

Anna University
Madras Institute of Technology



NAAN MUDHALVAN

PROJECT REPORT

Project title:

***How to create a reel design using
Canva***

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1. INTRODUCTION

1.1 OVERVIEW

The artist's specialization in portrait drawings makes this project particularly compelling, as it allows viewers to delve into the intricate details of each piece, witnessing the transformation of blank canvases into lifelike representations. The digital reel acts as a time capsule, chronicling the artist's creative evolution and the stories embedded within each portrait.

Through the art of storytelling, this project encapsulates the artist's journey, from the inception of an idea to the meticulous strokes of the pencil and the final rendering of a captivating portrait. It offers a behind-the-scenes look at the artist's inspirations, techniques, and the emotions woven into each creation. Viewers can now step into the artist's world, gaining a deeper understanding of the passion, dedication, and artistry that underpin their work.

Furthermore, this dynamic reel transcends the boundaries of a static portfolio by providing an immersive experience. It leverages technology to convey the tactile and visual aspects of the artwork, allowing viewers to appreciate the textures, lines, and shading techniques employed by the artist. This digital journey ensures that the essence of each piece is captured in all its glory, from the delicate play of light and shadow in a portrait to the emotions etched onto each face.

Ultimately, this project aims to not just showcase the artist's skill but also to engage, inspire, and forge connections with art enthusiasts and potential clients by offering an authentic and unforgettable artistic experience.

1.2 PURPOSE

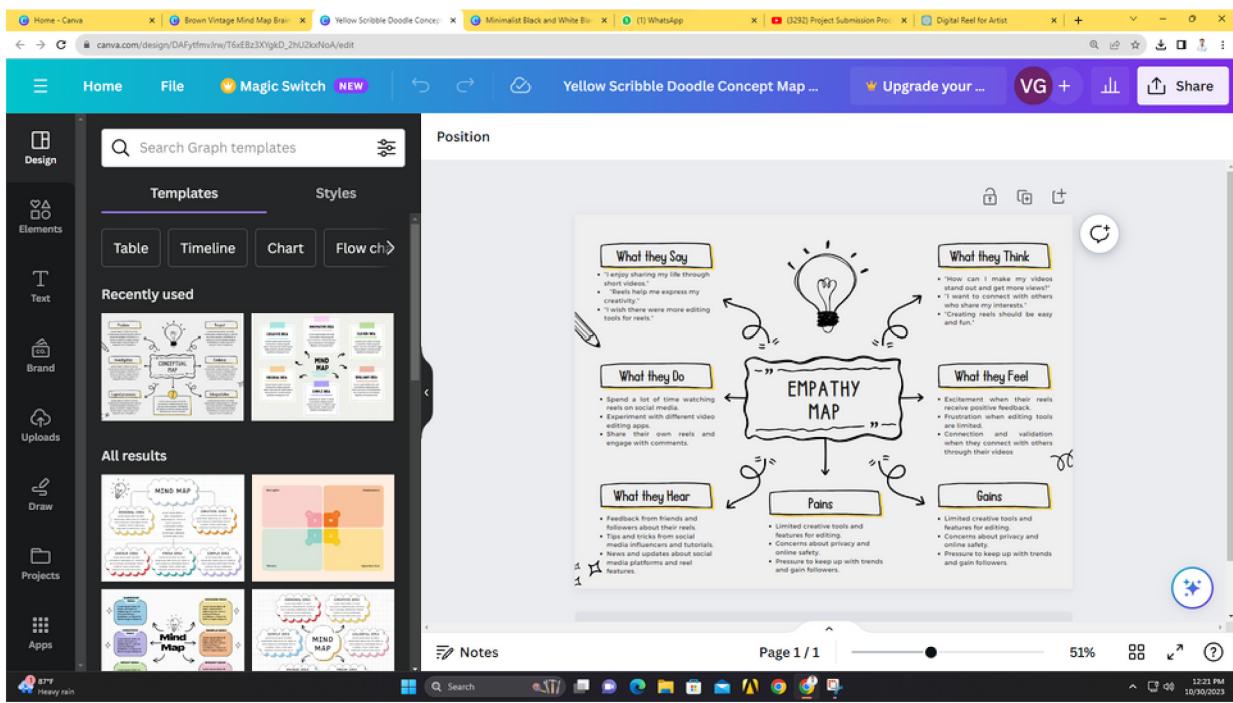
This project's primary aim is to harness modern technology and social media trends to bolster the artist's online presence and portfolio. Through the creation of a dynamic digital reel, the artist's work is presented in an engaging and interactive format, designed to captivate a broader audience and attract potential clients. By adopting this innovative approach, the artist seeks to carve out a unique and memorable online identity in the highly competitive world of digital art.

The digital reel doesn't just serve as a virtual gallery; it's a powerful tool for encouraging viewer engagement. It draws the audience into an immersive experience, compelling them not only to observe but to interact with the artist's creations. This interactivity sparks discussions, promotes sharing, and, in turn, cultivates a sense of community around the artist's work. This, in effect, encourages viewers to consider commissioning custom artwork and supporting the artist's creative journey.

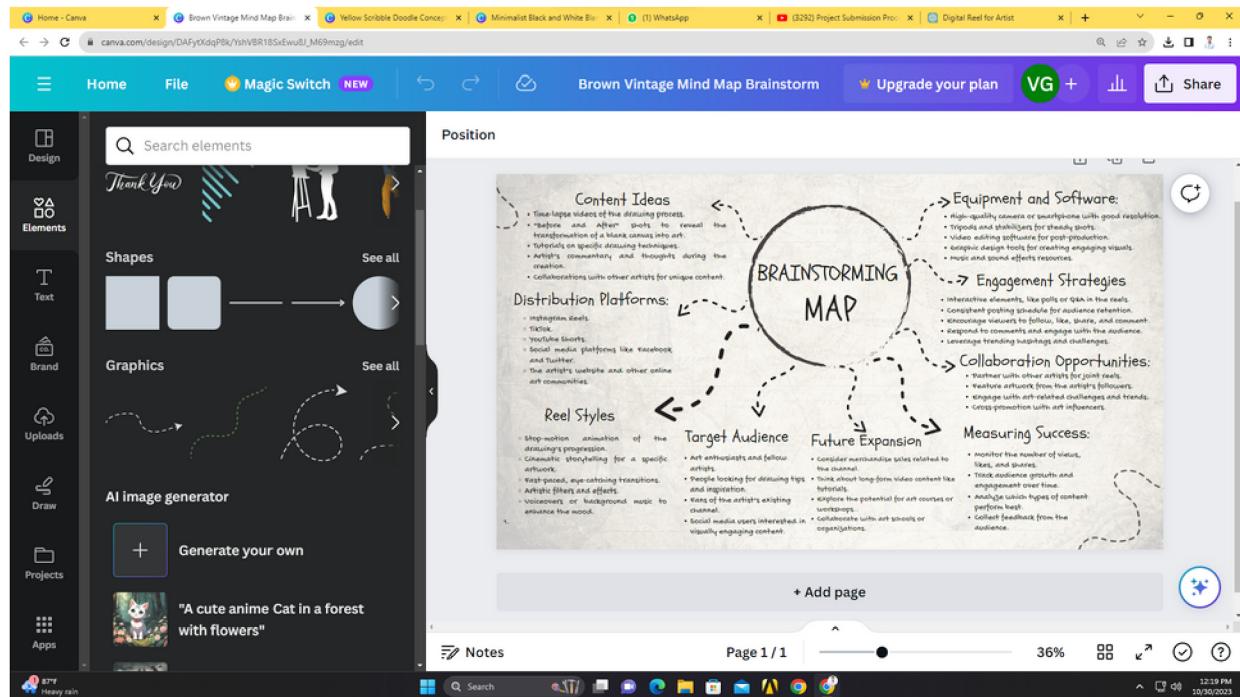
In summary, this project symbolizes the fusion of artistic expression and modern technology, creating a dynamic digital canvas where art comes to life. It represents a new era in online art promotion, where the boundaries of traditional portfolio presentation are pushed to their limits, offering viewers a captivating and participatory experience that fosters deeper connections between the artist and their audience.

2. PROBLEM SOLVING AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 BRAINSTORMING MAP



3. RESULT

The project achieved the following results:

1. Increased Visibility: The artist's social media profiles and website saw a notable increase in traffic as the reels attracted more followers and viewers.
2. Engagement Growth: The reels generated a higher level of engagement with the artist's audience, including likes, comments, shares, and messages.
3. New Opportunities: The increased online presence led to inquiries about commissions and collaboration opportunities.
4. Content Portfolio: The artist now has a series of reels that showcase their skills and creativity, serving as a portfolio for potential clients.
5. Feedback and Learning: The project allowed the artist to gather valuable feedback and insights into their audience's preferences and interests, helping them tailor their future work accordingly.



4. ADVANTAGES AND DISADVANTAGES

The advantages of creating reels for a portrait artist include:

1. Enhanced Visibility: Reels provide a dynamic and engaging platform to showcase an artist's work, attracting a larger and more diverse audience.
2. Better Engagement: The short, captivating format of reels encourages viewers to like, comment, and share, leading to increased interaction with the artist's content.
3. Marketing Tool: Reels serve as a potent marketing tool, helping artists to promote their skills and gain recognition within the industry.

Some disadvantages associated with creating reels include:

1. Time-Consuming: Producing high-quality reels can be time-consuming, as it requires careful planning, shooting, and editing.
2. Competition: The popularity of reels means there is substantial competition, making it challenging for artists to stand out.
3. Content Continuity: Maintaining the consistency and relevance of reel content over time can be challenging.

5. APPLICATIONS

The applications of creating reels extend beyond this project:

1. Art Promotion: Artists from various domains can use reels to promote their work and build an online presence.
2. Educational Content: Reels can be employed to create educational content for art students or enthusiasts, offering valuable insights and tips.

3. Product Promotion: Businesses can utilize reels to promote products or services in an engaging manner.



6. CONCLUSION

Creating reels for the portrait artist has been a successful endeavor, significantly boosting their online presence and engagement with the audience. This project demonstrates the value of leveraging social media tools for promoting and marketing artistic talent.