



GOVERNMENT COLLEGE OF ENGINEERING [IRTT]

ERODE: 638 316



Electrical and Electronics Engineering

NAAN MUDHALVAN

SB8056-DIGITAL MARKETING

PROJECT DOMAIN: DIGITAL MARKETING

PROJECT TITLE: HOW TO CREATE A REEL DESIGN USING CANVA

BRAND NAME: BREAKOUT HOLIDAYS

CATEGORY: TRAVEL & TOURISM

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BONAFIDE CERTIFICATE

Certified that this project titled “how to create a brand promo video in canva” is the bonafide work of Pradeep M (731120105317), Tamizharasu P (731120105321), Vignesh S (731120105323) carried out the project work under my supervision.

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CHAPTER 1

INTRODUCTION

1.1 PROJECT OVERVIEW

BRAND NAME : Breakout Holidays

CATEGORY : Travel & Tourism

TARGET AUDIENCE : All

EMAIL : vibetheday@gmail.com

WEB PAGE: <https://www.facebook.com/breakoutholidays07>

VIDEO SCRIPT : i) Breakout holidays is an online travel

Agency.

ii) It targets mainly young couples.

iii The speciality of our agency is to world tour

iv We are promoting our brand about the discount due to the festive season.

PROJECT DESCRIPTION :

The "ExploreWorld" project aims to create a comprehensive travel and tourism guide that caters to the diverse needs of travelers and tourists. In a world where travel is an integral part of our lives, this project seeks to provide valuable information and resources to make the travel experience seamless, enjoyable, and informed. Whether you're planning a weekend getaway, a family vacation, or a solo adventure, "ExploreWorld" will be your one-stop destination for all things travel and tourism

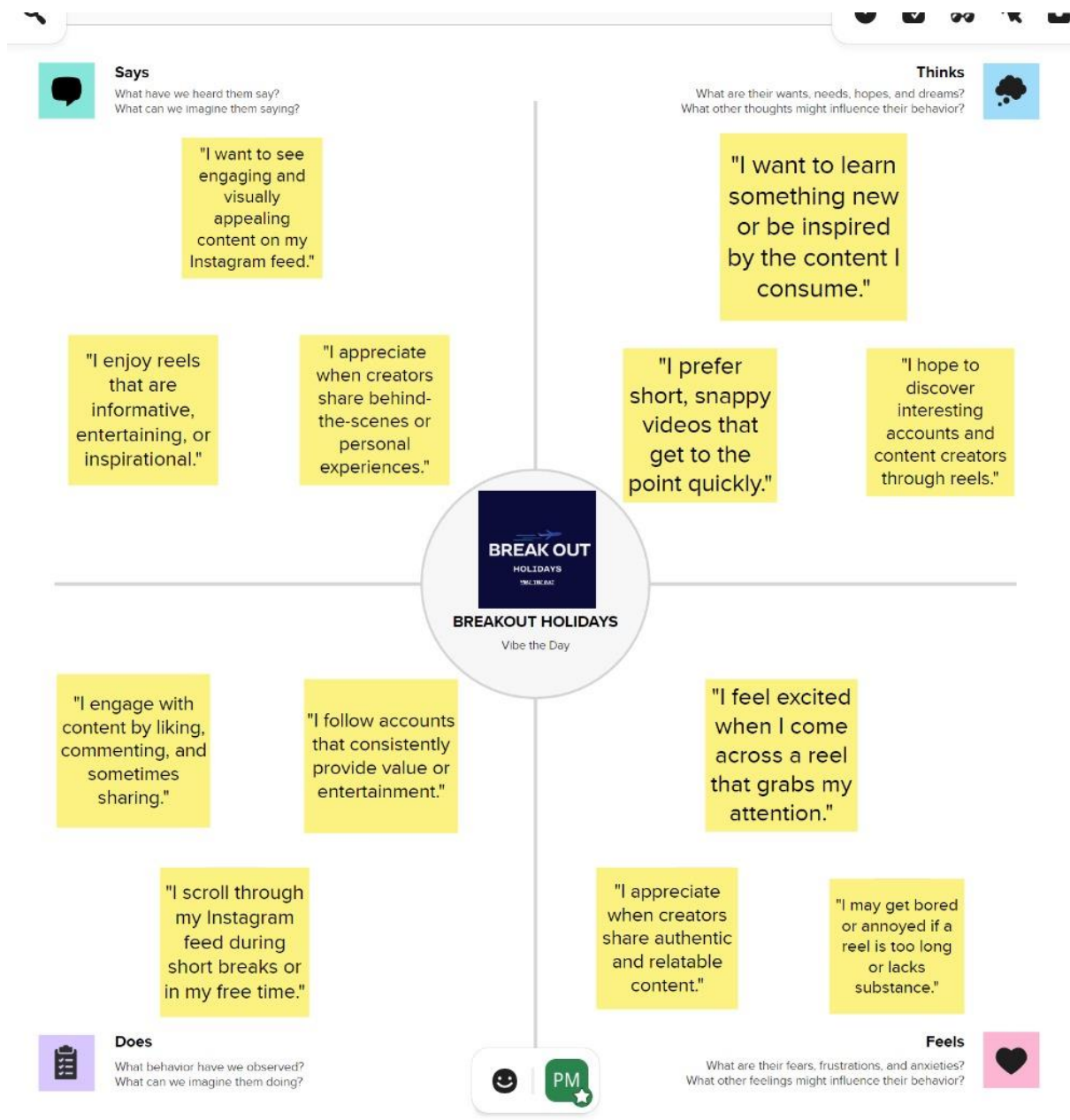
1.2 PURPOSE

Our primary goal is to create an enticing visual presentation using Canva that showcases the essence of our travel and tourism project. Through striking images, informative graphics, and captivating design, we aim to tell a compelling story of the destinations we offer, the experiences we provide, and the adventures that await our clients.

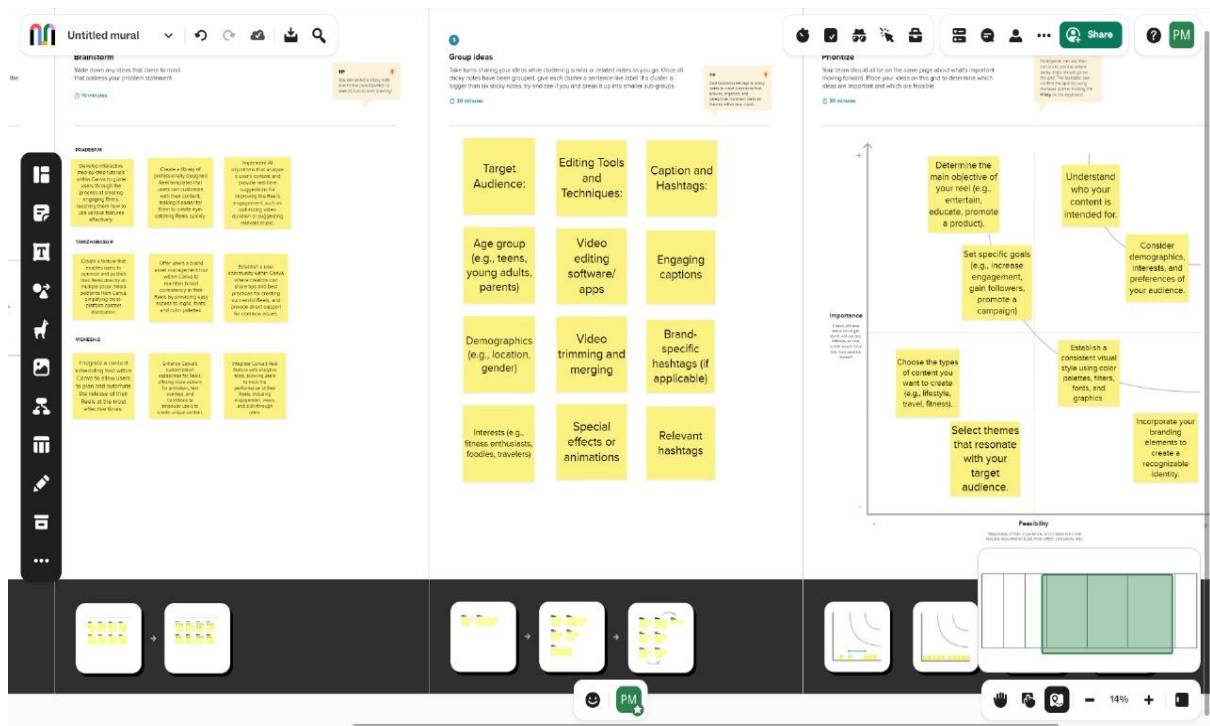
CHAPTER 2

PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORMING MAP



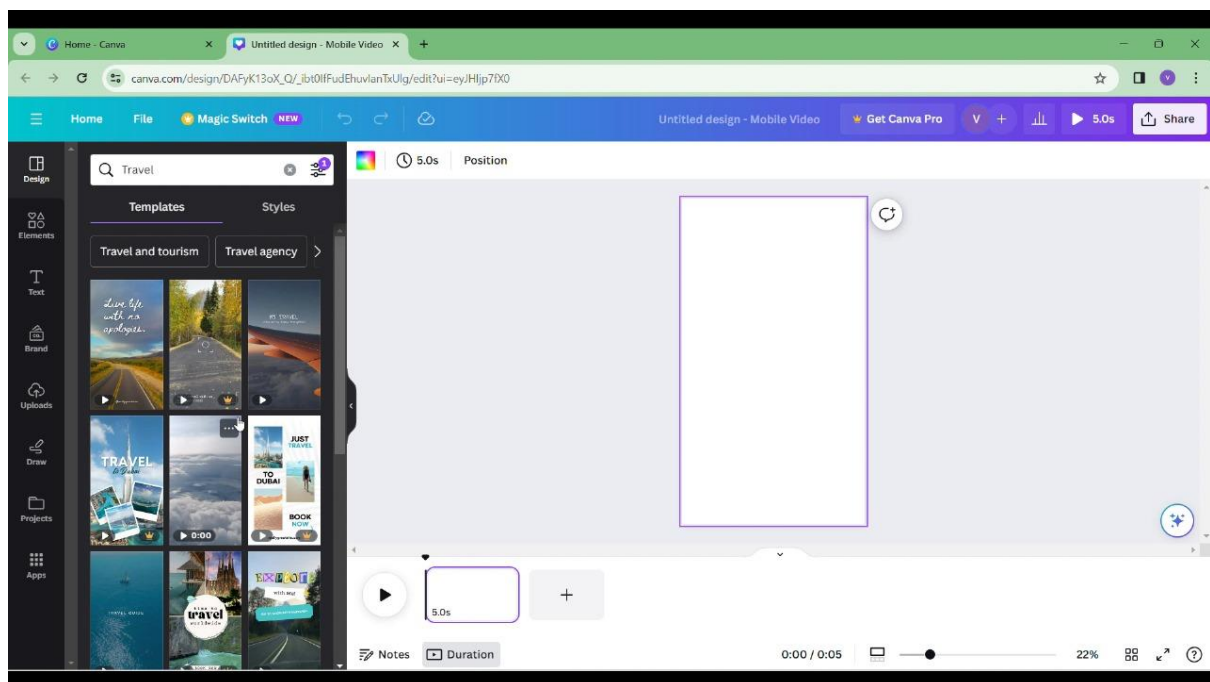
CHAPTER 3

RESULT

- First we created the logo for our brand in canva.

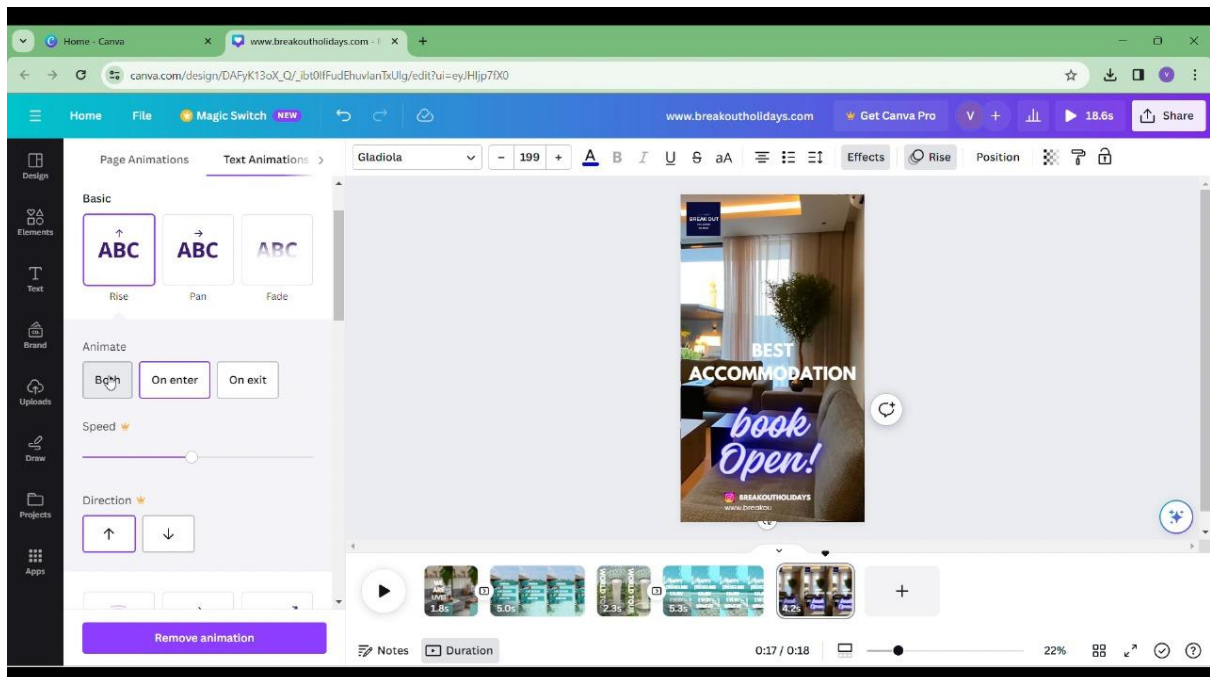


- Then we used the canva tool to create our 30sec video.



- We created an email id for our brand and opened a instagram account for the same.
- After that, we created a web page in instagram for our brand.

- Then we posted our promo video in instagram web page.



- Our promo video link :
<https://www.instagram.com/reel/Cyx6NTTpBVr/?igshid=MTc4MmM1YmI2Ng==>
- Instagram page link :
<https://www.instagram.com/breakoutholidays/>

CHAPTER 4

ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

1. **Ease of Use:** Canva is user-friendly and doesn't require advanced video editing skills. It's accessible to individuals with little to no video editing experience.
2. **Templates:** Canva offers a variety of pre-designed templates, making it easy to create visually appealing videos quickly.
3. **Cost-Effective:** Canva offers both free and paid plans, making it a cost-effective option for businesses with budget constraints.
4. **Customization:** You can easily customize text, graphics, and animations to match your brand identity.
5. **Stock Media:** Canva provides access to a library of stock photos, videos, and music, simplifying the process of finding content for your video.
6. **Collaboration:** Canva allows for team collaboration, making it easier for multiple team members to work on a video project.

4.2 DISADVANTAGES

1. Limited Advanced Features: Canva may not offer the advanced editing features that professional video editing software provides. This can be limiting for complex projects.
2. Watermark: Some elements or exports may have a Canva watermark, which can make your video look unprofessional unless you subscribe to a paid plan.
3. Customization Limitations: While Canva is flexible, it may not allow for as deep customization as dedicated video editing software.
4. Export Quality: The export quality may not be as high as that of professional video editing tools, which could be a concern for some brands.
5. Branding: Canva itself is a recognizable brand, and using it for video creation may not align with your desire for a unique brand image.
6. Limited Timeline Control: Canva may not provide the same level of control over the timing and sequencing of video elements as dedicated video editing tools.

CHAPTER 5

APPLICATION

- The promo video can be done for a large variety of brands.
- We can post the promo video in social media like Instagram, etc.
- We can also create a website for the brand and post the video.

CHAPTER 6

CONCLUSION

This project was helpful in learning about how to create promo videos and how to promote a brand through online platform.