



HOW TO CREATE A REEL DESIGN USING CANVA
TEAM ID : NM2023TMID01282
A PROJECT REPORT

submitted by

D. KAMALESH (950020106018)

I. MAHARAJA (950020106304)

S. MATHAVAN (950020106306)

R. RAGAVENDRA (950020106308)

S. VENKATESH (950020106313)

in partial fulfillment of the requirements for the course

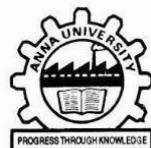
DIGITAL MARKETING

Conducted By

Smart Bridge Engineering

in

UNDER NAAN MUDHALVAN SCHEME



**DEPARTMENT OF
ELECTRONICS AND COMMUNICATION ENGINEERING**

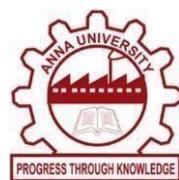
ANNA UNIVERSITY REGIONAL CAMPUS – TIRUNELVELI

TIRUNELVELI-627007

NOVEMBER 2023

**ANNA UNIVERSITY REGIONAL CAMPUS - TIRUNELVELI,
TIRUNELVELI – 627007**

DEPARTMENT OF ELECTRONICS AND COMMUNICATION ENGINEERING



BONAFIDE CERTIFICATE

Certified that this project report titled "**HOW TO CREATE A REEL DESIGN USING CANVA**" is the bonafide work of

**D. KAMALESH (950020106018)
I. MAHARAJA (950020106304)
S. MATHAVAN (950020106306)
R. RAGAVENDRA (950020106308)
S. VENKATESH.(950020106313)**

In partial fulfillment of the requirements for the course in Digital Marketing conducted by SmartBridgeEngineering under Naan Mudhalvan scheme is a bonafide record of the work carried out under my guidance and supervision at Anna university regional campus-Tirunelveli.

Dr.Suja Priyadharshini, M.E., Ph.D.

Assistant Professor,
Head Of the Department,
Department of Electronics and
Communication Engineering,
Anna University Regional Campus-Tirunelveli,
Campus-Tirunelveli-627007

Dr.Suja Priyadharshini, M.E., Ph.D

Assistant Professor,
Course Coordinator
Department of Electronics and
Communication Engineering,
Anna University Regional
Tirunelveli, Tirunelveli – 627007

Evaluated On:

ACKNOWLEDGEMENT

We thank the Government of Tamilnadu for offering us with a course like Naan Mudhalvan. We also would like to thank our college Anna University Regional Campus- Tirunelveli for providing us with a good environment until the completion of the full course.

With a heart full of gratitude, we express our sincere thanks to our Dean

Dr. N. SHENBAGA VINAYAGA MOORTHI M.E, Ph.D., Anna University Regional Campus, Tirunelveli for providing the necessary facilities to carry out our project.

It gives us immense pleasure to express our deep sense of gratitude to **Dr. S. Suja Priyadharshini**, Head of the Department Electronics and Communication, Anna University Regional Campus, Tirunelveli.

We would also like to thank SPOC **Dr. J Jesu Vedha Nayahi** mam for helping us throughout the session. We would also like to thank our course coordinator **Dr.S.Suja Priyadharshini**, mam for instructing us properly till the completion of the session.

We specially thank the **SmartBridgeEngineering** team for helping us develop our knowledge on Digital Marketing.

D. KAMALESH (950020106018)

I. MAHARAJA (950020106304)

S. MATHAVAN (950020106306)

R. RAGAVENDRA (950020106308)

S. VENKATESH (950020106313)

TABLE OF CONTENTS

1. Introduction

- 1.1 Purpose
- 1.2 Goals

2. Ideation & Proposed Solution

- 2.1 Problem Statement Definition
- 2.2 Empathy Map Canvas
- 2.3 Ideation & Brainstorming
- 2.4 Proposed Solution

3. Requirement analysis

- 3.1 Functional requirement
- 3.2 Non-Functional requirements

4. Project Design

- 4.1 Technical Architecture

5. Output Process

6. Challenges Faced

7. Future Plans

8. Results

9. Conclusion

1. INTRODUCTION

HOW TO CREATE A REEL DESIGN USING CANVA

1.1 Purpose

The project's core purpose revolves around leveraging Instagram's Reels through the creative use of Canva to enhance Triple T Emporium's brand visibility in the digital space. It aims to creatively showcase a diverse range of home appliances and electronics by providing visually appealing, informative, and entertaining content. The primary objective is to engage the audience by offering value, education, and a personalized experience, empowering them to make informed decisions while enhancing overall customer satisfaction. Ultimately, the project endeavors to increase sales and revenue by translating engaging content into tangible business growth, while also establishing Triple T Emporium's brand differentiation in the competitive market landscape.

1.2 Goals

- Audience Engagement
- Improved Sales and Revenue
- Enhanced Brand Visibility
- Brand Differentiation

2. IDEATION & PROPOSED SOLUTION

2.1 Problem Statement Definition

The problem statement for our project, focused on creating engaging Instagram Reels using Canva for Triple T Emporium, revolves around the challenge of effectively showcasing a diverse array of home appliances and electronics in a highly saturated social media landscape. Traditional advertising methods have become less effective, resulting in reduced audience engagement and impact. The struggle lies in capturing audience attention amidst a sea of mundane content, causing a disconnect between the brand and its potential customers. This lack of engaging content impedes the ability to effectively present and promote the products, leading to decreased online visibility and limited customer interaction for Triple T Emporium.



FIG: Problem Statement

2.2 Empathy Map Canvas

Understanding the customers' perspective regarding the creation of engaging Instagram Reels using Canva for Triple T Emporium, the desire for more captivating content becomes evident. Customers express frustration with traditional advertisements and seek more interactive, fun ways to explore products. They wish to see how these offerings fit into real-life scenarios and express an interest in understanding the people behind the brand. Overwhelmed by the lack of engaging content, customers seek a deeper, emotional connection and value relatable, visually appealing, and informative content. They hear recommendations about engaging content but often encounter dull, uninteresting advertising. Their pains include a lack of engaging and relatable content, feeling overwhelmed by uninteresting content, and difficulty in establishing an emotional connection with the brand. The gains desired are visually captivating and informative content, entertainment that simplifies decision-making, and a deeper, emotional connection with the brand. The jobs they aim to accomplish include finding engaging and creative ways to understand the products, seeking information that fosters a stronger connection to the brand, and a desire to be informed and entertained while searching for home appliances and electronics. Understanding these insights aids in tailoring Instagram Reels using Canva to effectively meet their desire for engaging, relatable, and informative content from Triple T Emporium.

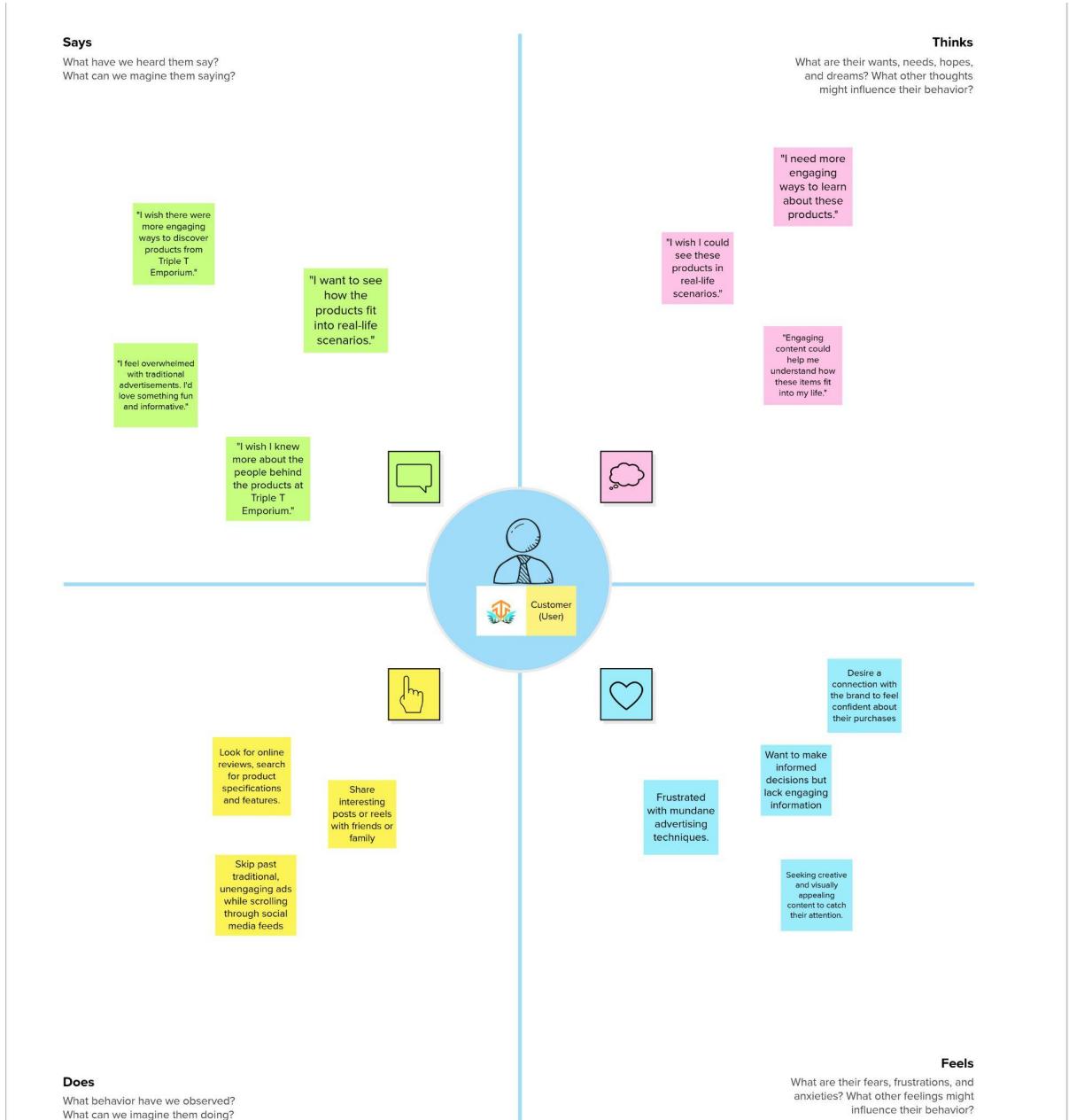


Fig: Empathy Map

2.3 Ideation and Brainstorming

In the ideation and brainstorming sessions for our project, several engaging ideas were explored to create captivating Instagram Reels using Canva for Triple T Emporium. These ideas included showcasing products through short, informative reels, presenting products in real-life scenarios, sharing DIY/home hacks,

featuring customer testimonials, offering educational content, collaborating with influencers, announcing limited-time offers, revealing behind-the-scenes processes, creating comparative reels, and styling products according to current trends. The aim was to generate diverse, engaging, and informative content that resonates with Triple T Emporium's audience, providing them with relatable and visually appealing reels.

Step-1: Team Gathering, Collaboration and Select the Problem Statement

1 Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

PROBLEM

How can we effectively utilize our team to create engaging Instagram reels for Triple T Emporium, ensuring high-quality visual content that resonates with our audience, promotes our products, and increases brand visibility?

2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

Ragavendra	Maharaja	Venkatesh
Reframe your team to focus on creating "Instagram reels" instead of "Instagram posts".	Offer a check-in session where team members can share unique ways to use their phones or cameras for product creation.	Encourage the team to work together on a specific project or task, such as creating a series of reels for a specific campaign.
Organize a local meet-up or online session to discuss potential ideas and concepts.	Share ideas with other team members or mentors using a shared document or platform.	Establish a dedicated workspace or area for the team to work on their reels, with designated time slots for each member.
Collaborate with influencers or brands to create joint reels featuring both products.	Develop a system for tracking progress and providing feedback on each member's reel creation.	Assign specific roles or responsibilities to each team member based on their strengths and interests.

Kamalesh	Mathavan	
Find together & set up a regular organization for sharing ideas and times.	Create a travel guide for local community members to visit and learn about local landmarks.	Encourage community members in forums to share ideas and tips for creating reels.
Defer judgment.	Share ideas with other community members in forums to get feedback and suggestions.	Post ideas on social media platforms to engage with a wider audience and gather feedback.
Go for volume.	Share ideas with other community members in forums to get feedback and suggestions.	Encourage community members to share their ideas and feedback on a regular basis to maintain momentum.

Key rules of brainstorming

To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

Fig: Brainstorming -1

Step-2: Brainstorm, Idea Listing and Grouping

3

Group ideas

Use this space to group similar ideas from the brainstorm. Each group should have a title that describes what the ideas have in common. If a group is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

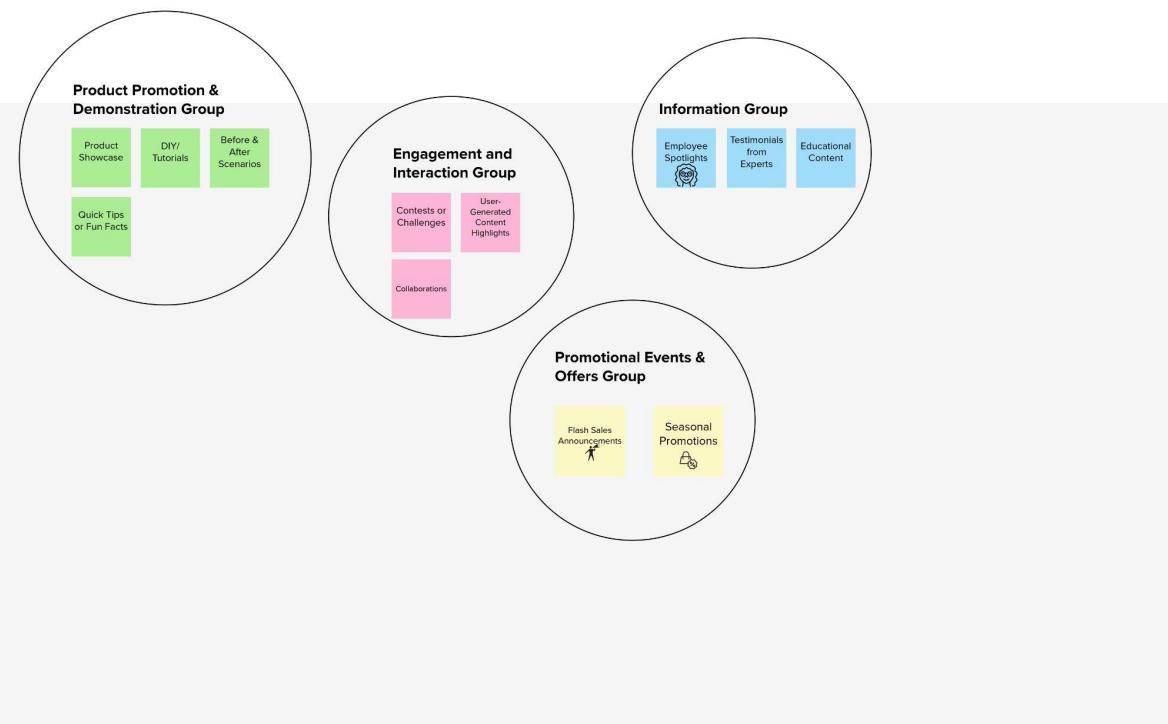


Fig :BrainStorming -2

Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

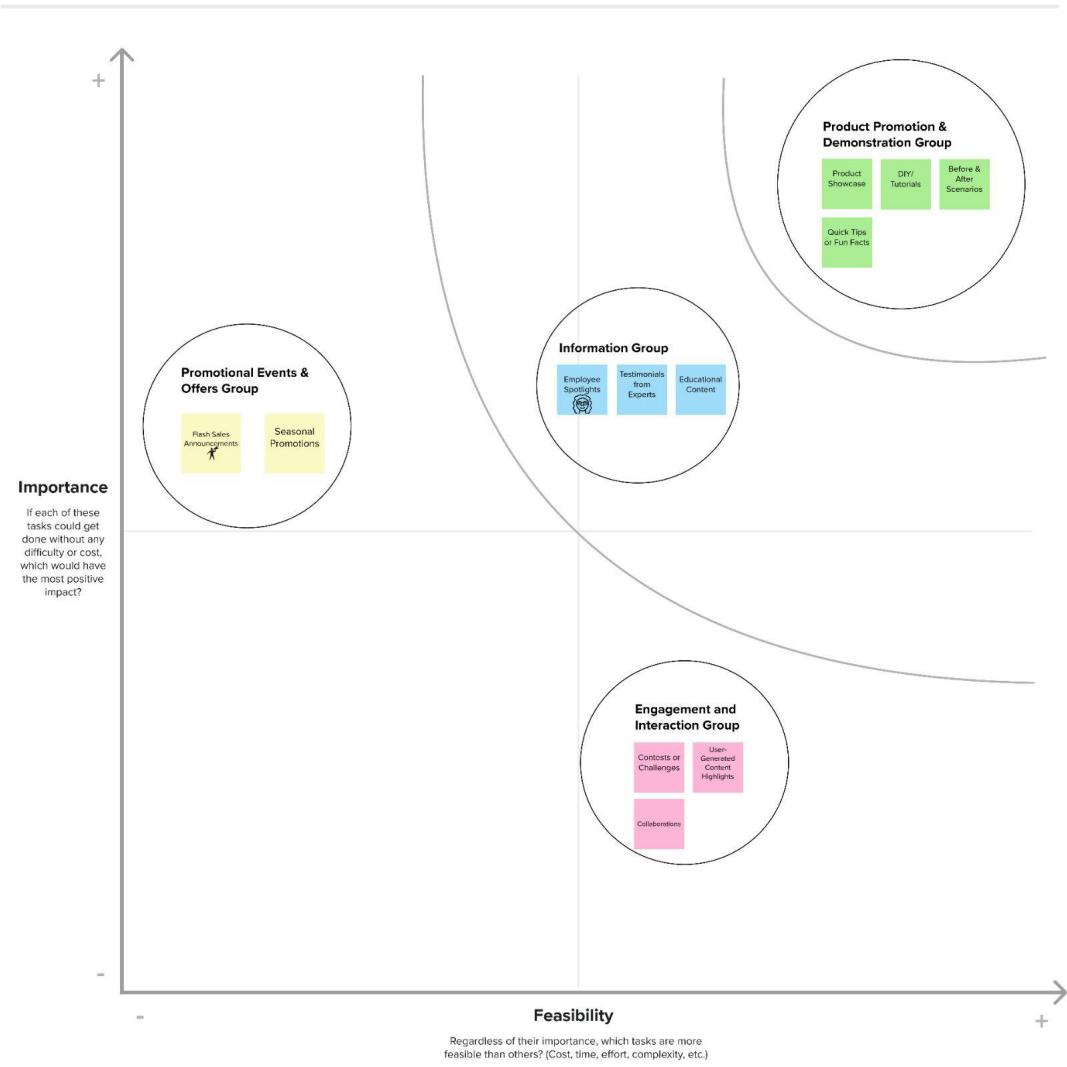


Fig : Brainstorming -3

2.4 PROPOSED SOLUTION

The proposed solution for our project involves using Canva's user-friendly design tools to create visually appealing Instagram Reels for Triple T Emporium. We plan to showcase a diverse range of home appliances and electronics through engaging content, including product showcases, customer testimonials, and behind-the-scenes glimpses. By incorporating interactive features like polls and Q&A, we aim to better connect with our audience. We'll analyze performance metrics and collaborate with influencers to diversify our content and optimize scheduling for maximum visibility. This approach seeks to create engaging, informative, and visually appealing content, enhancing Triple T Emporium's online presence and audience engagement.

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	"At Triple T Emporium, the challenge is creating engaging Instagram Reels using Canva to effectively showcase our diverse range of home appliances and electronics. The struggle lies in capturing audience attention amidst a saturated social media landscape, where traditional advertising methods have become less effective, resulting in reduced audience engagement and impact."
2.	Idea / Solution description	Utilize Canva's innovative features to create visually stunning and informative Instagram Reels, focusing on product demonstrations, user-generated content, and educational content. Implement storytelling techniques and interactive elements to engage the audience.
3.	Novelty / Uniqueness	The uniqueness lies in the approach to merge visually compelling design elements using Canva with informative and entertaining content. Leveraging behind-the-scenes content, customer testimonials, and interactive features can set our Reels apart, offering a personalized and relatable experience to our audience.

4.	Social Impact / Customer Satisfaction	The goal is to not only promote products but also to educate and entertain the audience, enhancing their understanding and satisfaction with our offerings. By providing valuable content, we aim to empower customers to make informed decisions, improving their overall satisfaction with the brand.
5.	Business Model (Revenue Model)	The revenue model includes leveraging engaging Reels to increase brand visibility, leading to potential sales growth. Monetization opportunities might arise from sponsored content, collaborations, and increased customer traffic to the showroom or website.
6.	Scalability of the Solution	The solution's scalability lies in creating a standardized content creation framework using Canva that can be adapted across various product categories. Establishing efficient workflows and content libraries .

Table : Proposed Solution

3. Requirement Analysis

3.1 Functional Requirement:

Our project's functional requirements include a user-friendly interface using Canva for easy content creation. We need tools for planning and scheduling content, a media library for storing images and videos, and a collaborative platform for team coordination. Additionally, we require features to include interactive elements like polls, analytics tools to track Reel performance, scheduling functions, and training resources for team proficiency in content creation using Canva. These requirements aim to streamline the creation and distribution of engaging Instagram Reels for Triple T Emporium.

Functional Requirements:

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Content Creation Interface	User-friendly Interface :Ensure Canva integration for easy content creation. Tool Accessibility :Access to various design tools, templates, and media assets
FR-2	Storyboarding and Planning	Storyboard Creation :Capability to plan and organize Reels before creation Planning Tools :Features for scheduling, content calendar, and content themes
FR-3	Media Management	Media Library : Storage for images, videos, and design elements for easy access. Asset Organization : Tools for efficient management and categorization of media assets
FR-4	Collaboration and Workflow	Collaborative Platform :Tools enabling team collaboration for content creation Workflow Management : Features for task assignment and approval workflows.
FR-5	Interactive Elements	Polls and Q&A :Ability to incorporate interactive elements for audience engagement User-Generated Content :Functions to facilitate user content sharing and collaboration

Table : Functional Requirements

3.2 Non - Functional Requirements

Our project's non-functional requirements involve creating a system that is easy to use, ensuring a user-friendly and intuitive platform for content creation. Security measures are in place to protect data and user privacy, while reliability ensures the system operates consistently. The platform should perform efficiently, with quick loading times and responsive tools. Additionally, it should be available consistently, and the system should be scalable to accommodate growth without compromising its usability or performance. These requirements aim to guarantee a secure, reliable, user-friendly, and scalable platform for creating engaging Instagram Reels for Triple T Emporium.

Non-functional Requirements:

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	For Content Creation Interface: Ensuring a user-friendly Canva integration for easy content creation with intuitive tools, making it accessible to content creators of varying skill levels
NFR-2	Security	Protecting stored media assets within the platform by implementing secure access controls and encryption, preventing unauthorized access or data breaches
NFR-3	Reliability	Providing a stable and reliable platform for content creation and scheduling, minimizing system downtime or errors that could disrupt the content production process
NFR-4	Performance	Optimizing the performance of the platform to ensure quick loading and responsiveness, enabling smooth content creation and navigation
NFR-5	Availability	Ensuring the platform is available round-the-clock to support content creation, scheduling, and management, allowing users to access the tools whenever needed
NFR-6	Scalability	Designing the architecture to accommodate an increasing load of content creation and user activity without performance degradation, allowing for growth without hindering the platform's usability

Table: Non - Functional Requirements

4.PROJECT DESIGN

4.1 Technical Architecture

The technical architecture for our project, utilizing Canva for editing reels and Instagram Business profile for uploading and promoting product reels, might involve the following components and integrations:

- 1. Canva Integration:** Canva serves as the primary content creation platform. It provides a user-friendly interface and design tools for creating visually engaging content, including images, videos, and graphics tailored for Instagram Reels.
- 2. Media Storage and Management:** Canva allows the storage and organization of media assets, enabling easy access to previously created and reusable content like images, video clips, templates, and designs specifically tailored for Instagram Reels.
- 3. Workflow Integration:** Establishing a seamless workflow between Canva and the Instagram Business profile, allowing for direct export or easy sharing of content from Canva to Instagram.
- 4. Instagram Business Profile:** Using Instagram as the platform for sharing and promoting the created reels, taking advantage of the Business Profile's features, including insights, analytics, and engagement tools.
- 5. Scheduling and Distribution Tools:** Employing Instagram scheduling tools or third-party applications to schedule the release of Reels at optimal times for maximum visibility.
- 6. Analytics and Performance Monitoring:** Leveraging Instagram's built-in insights and analytics, combined with additional third-party tools if required, to monitor the performance of the Reels, track engagement, audience behavior, and other key metrics.
- 7. Collaboration and Team Access:** Implementing shared access to the Canva platform and Instagram Business profile among the team members responsible for content creation, scheduling, and monitoring.
- 8. Security Measures:** Implementing necessary security measures across both Canva and Instagram to safeguard data, user credentials, and media assets.

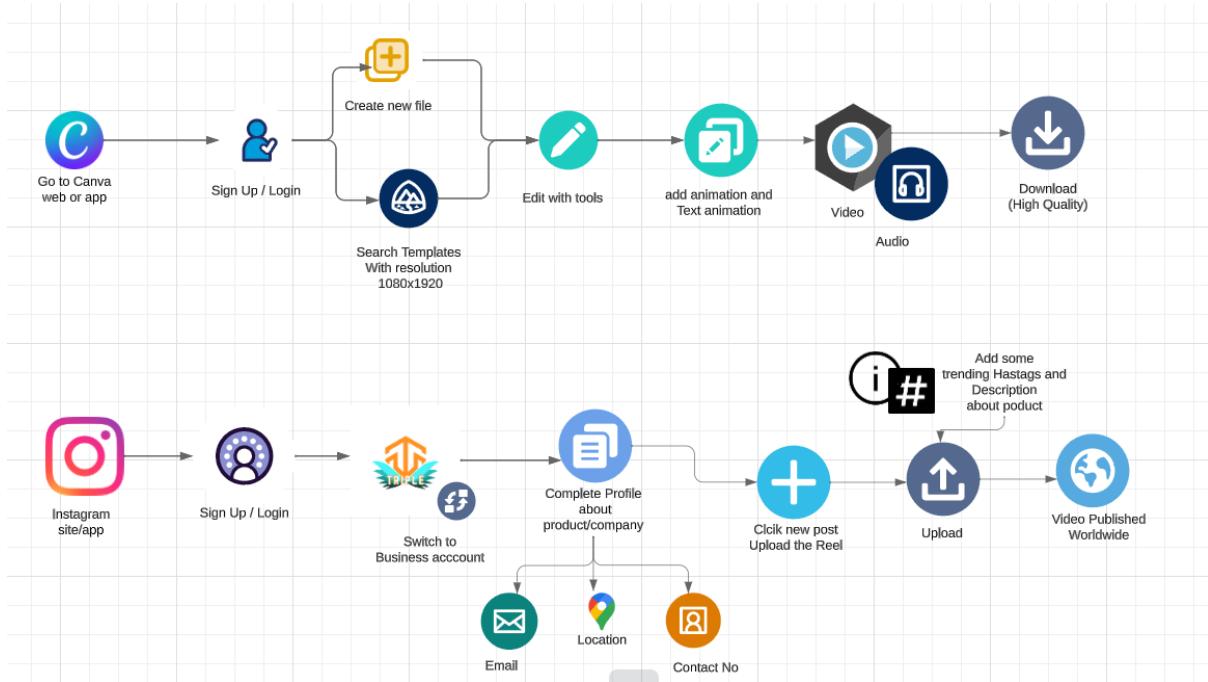
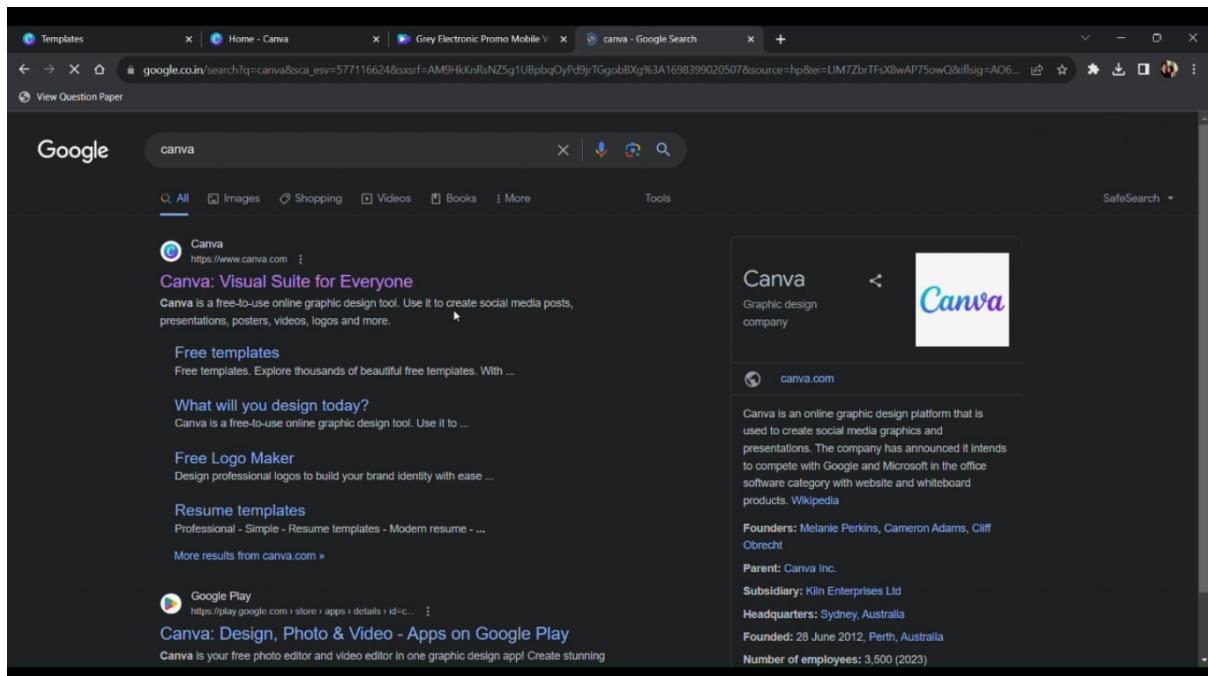


FIG: Technical Architecture

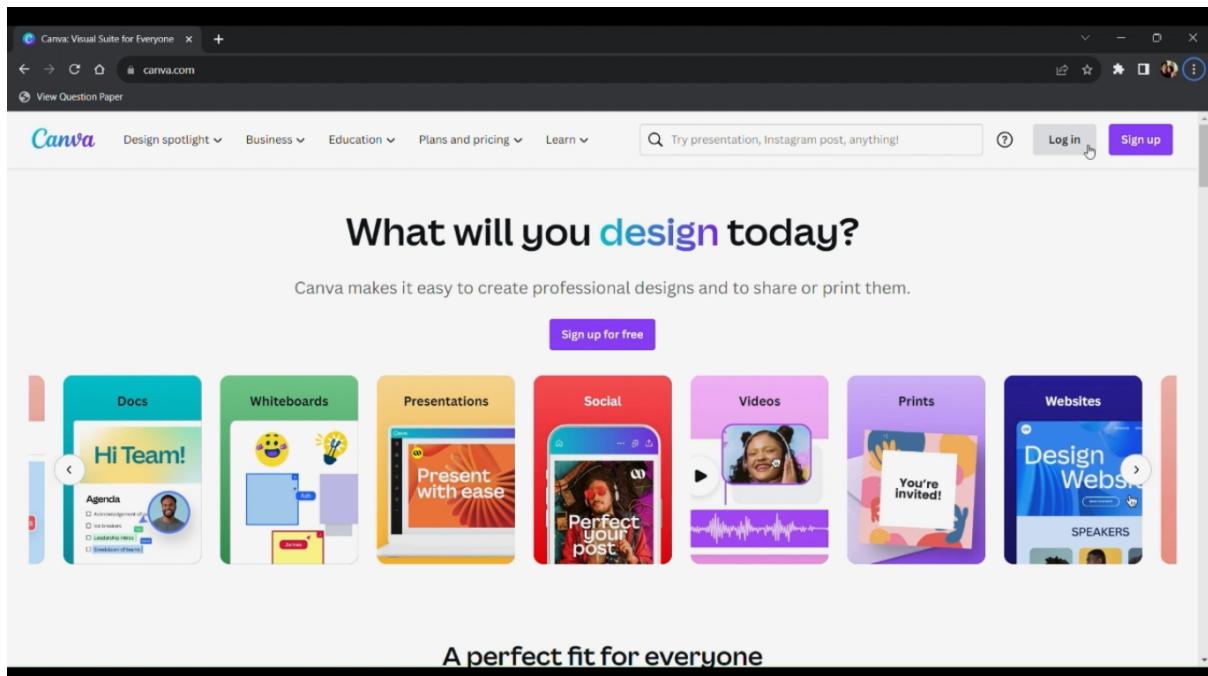
5. OUTPUT PROCESS

5.1 Using Canva Create The Instagram Reel

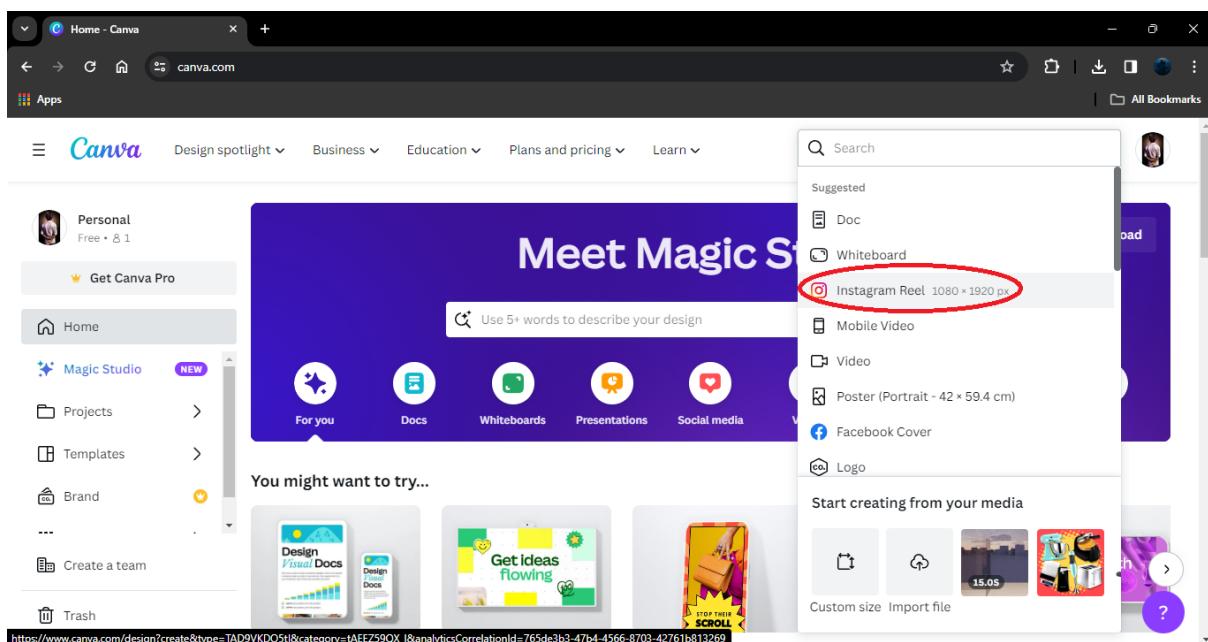
Step 1: Search canva in google



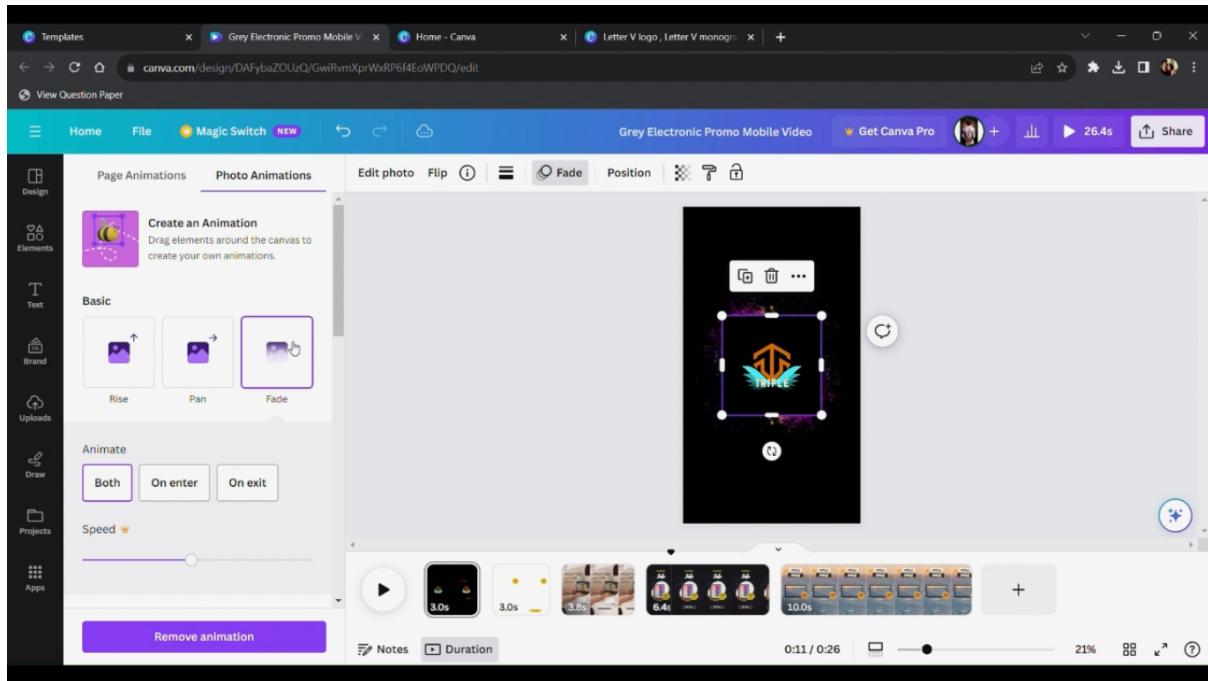
Step 2 : Login with your google account or sign up with new



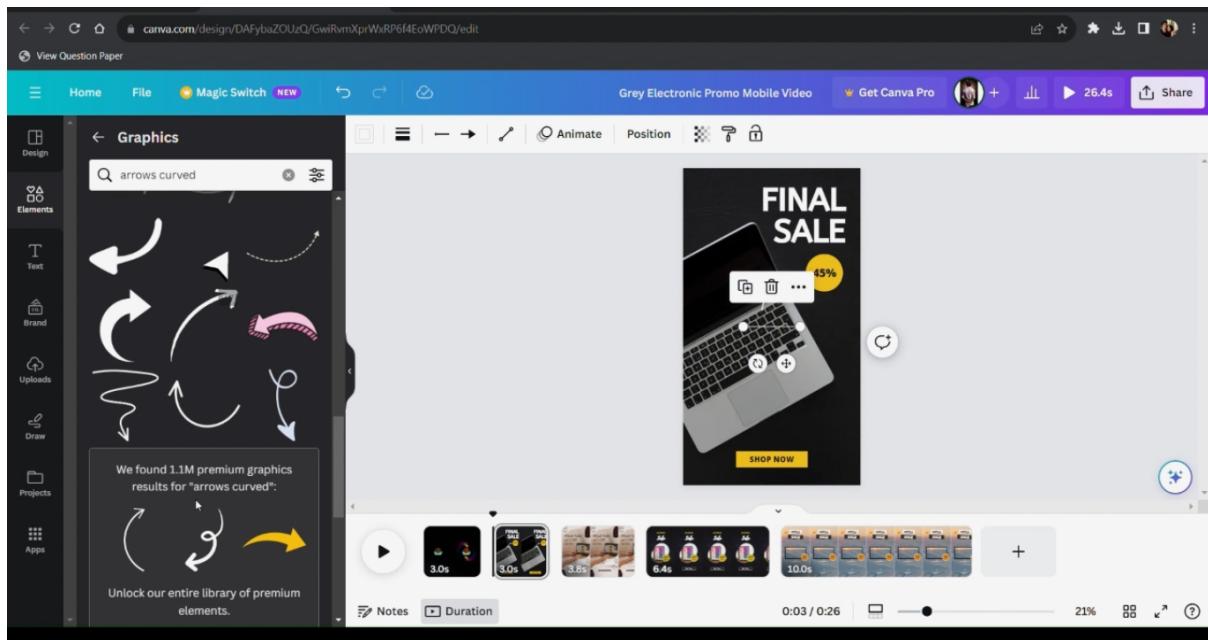
Step 3 : click "Create a design" and set custom dimensions (typically 1080x1920 pixelsfor Instagram Reels)



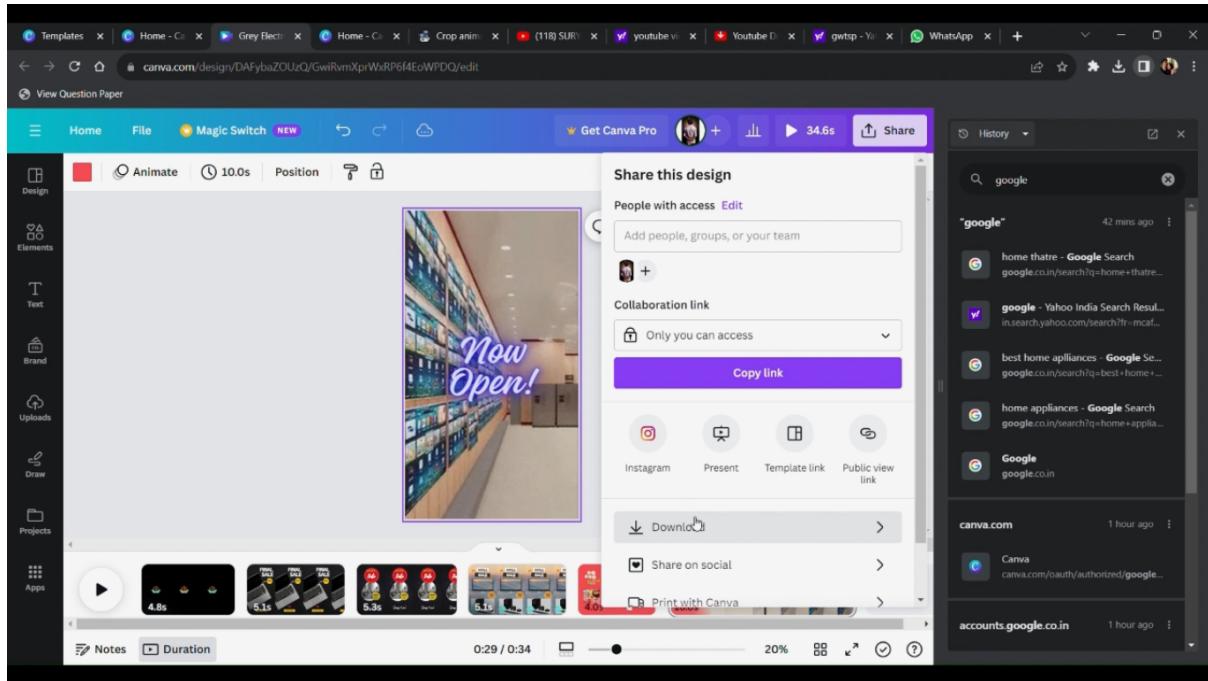
Step 4 : Customize with different styles for fantastic reels



Step 5 : Customize with photos videos & audio extend the length of the video

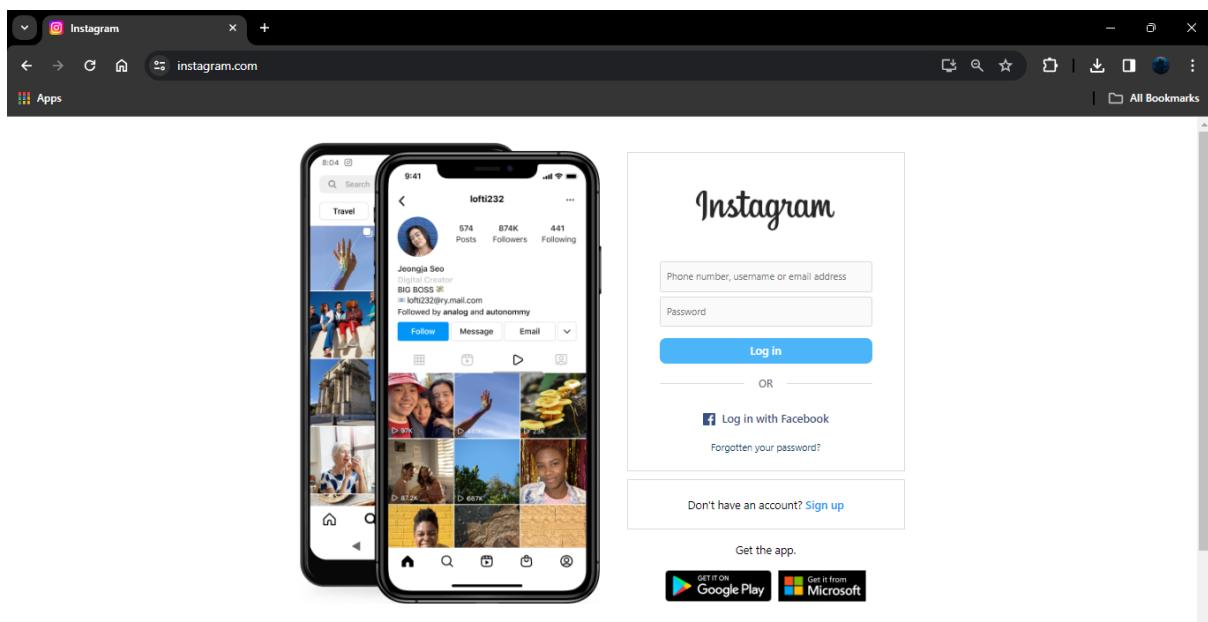


Step 6 : Click on Share & Download to export the video

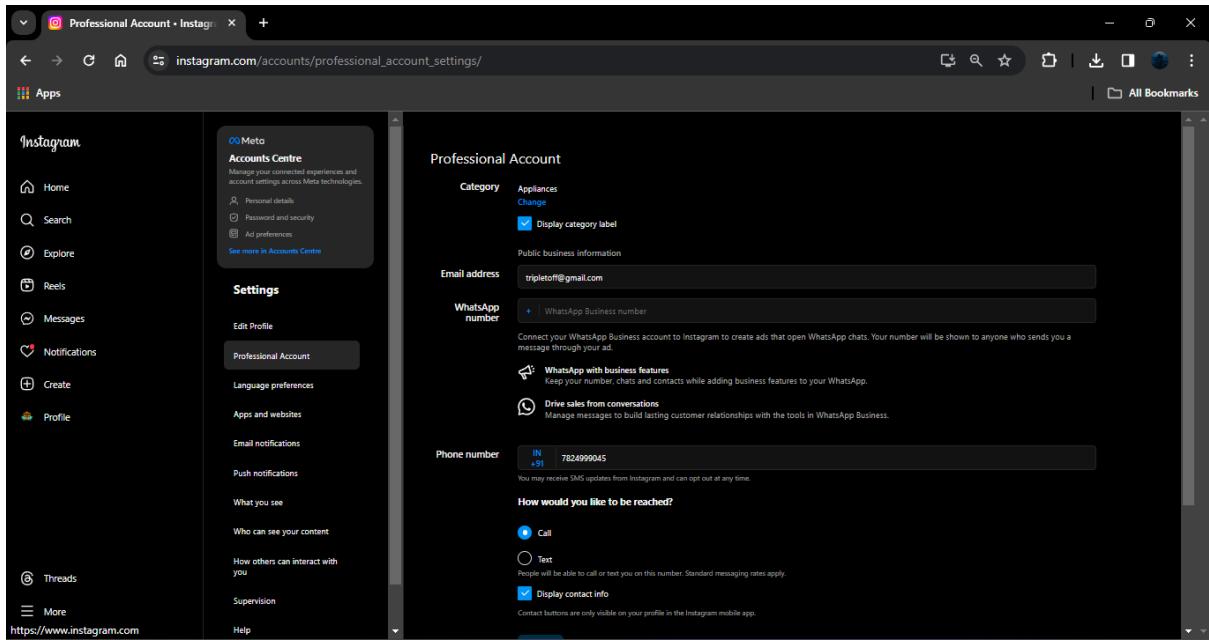


5.2 Upload Reel In Instagram Business Profile

Step 1: Create account in Instagram

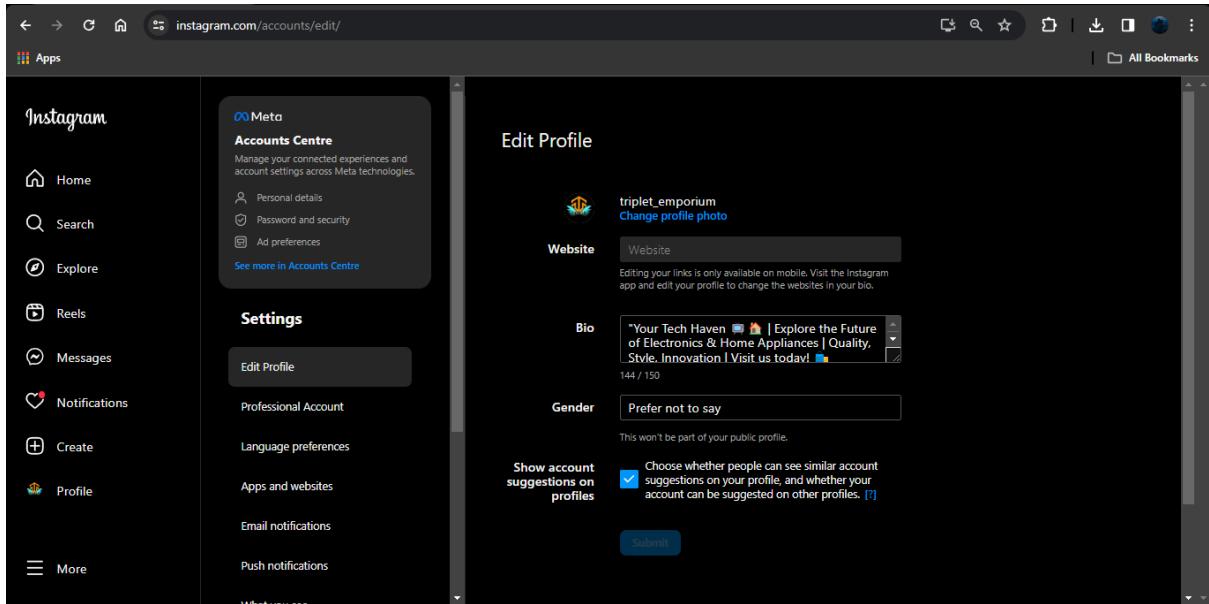


Step 2 :Switch to Business Profile and Fill Details about the Product/Company such as Email,Contact etc.,



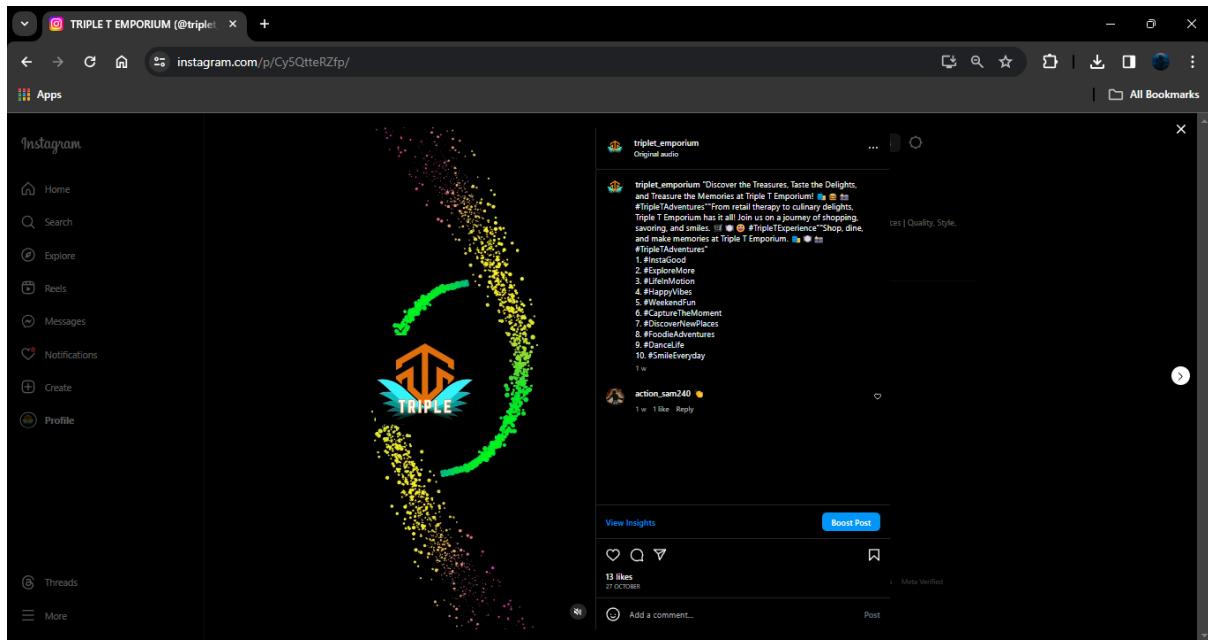
The screenshot shows the 'Professional Account' settings page on Instagram. On the left, there's a sidebar with links like Home, Search, Explore, Reels, Messages, Notifications, Create, Profile, Threads, and More. The main area has a sidebar for 'Accounts Centre' and 'Settings'. Under 'Professional Account', the 'Category' is set to 'Appliances' with 'Change' and 'Display category label' options. The 'Email address' is listed as 'triplet0ff@gmail.com'. A section for 'WhatsApp number' is present, with a placeholder 'WhatsApp Business number' and a note about connecting it to Instagram to create ads that open WhatsApp chats. The 'Phone number' is listed as '+91 7824999045'. Under 'How would you like to be reached?', there are 'Call' and 'Text' options, with 'Display contact info' checked. The URL in the browser is https://www.instagram.com/accounts/professional_account_settings/.

Step 3 : Complete the profile using “Edit Profile”



The screenshot shows the 'Edit Profile' page on Instagram. The sidebar is identical to the previous one. The main area has a 'Website' field with 'triplet_emporium' and a 'Change profile photo' link. Below it is a 'Bio' field containing the text "'Your Tech Haven 📱🔥 | Explore the Future of Electronics & Home Appliances | Quality, Style, Innovation | Visit us today! 🌐'" with a character count of 144 / 150. There's a 'Gender' field set to 'Prefer not to say'. Underneath, there's a 'Show account suggestions on profiles' checkbox which is checked. At the bottom is a 'Submit' button. The URL in the browser is <https://www.instagram.com/accounts/edit/>.

Step 4 : Click on “Create”Upload the Reel and Add Trending hashtags(#trending) to reach the wide range of audience



6. Challenges Faced

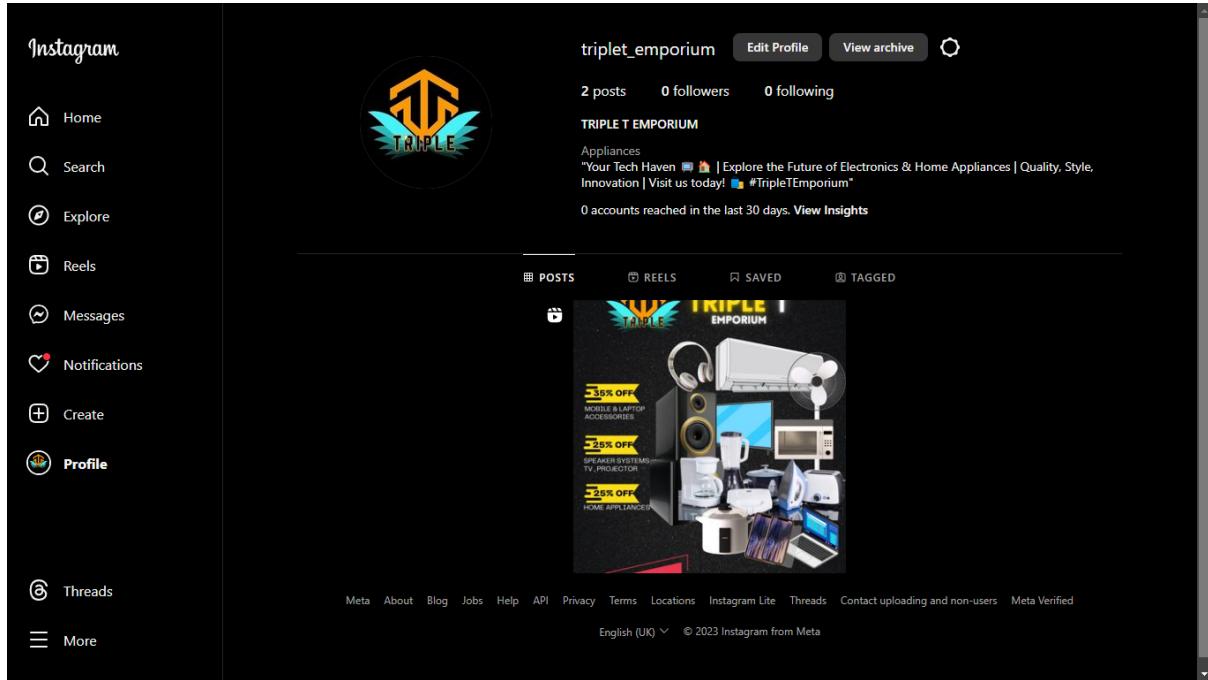
The project encountered various significant challenges throughout its execution. Firstly, the complexity of content creation posed a hurdle, requiring the generation of visually appealing, informative, and engaging content that resonated with the audience's preferences. Secondly, resource and skill limitations affected the team's ability to navigate the intricacies of Canva and the nuanced aspects of content creation for Instagram Reels. Developing a comprehensive content plan tailored to Triple T Emporium's diverse product range became an intricate task, demanding meticulous planning and research. Integrating Canva's design tools with the workflow for uploading and promoting content on Instagram's Business profile presented technical complexities. Ensuring audience engagement and interaction amidst a competitive social media landscape proved challenging, while analyzing and optimizing Reel performance for enhanced visibility posed a considerable hurdle. Effective time management and scheduling for Reel releases to maximize visibility were key challenges, compounded by the need to stand out and differentiate the content in a crowded market. Overcoming these challenges demanded adaptability, creativity, collaborative problem-solving, and a strategic approach to content creation and promotion for the project's successful implementation.

7.FUTURE PLANS

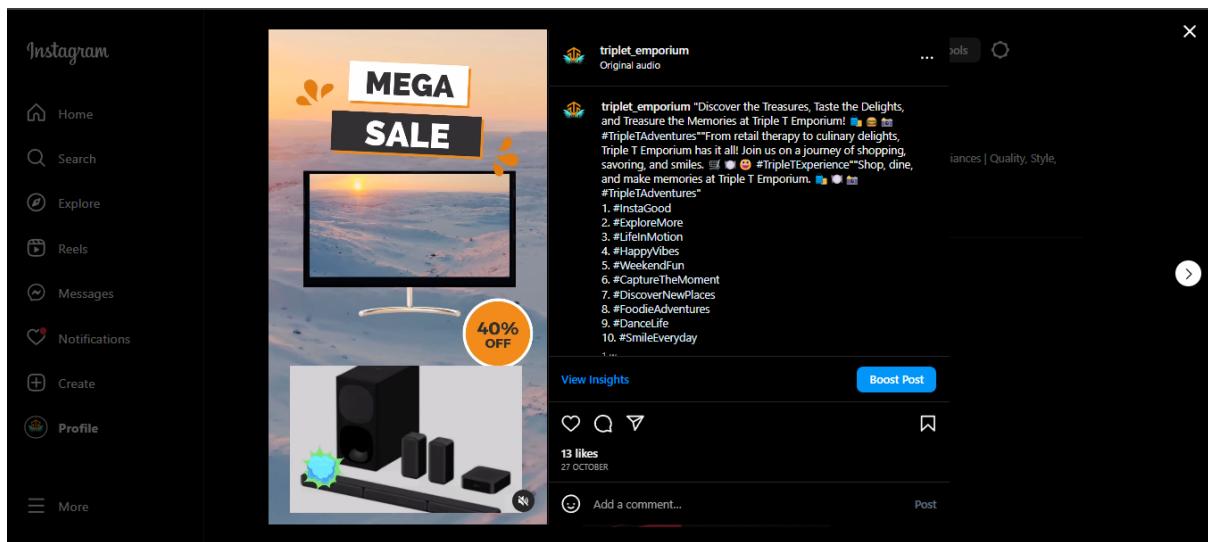
In the future, the project intends to bolster its content strategy by diversifying Reel types and exploring more interactive features on platforms like Instagram, aiming to enhance audience engagement and connection. Advancements in content creation tools and the adoption of emerging technologies will be pursued to improve the quality and visual appeal of Reels. Additionally, a more comprehensive use of analytics data will refine content strategies, optimizing scheduling for increased engagement. Expanding collaborations with influencers and other brands is planned to extend the reach of the content. Continuous training programs will ensure the team remains updated with the latest trends and tools, fostering a culture of ongoing improvement. Moreover, the project plans to stay adaptable and responsive to platform changes, maximizing new features and adhering to evolving best practices. These strategies will drive the project's evolution, emphasizing deeper audience engagement, technological innovation, and adaptability to ensure the sustained success of the Reels produced for Triple T Emporium.

8. RESULTS

Instagram Profile :



Uploaded reel video :



9. CONCLUSION

The project of creating engaging Instagram Reels using Canva for Triple T Emporium, a showroom specializing in home appliances and electronics, has been a journey marked by innovation, challenges, and strategic adaptation. Through this initiative, the team navigated complexities in content creation, technological integrations, and audience engagement. Despite obstacles, the project's diverse strategies aimed at enhancing content quality, refining content planning, and fostering deeper connections with the audience have laid a strong foundation for the future. The project not only showcased the importance of creative content in a highly competitive digital landscape but also emphasized the necessity of adaptability and continuous improvement. Looking forward, the project's future plans center around diversifying content types, leveraging technology advancements, optimizing analytics, and fostering collaborations to sustain and enhance the success of engaging Reels. As the project moves forward, it stands poised to adapt, innovate, and continue strengthening the digital presence of Triple T Emporium, ensuring sustained growth and engagement with its audience.

OUTPUT Links :

Github Link : <https://github.com/Ragavh15/NM2023TMID01282>

Instagram Reel Link : <https://www.instagram.com/p/Cy5QtteRZfp/>

Project Demo Link :

https://youtu.be/Nh2gDlyOWEs?si=1hbnz_hsFVvTV0cb