



# TITLE - HOW TO CREATE A REEL DESIGN USING CANVA

# GROUP - 003

## YEAR - IV

## **DEPARTMENT - CIVIL**

SEMESTER - 7

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# SONY



THOUSANDS OF SHOPPERS SAY THEY OFFER TOP-TIER NOISE-CANCELING TECHNOLOGY WITHOUT THE HEFTY PRICE TAG. THESE BEST-SELLING SONY HEADPHONES ARE ALSO EXTREMELY LIGHTWEIGHT AND FEEL COMFORTABLE OVER THE EARS.

# SONY

## ABSTRACT

HOW TO MAKE A REEL  
LAUNCH CANVA.

OPEN CANVA AND SEARCH “REELS” TO MAKE IG REELS.  
CHOOSE A REEL TEMPLATE. BEGIN WITH A FREE,  
CUSTOMIZABLE REEL TEMPLATE. ...

UPLOAD YOUR VIDEOS AND PHOTOS.

UPLOAD THE VIDEOS AND PHOTOS YOU  
WANT TO INCLUDE IN YOUR INSTAGRAM REEL.  
CUSTOMIZE YOUR REEL. ...

DOWNLOAD AND SHARE





# SONY

## BUSINESS PLAN



### TO IMPROVE ONLINE MARKETING CONVERSION

HOW DO I USE A CANVA REEL TEMPLATE?

AN EASY WAY TO CREATE CONSISTENT REELS ON CANVA

STEP 1: CREATE A NEW DESIGN AND SEARCH FOR INSTAGRAM REEL ...

STEP 2: ADD YOUR IMAGES, GRAPHICS, TEXT, OR VIDEO CLIPS TO CREATE YOUR REEL ...

STEP 3: EDIT THE VIDEO ...

STEP 4: DOWNLOAD AND PUBLISH THE REEL





EXAMPLES OF GREAT MOTION DESIGN DEMO REELS AND TIPS FOR HOW MAKE AN EPIC REEL.  
SHOW WHO YOU ARE.  
SHOW WHAT YOU DO.  
SHOW ONLY YOUR BEST WORK.  
BE SHORT AND SWEET.  
SHOW ONLY YOUR PERSONAL WORK.  
LET THE WORK DRIVE THE MUSIC.  
GET RIGOROUS FEEDBACK BEFORE GOING PUBLIC.  
BE SHARED AS OFTEN AND WIDE AS POSSIBLE



# SONY

CREATING REELS IN CANVA VIDEO EDITOR

CANVA'S VIDEO EDITOR MAKES IT EASY TO CREATE INSTAGRAM REELS.

HERE'S HOW TO CUSTOMIZE A REEL TEMPLATE TO MAKE YOU VERY OWN REEL USING PHOTOS FROM YOUR INSTAGRAM FEED.

IN THE CANVA EDITOR, SEARCH FOR 'REELS' AND CLICK ON 'INSTAGRAM REELS'.

THIS SETS UP THE CORRECT DIMENSIONS FOR YOUR VIDEO.

START INSPIRED AND CLICK 'TEMPLATES' TO FIND REEL

TEMPLATES YOU CAN CUSTOMIZE TO MAKE YOUR OWN.

LET'S USE A TEMPLATE TO EXPLORE CANVA'S VIDEO EDITOR FEATURES,

WE'LL USE THIS ONE TO CREATE A 'FAVOURITE PHOTOS FROM LAST YEAR' REEL.

THIS IS A GREAT WAY TO SHOWCASE SOME OF YOUR BEST

PHOTOS AND CREATE YOUR FIRST REEL IN THE PROCESS.

START BY CHANGING THE TEXT TO 'THE BEST FROM 2021' AND 'LET'S GO', OR WHATEVER YOU'D LIKE TO TITLE YOUR REEL.

YOU CAN CUSTOMIZE THE OTHER DESIGN ELEMENTS TO SUIT YOUR BRAND AESTHETIC.

NEXT, WE'LL ADD IN IMAGES. START WITH 10 IMAGES BUT YOU CAN ADD MORE IF YOU WANT.

REMEMBER THE UPPER LIMIT IS 60 SECONDS.

DOWN THE BOTTOM, CLICK THE PLUS SIGN NEXT TO THE FIRST PAGE,

THIS CREATES A SECOND PAGE. YOU CAN THEN DROP AND DRAG YOUR FIRST PHOTO HERE. REPEAT

THIS PROCESS TO ADD ALL YOUR PHOTOS. NEXT WE'LL ADD AUDIO.

CLICK 'ELEMENTS' SEARCH 'AUDIO' THEN CLICK 'AUDIO' UP THE TOP JUST BELOW THE SEARCH BAR.

YOU CAN BROWSE BY 'MOOD' UNTIL YOU FIND SOMETHING THAT RESONATES WITH YOUR BRAND.

DRAG AND DROP THE AUDIO AND YOU'LL SEE IT APPEAR BELOW YOUR PAGES DOWN THE BOTTOM.

DOUBLE CLICK TO CHANGE THE AUDIO'S START POINT AND DURATION.

IF YOU WANT TO SYNCHRONIZE YOUR REEL TO THE AUDIO,

CLICK ON THE PAGES WITH PHOTOS DOWN THE BOTTOM, AND HOVER YOUR MOUSE OVER THE RIGHT SIDE OF THE PAGE,

CLICK AND DRAG TO ADJUST THE LENGTH OF THAT PAGE. WITH A LITTLE EXPERIMENTING, YOU'LL

BE LINE UP THE PHOTOS APPEARING WITH THE BEAT OF THE AUDIO.

ONCE YOU'VE FINISHED AND YOU'RE READY TO EXPORT YOUR REEL,

IN THE TOP RIGHT CLICK 'DOWNLOAD' AND THEN THE PURPLE 'DOWNLOAD' BUTTON AGAIN.

THIS EXPORTS YOUR VIDEO IN THE CORRECT FORMAT, ASPECT RATIO AND RESOLUTION FOR YOU TO UPLOAD INTO INSTAGRAM

