

HOW TO CREATE REEL DESIGN USING CANVA

Brand Name: KB Cafeteria

Category: Cafeteria

Target Audience: All (Men, Women and Kids)

Email : kbcafe30@gmail.com



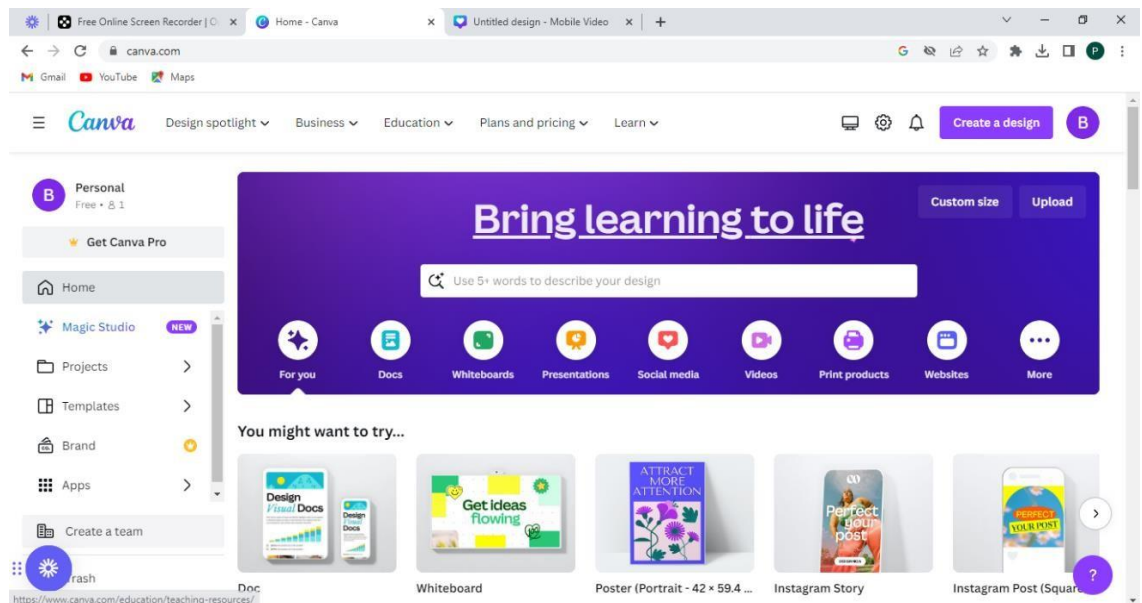
Documentation - With Attached Screenshots for Video Creation

Introduction

Welcome to the documentation for creating a Instagram reel video for cafeteria , your café brand, using Canva. In this guide, we will walk you through the steps to design an engaging and impactful promotional video. This document will include a step-by-step walkthrough, screenshots, and tips to help you get started.

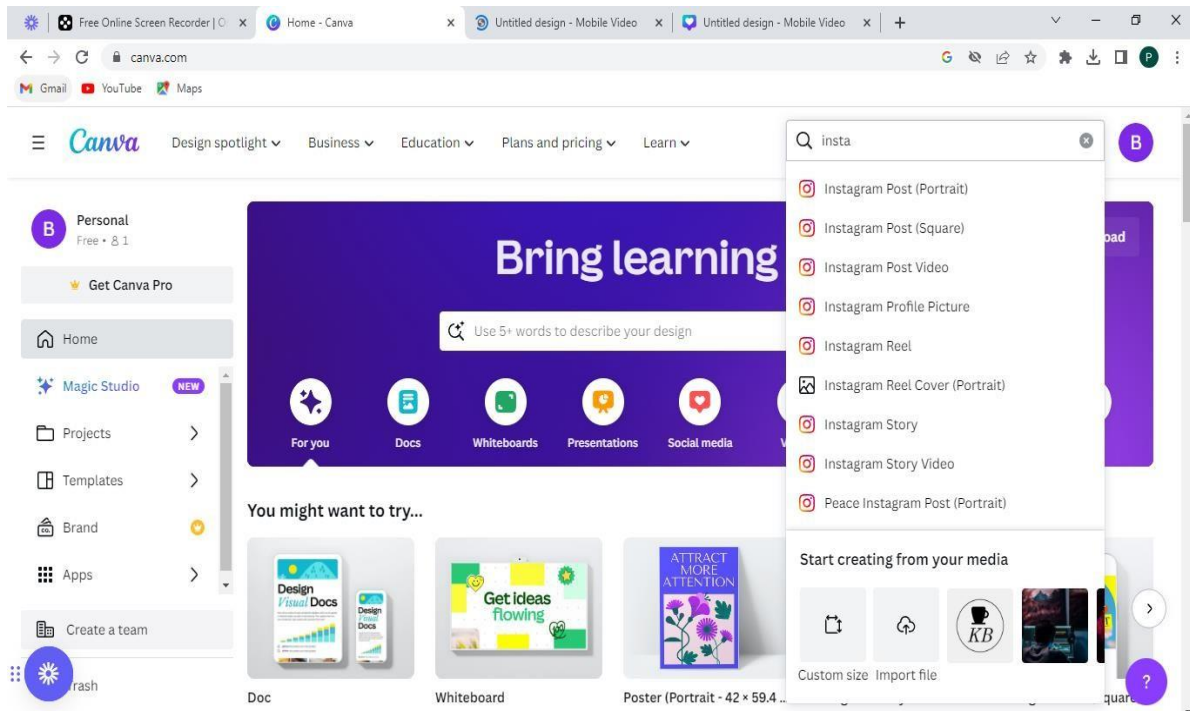
Step 1: Sign up for Canva

- Go to the Canva website (<https://www.canva.com>).
- Sign up for a Canva account using your email address.



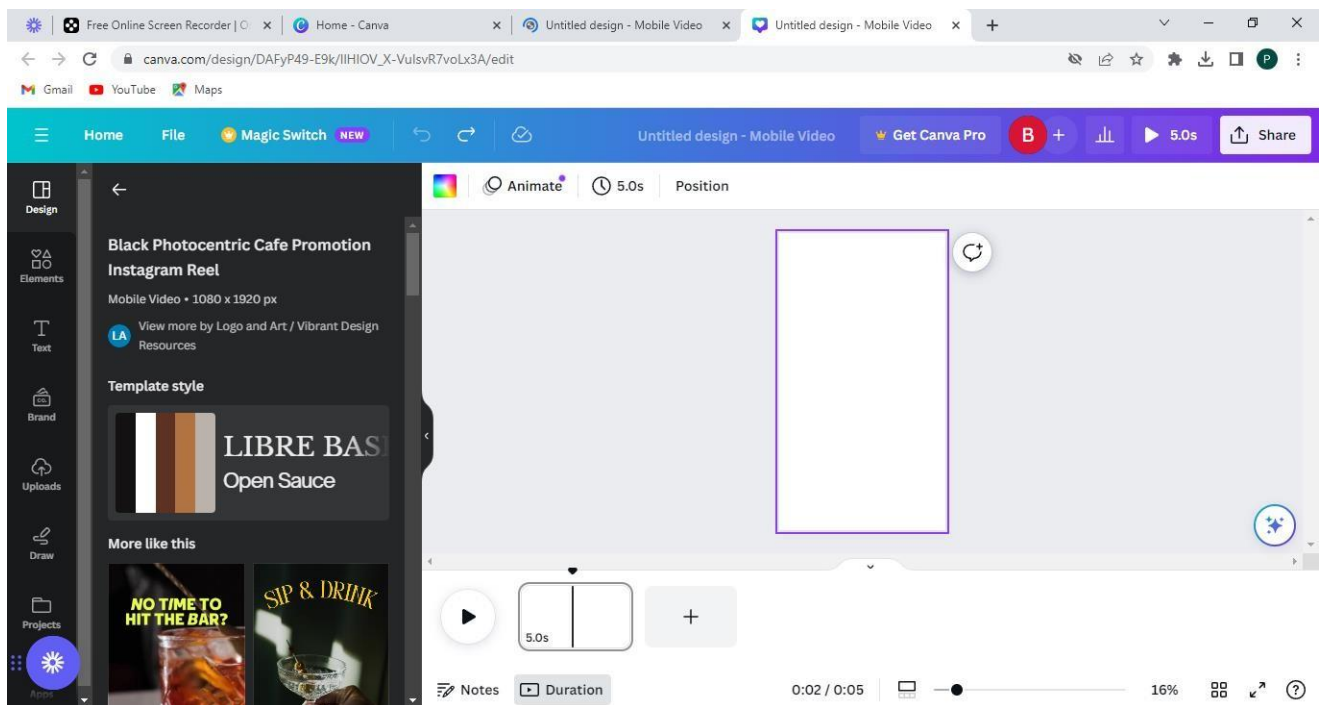
Step 2: Access Canva's Video Maker

- Once you're logged in, click on "Create a design" and select "Video"



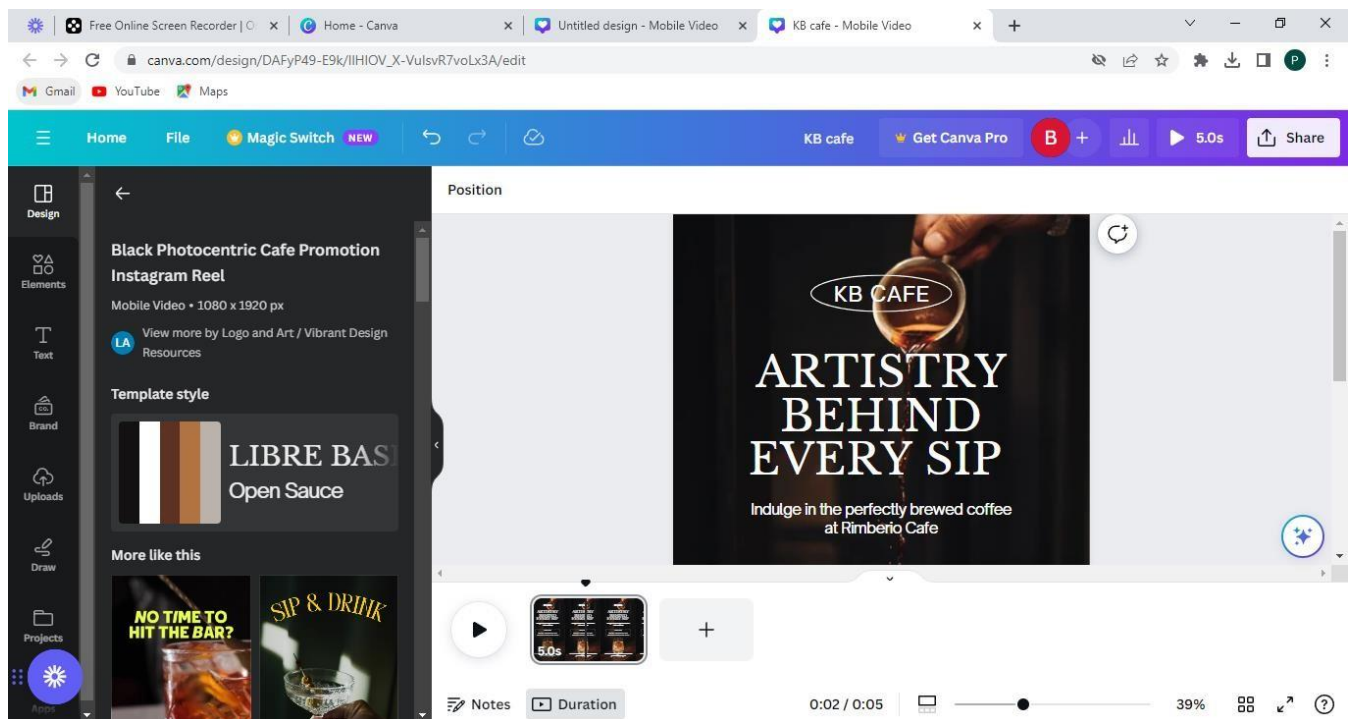
Step 3: Choose a Video Template

- Browse through Canva's collection of video templates. You can search for templates related to event organizing and branding.
- Select a template that suits your promotional message.



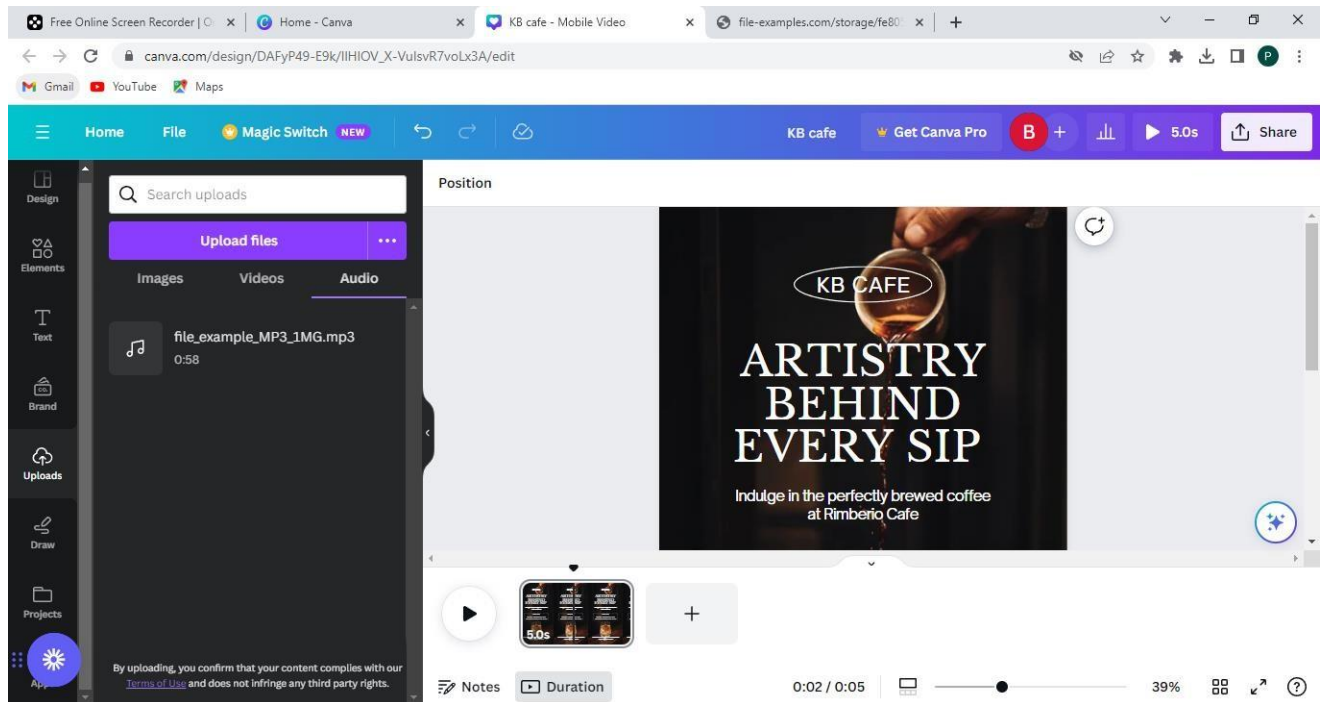
Step 4: Customize Your Video

- Use Canva's user-friendly video editor to personalize the template.
- Replace sample text with your brand's message and add visuals related to your event organizing services.
- Adjust fonts, colors, and transitions to match your brand's style.



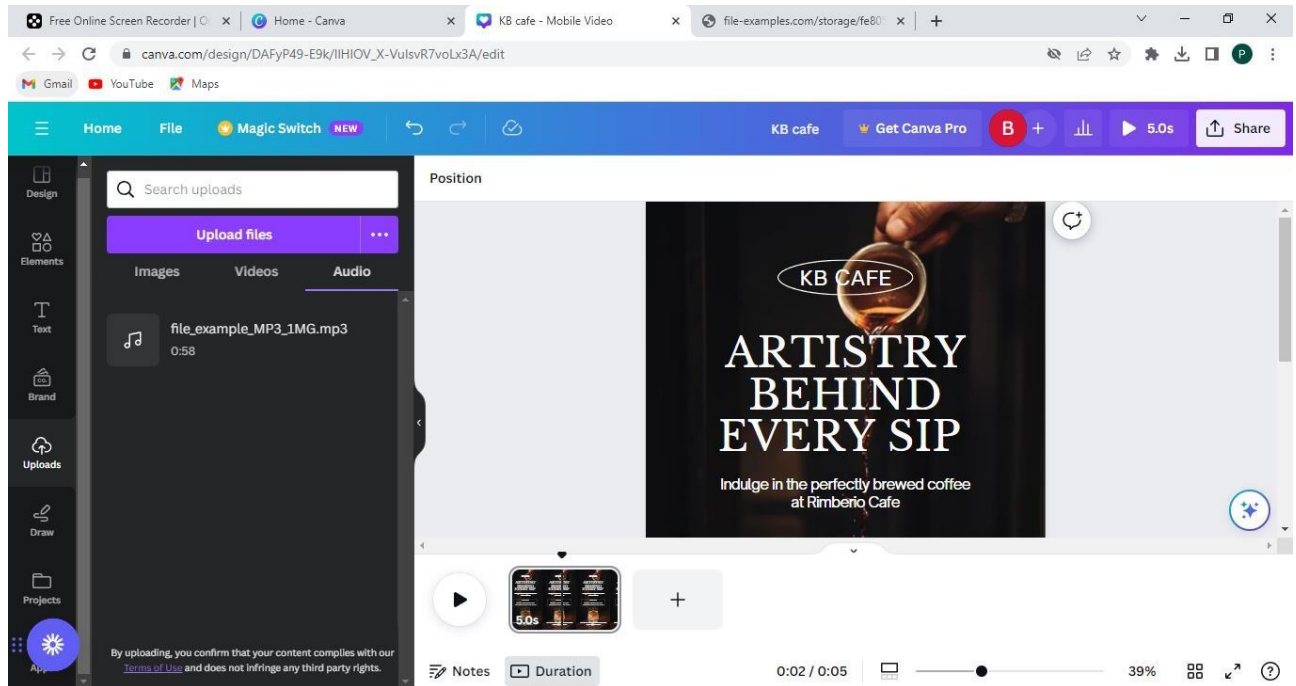
Step 5: Add Background Music

- Enhance the impact of your reel video by adding background music.
- Canva offers a library of music and sound effects that you can use.



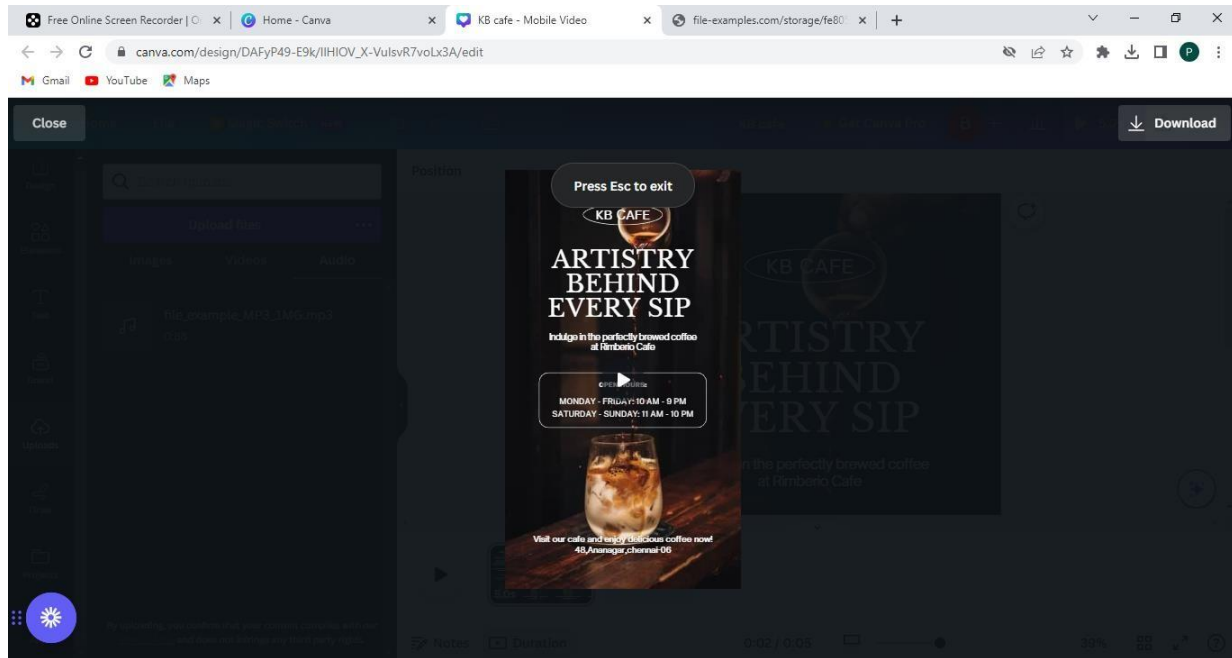
Step 6: Add Voiceover (Optional)

- If you want to include a voiceover, you can record and add it directly in Canva.
- Ensure the voiceover complements your brand's message.



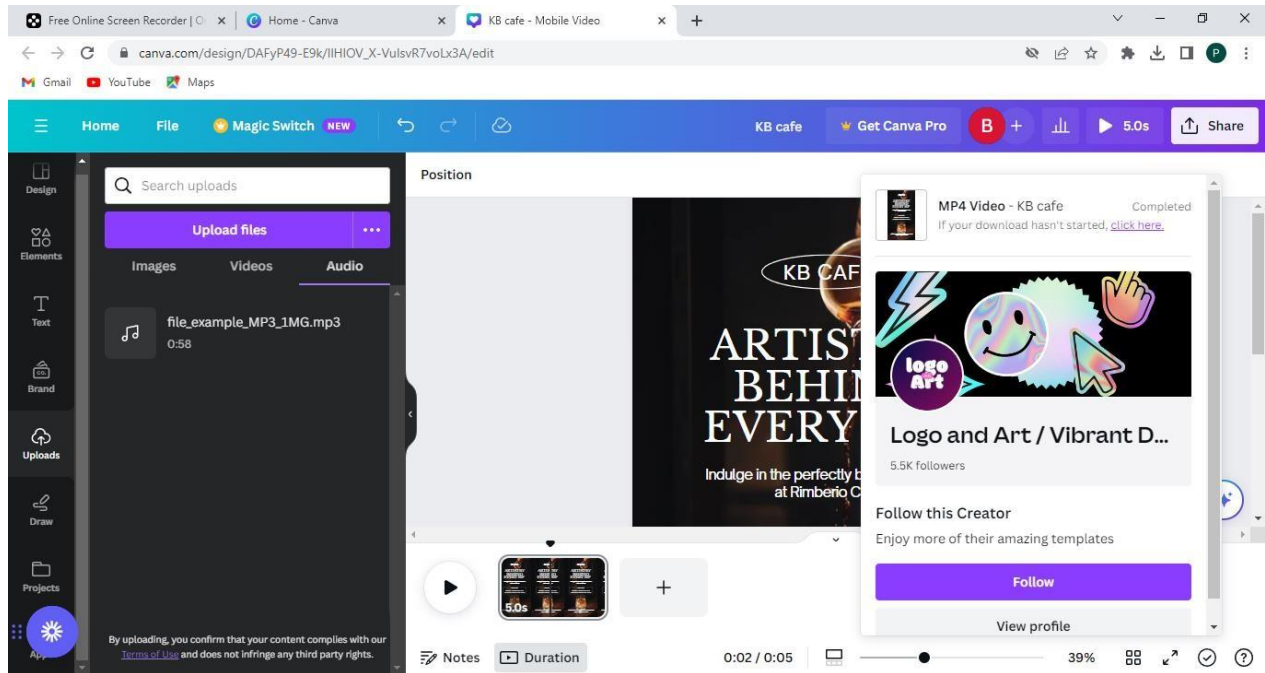
Step 7: Preview Your Video

- Before finalizing, preview your video to check for any issues or inconsistencies.
- Make sure that the timing, visuals, and audio are all aligned with your brand's message.



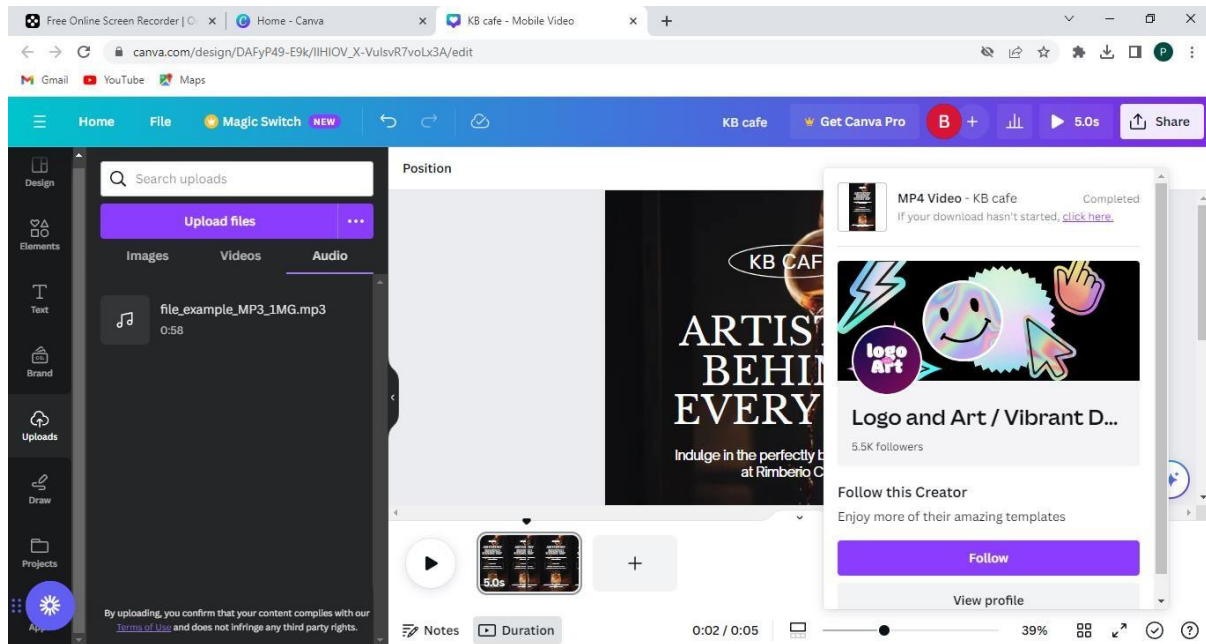
Step 8: Export Your Video

- Once you are satisfied with your reel video, click the "Export" button within Canva.
- Choose the appropriate video quality settings.



Step 9: Share Your Video

- You can share your video directly from Canva to social media, email, or other platforms.
- Promote your brand effectively by reaching your target audience through various channels.



OUR PROJECT LINKS

FACEBOOK LINK: <http://www.facebook.com/kbcafe19>

BLOGGER.COM LINK: <https://kbcafeteria30.blogspot.com/?m=1>

GITHUB LINK: <https://github.com/BhavaniN19>

REEL VIDEO LINK:

https://drive.google.com/file/d/1Ibb3JiIB7Xt-mkWHmhK_qWpYeiv4mpH/view?usp=drive_link

DEMO LINK:

<https://drive.google.com/file/d/18t3uIobcaPWNGByvCcjGZDfdBHx7vW3H/view?usp=sharing>