BUILDING A WEBSITE : CREATE YOUR FIRST WEBSITE USING CANVA
PROJECT REPORT

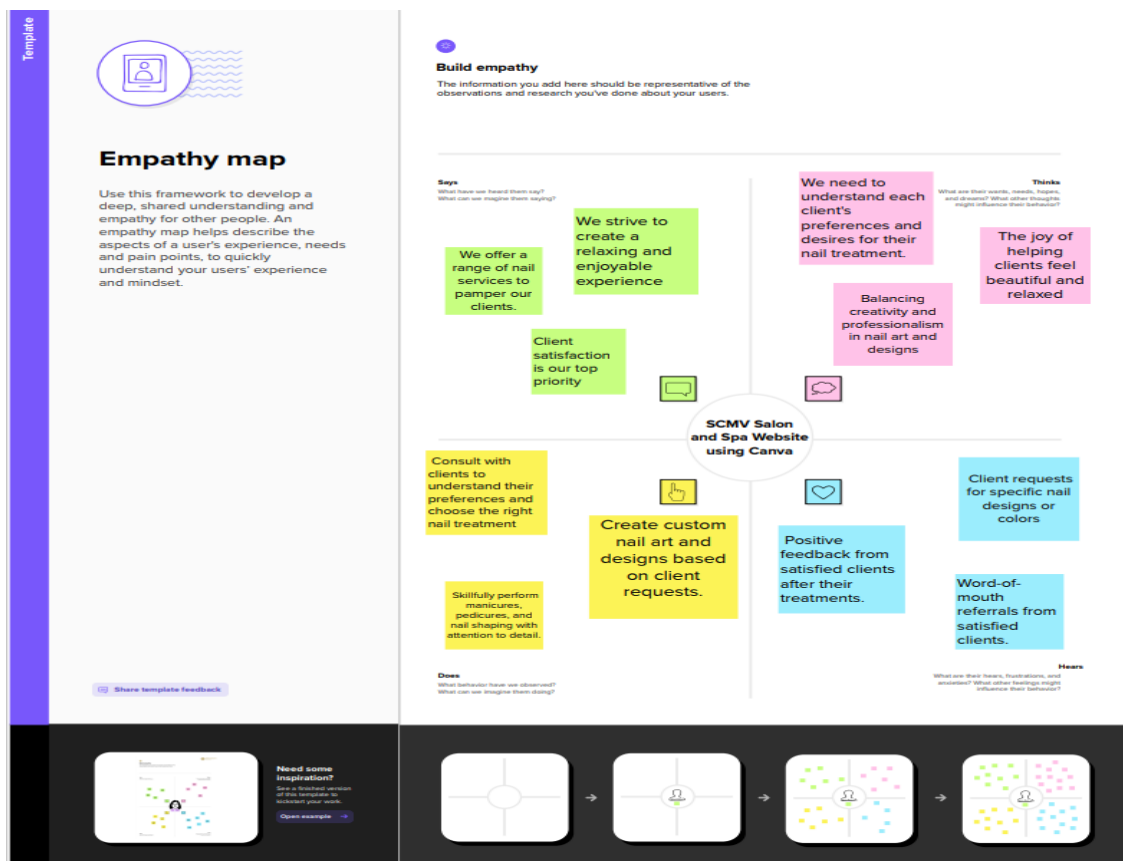| TEAM ID	NM2023TMID02106
TEAM LEAD	SABARINATHAN S
TEAM MEMBER	CHANDRU N, MOHAN VARATHAN V, VIJAY A
MENTOR	Mr. C. VENKATNARAYANAN

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1.Introduction

1.1 Overview

In the digital age, having a strong online presence is crucial for individuals and businesses alike. One effective way to establish that presence is by creating a website. Canva, a versatile graphic design platform, offers user-friendly tools to help you design and build a visually appealing website. This guide will walk you through the process of building a website using Canva.
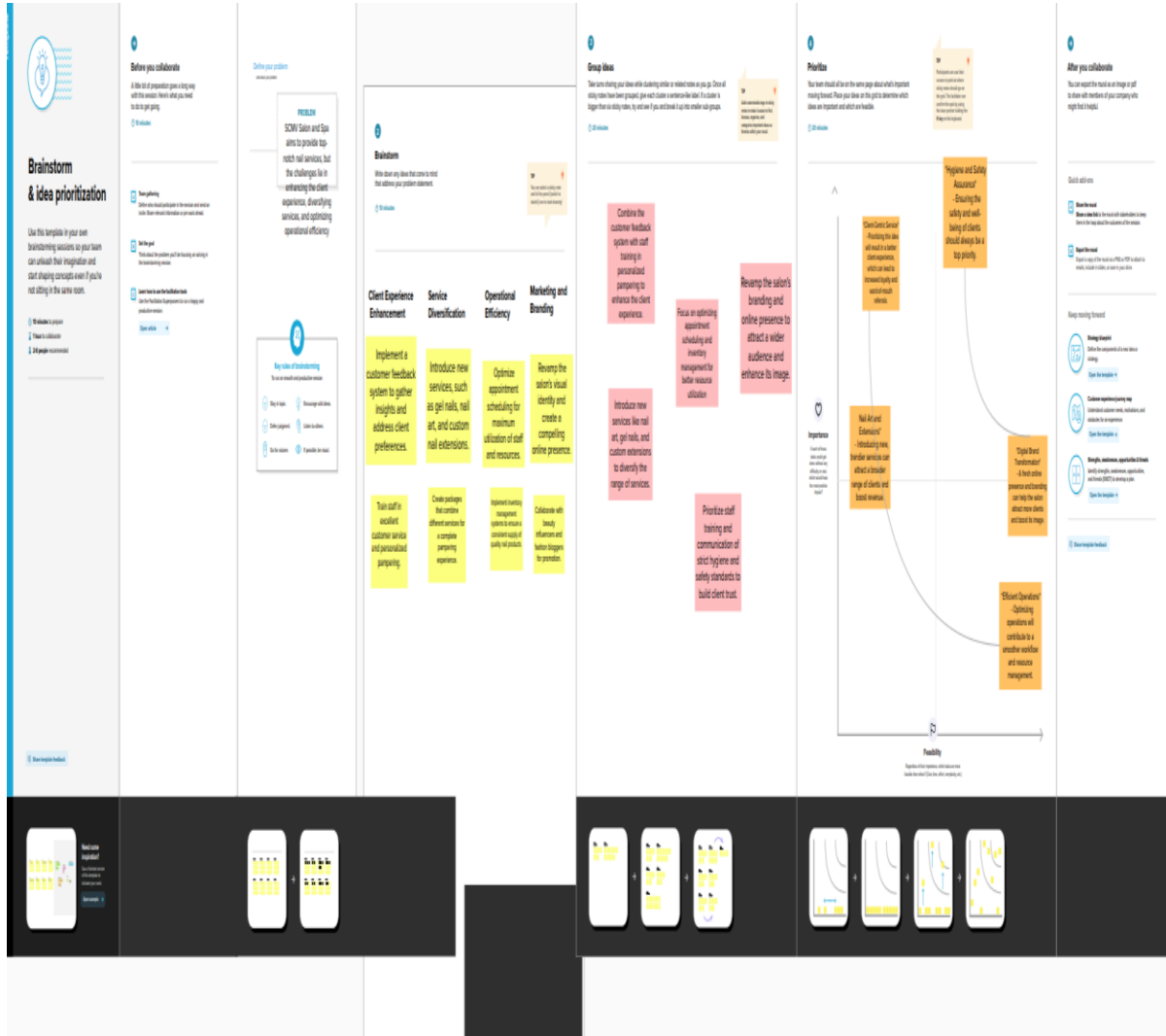
1.2 Purpose

The purpose of this guide is to provide step-by-step instructions and insights into how to leverage Canva's features to create an attractive and functional website. Whether you're a small business owner, a freelancer, an artist, or anyone in need of a web presence, using Canva can make the website building process more accessible and enjoyable.

2.Problem Definition & Design Thinking

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

3.RESULT

BUILDING A WEBSITE : CREATE YOUR FIRST WEBSITE USING CANVA

Brand Name: SCMV Nail Salon and Spa

Category: Beautician

Target Audience: Women and Kids

Email: scmvnail@gmail.com

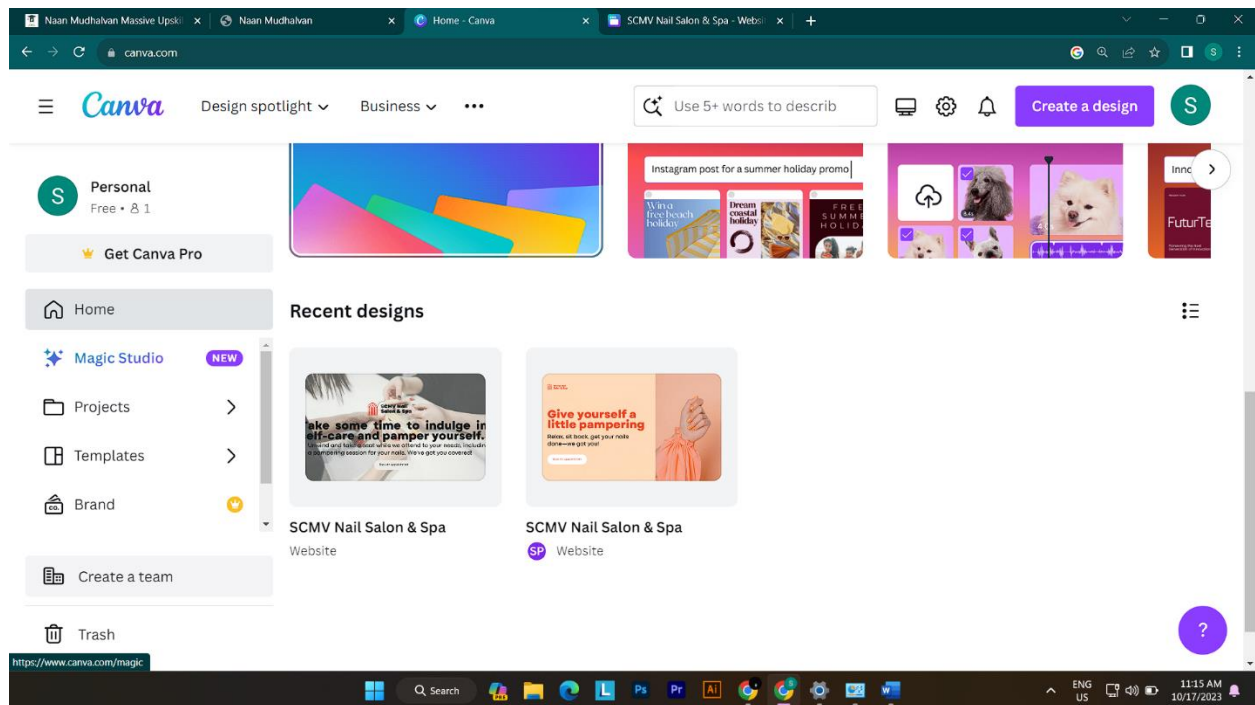**Documentation - With Attached Screenshots for Website Pages**

Introduction

Welcome to the documentation for building your first website using Canva. In this guide, we will walk you through the steps to create an attractive and functional website for your brand, SCMV, in the beauty category, catering to women and kids. This document will include a step-by-step walkthrough, screenshots, and tips to help you get started.
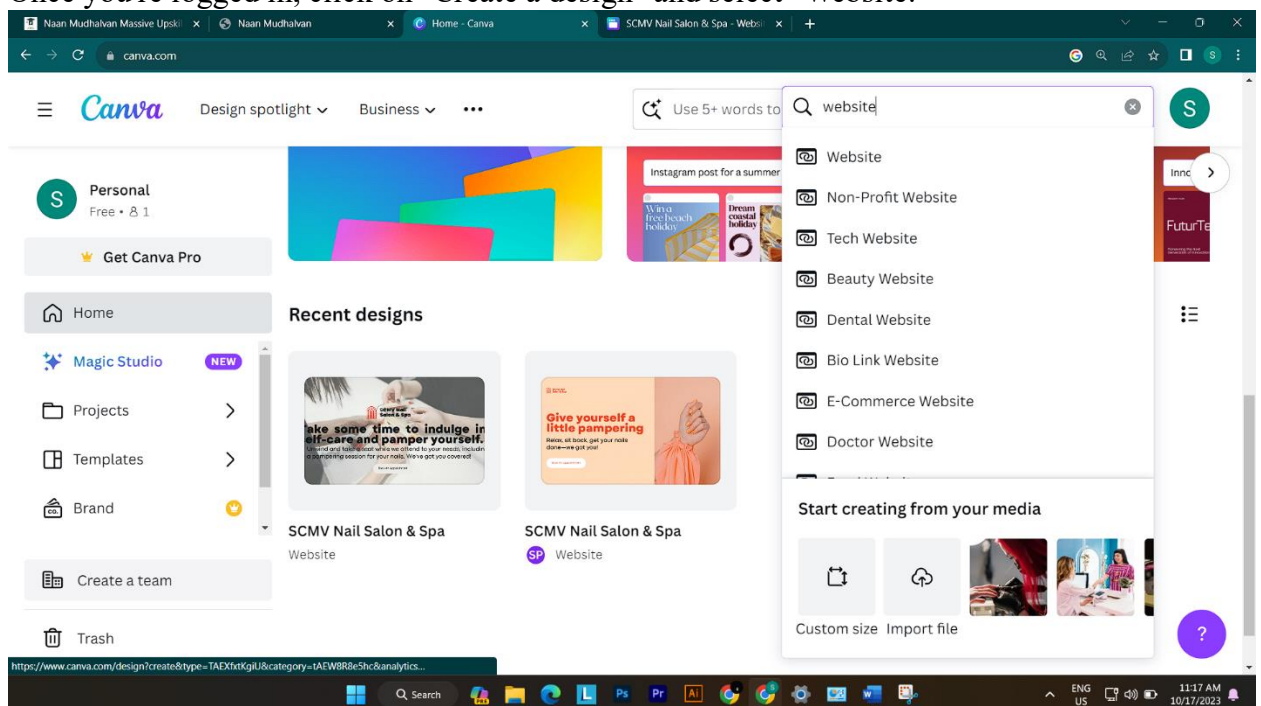
Step 1:

- Go to the Canva website (https://www.canva.com).

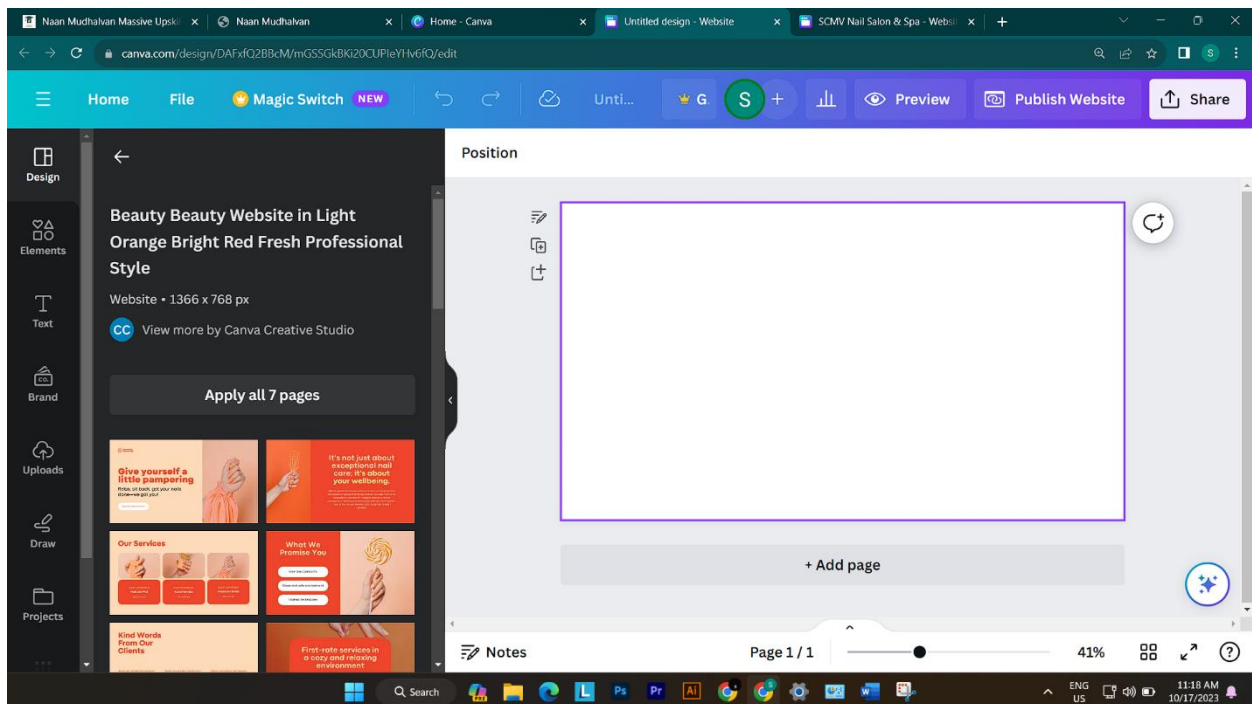- Sign up for a Canva account using your email address.

Step 2: Access Canva's Website Builder

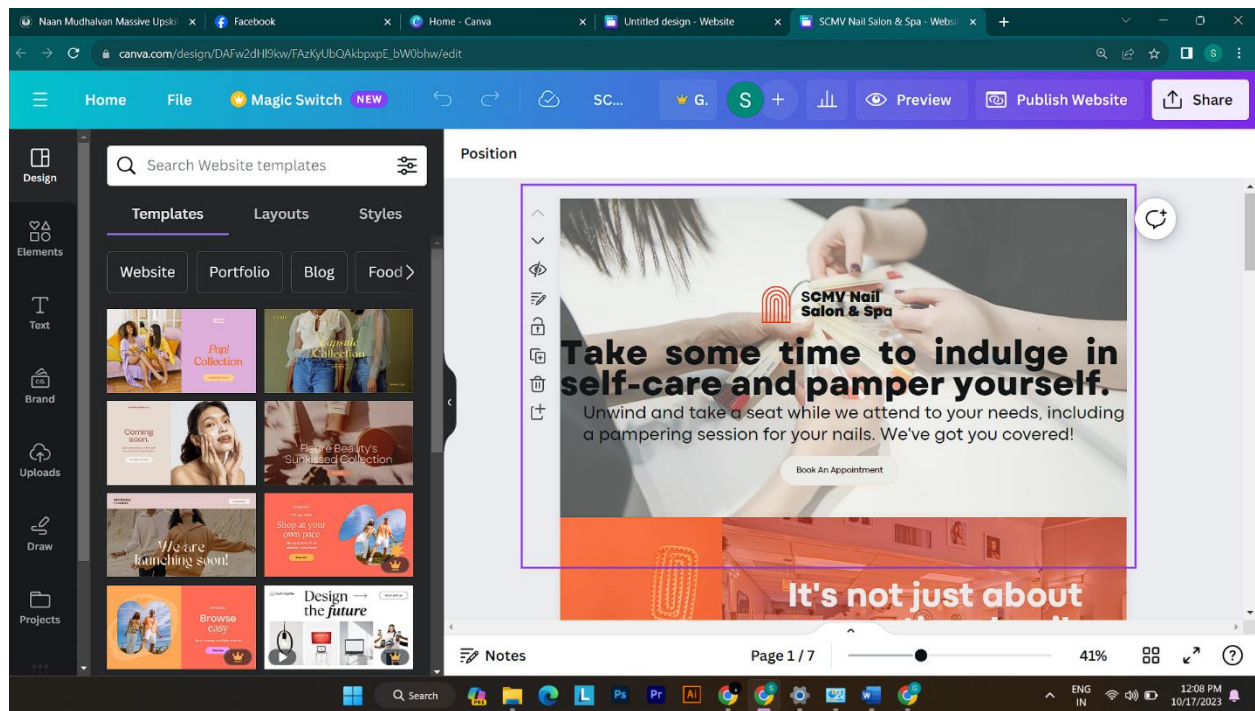- Once you're logged in, click on "Create a design" and select "Website."

Step 3: Choose a Template

- Browse through Canva's collection of website templates. You can search for templates related to beauty, women, and kids.
- Select a template that resonates with your brand and objectives.
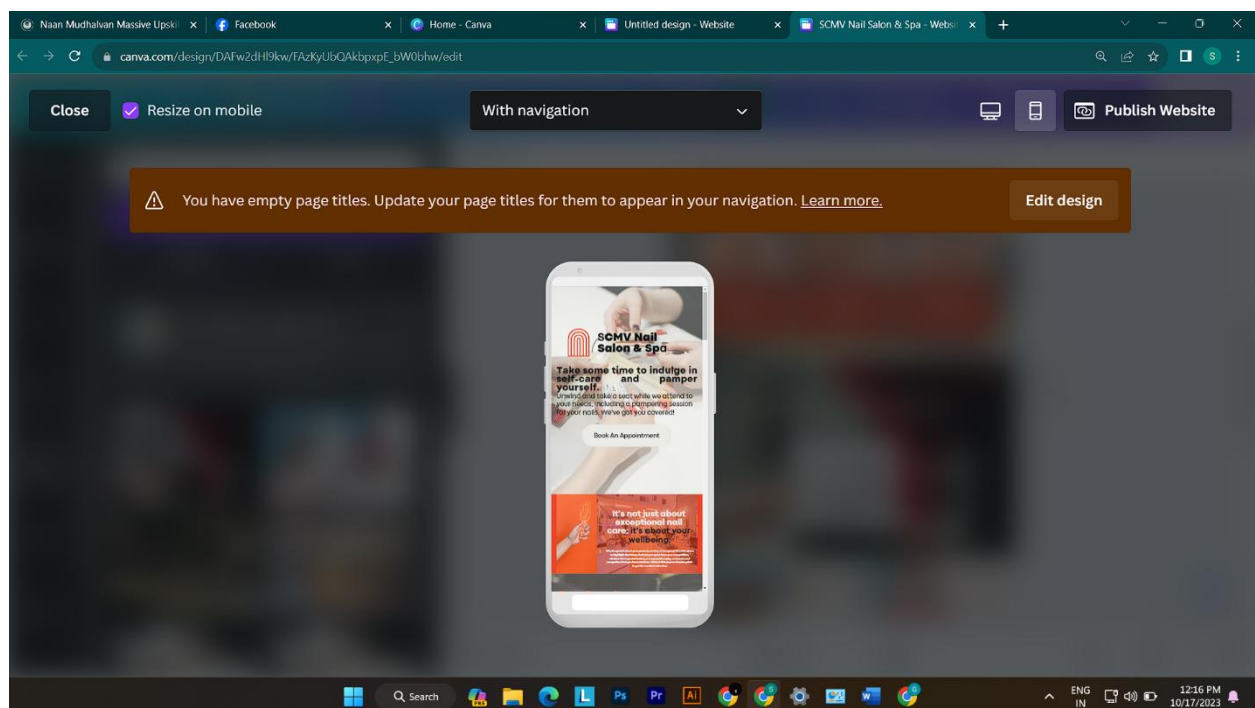

Step 4: Customize Your Website

- Use Canva's user-friendly drag-and-drop editor to personalize the template.
- Replace sample text with your brand's information and add images related to your beauty products.
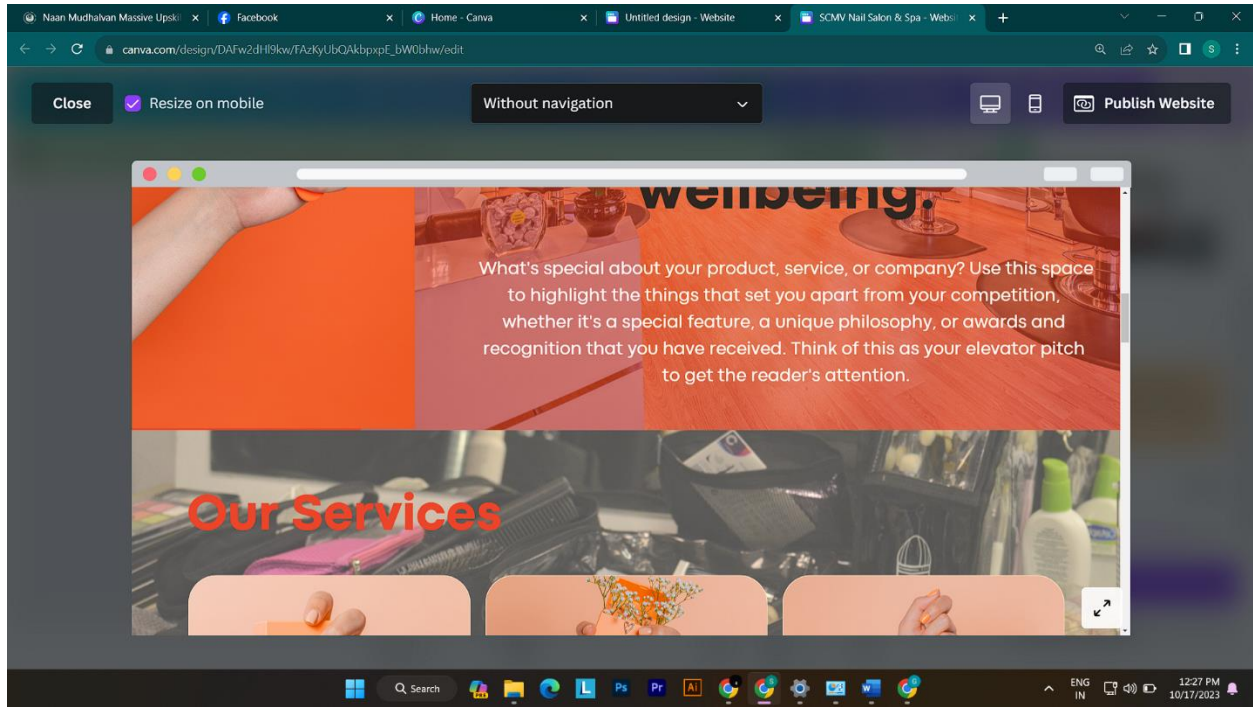- Adjust fonts, colors, and layout to match your brand's style.

Step 5: Mobile Optimization

- Use Canva's responsive design features to ensure your website looks great on both desktop and mobile devices.
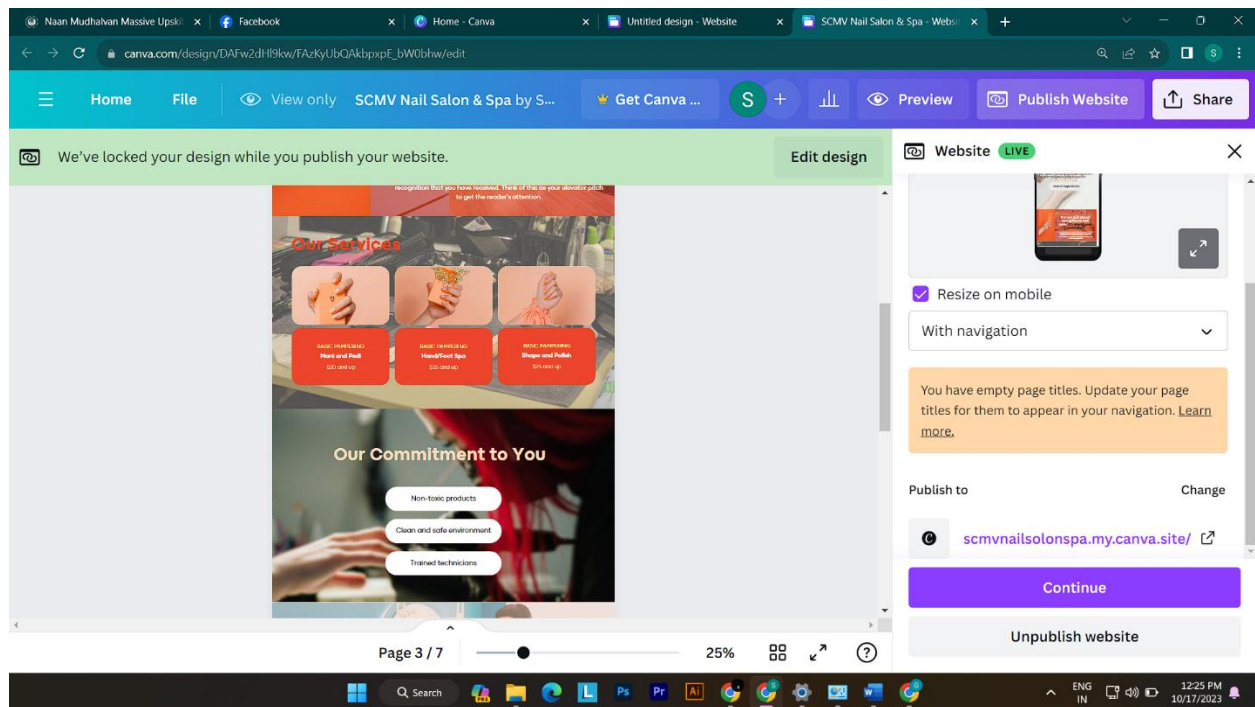
Step 6: SEO Optimization

- Improve your website's visibility by adding relevant keywords, meta tags, and descriptions.
- Optimize your content for search engines.

Step 7: Preview and Test
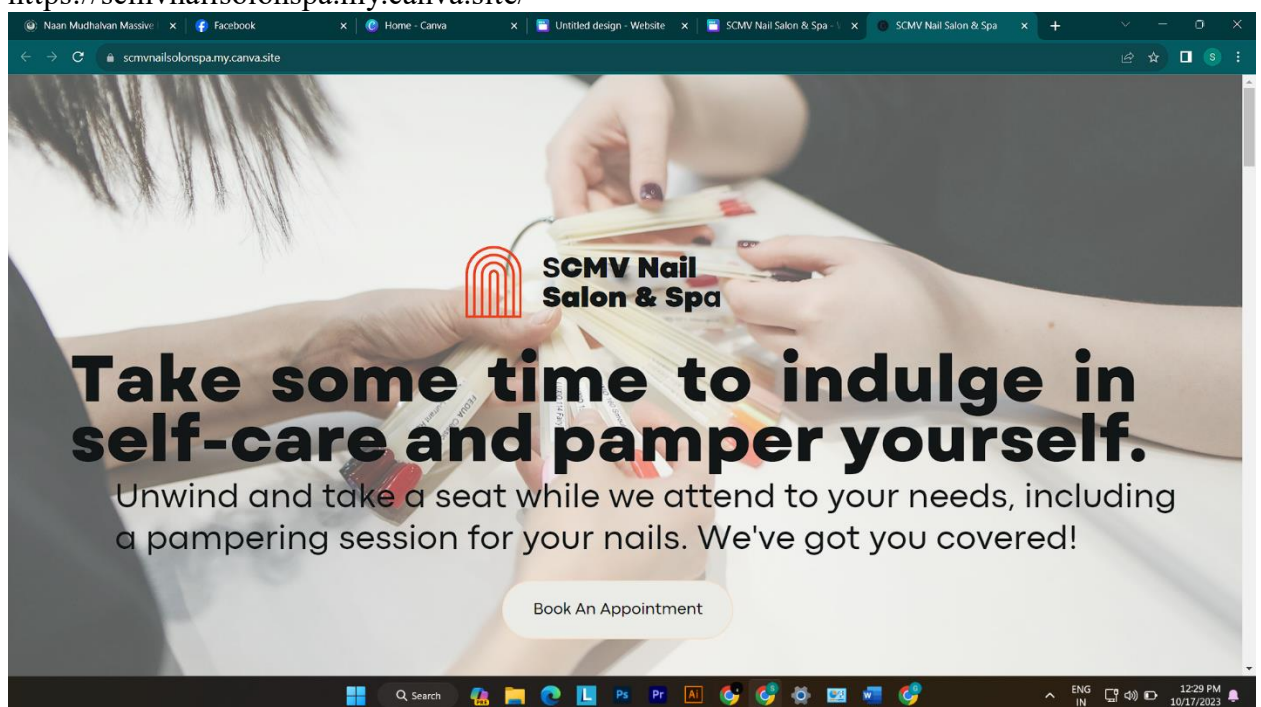
- Before publishing, preview your website to check for errors or inconsistencies.
- Test its functionality on various web browsers and devices.

Step 8: Publish Your Website

- Once satisfied, click the "Publish" button within Canva to make your website live on the internet.
- Canva may provide options for custom domains or hosting. https://scmvnailsolonspa.my.canva.site/

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Step 9 : Upload your Recorded Video

If you have recorded a video while building your website using Canva, please upload it to share your experience and insights with others.

RECORDED VIDEO LINK

https://drive.google.com/file/d/1oWHAgg68u9_7eIhj8dd0FAtuo-64gsE7/view?usp=sharing

CANVA PUBLISHED WEBSITE LINK

https://scmvnailsolonspa.my.canva.site

GITHUB LINK

https://github.com/vjvijay2/NM2023TMID02106

4.ADVANTAGES & DISADVANTAGES

Advantages:

Building a website using Canva offers several advantages:

User-Friendly Interface:

Canva's intuitive interface makes it accessible to individuals with limited web design experience.

Templates and Design Elements:

Canva provides a wide range of customizable templates and design elements to streamline the website creation process.

No Coding Required:

Canva eliminates the need for coding, allowing non-technical users to create professional-looking websites.

Cost-Effective:

Canva offers both free and paid versions, making it cost-effective for those on a budget.

Collaboration:

Canva allows for collaboration with team members, making it suitable for group projects.

Disadvantages:

However, there are some limitations when building a website with Canva:

Limited Advanced Features:

Canva's website building capabilities are not as advanced as dedicated website builders or custom coding.

Customization Constraints:

While user-friendly, Canva may not offer the same level of customization as professional web development tools.

Export Options:

Exporting websites from Canva might have limitations in terms of hosting and domain choices.

Online Dependence:

Building a Canva website requires a reliable internet connection, which may be a limitation in certain situations.

5.APPLICATIONS

Building a website using Canva can be applied in various scenarios, including:

Personal Blogs:

Share your thoughts, hobbies, and experiences with the world.

Small Businesses:

Promote your products or services and establish an online storefront.

Creative Portfolios:

Showcase your art, photography, design work, or writing.

Freelancers:

Create a professional online profile to attract clients.

Events:

Build websites for weddings, conferences, or special occasions.

Nonprofit Organizations:

Share your mission, programs, and accept donations.

6.CONCLUSION

In conclusion, Canva provides a practical and accessible platform for building a website. Its advantages, such as an intuitive interface, templates, and cost-effectiveness, make it a valuable tool for various users. However, it's essential to weigh the disadvantages and consider the specific requirements of your project. Whether you're an individual looking to create a personal blog or a small business owner seeking to establish an online presence, Canva can simplify the website-building process and help you reach your online goals.