

Project Design Phase-II Technology Stack (Architecture & Stack)

Date	01 Nov 2023
Team ID	NM2023TMID0438
Project Name	CREATE A BRAND PROMO VIDEO USING CANVA

Technical Architecture:

Example: CREATE A BRAND PROMO VIDEO USING CANVA

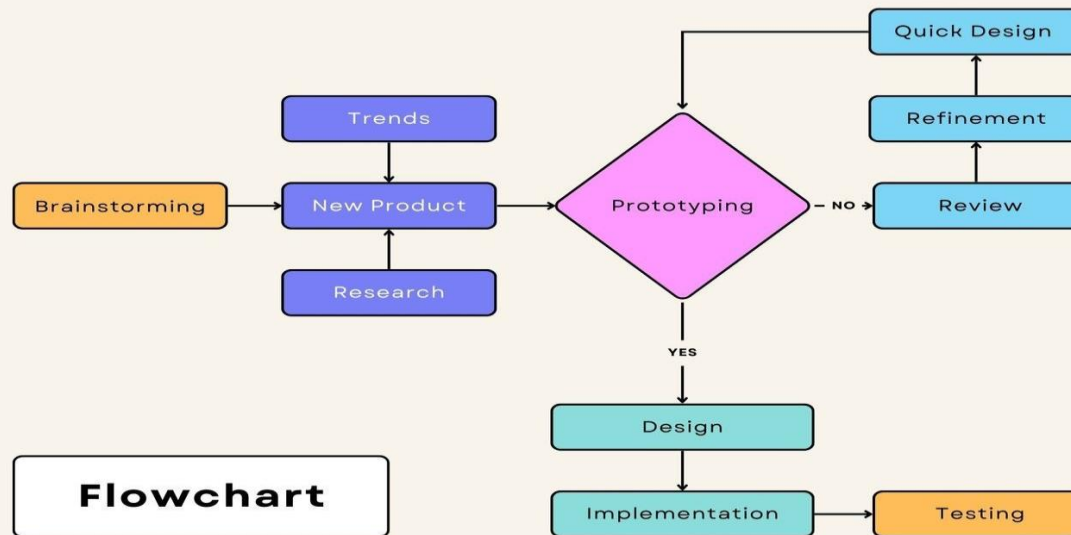


Table-1 : Components & Technologies:

S.No	Component	Description	Technology/Tool
1	Brand Analysis	Research and understand the brand's values and identity.	Market Research, Brand Guidelines
2	Target Audience	Define the intended viewers and their preferences.	Audience Research, Surveys
3	Storyline & Script	Create a compelling storyline and script for the video.	Creative Writing, Storyboarding
4	Visual Assets	Collect images, videos, and graphics relevant to the brand.	Canva's Media Library, Stock Images
5	Canva Setup	Access the Canva platform and video editing tools.	Canva Online Platform
6	Design & Branding	Design visuals, incorporate brand colors, and create a cohesive look.	Canva's Design Elements
7	Animation & Effects	Add animations, transitions, and special effects.	Canva's Animation Features
8	Text & Typography	Incorporate text, choose fonts, and ensure readability.	Canva's Text Editing Tools
9	Audio Enhancement	Integrate voiceovers or background music for impact.	Canva's Audio Integration Features
10	Review & Editing	Review and edit the video for quality and coherence.	Canva's Video Editing Functions
11	Export & Sharing	Export the video in the desired format and resolution.	Canva's Export Options
12	Promotion & Outreach	Plan where and how to promote the brand promo video.	Marketing Channels and Social Media
13	Engagement Monitoring	Track audience interaction and video performance.	Analytics and Social Insights
14	Feedback & Iteration	Collect viewer feedback for future content enhancements.	Continuous Content Improvement

Table-2: Application Characteristics:

S.No	Characteristics	Description	Technology
1.	Concept & Script	Develop a clear concept and script for the brand promo.	Creativity, Storytelling
2.	Visual Assets	Gather images, videos, and graphics relevant to the brand.	Image and Video Resources
3.	Canva Setup	Create a Canva account and open the video editing tool.	Canva Online Platform
4.	Storyboard & Timeline	Plan the video layout and timeline for each scene.	Canva's Storyboard Features
5.	Design & Animation	Design visuals, add animations, and transitions.	Canva's Design Elements
6.	Text & Typography	Insert text, choose fonts, and ensure readability.	Canva's Text Editing Tools
7.	Voiceover or Music	Add voiceovers or background music to enhance the video.	Audio Integration Features
8.	Review & Edits	Review the video, make necessary edits, and refine it.	Editing Features in Canva
9.	Export & Sharing	Export the video in the desired format and resolution.	Export Options in Canva
10.	Promotion Strategy	Plan how and where to promote the brand promo video.	Marketing Channels and Tools.