easy to find a design that fits your needs.

Integration with Canva Design Tools: Canva's website creator can be seamlessly integrated with other Canva tools, allowing you to easily use graphics and designs you've created in other Canva products on your website.

Customer Support: Canva offers customer support to assist with any issues or questions you may have while using the platform.

Community and Learning Resources: Canva has an active user community and provides educational resources like tutorials and design courses to help you get the most out of the platform.

APPLICATION:

Canva is a versatile graphic design and content creation platform, and it can be applied in various ways for creating a wide range of visual content. When it comes to using Canva for creating content, there are numerous applications, including:

Social Media Graphics: Canva is widely used for creating eye-catching social media graphics for platforms like Facebook, Instagram, Twitter, and LinkedIn. You can design posts, cover photos, profile pictures, stories, and more.

Marketing Materials: Canva can be used to create marketing materials such as posters, flyers, brochures, banners, and business cards. It's a valuable tool for small businesses, startups, and individuals looking to promote their products or services.

Presentations: Canva provides templates and tools for creating visually appealing presentations. You can design slides for business presentations, educational lectures, or sales pitches.

Infographics: Designing infographics to present complex information or statistics in a visually appealing way is a common application. Canva's infographic templates simplify the process.

Logos and Branding: Canva can assist in creating logos and branding materials for businesses and personal brands. While it may not replace a professional graphic designer for complex branding, it's a great starting point.

Printed and Digital Publications: Canva is often used to design magazines, e-books, newsletters, and other printed or digital publications. Its drag-and-drop interface simplifies layout design.

Email Marketing: Canva can help design email templates for email marketing campaigns, newsletters, and email signatures.

Event Materials: Whether you're organizing a wedding, party, conference, or charity event, Canva can be used to create invitations, save-the-dates, programs, and event signage.

CONCLUSION

In conclusion, Canva's user-friendly platform has revolutionized the world of web design by providing an accessible, versatile, and creative solution for individuals and businesses. With its extensive template library, intuitive customization options, and support for multimedia integration, Canva empowers users to craft professional websites that align with their unique branding and content goals. The platform's responsiveness ensures a seamless user experience on various devices, while its hosting capabilities simplify the process of making websites accessible to a global audience. Canva has bridged the gap between design and functionality, making web design a possibility for all, regardless of their technical expertise, and offering a vibrant online presence to those who seek it.