Project Design Phase-II

Date	4 November 2023
Team ID	NM2023TMID10148
Project Name	How to Create a Brand Promo Video using Canva.

<u>Open Source Frameworks</u>

1. **Plan Your Video:**
   - Define the purpose and message of your brand promo video.
   - Create a storyboard or script to outline the content and flow.
2. **Gather Assets:**
   - Collect all the images, videos, logos, and any other media assets you want to include in your video.
3. **Create Graphics and Animations in Canva:**
   - Use Canva to design any static graphics, overlays, or animations you want to include in your video.
   - Canva offers various templates and design elements that you can customize to fit your brand's style.
4. **Editing in Canva:**
   - In Canva, you can create individual frames or slides that will be part of your video.
   - Customize the timing and transitions between these frames to create a visual story.
   - Add text, graphics, and animations to each frame.
5. **Export from Canva:**
   - Canva allows you to export individual frames or the entire project as images or PDFs.
   - Export the frames you've created in Canva.
6. **Use a Video Editing Tool:**

- Import the exported frames, images, and any other assets into a video editing tool.
- Arrange the frames in the desired order.
- Add transitions, animations, and audio as needed.
- You can use free and open-source video editing tools like Shotcut, Lightworks, or DaVinci Resolve.

7. **Add Background Music and Voiceovers:**
   - Include suitable background music or sound effects.
   - Record and add voiceovers if necessary.

8. **Edit and Fine-Tune:**
   - Adjust the video's timing, transitions, and effects to create a seamless and engaging promo video.

9. **Export the Final Video:**
   - Export the final video in the desired format and resolution.