

# PROJECT REPORT

<u>Date</u>	30 October 2023
<u>Team ID</u>	3E69E39E858B4AC8FAA431A7BC8F16CD
<u>Project Name</u>	Project - How to create a <b>BRAND PROMO</b> video using <b>CANVA</b>

## 1.INTRODUCTION :

### Project Overview:

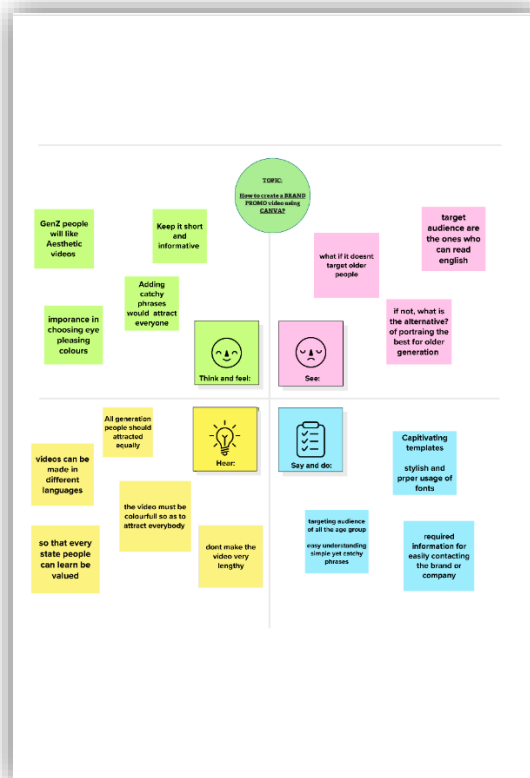
This project aims to establish a creative promo video for promoting its brand by creating a short video of the brand which they want to publish their (MUSIC) among the audience using a tool called canva.

### Purpose:

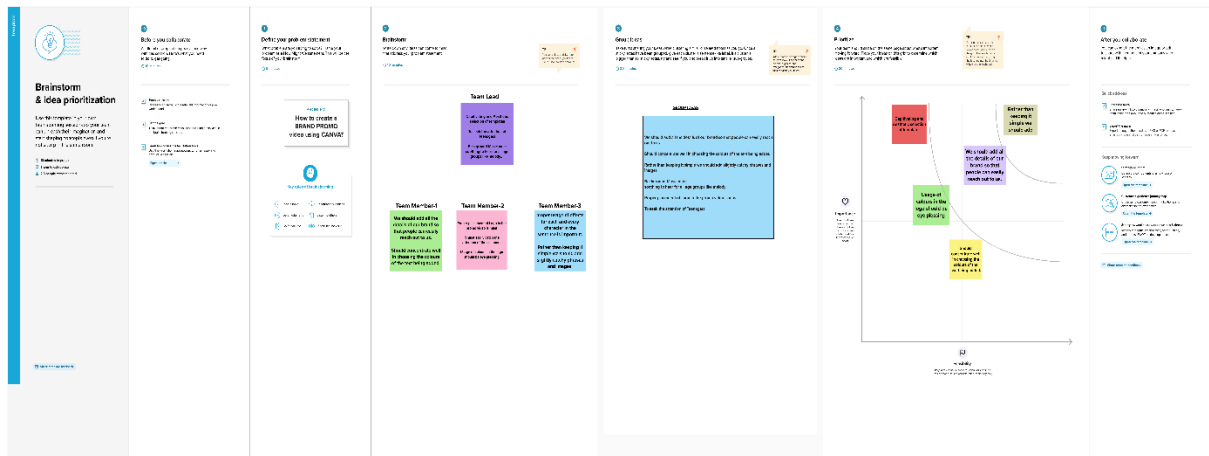
- To attract audience of all age groups
- Having discounts for each course
- All the interested audience can learn

## 2.Problem Definition and design thinking

### 2.1 EMPATHY MAP

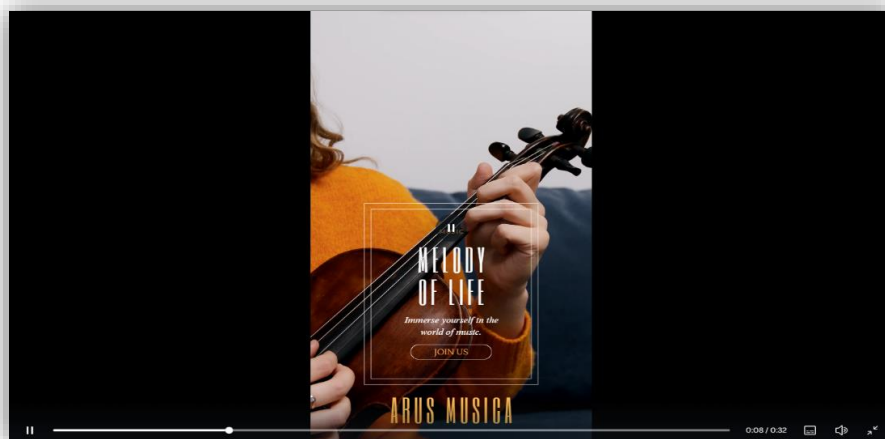
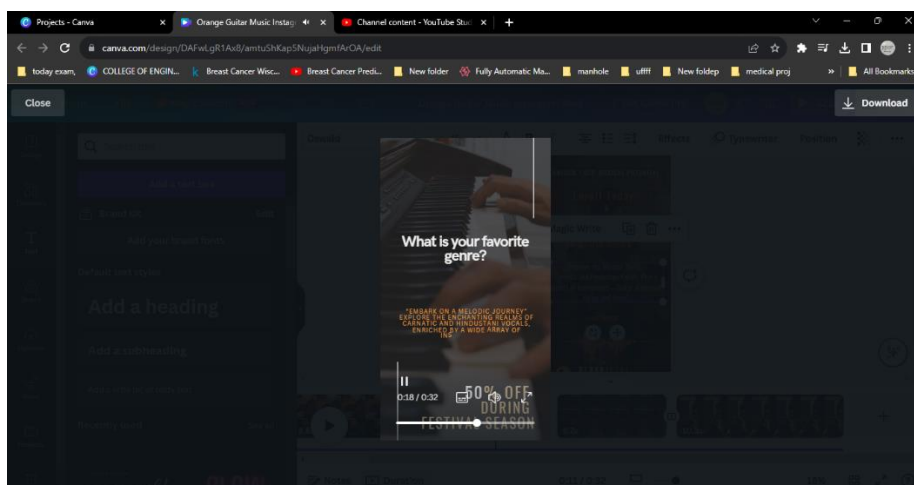


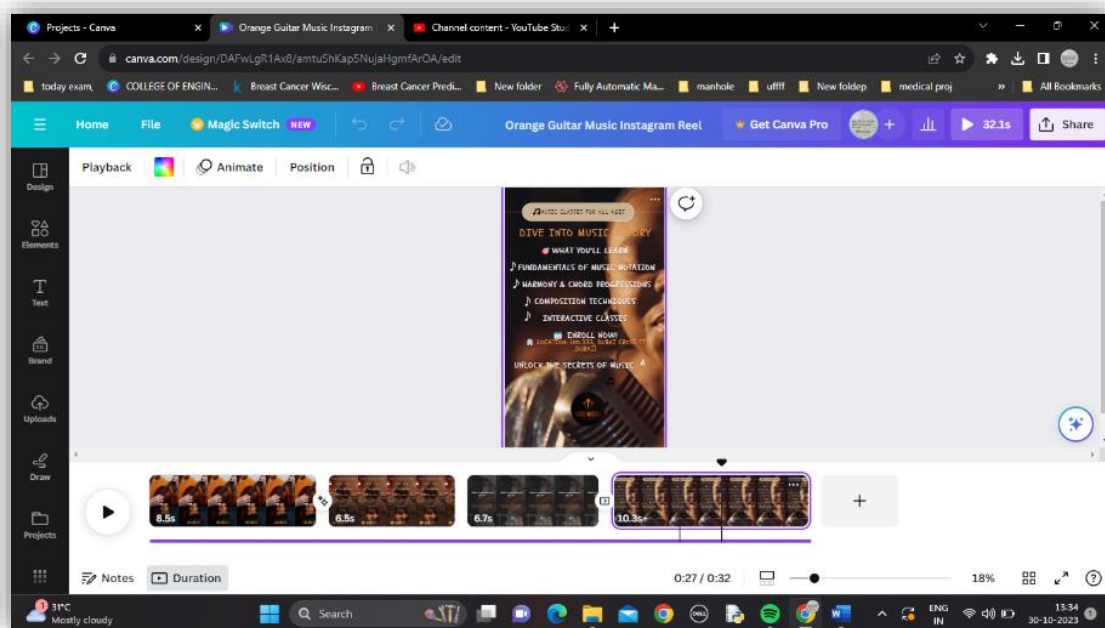
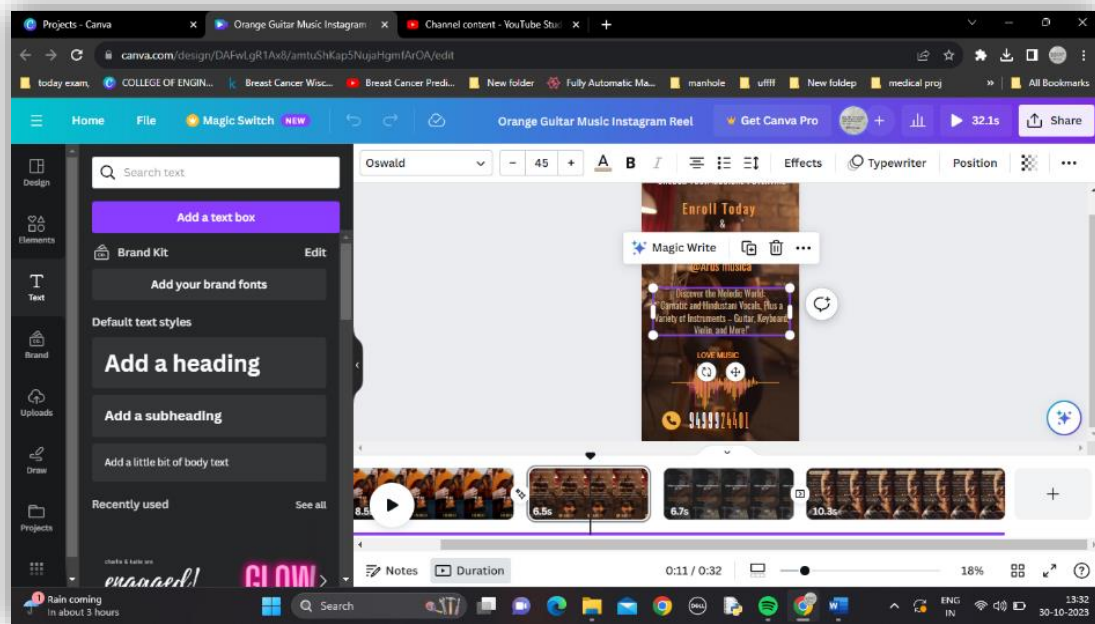
## 2.2 Ideation and brain storming



## 3. RESULT

This project will be concentrating on how to reach the audience by promoting their brand using a short promo video. And the video will include all the information regarding the brand and the service of what they will be offering to the public.





#### 4. Advantages and Disadvantages

- We have used fonts and colors which are pleasing to the eyes.
- Usage of Aesthetic templates
- It might not be able to target audience who cannot read or understand
- Might not attract old people.

## **5.APPLICATION**

- The main usage of this projects is that people prefer a short and simple clip rather than a advertisement give in a newspaper
- Usage of proper text, phrases ,images and short clips aid in faster marketing .

## **6.CONCLUSION**

Things which I Learnt using CANVA:

- Canva provides a user-friendly platform that does not require advanced design skills, making it accessible to a wide range of user.
- This is great for those who are not design professionals.
- It Provides a wide variety of professionally designed templates for promo videos.
- These templates are customizable, allowing you to tailor your video to your specific needs.
- You can easily add text, images, videos, and more to create a visually appealing promo.