# How to Create a Brand Promo Video using Canva
# Project Report

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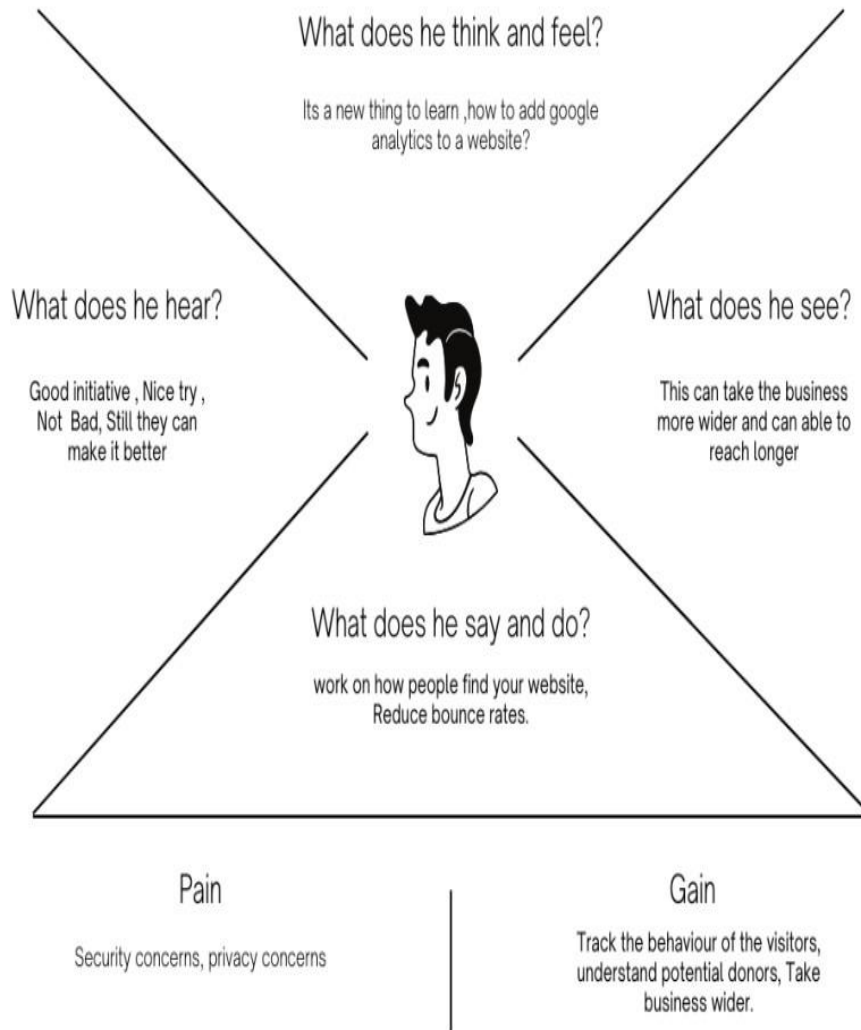
# INTRODUCTION

## OVERVIEW

Canva is a versatile graphic design and multimedia tool that was originally known for its capabilities in creating stunning graphics and visual content. Over time, Canva has expanded its offerings to include video editing, making it an excellent platform for video creation, especially for those who may not have extensive experience with traditional video editing software.

## PURPOSE

The purpose of video making in Canva is to provide individuals and businesses with an accessible and user-friendly platform for creating compelling video content. Canva's video-making capabilities serve several purposes.
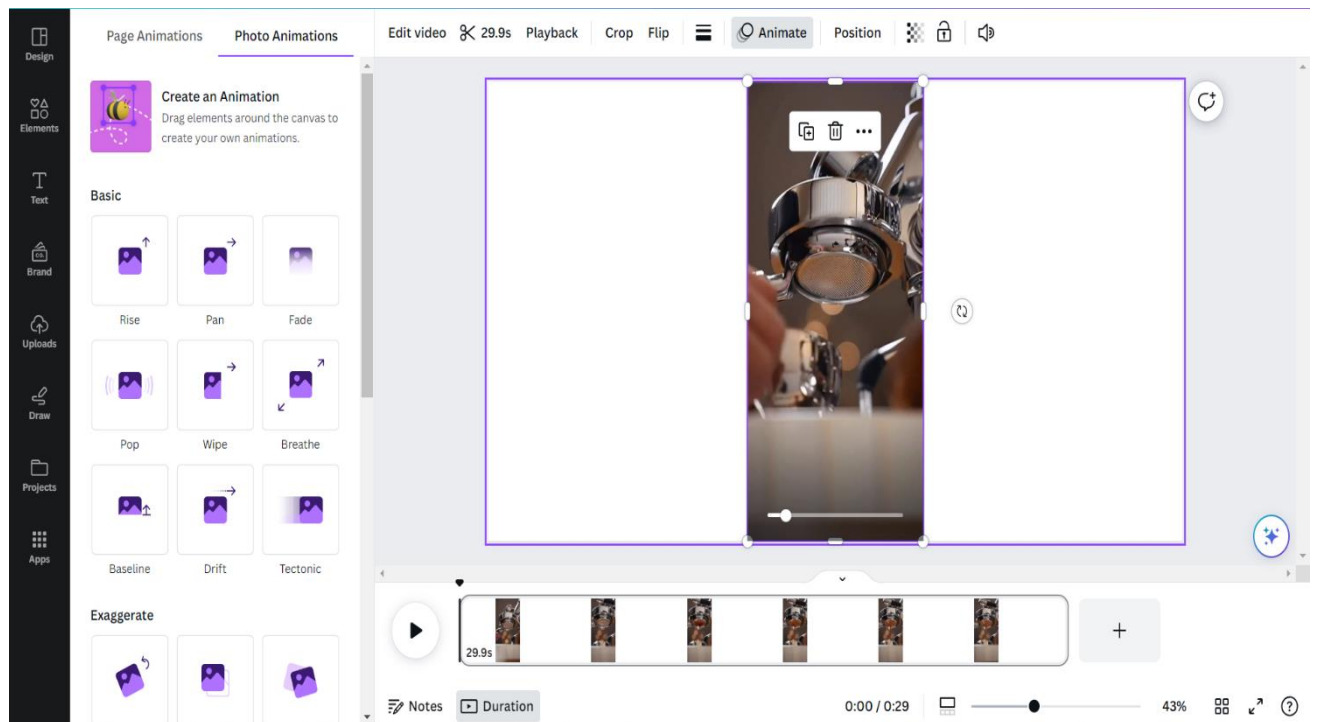
# Problem Definition & Design Thinking

**Empathy Map**

## What does he think and feel?

Its a new thing to learn ,how to add google analytics to a website?

## What does he hear?

Good initiative , Nice try , Not Bad, Still they can make it better

## What does he see?

This can take the business more wider and can able to reach longer

## What does he say and do?

work on how people find your website, Reduce bounce rates.

### Pain

Security concerns, privacy concerns

### Gain

Track the behaviour of the visitors, understand potential donors, Take business wider.

# BRAINSTORMING

- Create Design
- Choose Design Layout
- Templates
- Add Page
- Edit Text Contents
- Upload Images, Logo
- Edit Background
- Animations
- Transitions
- Text Effects
- Finalise Edit
- Share And Download

# RESULT

# ADVANTAGES & DISADVANTAGES

## Advantages

- **User-Friendly Interface:** Canva is known for its userfriendly interface. It doesn't require advanced design or video editing skills, making it accessible to a wide range of users.
- **Templates and Design Elements:** Canva provides a vast library of templates, stock images, icons, and videos that can help users quickly create professional-looking videos. This can save a significant amount of time and effort in the design process.
- **Customization:** While Canva templates provide a starting point, you can extensively customize your brand video to match your specific needs and branding. You can modify fonts, colours, and add your logos and branding elements.
- **Cost-Efficiency:** Canva offers both free and paid plans, making it an affordable option for businesses with limited budgets. Even the free version provides a wide range of features and assets.

## Disadvantages

- **Limited Advanced Features:** Canva's video editing capabilities, while user-friendly, are not as extensive as professional video editing software. Advanced video editing tasks may be challenging to achieve in Canva.
- **Watermark on Free Plans:** The free version of Canva may include a Canva watermark in the exported videos. To remove it, you need to subscribe to a paid plan.
- **Limited Control:** Canva's user-friendly nature means that it abstracts some of the intricacies of video editing. This can be limiting if you require precise control over every aspect of your brand video.

# APPLICATIONS

1. **Graphic Design:** Canva is primarily known for its ... capabilities. It's used to create visually ... for websites, social media, print ... re. This includes posters, flyers, ... business cards, and logos.

2. **Social Media Marketing:** Canva is widely used for ... media content, such as posts, stories, and ... templates and tools to design ... for platforms like Facebook, Instagram, Twitter, and LinkedIn.

3. **Presentations:** Canva allows users to design eye-... tion slides for business meetings, ... emic purposes. The platform provides ... PowerPoint, Google Slides, and Keynote presentations.

4. **Marketing Materials:** Canva can be used to create ... als like email headers, newsletters, ... digital ad banners. It's a valuable ... marketing campaigns.

5. **Branding and Logo Design:** Canva offers tools for ... logo ... ding materials. You can design logos, ... and visual assets to maintain a consistent brand i...

6. **Print Media:** ...sers can design print materials such as ...s, menus, and business cards. Canva ...s that are ready for printing or can be ...ding to specific printing requirements.

# CONCLUSION

In conclusion, using Canva for brand video making can be a valuable addition to your marketing and branding toolkit. Canva's user-friendly interface, extensive library of templates and design assets, and its ability to simplify the video creation process make it accessible to a wide range of users, from individuals and small businesses to larger organizations. It offers a cost-effective and time-efficient solution for producing engaging brand videos.