Project Design Phase-I
Solution Architecture

Date	2 November 2023
Project Name	**Project – How to Create a Reel Design Using Canva**

Project Overview

The project aims to leverage Canva, a popular graphic design tool, to create engaging and visually appealing reel designs for a clothing brand's digital marketing campaigns. The goal is to enhance brand visibility and engagement on social media platforms through well-crafted reels.

Key Components

- User Interface: The Canva application for designing reels.
- Content Repository: A cloud-based storage solution to store images, videos, and other media assets.
- Integration Layer: This component handles the integration between Canva and the content repository.
- Analytics and Insights: Tools to monitor and evaluate the performance of the designed reels.

Data Flow

- Users access Canva's web-based interface.
- Users create and edit reel designs within Canva.
- Media assets are stored in the content repository.
- Reel designs are published and shared on social media platforms.
- Analytics and insights provide data on the reel's performance.

Functional Requirements

- User registration and login.
- Reel creation and editing capabilities.
- Integration with Canva for design tools.
- Media asset management and retrieval.
- Publishing and sharing on social media platforms.
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Non-Functional Requirements

- Performance: The system should respond within seconds for user interactions.
- Scalability: Ability to handle increased traffic during peak marketing campaigns.
- Availability: The system should be available 24/7.
- Security: Protect user data and media assets through encryption and access controls.

Scalability

The system should be designed to handle an increase in the number of users and media assets. This can be achieved through cloud-based resources that can be scaled up or down as needed.

Deployment and Maintenance

The system will be deployed on cloud infrastructure and regularly maintained to ensure high availability and performance.

Monitoring and Performance

Monitoring tools will be implemented to track system performance, user interactions, and reel performance. Data from analytics tools will be used to optimize the design and marketing strategies.