Proposed Solution

Objectives:

1. **Simplify Design Process**: Create an intuitive and efficient solution for designing a brand promotion video.
2. **Enhance Visual Appeal**: Ensure covers are captivating, on-brand, and attention-grabbing.

Key Features of the Proposed Solution:

- **Canva Pro Integration**: Collaborate with Canva Pro to offer a dedicated promo cover design suite.
- **Custom Templates**: Provide a library of customizable promo cover templates for various niches and styles.
- **Design Customization**: Enable users to personalize templates with their brand's colors, fonts, and graphics.
- **Effortless Export**: Facilitate one-click export directly to Brand promo video,ensuring cover images meet video size and format requirements.
- **Collaboration Tools**: Enhance team collaboration by providing sharing and real-time editing features.
- **Design Recommendations**: Utilize trends and insights to offer design suggestions and optimize promo video cover effectiveness.
- **Design Library**: Maintain a repository of reusable design assets (fonts, color palettes, and graphics) for brand consistency.

Benefits and Impact:

- Time and resource savings for creators and businesses.

- Higher Promo video discoverability and improved audience retention.

This proposed solution aims to simplify the process of creating engaging brand promo video through an integrated solution with Canva Pro. It empowerscontent creators and businesses to make a memorable visual impression on the platform, improving the promo video creation experience and enhancing promo video effectiveness as a marketing and engagement tool.