



Smart  
Internz



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## **DIGITAL MARKETING**

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# **BUILDING A WEBSITE USING CANVA**

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# INTRODUCTION

## 1.1 OVER VIEW

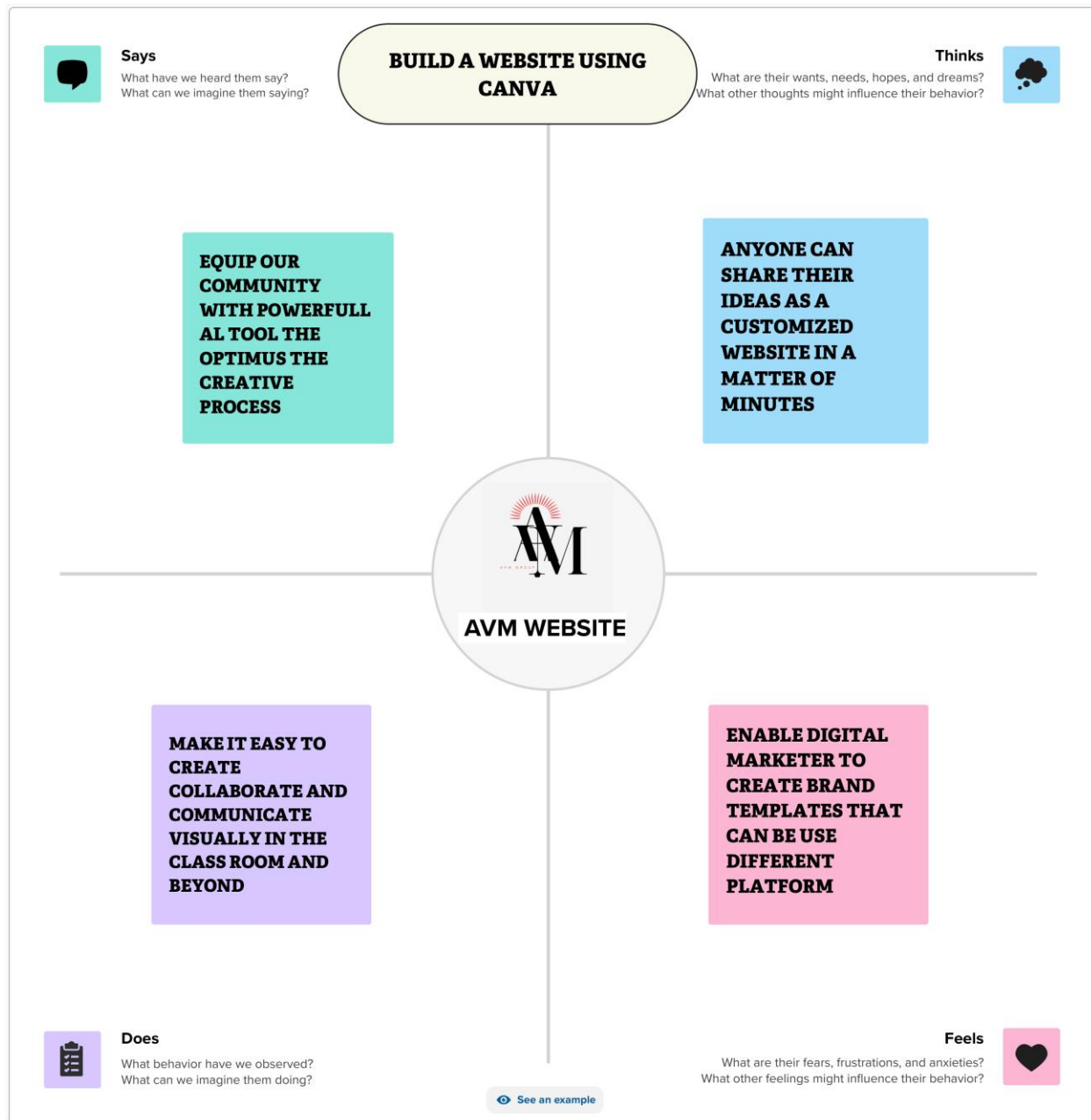
Building a website using Canva is a user-friendly and creative process that leverages Canva's design tools and templates to create a visually appealing and functional website. Canva, primarily known for its graphic design capabilities, now offers a feature called Canva Websites, which simplifies website creation for users without extensive coding or design skills. Users can choose from a variety of professionally designed templates, customize them with their own content, images, and branding elements, and publish their website with ease. Canva Websites provides a convenient drag-and-drop interface, making it accessible to beginners and small businesses looking to establish an online presence quickly and affordably.

## 1.2 PURPOSE

The main purpose of Canva is to **make graphic design accessible to everyone**. Whether you need an eye-catching header for your website or a social media post, Canva can help you create it quickly and easily. Be a force for good Making the world a better place through positive actions, inclusion and diversity. Be a good human Value good communication. Be open, honest and constructive with yourself, with your team, with the company, and with the world. Empower others Empowering others to achieve their goals, both globally and within Canva.

# PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 EMPATHY MAP

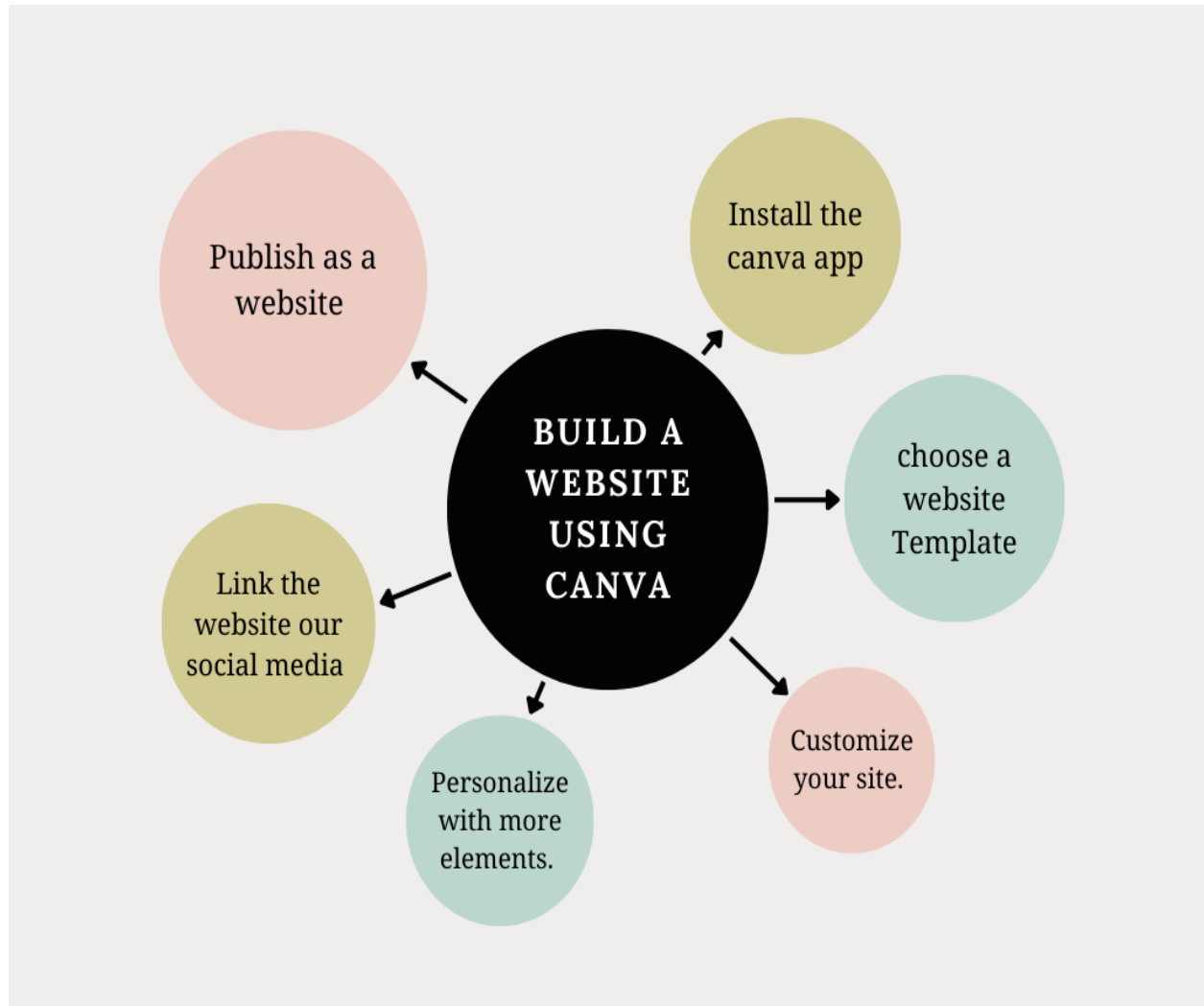


## **2.2 IDEATION AND BRAINSTORMING MAP**

### **2.2.1 IDEATION OF THE PROJECT**

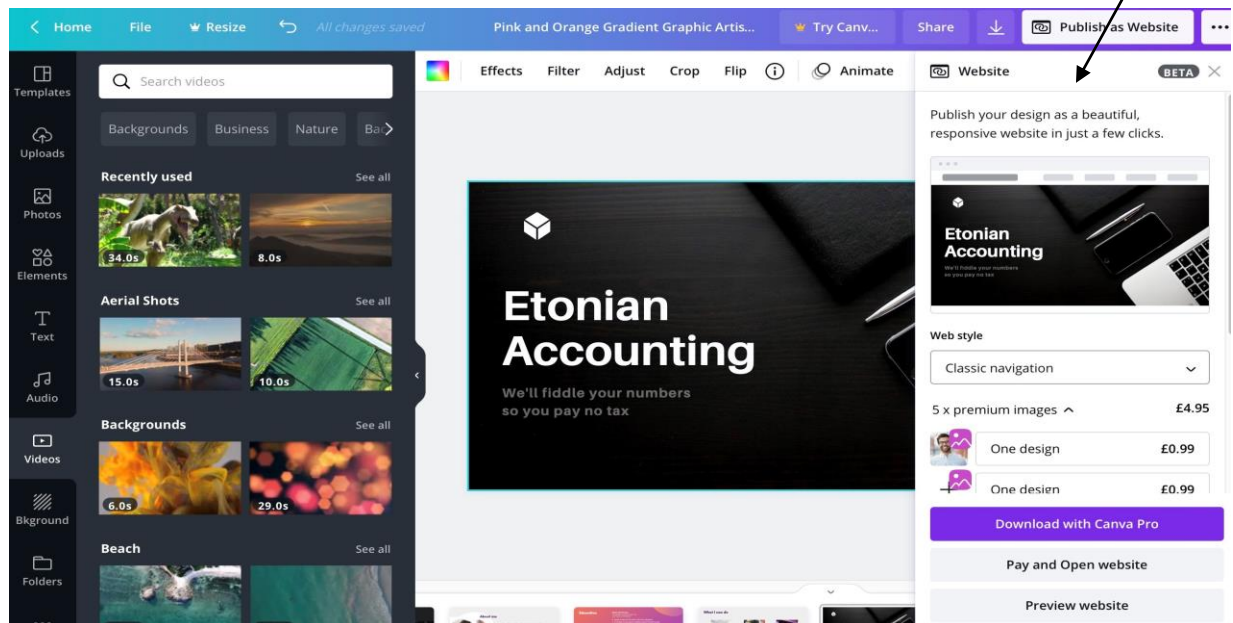
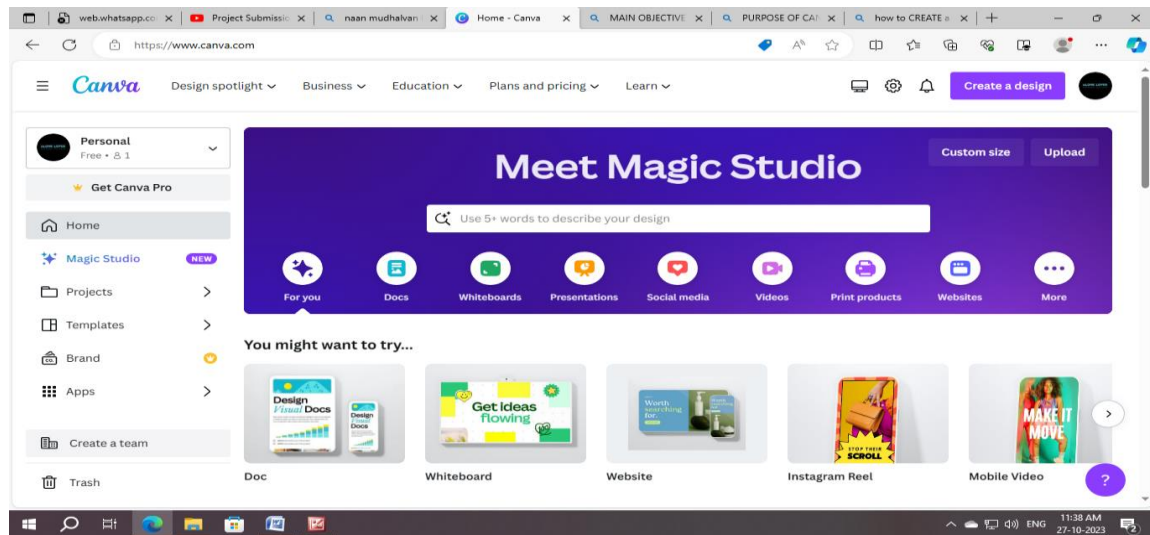
1. Start with a free Canva account and search for “website” on the homepage.
2. Select a website template from the available options and open it in the editor.
3. Customize your site by changing the text, photos, colors, fonts, and logos. You can also add content from Canva’s libraries by clicking the different tabs on the editor side panel.
4. Publish your design as a website by clicking the Publish as Website button. Canva will display your website link, which you can share with others.
5. To create a link in github, you need to navigate to the main page of the repository.
6. Locate the code you'd like to link to.
7. Choose whether to select a single line or a range.
8. Navigate to the conversation where you want to link to the code snippet.

### 2.2.2 BRAINSTORMING MAP



## 2.3 BUILD A WEBSITE IN CANVA

- To register a account in canva platform with sign in to confirmation of your account
- Create a design and to search website in search engine



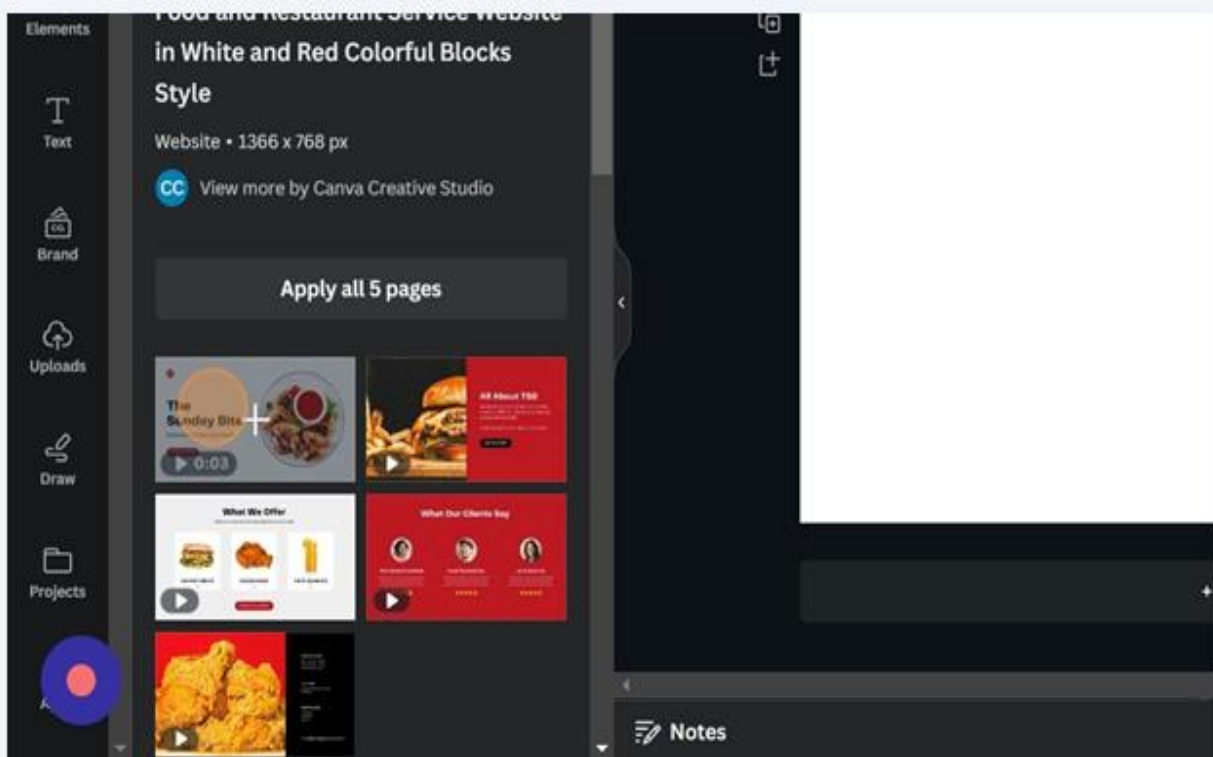


Link by canva as <http://www.canva.com/>

- Search and click online store
- Choosing design
- Change the background colour
- To changes the design on desired model and a develop a website name as a “AVM ELECTRICALS”

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After entering online store choose a design u like and click on it. select additional templates if you need.

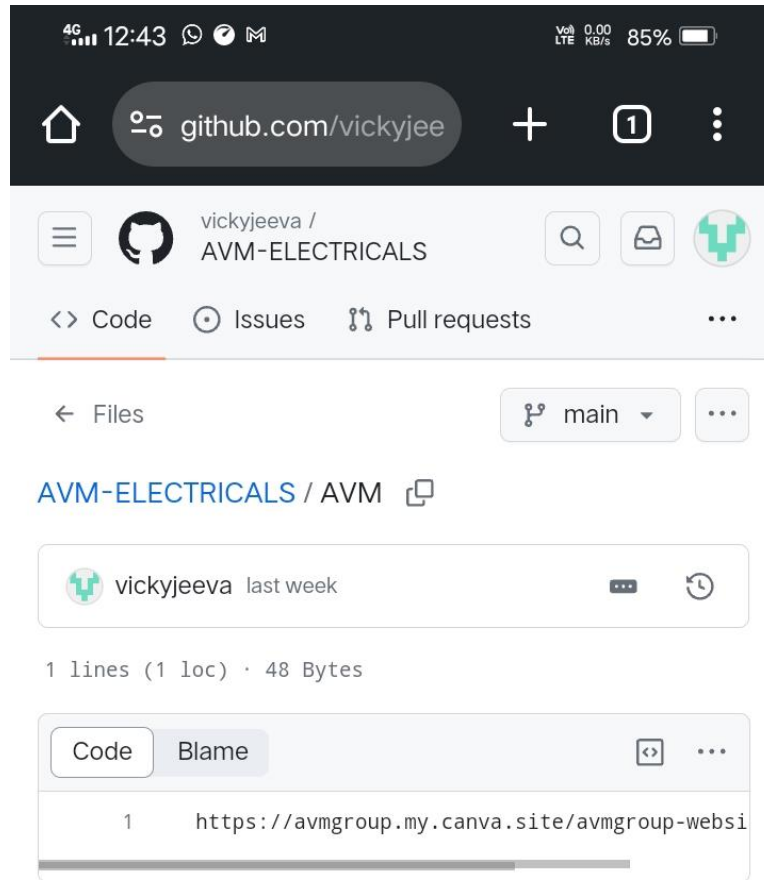


## OUR CREATING A WEBSITE “AVM ELECTRICALS”



- Complete a edit and to select the view option
- The view icon shows that the navigation of template like as desktop or mobile screen
- Finally to check the design in our website and publish in canva platform.
- To get a URL link in creation of the website

## 2.4 TO GENERATE GITHUB LINK



- To generate a link of the particular website by using GITHUB

## 3. RESULT

Thus the result of this project is building a website in canva platform as providing free access with private or public. The free source of canva has a essential features and more amount of elements are presented of its self. To finally create a website as successfully by using canva.

## **4. ADVANTAGES AND DISADVANTAGES**

### **ADVANTAGES**

- Free to use and open for everyone.
- Simple drag-and-drop interface and wide range of built-in templates make it easy to create professional-looking designs with little to no prior design experience.
- Pre-made size templates make creating size-specific content simple.
- Hundreds of elements, icons and graphics to choose from.
- The ability to use the transparency tool on all elements.

### **DISADVANTAGES**

- Canva can be glitchy, slow, or unresponsive at times.
- The design options are limited compared to other design tools.
- Canva can be expensive if you need to use premium features, templates, or domains.
- Canva does not have local file storage, which means you cannot access your designs offline.
- The mobile app has less features than the desktop version.

## **6. APPLICATIONS**

- Business Websites Canva has been used to create professional and visually appealing websites for businesses across various industries.
- Personal Websites Canva is also a great tool for creating personal websites that reflect your personality and interests.
- Portfolio Websites Canva is a popular tool for creating portfolio websites for creatives such as designers, photographers, and artists.

## 6. CONCLUSION

In conclusion, **Canva can be a useful tool for creating simple websites.** However, if you're looking to create a more complex website with multiple pages and advanced functionality, you may want to consider other dedicated website builders like Webflow or WordPress.