

Project Design Phase-I
Solution Architecture

Date	25 October 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using canva

Solution Architecture:

The solution architecture for "To Create a Brand Promo Video Using Canva" involves:

Content Creation:

Canva is used as the primary design tool to create the video. It offers a user-friendly interface, templates, and design elements.

Storyboard and Script:

The video's structure and script are planned to convey the brand's story, values, and product quality effectively

Visual Elements:

Canva design features are employed to add brand identity, animations, transitions, and text overlays.

Voiceover and Music:

A soothing voiceover and background music are added for emotional impact.

Export and Sharing:

The final video is exported from Canva and shared on the brand's website and various digital platforms.

Promotion:

The video is used for marketing and promotion to increase brand exposure and drive sales.

Solution Architecture Diagram:

