PROJECT DEVELOPMENT PHASE

No. of Functional Features included in the Solution

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

Functional features:

- 1. User Authentication: The ability for authorized users to access the Canva platform with the necessary permissions for video creation and editing.
- 2. Video Creation and Editing Tools: Functionality to create, edit, and assemble video content within Canva, including adding, trimming, and arranging clips.
- 3. Media Library: A library for storing and organizing images, videos, and audio files to be used in the video.
- 4. Text and Typography: Features for adding and customizing text overlays, including font styles, sizes, and colors.
- 5. Graphic Elements: Tools for adding graphics, icons, stickers, and illustrations to enhance the video's visual appeal.
- 6. Templates and Themes: Access to pre-designed templates and themes tailored for brand promo videos.
- 7. Transitions and Effects: Options for adding transitions between clips and applying visual effects, such as filters and overlays.
- 8. Audio Integration: Capability to add background music, sound effects, and voiceovers to the video.
- 9. Text-to-Speech (TTS): An option for generating voiceovers using text-to-speech technology.
- 10. Export Options: The ability to export the video in various formats and resolutions suitable for different platforms (e.g., social media, websites).

- 11. Collaboration and Sharing: Features that allow team collaboration, feedback, and easy sharing of the video project.
- 12. Mobile Accessibility: Ensuring that Canva's features and functionality are accessible on mobile devices for on-the-go video editing.
- 13. Integration with Stock Media: Integration with stock photo and video libraries for easy access to licensed media assets.
- 14. Feedback and Review: Tools for collecting feedback and comments on the video project within Canva.
- 15. User Support and Help Center: Access to user support resources, tutorials, and a help center to assist users in video creation.
- 16. Branding Elements: Features to upload and apply the brand's logo, colors, and typography consistently throughout the video.
- 17. Scheduled Publishing: The ability to schedule the release of the video on specific dates and times.
- 18. Revision History: A history tracker to view and restore previous versions of the video.
- 19. Analytics and Performance Tracking: Tools for monitoring the video's performance, including view counts, engagement metrics, and click-through rates.
- 20. Compliance and Copyright Checks: Built-in checks to ensure that content used in the video complies with copyright and legal requirements.