Project Design Phase-**||**

**CLOUD DEPLOYMENT**

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| NM ID | 4F07E5A652C42CBA2034CBD38BFE3B33 |
| PROJECT NAME | How To Create A Brand Promo Video Using Canva |

Creating a brand promo video using Canva is a fantastic way to showcase your brand. Here's a step-by-step guide to help you get started:

1. \*\*Sign In or Sign Up:\*\* If you don't have a Canva account, sign up for one. If you're already a user, log in to your account.

2. \*\*Choose Your Canvas:\*\* Click on "Create a design" and select the "Custom dimensions" option. Input the dimensions you need for your video (typically 16:9 for widescreen or 9:16 for vertical videos).

3. \*\*Select a Template:\*\* Browse Canva's extensive template library for video designs. Pick one that aligns with your brand's style and message.

4. \*\*Add Media:\*\* Canva allows you to upload your images, videos, or choose from their stock media library. Import your brand's visuals to customize your video.

5. \*\*Text and Graphics:\*\* Include text, logos, and graphics to reinforce your brand's identity. Canva offers various fonts and graphic elements to choose from.

6. \*\*Music and Sound:\*\* Enhance your video with music or sound effects. Canva provides a selection of audio tracks, or you can upload your own.

7. \*\*Edit and Arrange:\*\* Drag and drop elements to arrange them as you like. Use Canva's editing tools to trim videos, adjust colors, and add filters.

8. \*\*Transitions:\*\* Add transitions between scenes for a professional touch. Canva offers a variety of transitions to choose from.

9. \*\*Preview and Test:\*\* Play your video within Canva to see how it looks and sounds. Make any necessary adjustments.

10. \*\*Download or Share:\*\* Once you're satisfied, click the "Download" button and choose the video format you prefer (e.g., MP4). You can also share directly to social media platforms.

11. \*\*Branding:\*\* Ensure that your video aligns with your brand's visual identity, including colors, fonts, and style.

12. \*\*Optimize for Sharing:\*\* If you plan to share your video on social media, be sure to create versions optimized for each platform (e.g., square for Instagram, widescreen for YouTube).

13. \*\*Engage Your Audience:\*\* Share your brand promo video with your audience and engage with their feedback and comments.

Remember to experiment, get creative, and tailor your video to your brand's unique message and style. Canva's user-friendly interface and templates make it accessible for all skill levels.