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| **TEAM ID:** | NM2023TMID05840 |
| **PROJECT NAME:** | To create brand promo video |
| **DATE:** | 2 November 2023 |

**Utilization of algorithm**

* **Define Your Goals and Message:**
  1. Clearly define the purpose of your brand promo video and the message you want to convey.
* **Gather Assets:**
  1. Collect all the assets you plan to use, such as images, videos, logos, and any other multimedia elements.
* **Script and Storyboard:**
  1. Create a script that outlines the narrative of your video.
  2. Develop a storyboard or a rough sketch to visualize the scenes and sequence.  **Access Canva:**

a. Log in to your Canva account or create one if you don't have it.

* **Choose a Video Template:**
  1. Browse Canva's video template library and select a template that aligns with your brand's style.
* **Design Layout:**
  1. Begin by adding your assets to the Canva project.
  2. Arrange the elements based on your storyboard and script.
* **Add Text and Graphics:**
  1. Include text overlays to convey your message. Use Canva's text tools to format and style the text.
  2. Insert graphics or animations as needed.  **Audio Elements:**
  3. Add background music or sound effects, if desired.
  4. Include a voiceover if you plan to have narration.  **Transitions and Animations:**
  5. Apply transitions between scenes to create a smooth flow.
  6. Add animations to elements to make the video more engaging.
* **Review and Edit:**
  1. Preview your video and make necessary adjustments to ensure everything looks and sounds as intended.
* **Export Video:**
  1. When satisfied with the video, export it in your preferred format and resolution.  **Sharing and Promotion:**

a. Share the video on your chosen marketing channels, such as social media, your website, or email campaigns.