

PROJECT DESIGN PHASE-I

Solution Architecture

Date	4 November2023
Team ID	NM2023TMID10148
Project Name	How to create a Brand Promo Video using Canva.

Solution Architecture:

Solution architecture is a complex process – with many sub-processes – that bridges the gap between business problems and technology solutions.

Step 1: Define the Objective and Message

Clearly outline the purpose of the brand promo video. Identify the core message, target audience, and the key points you want to highlight about the brand or product.

Step 2: Script and Storyboarding

Script Writing: Draft a script outlining the narrative, dialogues, or text that will accompany the video.

Storyboard: Create a visual representation of how each scene will flow. You can sketch this out or use Canva's storyboard templates.

Step 3: Gather Resources

Collect all the necessary resources such as brand logos, images, videos, and any specific text or music that will be part of the video.

Step 4: Using Canva

Access Canva: Log in to your Canva account or create one if you haven't already.

Select Video Template: Choose a video template that best fits your brand and the story you want to tell.

Customization: Modify the template to suit your brand. Use Canva's extensive library of elements to add text, images, animations, and effects.

Storyboard Implementation: Use the storyboard as a guide to arrange scenes and elements in the video editor.

Text and Visual Enhancements: Add text overlays, animations, transitions, and effects to make the video engaging.

Brand Integration: Ensure brand logos, colors, and messaging align with your brand guidelines.

Step 5: Editing and Review

Preview and edit the video to ensure coherence, consistency, and quality. Check for any errors or elements that might need adjustment.

Step 6: Exporting and Distribution

Once satisfied with the video, export it in the desired format. You can choose different formats suitable for various platforms (e.g., Instagram, YouTube, etc.). Ensure it meets the platform's specifications for resolution and size.

Additional Tips:

Music and Sound: Add background music or sound effects to enhance the video's impact.

Voiceover: If needed, consider adding a voiceover to complement the visuals.

Length: Keep the video concise and attention-grabbing. Ideal promo video length varies by platform but generally should be under 2 minutes.

Solution Architecture Diagram:

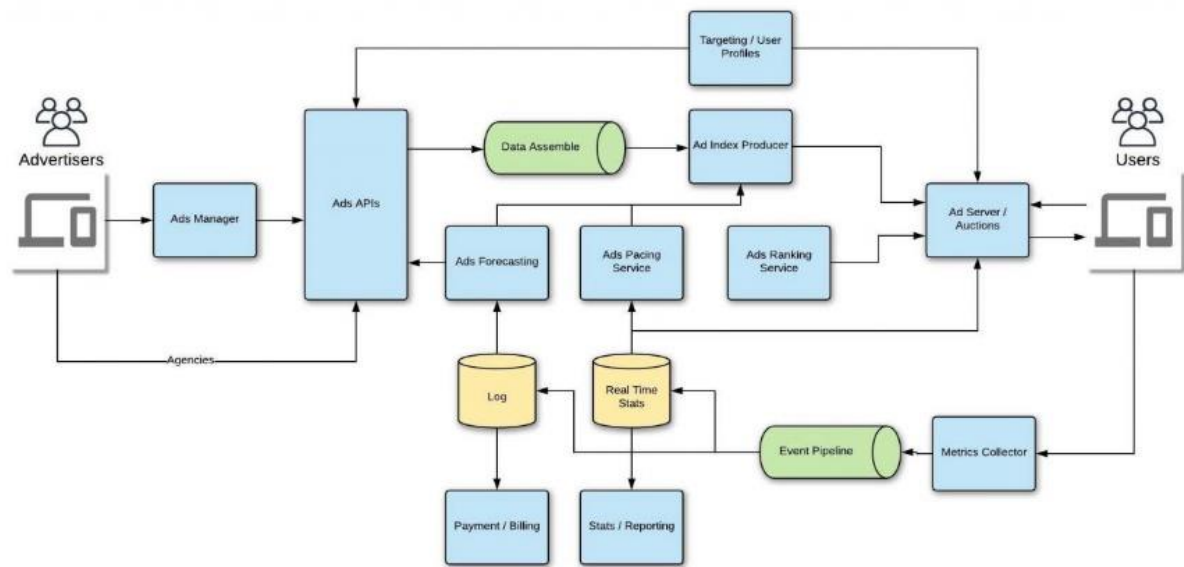


Figure 1: Architecture to create a Brand Promo Video using Canva.