**PROJECT DESIGN PHASE-II**

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| DATE | 2 November 2023 |
| NM ID | NM2023TMID05840 |
| PROJECT NAME | Creating Brand promo video |

**DETERMINE THE REQUIREMENTS:**

**DEFINE THE OBJECTIVE:**

Determine the purpose of the video. Is it to introduce a new product, highlight a special offer, showcase your brand’s values or something else?

**IDENTIFY TARGET AUDIENCE:**

Understand who the video is intended for. Knowing your audience helps tailor the content and style to resonate with them.

**STORYBOARD AND SCRIPT:**

Create a storyboard outlining the scenes and transitions. Write a script that outlines the dialogue or voiceover if applicable.

**DURATION:**

Decide on the ideal length of the video. It should belong enough to convey the message but short enough to retain the viewer’s attention.

**BRAND ASSEERTS:**

Gather all the necessary brand assets, including logos, fonts, colors, and any specific images or video clips you want to you include.

**DESIGN ELEMENTS:**

Choose design elements that represent your brand, This includes selecting fonts and colors that along with your brand’s visual identity.

**MUSIC AND AUDIO:**

Decide if you want background music or sound effects. Ensure they are in line with your brand and message.

**CREATE GRAPHICS AND ANIMATIONS:**

Use Canva’s tools to design graphics, animations, and text overlays that will be part of the video.

**VIDEO CLIPS OR IMAGES:**

If you plan to include video clips or images make sure you have them in the required format and resolution.

**TECHNICAL SPECIFICATIONS:**

Understand the technical requirement for the video, such aspect ratio, resolution, and file format. Ensure Canva supports these specifications.

**EDITING AND EXPORTING:**

Familiarize yourself with Canva video editing tools and features. Understand how to add and edit scenes, transitions and other elements.

**REVIEW AND FEEDBACK:**

Plan for review sessions with stakeholders to gather feedback on the initial drafts. Make necessary adjustments based on the feedback received.

**TESTING AND OPTIMIZATION:**

Ensure the video looks and plays correctly on various devices and platforms. Optimize the video for different screen sizes and resolutions.

**DISSTRIBUTION PLAN:**

Decide where and how you’ll share the video. Will it be social media, your website, or other platforms? Prepare any accompanying text or captions.

**FUNCTIONS:**

The primary function of Canva for creating brand promo videos is to provide an accessible and userfriendly platform for designing and producing engaging promotional content. It offers a range of tools and templates to help users create visually appealing videos that along with their brand identity.

**OPERATIONS:**

* Canva offers a variety of predesigned templates tailored for different purposes, including brand promo videos. In the design phase you will choose a template that aligns with your brand message.
* Modify the template to suit your specific needs. This involves changing colours, fonts, adding your brand logo, and inserting relevant text images.
* Incorporate video clips, images and audio elements into the template.

You can upload your own media or use canvas extensive library.  Arrange the elements in the video, such as scenes, transitions, graphics, and text overlays. Adjust their and sequence to create a Cohensive narrative.

* Utilize Canva test tools to add captions, titles, and other textual elements. Adjust fonts, sizes, colours and animations to enhance visual appeal.
* Apply animations to elements within the video to add movement and visual interest. This can include transitions, text animations, and other effects.

**TECHNIQUES:**

* Ensure that the video maintains consistent branding elements throughout, including colours, fonts, and logos.
* Use high-quality images and video clips that capture attention and effectively convey your brand message.
* Structure the video with a clear narrative that engages viewers and communicates the value and message of your brand.
* Include a clear and compelling call to action, prompting viewers to take a specific actions website make a purchase.
* Choose background music or sound effects that complement the visuals and enhance the overall viewing experience.

**TECHNICALARCHITECTURE:**

* Define Purpose, target, audience, and key message of the video.
* Create a storyboard outlining the scenes, transitions, and content flow.
* Use Canva to design or customize graphics, images and text elements for the video.
* Export these assets in the appropriate formats
* Choose a video editing software compatible with Canva. Options include adobe premiere pro, Final cut pro, or even Canva own video editing tool.
* Import the designed assets from Canva into the video editing software.
* Arrange the assets on the timeline according to the storyboard.
* Add effects like animations, filters, or color adjustments as needed.
* Add background music, voiceovers, or any other audio elements.

Ensure they align with the video content.

* Incorporate text overlays, captions, or titles using Canva designed elements or custom text.
* Share drafts with stakeholders for feedback and make necessary adjustments.
* Render the final video in a suitable format and resolution.
* Review the video for any visual or audio discrepancies and correct them if necessary.
* Store the final video in a secure location and determine the distribution channels.

**OPENSOURCE FRAMEWORK:**

* Define the message and theme of your brand promo.
* Create a storyboard outlining the scenes and transitions you want in your video.
* Use Canva to design the visual elements like graphics, images, and text that will be used in your video.
* Export these elements in a format compatible with your chosen video editing tool.
* Import the designed elements and any additional media into your chose video editing software.
* Arrange and time the elements according to your storyboard.
* Add transitions between scenes and apply any necessary effects or animations.
* Add background music, voiceovers, or any other audio elements.
* Watch through the video to ensure everything flows smoothly and looks as you envisioned.
* Export the video in a suitable format and resolution for your intended platform or use.
* Using open source tools for video editing allows you flexibility and customization options.

**THIRD PARTY API’S:**

Research and choose a third- party API that provides the functionality you need. For brand promo videos, you might consider APIs related to stock media, video editing, or social media platforms.

Sign up an account with the chose API provider, This will typically involve creating an account, agreeing to their terms of service, and obtaining and API key or authentication credentials.

This step depend on the specific API you choose, You will need to consult the API documentation provided by the provider for details on how make requests and handle responses.

Use the Canva platform to create the design elements for your brand promo video. This could include graphics, text, and other visual elements.

Use the integrated API to fetch external content. For example if you are using a stock media API you might retrieve images, videos, or audio clips to incorporate into your design.

Use the Canva API and the fetched content to dynamically generate the brand promo video. This may involve overlaying images or videos, adding text and applying effects.

Allow for a preview of the generated video within your application. Provide options for the user to make any necessary adjustments or edits.

Provide functionality to save the final design as a video file that can be used for promotional purpose.

**CLOUD DEPLOYMENT:**

Use Canva to create and design your brand promo video. Canva is a great tool for creating visually appealing graphics and videos.

Once you have designed the video in Canva, export it in a suitable format the is compatible with video platforms.

Select a cloud platform to host your video. Popular options include You Tube, video, google drive, Dropbox, or other hosting services.

Upload the exported video file to the chosen cloud platform. Each platform has its own process for uploading files, so follow their specific instructions.

If you were embedding the video on a website or sharing it on social media, make sure to customize the embedding settings according to your preferences.

If you were embedding the video on website most platforms will provide an embed code. This code can be used to display the video on your website.

Once the video is uploaded and configured, share the link or embed code with your audience through your desired channels.