PRATHYUSHA ENGINEERING COLLEGE

NAAN MUDHALVAN PROJECT REPORT-DIGITAL MARKETING

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PROJECT TITLE: How to Create a Reel Design using Canva

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CATEGORY: Digital Marketing

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1. INTRODUCTION

1.1 Overview

To create a Reel design using Canva, start by signing in or creating an account on Canva's website. Once logged in, click "Create a design" and set custom dimensions (typically 1080x1920 pixels for Instagram Reels). Design your Reel cover using Canva's templates, background options, text styles, and graphics. You can also upload images or videos. Customize elements by adjusting their size, position and style. Arrange layers to your liking. After completing your design, click "Download" to save it to your computer. To use it on Instagram, upload it as the cover when creating or editing your Reel. Keep in mind that Canva's features and interface may have changed since my last update, so explore the platforms for the latest tools and resources.

1.2 Purpose

The purpose of doing this project is to marketing our brand and business in social media in the of "Instagram Reel" and this will easily reach the people.
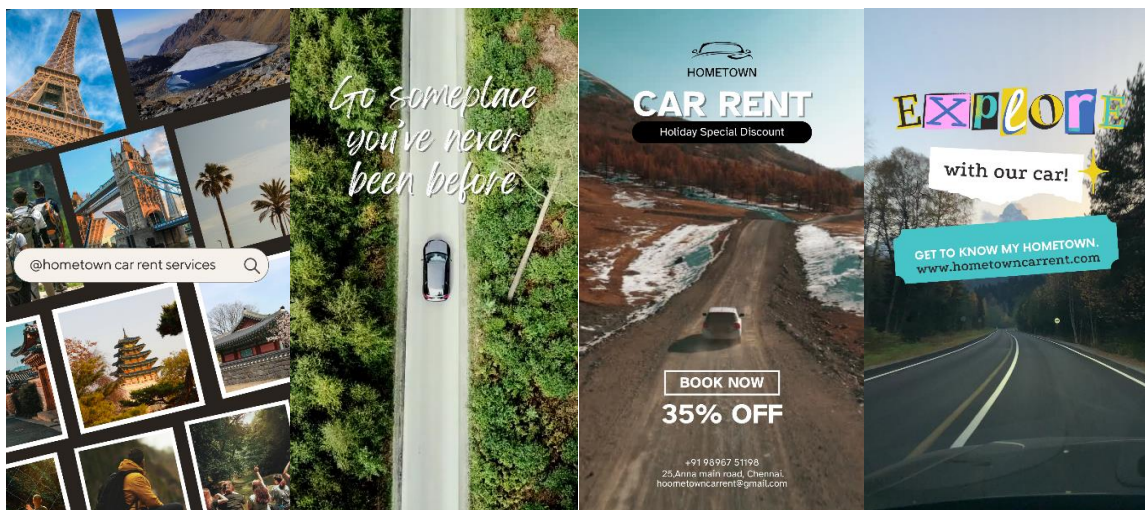
2. PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map
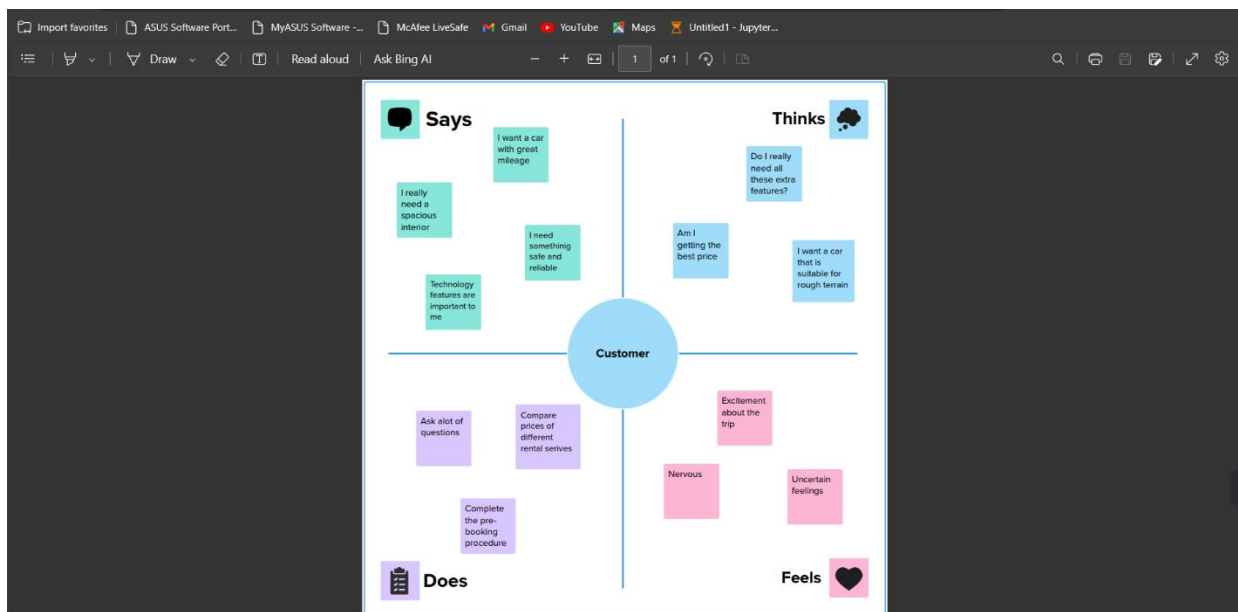
2.1 Brainstorming Map

3. RESULT

4. ADVANTAGES & DISADVANTAGES

4.1 Advantages:

- Discoverability
- Creative Freedom
- Trends
- User Engagement

4.1 Disadvantages:

- Time consuming

- Competition
- Short content
- Copyrights and Originality

5. APPLICATIONS

- Designing advertisements and promotional content for sponsored posts, stories, and Instagram Shopping.
- Designing content for partnerships, collaborations, or influencer marketing campaigns.
- Developing custom filters and effects for photos or videos to align with your brand style.
- Designing event posters, banners, and announcements to promote live events, webinars, or product launches.
- Designing images and carousels to showcase products or services in a visually appealing manner, especially for e-commerce businesses.
- Editing and enhancing photos to match your brand's style and aesthetic.

6. CONCLUSION

We concluded that the Instagram is a huge platform for advertising our business to the people. We learnt about how to use Canva and how to create Reels in Canva.