

**Project Design Phase-I**  
**Proposed Solution Template**

Date	03 November 2023
Team ID	NM2023TMID09738
Project Name	How to create a reel using Canva
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Many individuals and businesses want to harness the power of short video content on social media platforms, like Instagram and Facebook, by creating engaging and eye-catching Reels. However, they often face challenges in understanding how to effectively use Canva, a popular graphic design tool, to create captivating Reels that can grab the audience's attention and drive engagement.
2.	Idea / Solution description	Go to Canva's website and log in to your account. Click on "Create a design" and choose the video template or custom dimensions for your Reel-style content. Add elements, text, images, and animations to your video canvas. You can use Canva's built-in elements or upload your own. Use Canva's text tools to add captions or titles to your video. You can also apply various effects and animations to your elements to make your content engaging.
3.	Novelty / Uniqueness	Design your own templates that reflect your style and brand. Canva allows you to save and reuse custom templates for consistency. Incorporate polls, questions, or countdowns into your reels to engage your audience in new ways. Experiment with unique transitions between scenes or use unexpected animations to keep viewers engaged. Combine photos, videos, and animations to create a multimedia experience that tells a captivating story.

4.	Social Impact / Customer Satisfaction	Know your target audience's preferences, needs, and expectations to create designs that resonate with them.Create visually appealing and professional designs using Canva's tools and templates. Pay attention to color schemes, typography, and imagery.Maintain a consistent brand image across all your designs to build recognition and trust among your audience.
5.	Business Model (Revenue Model)	Canva could offer a premium subscription that includes access to advanced features, including the ability to create and export Reels. This subscription can be billed on a monthly or annual basis.Users who don't want a subscription could pay a one-time fee for the ability to create a certain number of Reels or buy Reel creation credits. They might also be able to purchase additional features, templates, or music tracks for their Reels.
6.	Scalability of the Solution	Canva allows you to upload and manage your own media assets, which can be helpful for maintaining a library of content to use across multiple reels. If you're working with a team, Canva for Teams offers collaborative features, ensuring scalability for multiple users. You can create multiple reels in a single session, saving and scheduling them for future posting.Canva offers premium features that can enhance your design capabilities and efficiency, which may be worth considering for scalability.