

NAAN MUDHALVAN- DIGITAL MARKETING

PROJECT-REPORT

NAME	Subhashree B
NM-ID	143F799E9D4AC7894D048260970C2787
PROJECT TITLE	How To Create A Brand Promo Video Using Canva

BRAND NAME -- PETHUB

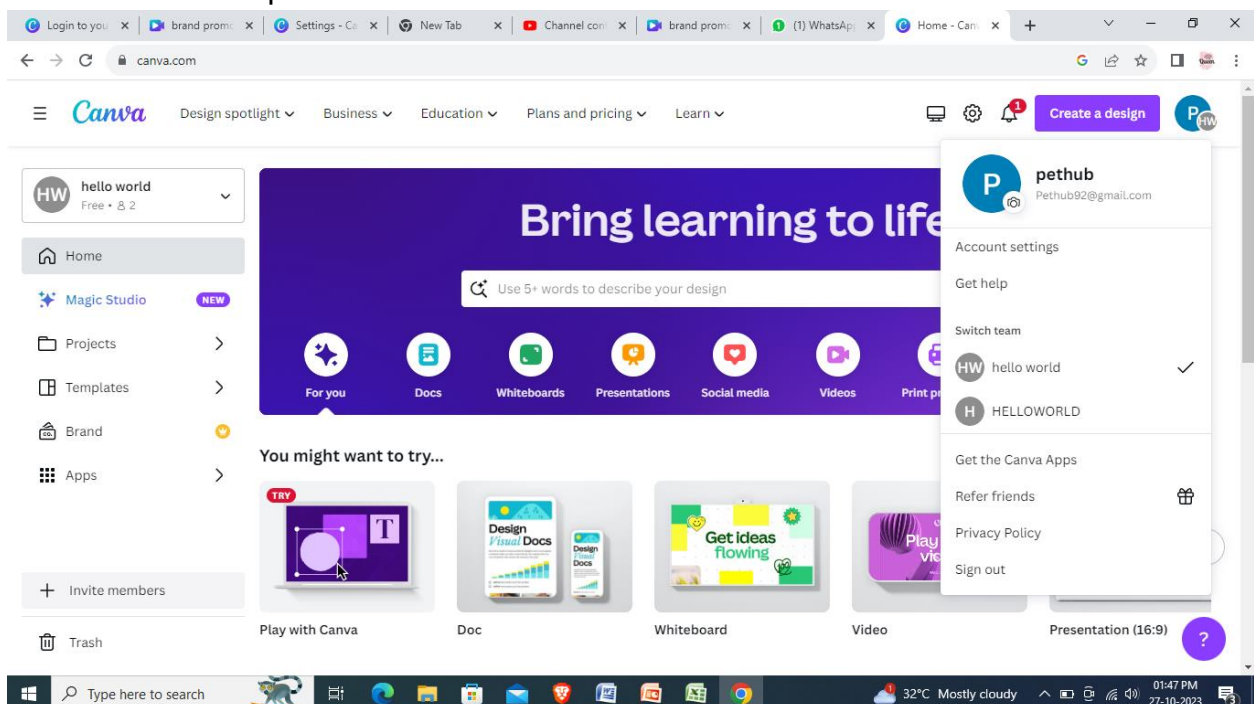
NAVIGATION:

<https://www.canva.com/>

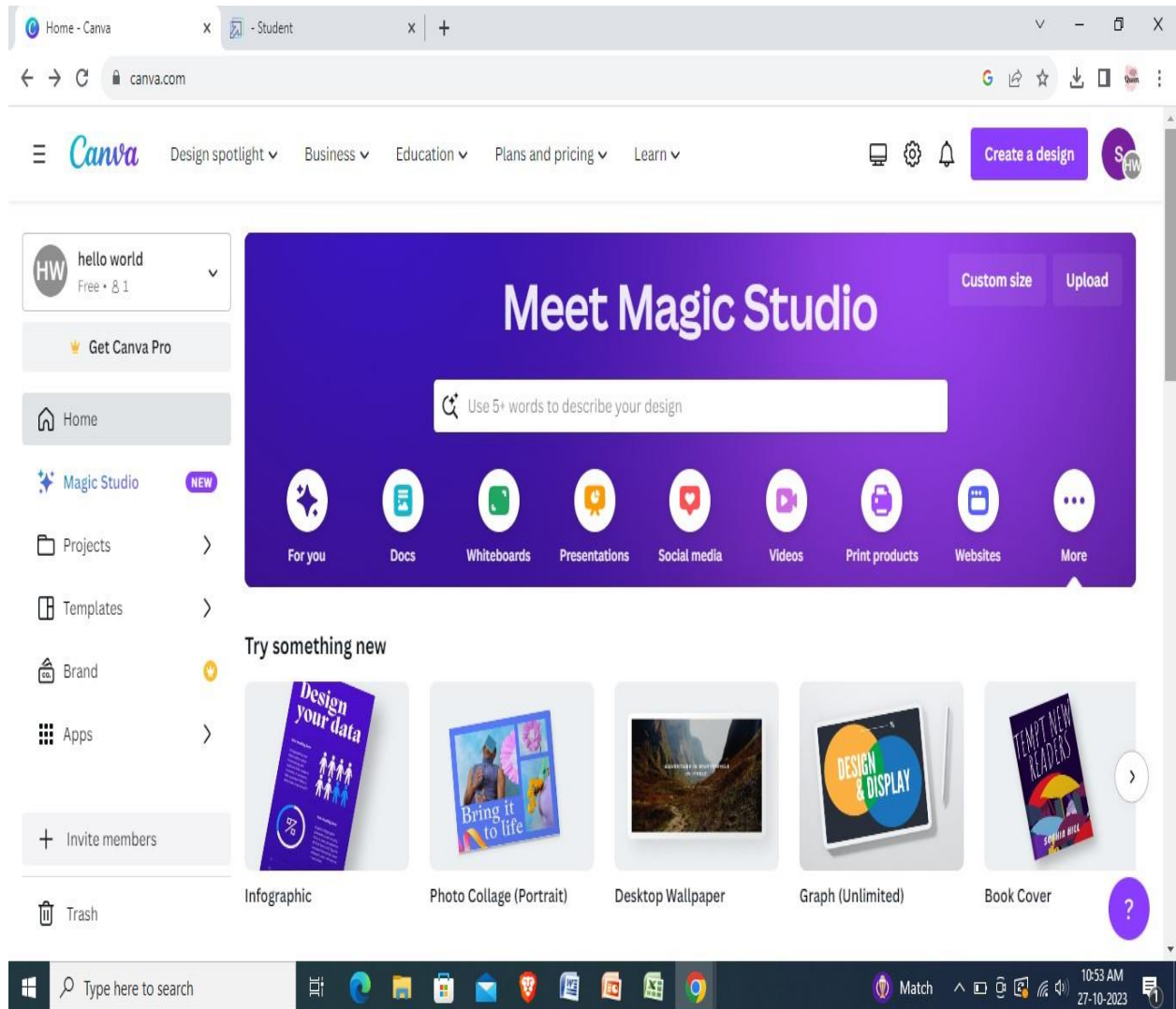
SIGN IN:

Email:pethub92@gmail.com

Password:pethub+2023



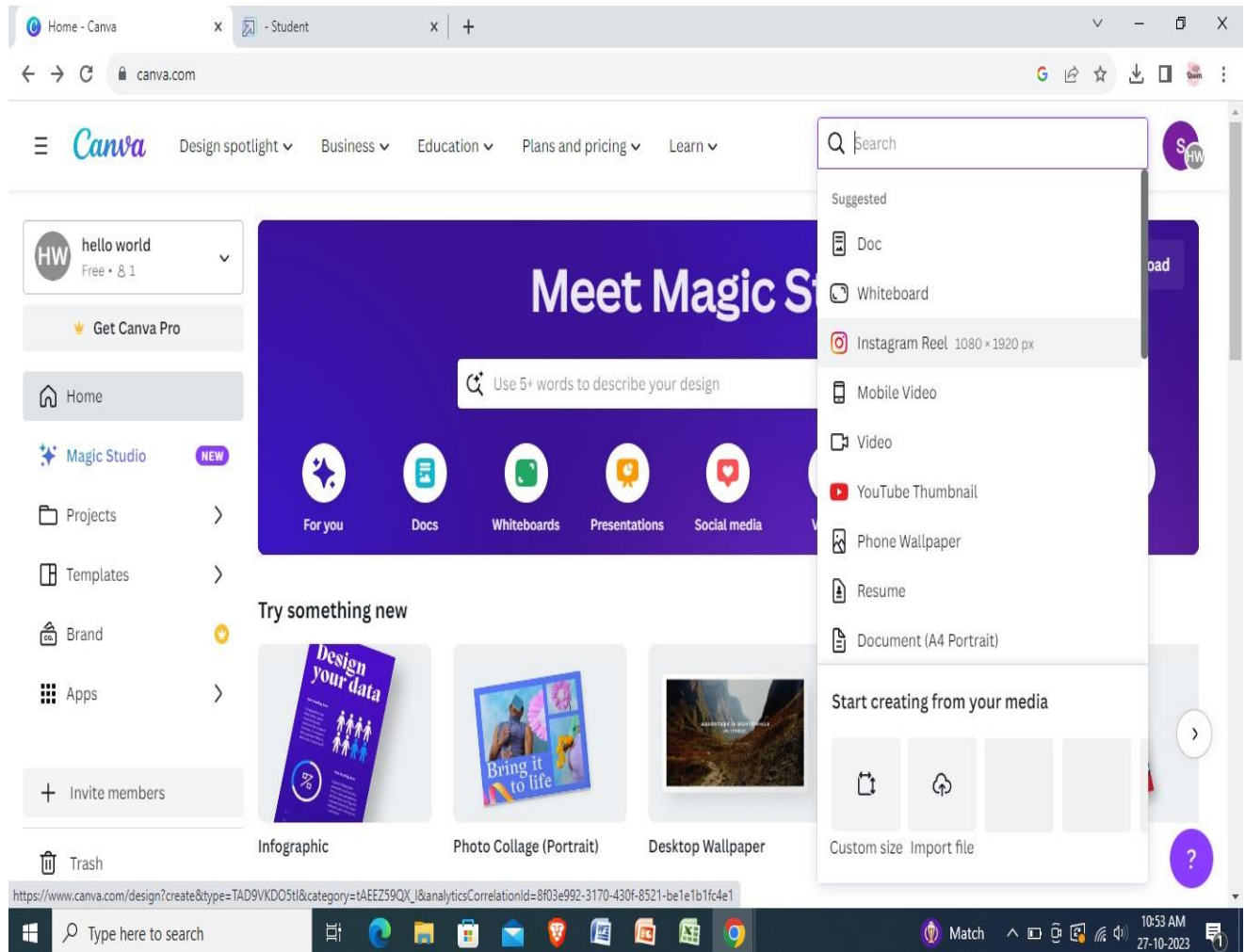
CREATE DESIGN



Step 1:

Visit the Canva website and signup with new account.

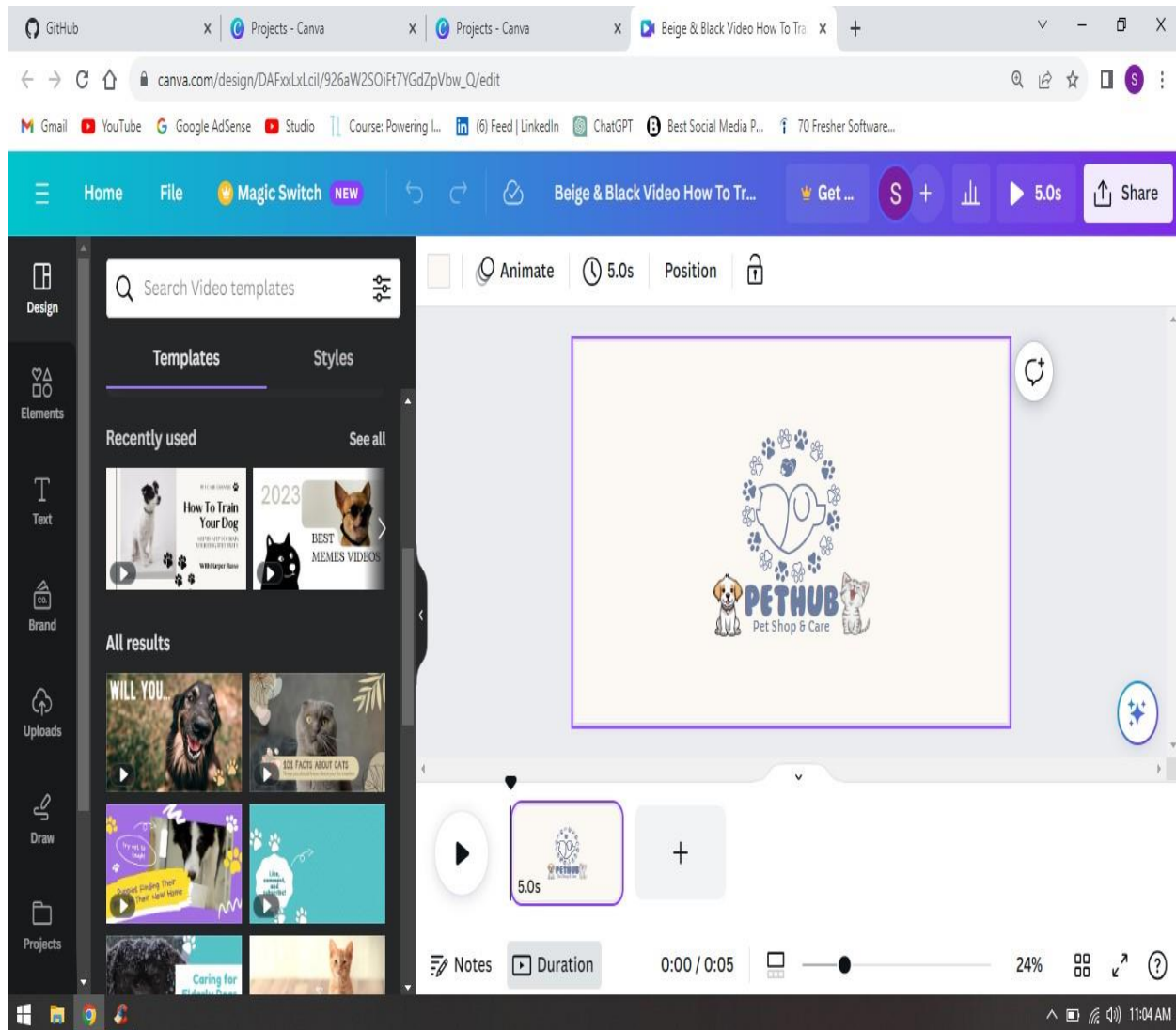
CHOOSE DESIGN LAYOUT



Step 2:

After creating an account , login to the canva and click on the “ create a design” button .

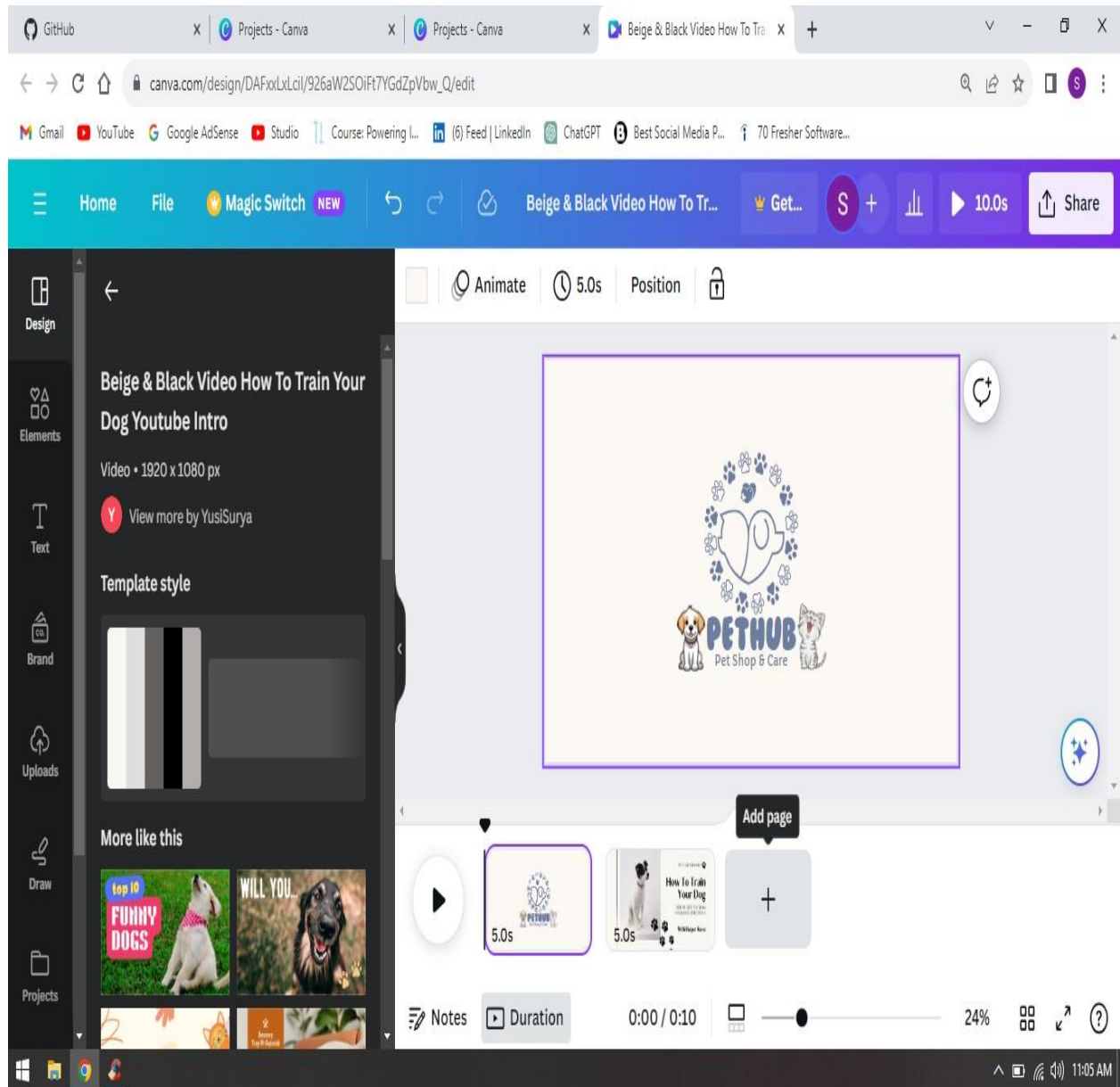
TEMPLATES



Step 3:

Start with a blank canvas or choose one of canva's video templates.

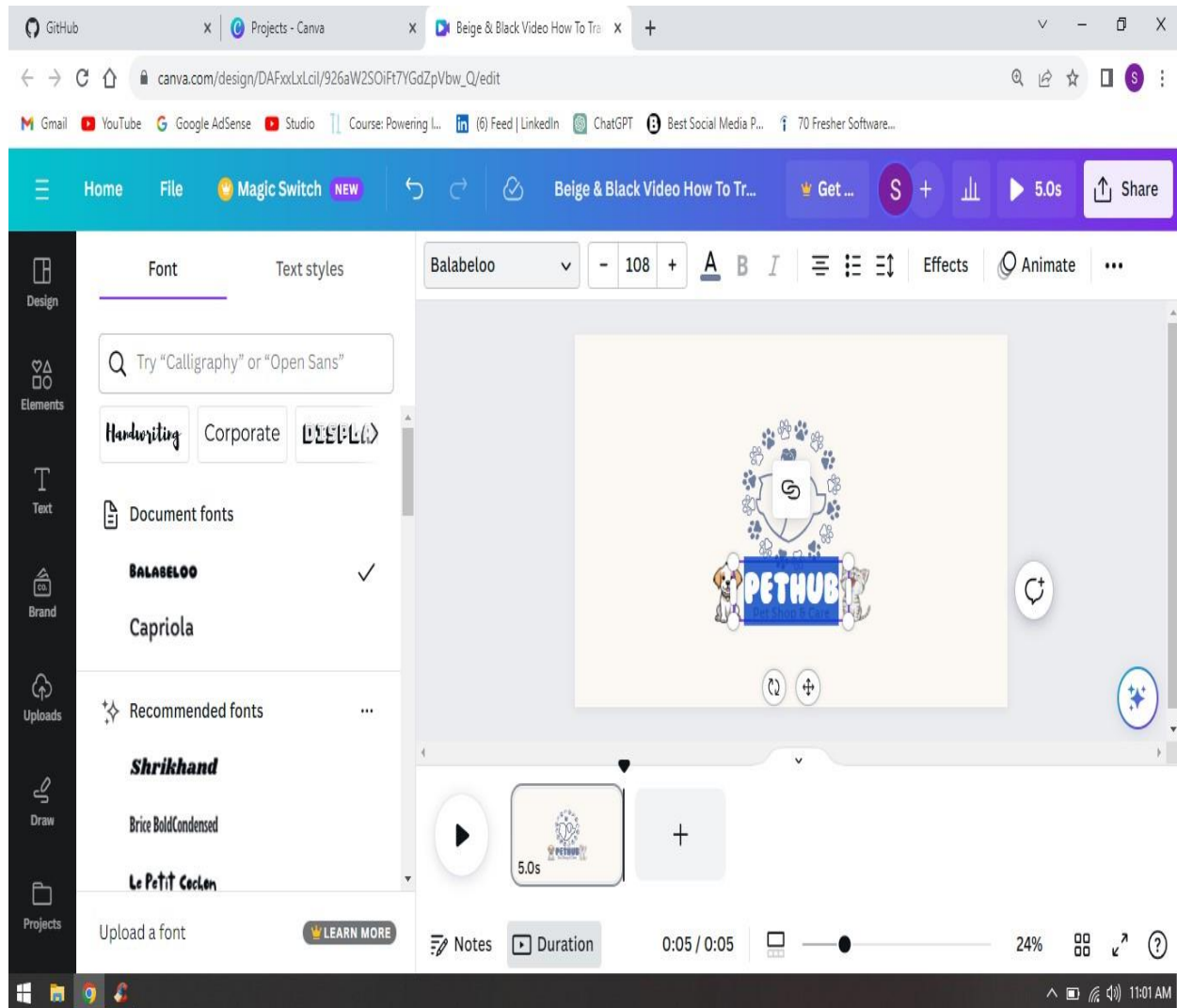
ADD PAGE



Step 4:

If you want another page you can add a new page.

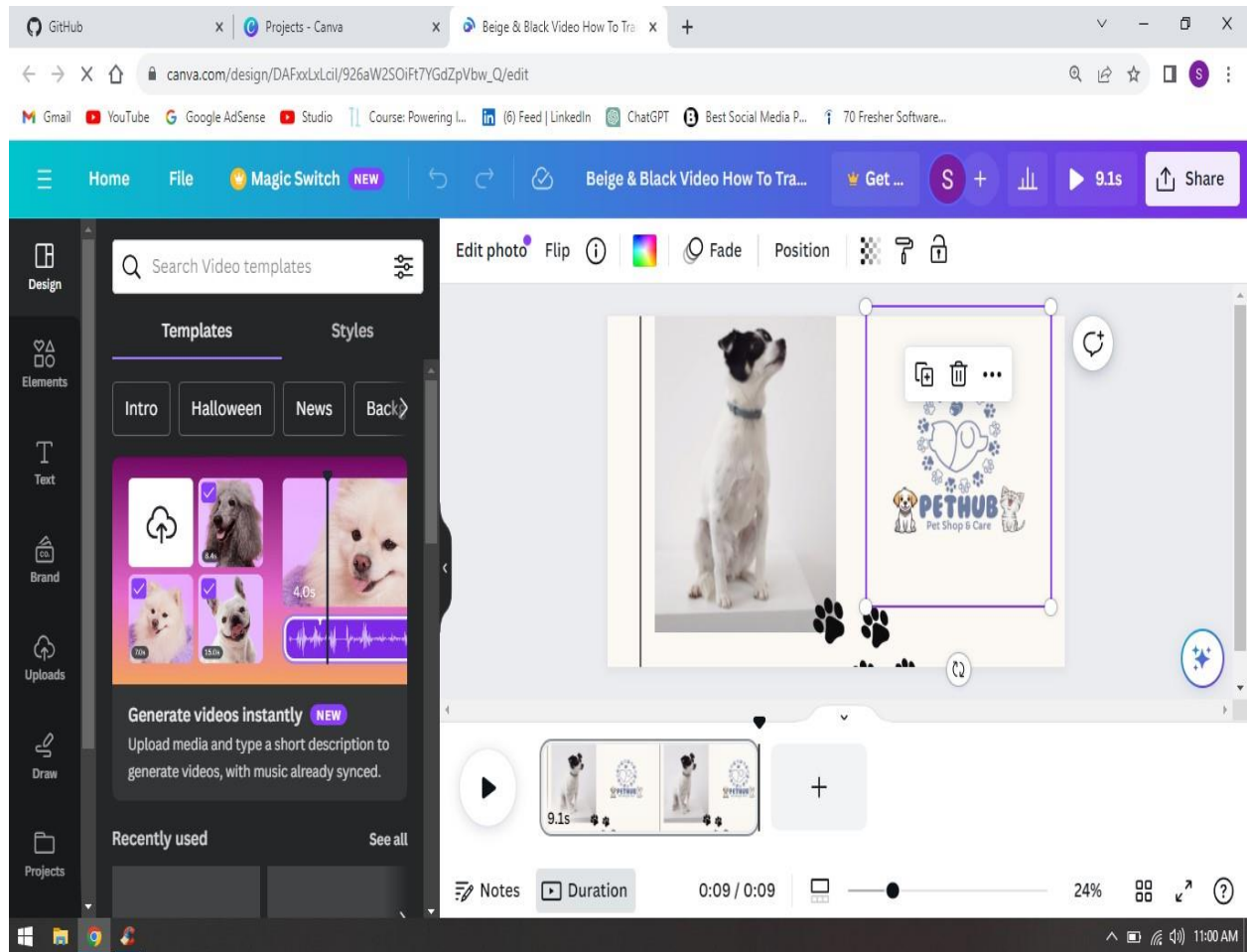
EDIT TEXT CONTENTS



Step 5:

Open your design and select the text then you can edit the text.

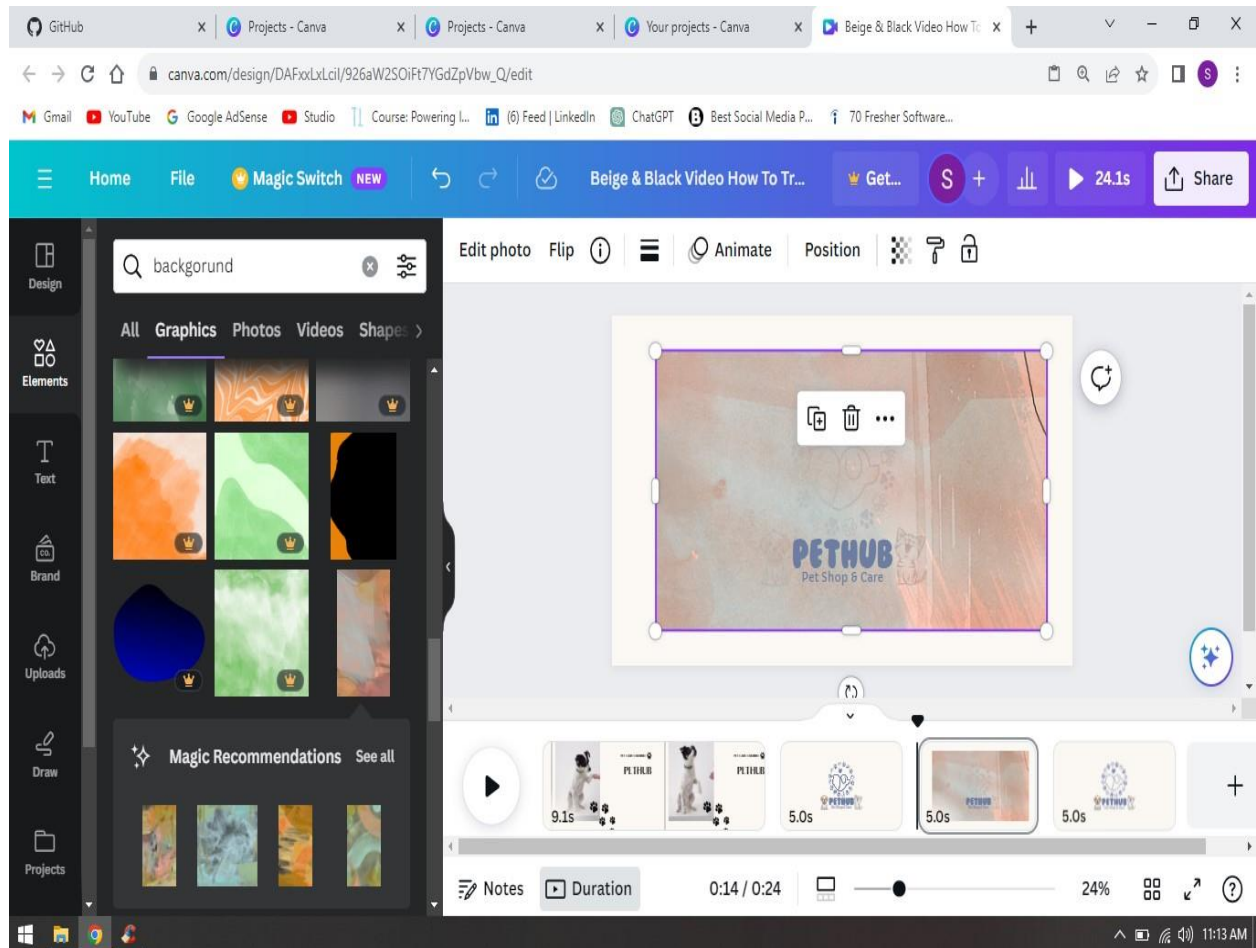
UPLOAD IMAGE, LOGO



Step 6:

You can add image, logo, music or audio to your video from canva's library or upload your own.

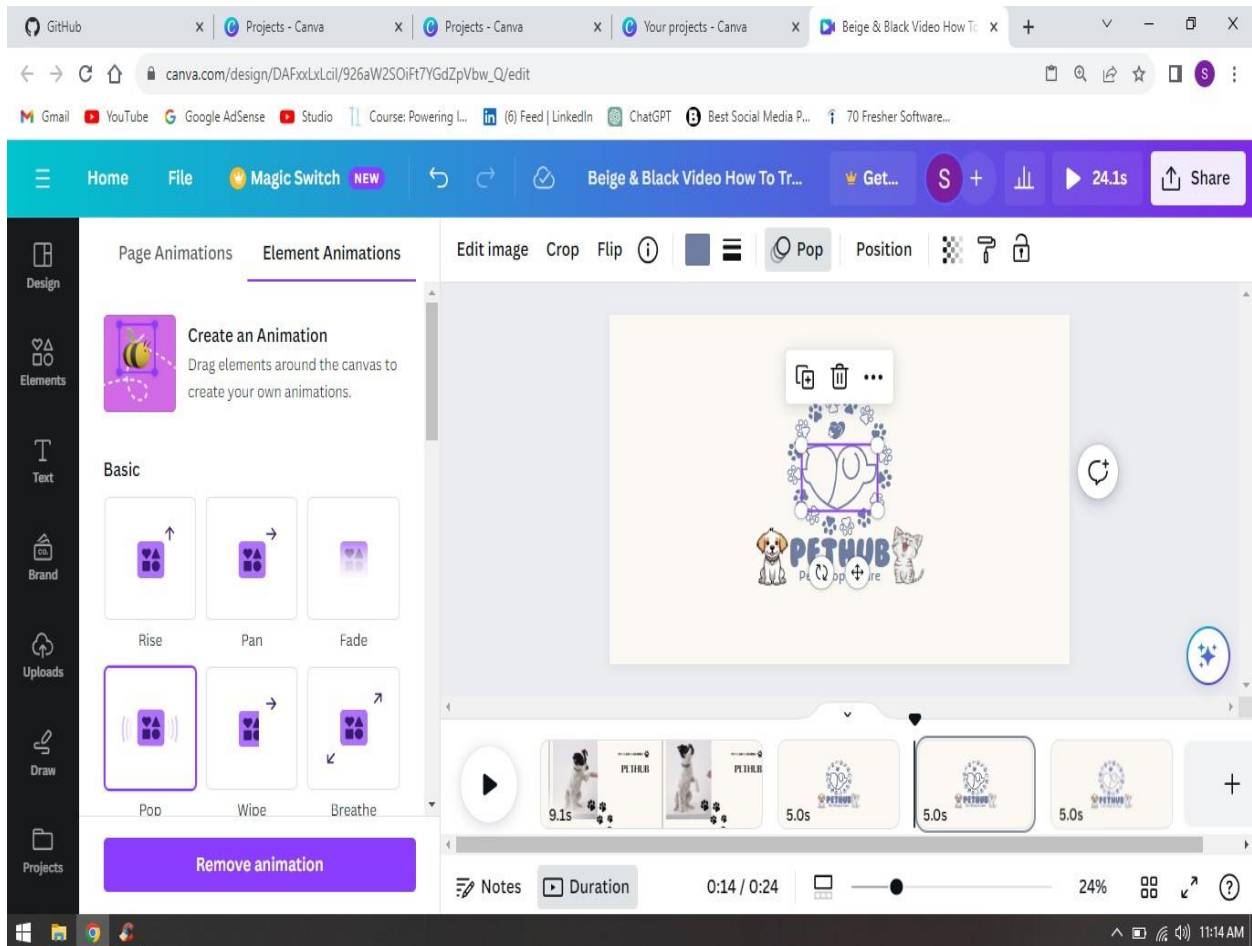
EDIT BACKGROUND



Step 7:

You can edit background and if you are using video clips, you can trim, cut and edit them as needed.

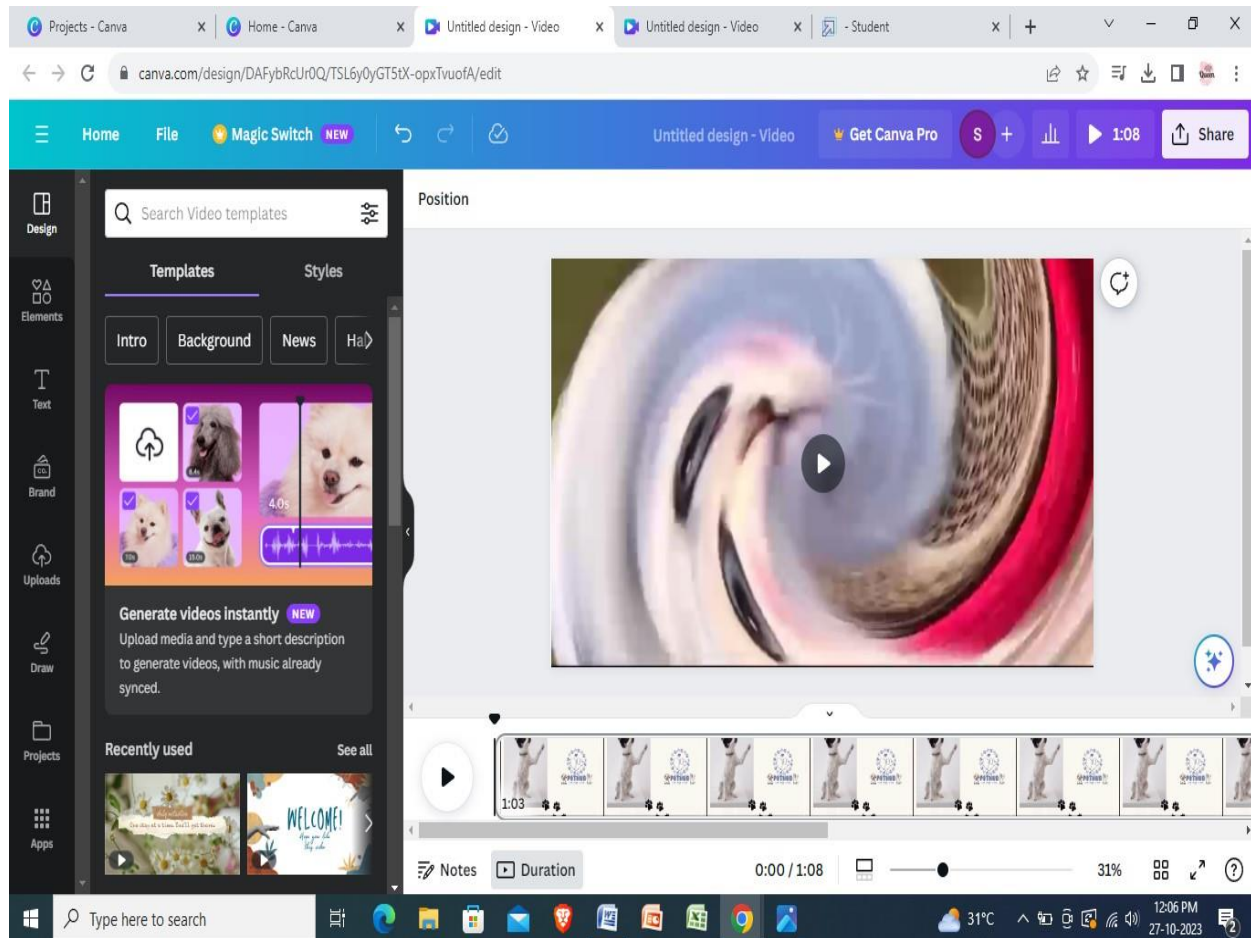
ANIMATION



Step 8:

Create animations and effects to make your video more dynamic.

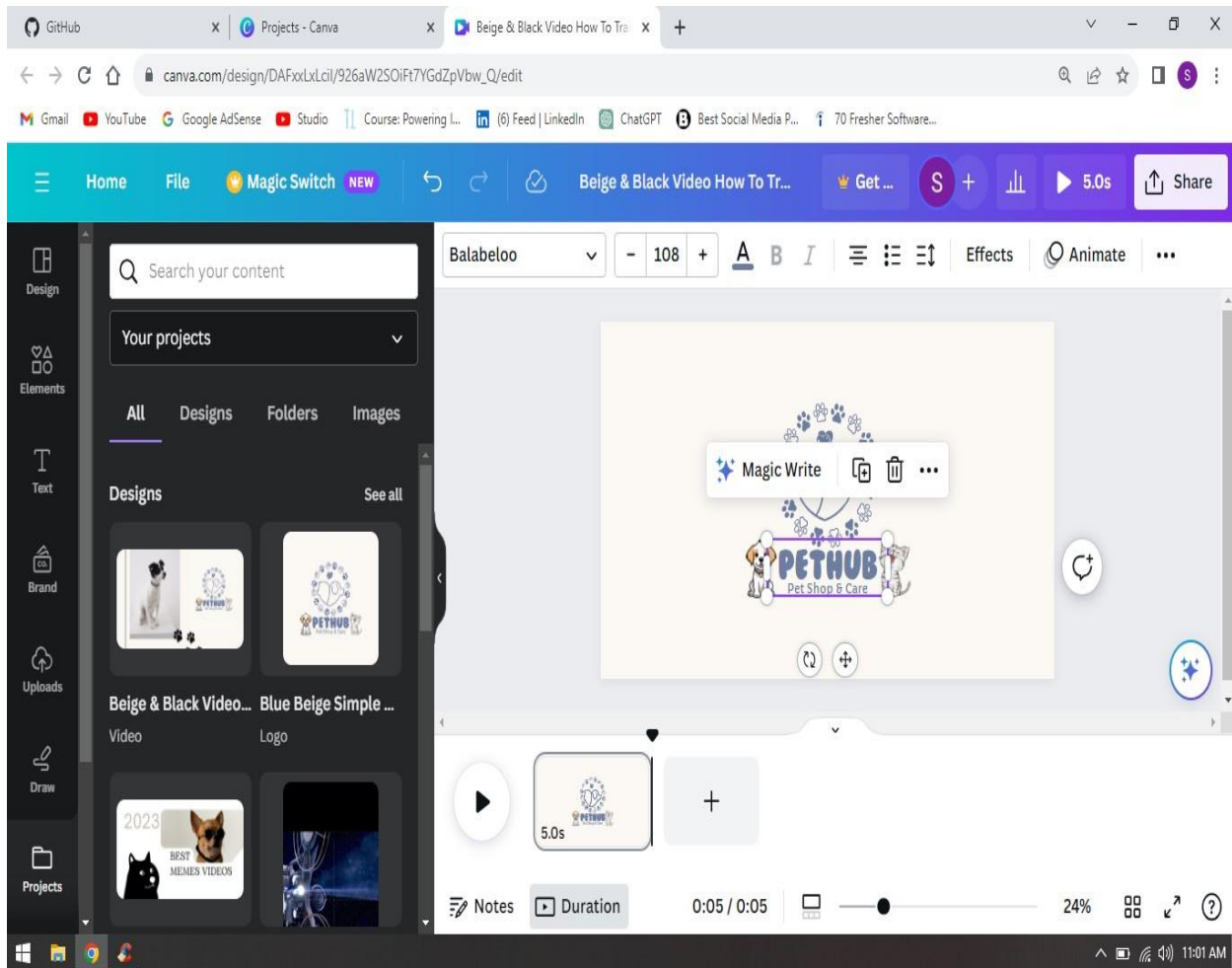
TRANSITION



Step 9:

You can add transitions between scenes or slides in your videos.

TEXT EFFECTS

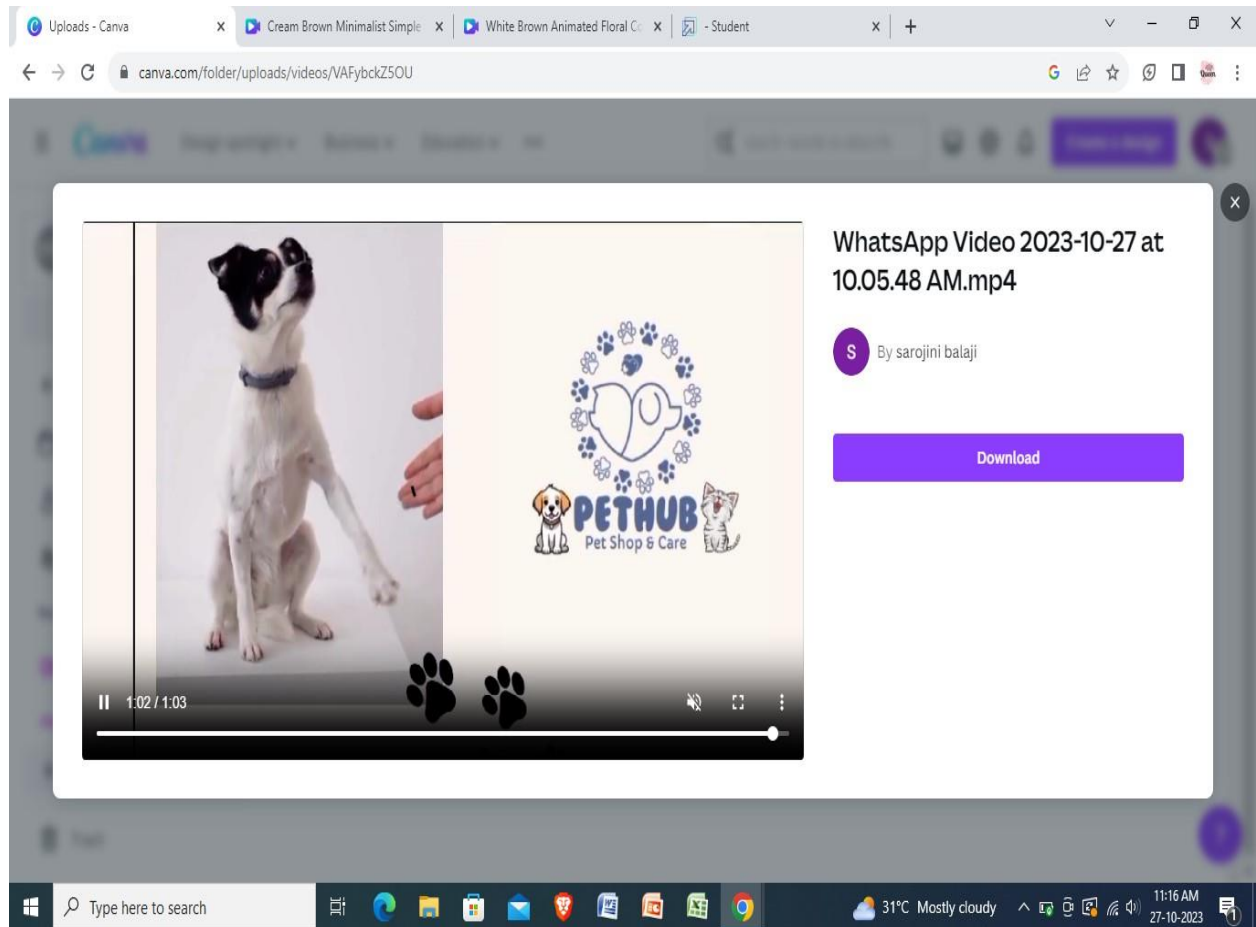


Step 10:

Once the text is selected, you can edit it in various ways they are change text, formatting options and text effects

You can apply effects like bold, italic, underline or strikethrough to the selected texts.

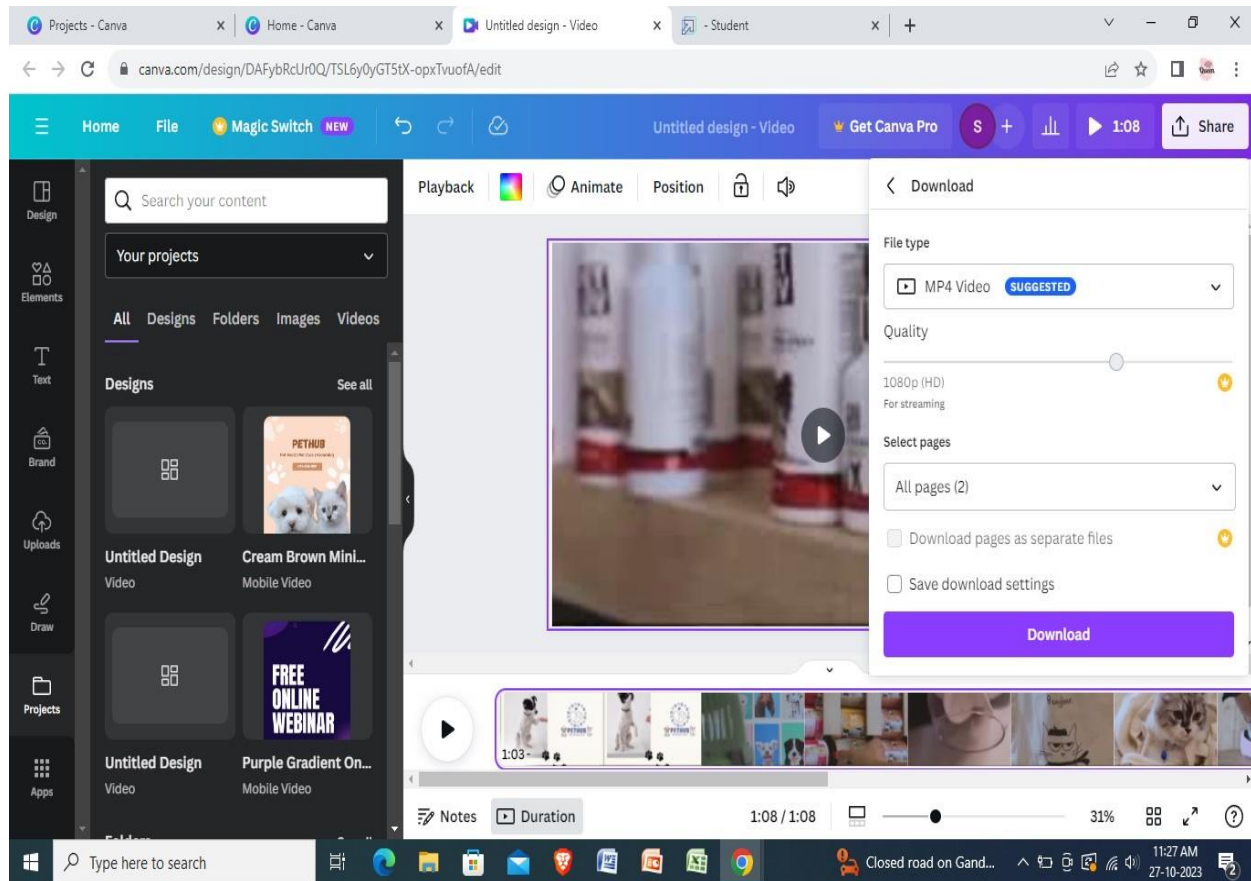
FINALIZE EDIT



Step 11:

Carefully review your design to ensure that all elements ,including texts, images, and other components are as you want them to appear in the final version.

SHARE AND DOWNLOAD



Step 12:

Select the video format and quality you want (e.g., MP4, HD, etc).

Depending on your choice in the previous steps, you can download the video to your device or share it directly to social media or other platforms.

YOUTUBE VIDEO LINK: https://youtu.be/_DSA2tBHGz8