

PROJECT DESIGN PHASE - II

Technology Stack (Architecture & Stack)

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| Date | 3 November 2023 |
| Team ID | NM2023TMID01224 |
| Project Name | How to create a reel design using Canva |

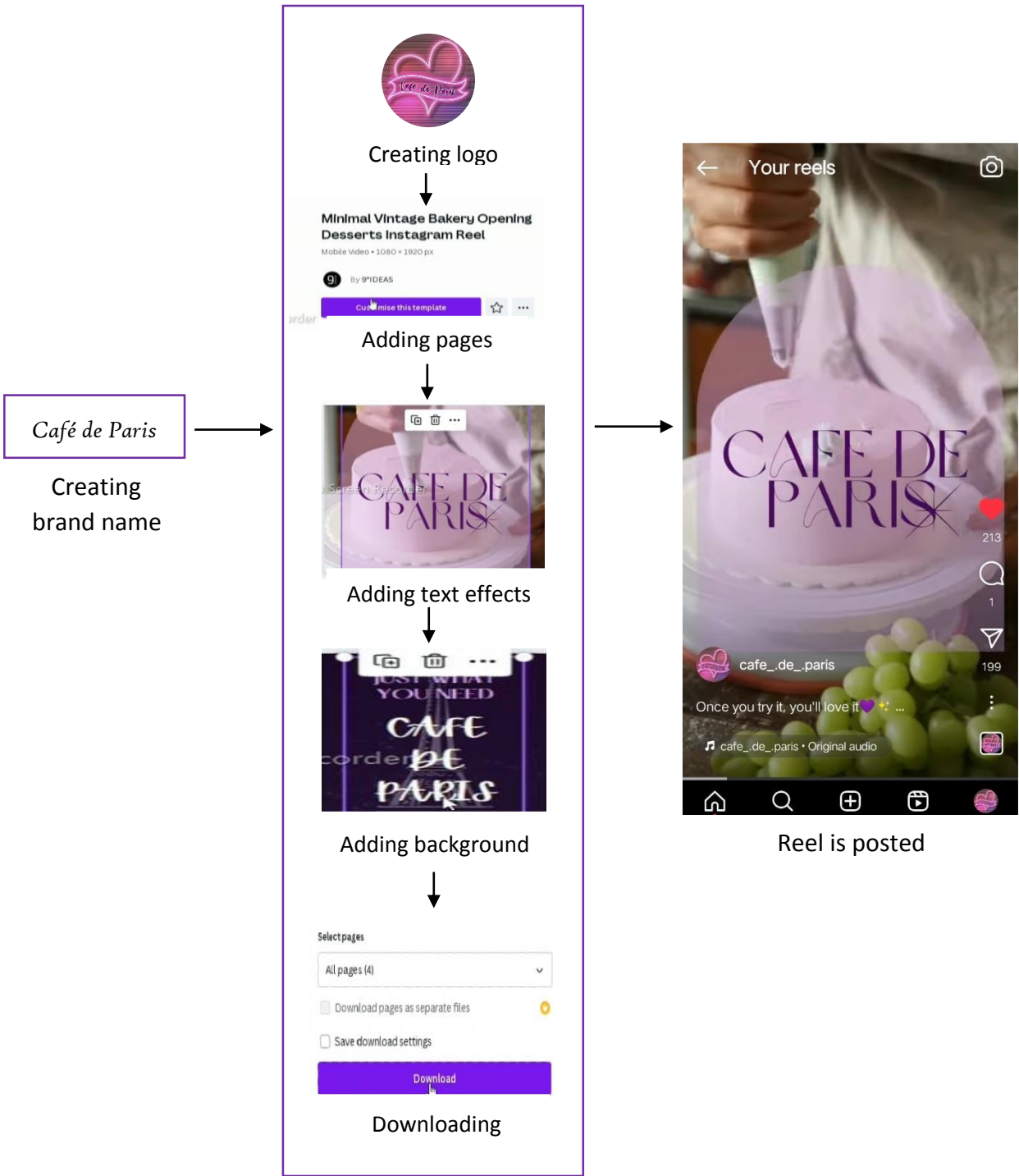
Technical Architecture:

| S. No | Component | Description | Technology |
|-------|------------|--|--|
| 1. | Brand | A new brand is created and is named as <i>Café de Paris</i> . | Brainstorming and idea prioritization. |
| 2. | Brand Logo | A logo is created and the theme is set. | Canva |
| 3. | Logic | Creating an Instagram reel to promote the brand. | Canva |
| 4. | Database | No database is needed. | Nil |
| 5. | Design | The templates available in Canva are designed as per the requirements. | Canva |
| 6. | Reel | The created reel is posted on the Instagram. | Instagram |

BRAINSTORMING

CANVA

INSTAGRAM



Application Characteristics:

| S. No | Characteristics | Description | Technology |
|--------------|------------------------|---|-------------------|
| 1. | Social media branding | Reels, posts, stories help in creating awareness about the brand. | Instagram |
| 2. | Creating logo | A color theme is chosen and a logo is created. | Canva |
| 3. | Designing | Several pages and templates are edited to create a reel to promote the brand. | Canva |