Project Design Phase-II
Technology Stack (Architecture & Stack)

Date	01 Nov 2023
Team ID	NM2023TMID04439
Project Name	Create a brand promo video using Canva

Technical Architecture:

The Deliverable shall include the architectural diagram as below and the information as per the table1 & table 2

Table-1: Steps & Technologies:

S. No	Steps	Description	Technology
1.	Conceptualize	Define brand USPs and target audience. Brainstorm creative ideas. Incorporate brand elements.	Brainstorming sessions, Mind mapping tools, Creative brief templates.
2.	Pre-production	Develop a script or storyboard. Assemble a production team. Arrange equipment and locations.	Storyboarding software, Scriptwriting tools, Project management platforms.
3.	Production	Capture high-quality footage. Ensure proper lighting, sound, and camera angles. Direct actors or spokespersons	High-definition cameras, Professional lighting equipment, Audio recording devices.
4.	Post-production	Edit video, add music, graphics, and effects. Optimize pacing and timing. Include branding elements.	Video editing software (e.g., Adobe Premiere Pro), Graphic design tools (e.g., Adobe After Effects), Sound editing software.
5.	Review and Feedback	Gather feedback from stakeholders and team members. Make necessary revisions. Conduct final quality checks.	Collaboration tools (e.g., Google Workspace, Slack), Video review platforms (e.g., Frame.io), Quality assurance software.

Table-2: Application Characteristics:

S. No	Characteristics	Description	Technology
1.	User Interface	The visual and interactive elements that users interact with to operate the application.	HTML, CSS, JavaScript, GUI
2.	Functionality	The specific tasks and operations that the application is designed to perform.	Python, Java, C++, Ruby
3.	Compatibility	The ability of the application to run on different platforms, devices, and operating systems.	Cross-platform frameworks, Virtualization technologies
4.	Performance	The speed, responsiveness, and efficiency of the application in executing tasks and processing data.	Load balancers, Caching mechanisms, Performance monitoring tools
5.	User Experience	The overall impression and satisfaction level of users when interacting with the application.	Usability testing, User feedback tools, User experience design principles.