Smart Internz INTERIOR DESIGNS

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The use of this project. What can be achieved using this.

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Paste the ideation & brainstorming map screenshot.

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INTRODUCTION:

1.1 Overview:

Creating a brand promo using canva is a powerful way to market your business or project.
 Canva is a user friendly graphic design tool that allows you to craft visually appealing content , such as promotional materials, social media graphics, and more.to create an engaging brand promo, helping you enhance your brand's visibility and reach your target audience effectively.

1.2 Purpose:

Using Canva for brand promotion helps you create compelling and customized visual content that effectively communicates your brand's message, attracts your target audience, and ultimately contributes to your business's success.

• Enhance Brand Visiblity.
• Engage your Audience.
• Build a Professional Image.
• Cost Effective Marketing.
• Customization.
• Social Media Promotion.
• Drive Conversions.
• Measurable Results.

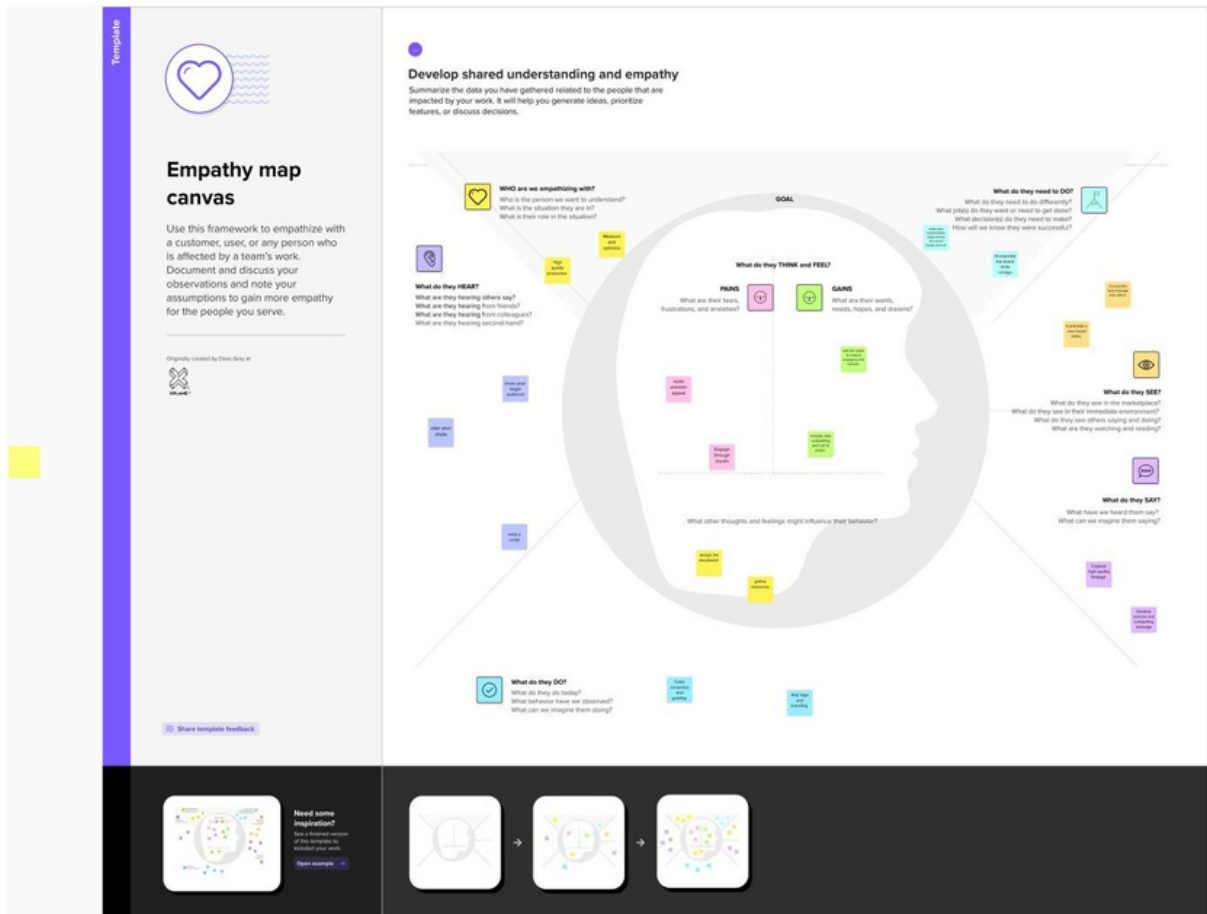# PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

Fig: Empathy map

2.2 Ideation & Brainstorming map

IDEATION SPRINT

Generate as many ideas as possible for a given challenge using four different methods

Created by AppHaus

PURPOSE
The ideation sprint is a collection of four methods to generate ideas about a given problem. The methods can be adjusted by the facilitator.

SETUP

PEOPLE 5 - 6
TIME 105 MINUTES
EXPERIENCE INTERMEDIATE

STEPS
- Brainstorming rules (5 min).
- Problem statement (5 min).
- Start the free silent braindump (3 min).
- Do a reverse brainstorm (10 min).
- Start "rolestorming" (5 min).
- Consider the "What if...?" (6 min).

TIPS FOR MODERATION
Prepare the problem statement, the roles for the "rolestorming" method, and the constraints for the "What if...?" method.

For each new method, encourage participants to not only create new ideas but to build upon ideas previously presented.

PREREQUISITES
How might we...?
Point of view
Persona
User journey Map

RECOMMENDED FOR
Design phase

RESOURCES

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3. Start the free silent braindump (3 min)
Take an "idea tray" and write your name on it. Start writing down ideas to solve the problem.

Participant 01   Participant 02

Participant 03   Participant 04

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1. First ... some rules
Have the following rules in mind during the brainstorming sprint.

Go for quantity.   Build on the ideas of others.   Stay on topic.   Defer judgement.   Welcome wild ideas.

To create a brand promo video, the problem statement might be: "How can we produce an engaging and effective brand promo video that effectively communicates our brand identity, resonates with our target audience, and maximizes viewer retention within a limited budget and timeframe?" This problem statement outlines the key challenges and constraints that need to be considered when creating the video.

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5. Start "rolestorming" (5 min)
Select an "idea tray" and take the perspective of the character indicated in the tray. How would you solve the challenge if you were that person?

Sherlock Holmes   Hermione Granger

Walt Disney   Oprah

Mary Poppins   Leonardo da Vinci

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4. Do a reverse brainstorm (10 min)
Select an "idea tray" and write your name.

Step 1   Step 2

Instead of generating ideas to solve the challenge, you have five minutes to generate as many ideas as possible to make it worse.
Think: how can you obstruct the person from solving their problem? Write these ideas in the red sticky notes.

Take your bad ideas and flip them around so that they become solutions to the problem. Write these ideas on the blue sticky notes.

Participant 01   Participant 02

Participant 03   Participant 04

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7. Share and fill out the clustering board (15min / round)
Place your "idea tray" in the square in the center and briefly explain your ideas to the team by clustering them wisely. Name your clusters when completed. Vote for your favorite ideas in the clusters.

[Cluster name]	[Cluster name]	[Cluster name]	[Cluster name]	[Cluster name]
[Cluster name]	[Cluster name]	Copy your "idea tray" here	[Cluster name]	[Cluster name]
[Cluster name]	[Cluster name]	[Cluster name]	[Cluster name]	[Cluster name]

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6. Consider the "What if...?" (6 min)
Take an "idea tray" and write as many ideas as possible with the given constraint. Change the constraint every two minutes and use the constraint order as follows: How would you solve the challenge if...?

Participant 01   Participant 02

Participant 03   Participant 04

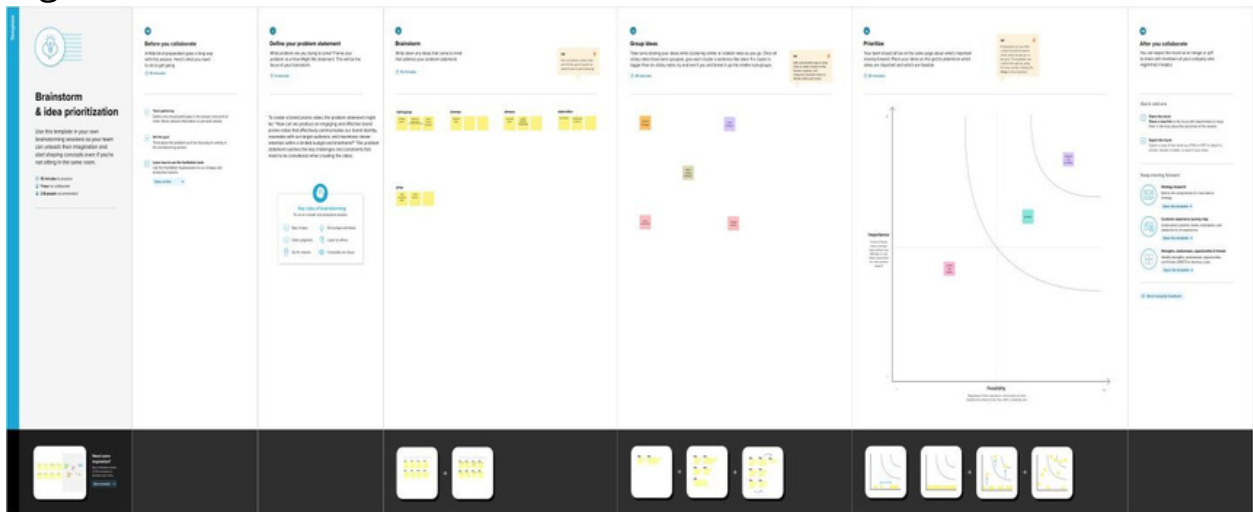Participant 05   Participant 06

Fig: Ideation Phase

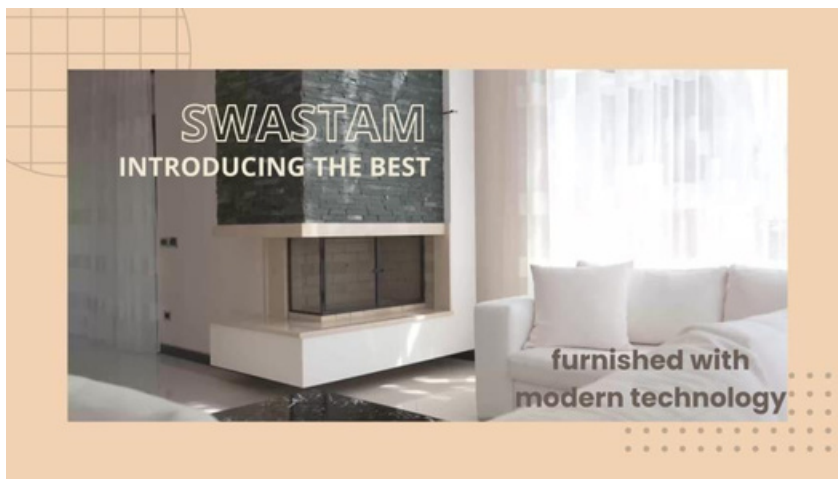Fig: Ideation phase & Brainstorming map

RESULT:

Fig: Output

After editing a business promotion video, my observations are quite insightful. The process allowed me to refine the content, enhancing its charity and impact. I focused on ensuring a consistent visual style and message, aligning with the brand's identity. The strategic use of visuals, text overlays, and transitions played a crucial role in engaging the the audience and conveying the intended message. Additionally, I paid special attention to the video's pacing, aiming to maintain the viewer's interest throughout. Overall, the editing process transformed the

raw footage into a polished, compelling promotional video that I believe will effectively convey the business's value and objectives.

Ref:

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ADVANTAGES & DISADVANTAGES

Advantages:

- User Friendly Interface.
- Templates for Brand Consistency.
- Cost – Effective.
- Customization.
- Collaborative Features.
- Extensive Image Library.
- Brand Kit.
- Print and Digital Materials.
- Real –Time Edits.
- Analytics and data Integration.
- Versatile Exports Options.
- Mobile App.
- Community and Support.

Diadvantages:

- Limited Customization.
- Brand Originality.
- Subscription Costs.
- Offline Access.
- File Ownership.
- Complex projects.

- Limited Typography Options.
- Export Limitations.
- Integration Challenges.
- Learning Curve.
- Security Concerns.
- Design Ownership.

APPLICATIONS

1. It is cost – effective solution for small business looking to establish and promote their brand.
2. Startups can quickly create professional branding materials,even with limited budgets.
3. E-commerce business can use Canva for product image editing, creating, marketing banners, and designing packaging materials.
4. Nonprofits organizations can utilize Canva to create promotional materials for events, fundraisers, and awareness campaigns.
5. Imdividuals, such as influencers, bloggers, and freelancers, can use Canva to develop and maintain their personal brand.

CONCLUSION

In Conclusion, creating a brand promo using canva offers a user friendly and costeffective solution for businesses and individuals looking to establish, maintain, and promote their brand. Canva's advantages include its templates for brand consistency, customization options, collaborative features, and extensive image library. It empowers users to create a wide range of print and digital materials, ensuring a consistent and professional brand presence. While Canva is a valuable tool, it does come with some limitations, such as limited customization, potential brand originality challenges, and subscription costs for advanced features.Despite these drawbacks, Canava's wide range of applications across various industries, from small businesses to education and entertainment, makes it a versatile and accessible choice for anyone seeking to enhance their brand's visibility and engagement.In summary, Canva is a powerful ally in the world of brand promotion, offering the tools and resources needed to create compelling and visually appealing brad materials that leave a lasting impression on your target audience.