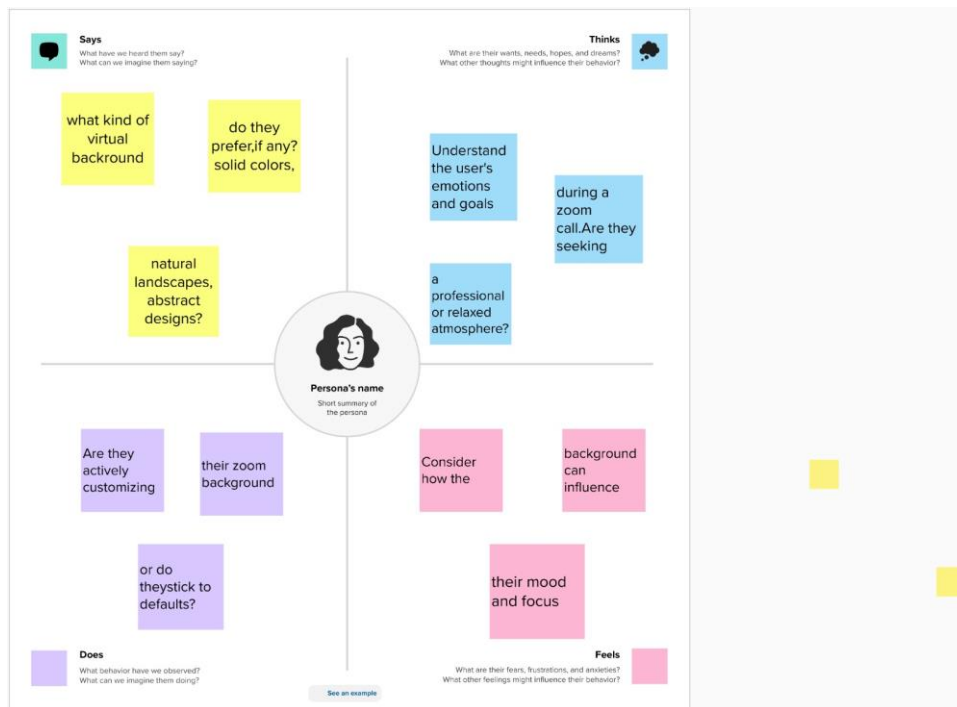# PROJECT REPORT

INTRODUCTION:

1.1Overview

Creating an infographic using Canva is an effective way to visually present complex information, statistics, or ideas in a compelling and easily digestible format. In this project, we'll begin by outlining the essential steps to design an engaging and informative infographic using Canva's user-friendly platform. Whether you're looking to communicate data, tell a story, or educate your audience, Canva provides the tools and templates needed to bring your ideas to life. Let's get started on your infographic project.
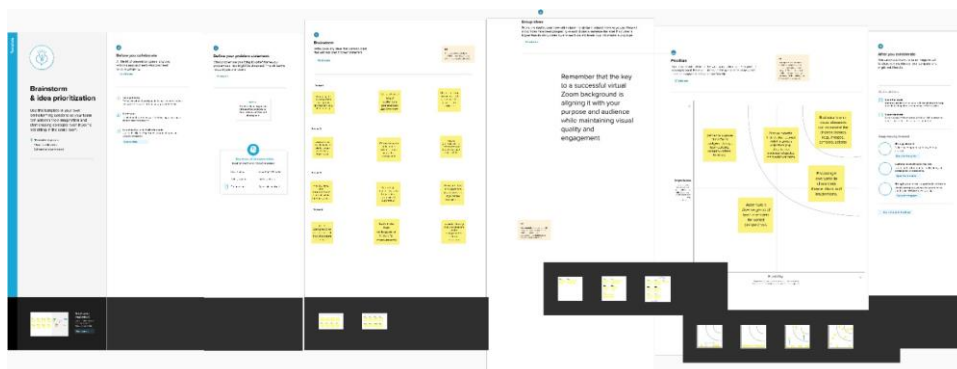
1.2Purpose

The purpose of creating an infographic using Canva is to effectively convey information, data, or concepts in a visually engaging and easily understandable format. Infographics are a powerful communication tool because they combine text, visuals, and design elements to tell a story or present facts in a way that's more appealing and memorable than traditional text alone.
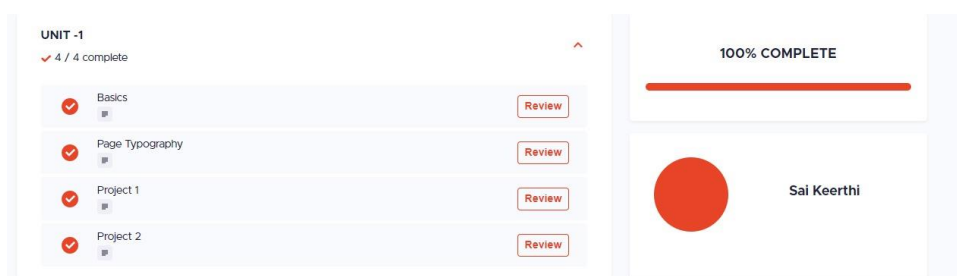
PROBLEM DEFINITION&DESIGN THINKING:

2.1Empathy map

Ideation & Brainstorming Map

RESULT:

ADVANTAGES:

1.Canva is known for its user-friendly interface, making it accessible to people with various design skill levels.

2.Canva offers a wide range of pre-designed templates for infographics, saving you time and effort.

3.You can easily customize templates, choosing colors, fonts, and adding your content to fit your project's needs.

DISADVANTAGES:

1.Canva may not be suitable for highly complex or data-intensive infographics. It's best for simple to moderately complex designs.

2.While Canva offers a free version, some advanced features and elements may require a paid subscription.

3. Free users may face limitations in terms of branding and may have Canva watermarks on their designs.

APPLICATION:

1.Design infographics to simplify complex topics, making them more understandable for students and learners

2.Use infographics in business presentations and reports to visualize data, statistics, and key points.

3.Create eye-catching infographics for your social media channels to share information, tips, or updates with your audience.

4.Design infographics as part of your marketing strategy to convey product information, industry trends, or customer testimonials.

CONCLUSION:

The application of Canva for infographic projects is diverse and extends to education, business, marketing, social media, website content, events, healthcare, advocacy, resumes, product descriptions, travel guides, workplace training, comparative analysis, process flowcharts, and data reports. Canva's adaptability and accessibility make it a valuable tool for effectively conveying information in a visually appealing manner across various fields and purposes.