

Hands-on Exercise No. 1
DigiSkills 2.0 Batch-06
Digital Marketing

Total Marks: 10

Due Date: 23/11/2023

Instructions:

Please read the following instructions carefully before submitting this Hands-on Exercise:

- Use MS Word to prepare exercise solution.
- You may consult tutorials and videos if the concept is not clear.
- Your submitted exercise will not be considered/counted if:
 - It is submitted after the due date.
 - It is not in the required format (.doc or .docx)
 - It does not open, or file is corrupt.
 - It is copied (partial or full) from any source (websites, forums, students, etc.)

Learning Outcome:

After completing this exercise, you shall be able to:

- Create account on Canva.
- Use Canva template.
- Customize Canva template.

Problem Statement

You own a perfume brand and need to boost your brand's presence on social media. You may create a post, by setting up an account on Canva. Access Canva's Instagram post template, customize the template to align with your product. Include an enticing image of perfume, add details and additional information about your brand and product.

Tasks:

1. Create an account on Canva. (3 marks)
2. Choose an Instagram post template. (3 marks)
3. Customize the template to align with your product. Add image of perfume, and other details. (4 marks)

Guidelines:

1. Take a screenshot of creating account on Canva. (1 screenshot)
2. Take screenshot while selecting Instagram post template. (1 screenshot)
3. Customize the template to align with your product. (2 screenshots)
4. Take a screenshot of the final post.

NOTE:

1. Add all screenshots into a Microsoft Word file and upload it on the Learning Management System (LMS)
2. We will analyze your solution based on the steps that you would perform.

BEST OF LUCK ☺

How to take screenshots?

Method 1: Press “Windows logo key + PrtScn key”, It will take a screenshot and save it automatically to C:\Users\[YOUR COMPUTER NAME]\Pictures\Screenshots

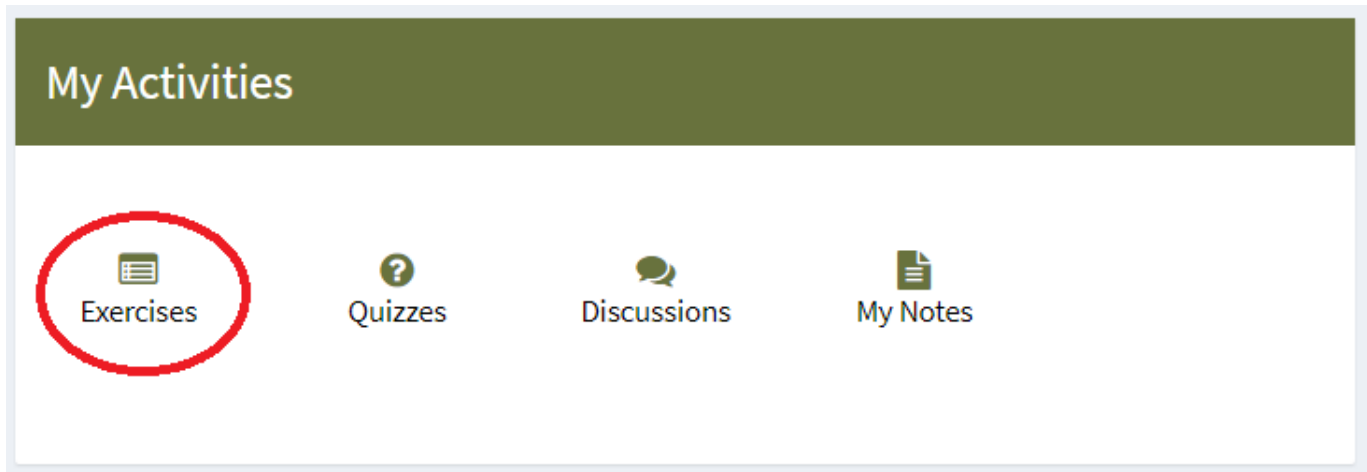
Method 2: Press the “PrtScn” key and paste it to MS Word.

Method 3: Press “Windows + Shift + S”. Your screen will appear grayed out and your mouse cursor will change. Click and drag on your screen to select the part of your screen you want to capture. A screenshot of the screen region you selected will be copied. You can paste it in the MS Word by pressing Ctrl + V.

How to submit solution file on LMS?

Please perform the following steps for submitting your solution using LMS:

- 1) Login to the LMS
- 2) Click on the **Exercises** button within the **My Activities** section



- 3) Click on the submit button to upload your Solution.

DigiSkills.pk Learning Management System

Hand's On Exercise

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FRL101 - Freelancing

Title	Exercise	Due Date	Submit	Marks
Hands-On Exercise No. 1	Exercise File	Dec 20, 2018	Submit	Total Marks: 10.00

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4) Keep in mind to upload your Solution in .doc or .docx format