

Project Development Phase

No. Of Functional Features Included In The Solution

DATE	02 November 2023
NM ID	E6E1DFAC303A3A4B69045A752716115D
PROJECT NAME	How to Create a Brand Promo Video Using Canva

Video Editing Tools:

Include a comprehensive set of video editing tools for trimming, cutting, merging, and rearranging video clips. These tools should allow for precise control over the timing and sequence of video elements.

Visual Effects and Transitions:

Provide a library of visual effects, transitions, and filters to enhance the video's aesthetics. Users should be able to easily apply effects like fades, color grading, and motion graphics.

Text and Titles:

Offer the capability to add text overlays and titles to the video. This should include options for customizing fonts, sizes, colors, and animations.

Audio Editing:

Enable users to edit audio tracks, adjust volume, add background music, and synchronize audio with video. This is crucial for creating engaging and impactful soundscapes.

Media Asset Integration:

Allow users to import images, videos, and audio files. Ensure compatibility with various media formats and provide tools for managing and organizing these assets within the project.

Timeline and Layering:

Implement a timeline view with layering capabilities to control the positioning of video and audio tracks. This enables complex and precise video composition.

Templates and Themes:

Offer pre-designed templates and themes that simplify the video creation process. Users can customize these templates to align with their brand's style.

Export Options:

Provide a variety of export settings for different platforms and resolutions, including options for social media, websites, and presentations.

Collaboration and Sharing:

Enable collaboration by allowing multiple users to work on the same project simultaneously. Implement sharing features to easily distribute the final video to various platforms and audiences.