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TEAM ID	835B38F4A35E2AB818F447E479E2A
PROJECT TITLE	REEL CREATION USING CANVA

PROJECT REPORT

1.OVERVIEW

1.1 INTRODUCTION

Video posts under 15 minutes are shared as reels and have access to reels creative editing tools to help you make your videos more fun and engaging. If your account is public, reels under 90 seconds are eligible to be recommendeTikToks uploaded to Instagram, making them more likely to be discovered.. Canva makes it easy to create Reels and sync them to trending sounds, so you can incorporate Reels into your normal content creation routine without much effort. Video posts under 15 minutes are shared as reels and have access to reels creative editing tools to help you make your videos more fun and engaging. If your account is public, reels under 90 seconds are eligible to be recommended and seen by more people on Instagram.

1.2 PURPOSE

Reels allow you to add captions, stickers, and backgrounds; upload multiple video clips; use a range of filters; and loads more. Of course, Reels are also favored over. In addition to providing a creative outlet, Instagram Reels can also be a great way to drive traffic to a user's profile. When someone discovers a Reel they enjoy, they may be more likely to check out the rest of the user's content. This can lead to an increase in followers and engagement on the user's profiled and seen by more people on Instagram. reels algorithm and the reels feed work together to get your content in front of more new-
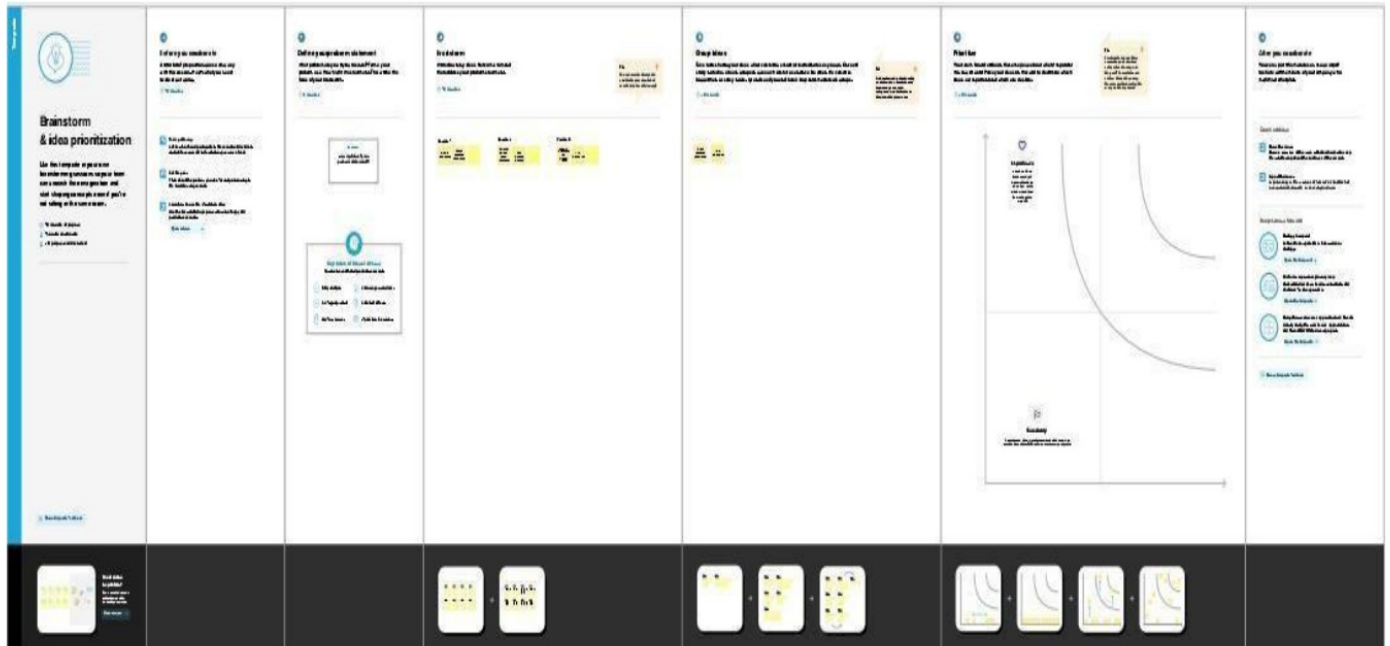
toyou users, short-form video typically generates much higher reach. In fact, Instagram encourages users to create engaging reels in order to qualify for recommendations.

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP
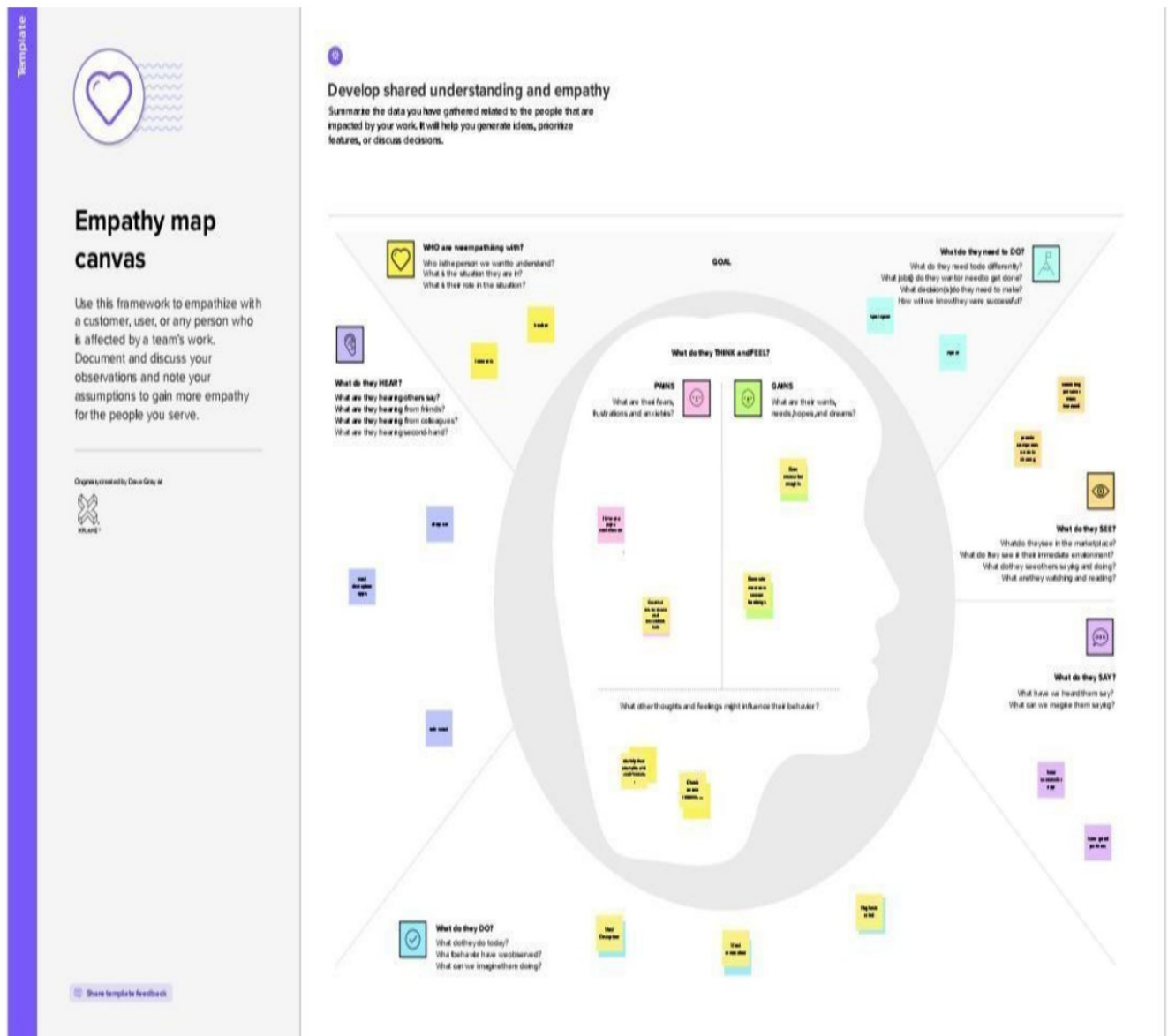
2.2 BRAINSTORMING AND IDEATION PHASE

3.RESULT

We bad created a reel to promote digital marketing using Canva with dimensions typically 1080x1920 pixels designated for Instagram reels. We have created reel cover using canvas templates,background options,text styles and graphics. We have also uploaded images and videos. Elements have customised by adjusting their size, position and style.Arranged layers according to our liking.

Here is the link to our reel:

https://www.canva.com/design/DAFytO_fPiQ/Sp4UHubBh1dZrv_PaXDf1g/edit?utm_content=DAFytO_fPiQ&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

4.ADVANTAGES AND DISADVANTAGES :

ADVANTAGES :

1. Wider audience

One of the most significant benefits of Instagram Reels is the ability to reach a wider audience. When a user creates a Reel, it appears in a dedicated section where users can discover and engage with new content. This means that even if a user has a small following, their Reels have the potential to be seen by a much larger audience. This can be especially useful for businesses and influencers looking to expand their reach on the platform.

2. Drive traffic

In addition to providing a creative outlet, Instagram Reels can also be a great way to drive traffic to a user's profile. When someone discovers a Reel they enjoy, they may be more likely to check out the rest of the user's content. This can lead to an increase in followers and engagement on the user's profile.

3. Promote products

Instagram Reels are also an excellent tool for businesses looking to promote their products or services. Since Reels are set to music, businesses can create catchy and memorable content that is easy for users to share. This can be especially effective for products or services that are visually appealing, as Reels allow businesses to showcase their products engagingly and interactively.

4. Brand awareness

Reels are great for content creators to show off their creativity and talents; and for viewers seeking fast entertainment, but they can be handy for businesses that want to increase their reach and brand awareness. There have already been countless brands that have become mainstream solely by promoting their business through platforms like Reels and Tiktok. With an audience this wide, it's crucial for all businesses to have some sort of presence on these apps because they can lead to an easy reach to new audiences, and best of all, it's free!

5. Hashtags

Instagram creates large communities with similar interests by using hashtags. Hashtags are a way to organize specific videos into niche categories that will be appreciated by an audience that actively searches for them.

For instance, if you are a pastry chef, you might want to

use #baking to have a higher chance for your video to be shown to people who already enjoy baking and pastries. This will lead to more likes, shares and views on your video. You are not limited to a certain number of hashtags, so your video could include hashtags: #cakes, #cooking, #bakery, #pastry. You can even get very specific, like #pastryphotography to target a particular audience.

DISADVANTAGES:

- The flip side to Reels and short videos is that **they don't offer a lot of time to get your message across**. To make a lasting impact on your audience, you'll likely need to get creative, as there's just not much time to entertain or inform viewers

- One big downside of reels is that currently you can't schedule them. So if that's a key element of your marketing strategy, this might not be the right time to introduce this new placement into your content marketing.

5.APPLICATIONS

The best apps for creating and editing reels were:

- Canva

- Capcut

- Instagram

- Adobe rush

- Adobe express

- Kine master

- Etc.….

6.CONCLUSION :

The ability to edit videos in a new, innovative and extremely user-friendly way has gifted millions of Instagram users a new skill and creative outlet for producing content in ways they were unable to before. Though Instagram was not the first platform to introduce these fast-paced videos, its design has the unique ability to reward a majority of uploads with hundreds to thousands of views — it keeps users
hooked! It is 2023, and Instagram Reels have become a significant part of the platform and offer several benefits for users.

With Reels, you can share with your followers and can be discovered by the huge, diverse Instagram community on Explore. If you have a Public Account: You can share your reel to a dedicated space in Explore, where it has the

chance to be seen and discovered by the wider Instagram community.

7.FUTURE SCOPE:

Meanwhile, Instagram is also making changes to its Reels feature. **The company has added a new "template browser" that lets users create Reels using pre-made video blueprints**. This is designed to make it easier for creators to make high-quality Reels without having to start from scratch.