

PROJECT DESIGN PHASE-2

NUMBER OF FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION

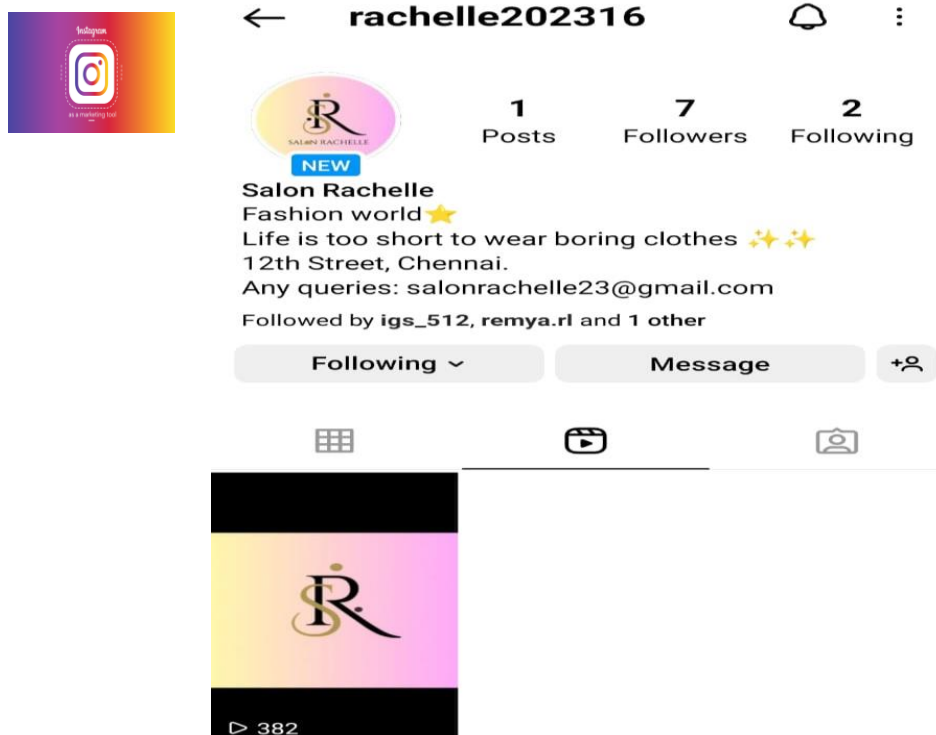
TEAM ID	NM2023TMID02721
PROJECT NAME	To Create a Reel Design using Canva
DATE	03-11-2023

The two main solutions we have used to overcome our problems are first using Instagram as our advertising and marketing platform and secondly to create content in this we are using Canva app for designing posters, Creating reels and other needs of ours.

Instagram Reels is a feature within the Instagram platform designed for creating and sharing short-form video content. With a typical video length of 15 to 60 seconds, Reels provides a space for users to express their creativity and engage their audience.

It offers an array of creative tools, including the integration of a vast music library, special effects, text, and filters, allowing users to produce visually appealing and entertaining content. Reels also comes with editing capabilities such as speed control, timer, and align, enabling users to craft polished videos.

The content created on Reels can range from tutorials, comedy skits, and music performances to product demonstrations. It is a versatile tool, and its prominence on the Instagram platform, including the Explore page, makes it discoverable by a broad audience. Additionally, businesses can leverage Reels as a marketing tool to promote products and engage with their customer base through short, engaging video content.



Canva, the graphic design and publishing platform, didn't have a direct feature for creating Instagram Reels or other short-form videos. Canva primarily focuses on static graphic design, such as images, posters, and presentations.

To create Instagram Reels, you typically use Instagram's own app or a dedicated video editing software. Instagram provides tools for recording and editing Reels directly in the app, including features like adding music, text, effects, and transitions to your videos.

If you want to create Reels with Canva, you can use Canva to design static content, such as graphics or text overlays, and then incorporate them into your Reels when editing the video

within the Instagram app or another video editing tool.

