



COURSE NAME : DIGITAL MARKETING

GROUP NUMBER : 04

PROJECT TITLE : HOW TO CREATE A REEL DESIGN USING
CANVA

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INTRODUCTION

OVERVIEW:

Creating a reel using Canva is a simple process. Canva is a versatile graphic design tool that can be used for various design purposes, including making social media reels. Here's an overview of how to create a reel using Canva:

1. Sign In or Create an Account:

If you don't already have a Canva account, sign up for one. You can use Canva for free with limited features or subscribe to Canva Pro for more advanced options.

2. Select the Reel Template:

Once you're logged in, go to the Canva dashboard. Type "Reel" into the search bar, and Canva will provide various reel templates you can choose from.

3. Customize Your Reel:

Click on the template you like, and it will open in the Canva editor. Customize the template by adding your own text, images, stickers, and other design elements. You can also change the colors and fonts to match your brand or style.

4. Add Media:

To include videos or images in your reel, click on the "Uploads" tab on the left sidebar and upload your media files.

5. Edit and Arrange Media:

Drag and drop your media onto the template. You can trim, split, or arrange the video clips as needed.

6. Add Transitions and Effects:

Canva offers various transition effects and animations. You can apply these to your reel to make it more engaging.

7. Add Music (optional):

You can also add background music to your reel by clicking on the "Music" tab on the left sidebar and selecting a suitable track. Adjust the volume as needed.

8. Preview and Edit:

Use the "Play" button to preview your reel. Make any necessary adjustments until you're satisfied with the result.

9. Download or Share:

When your reel is ready, click the "Download" button to save it to your device or directly share it on social media platforms.

10. Export for Instagram:

If you plan to post the reel on Instagram, ensure it's in the appropriate format (1080x1920 pixels) and export it in a compatible file type.

11. Post on Instagram:

Open the Instagram app, go to the Reels section, and upload your video directly.

PURPOSE

The purpose of creating a reel using Canva can vary depending on your specific goals and needs. Here are some common purposes for creating reels with Canva:

1. Social Media Engagement:

Reels are a popular feature on platforms like Instagram and Facebook. Creating engaging reels can help you increase your social media presence, attract followers, and boost engagement with your content.

2. Content Promotion:

Reels can be used to promote products, services, or content. You can create eye-catching promotional reels to showcase your offerings and reach a broader audience.

3. Brand Awareness:

Reels are an effective way to reinforce your brand's identity and messaging. You can use Canva to design reels that align with your brand's visual style and values.

4. Educational Content:

Canva allows you to create educational reels with text, images, and animations. These can be used to share informative content, tutorials, or quick tips with your audience.

5. Storytelling:

Reels are a great medium for storytelling. You can use Canva to craft compelling narratives, share personal stories, or highlight important moments in a visually engaging way.

6. Entertainment and Inspiration:

Reels can entertain and inspire your audience. You can use Canva to create fun, humorous, or motivational content that resonates with viewers.

7. Showcasing Creativity:

Canva provides creative tools for adding visual effects, animations, and text overlays to your reels. It's an ideal platform for showcasing your creativity and artistic skills.

8. Increase Engagement:

Reels are known for their potential to increase engagement, such as likes, comments, shares, and follows. Engaging content can help you connect with your audience more effectively.

9. Driving Traffic:

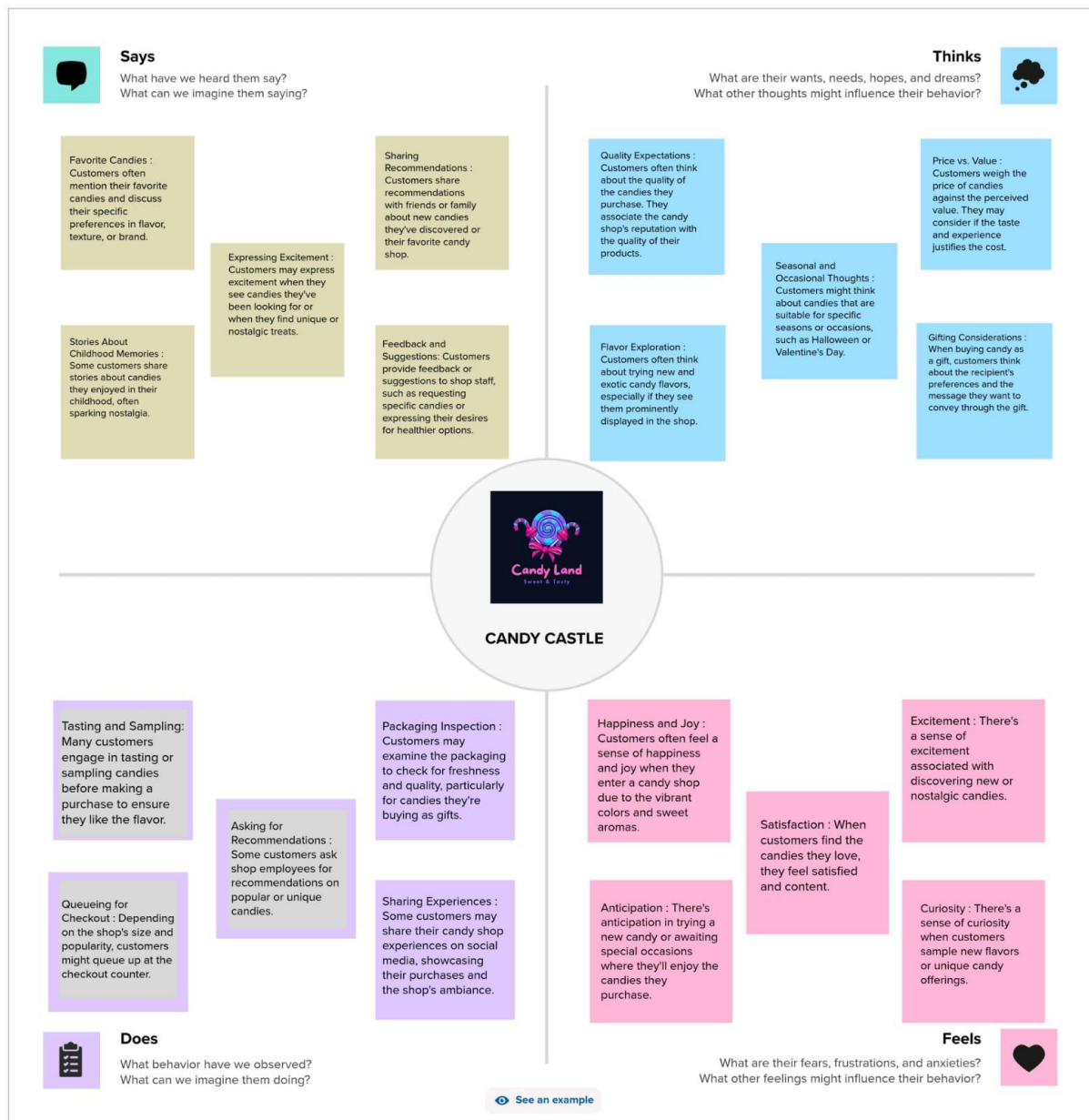
You can use Canva to create reels that include a call to action, encouraging viewers to visit your website, subscribe to your channel, or take other desired actions.

10. Staying Relevant:

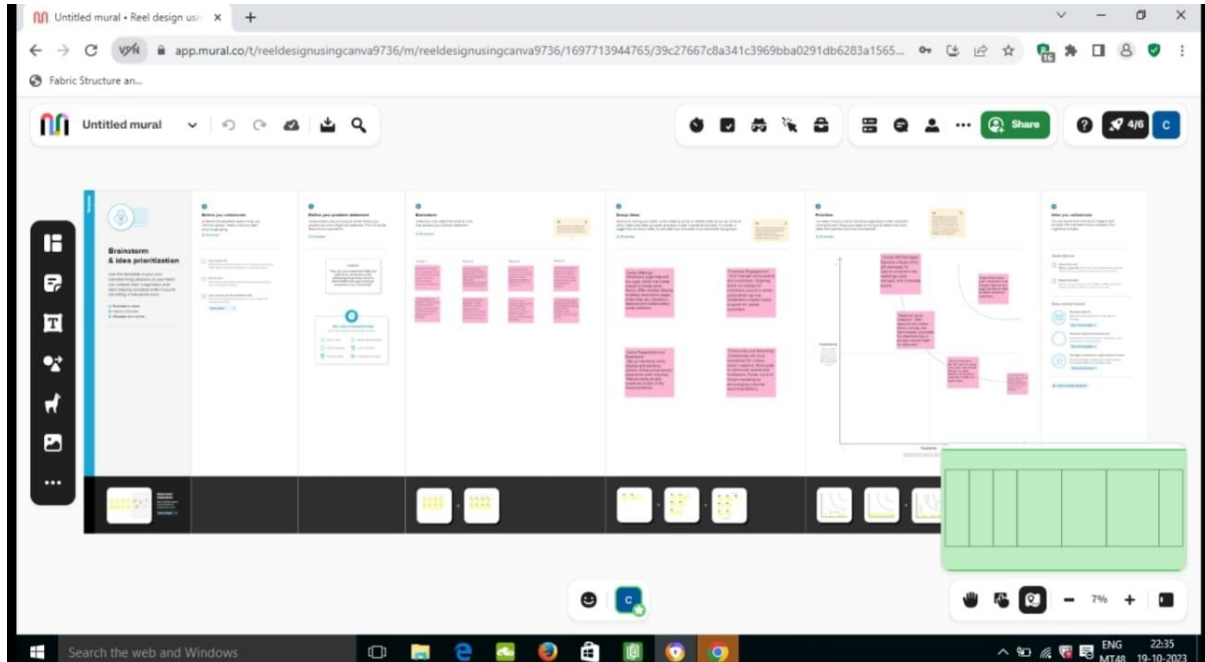
Reels are a feature of various social media platforms, and by creating and sharing them, you can stay relevant and up-to-date with the latest trends in digital marketing.

PROBLEM DEFINITION & DESIGN THINKING

EMPATHY MAP



IDEATION & BRAINSTORMING MAP



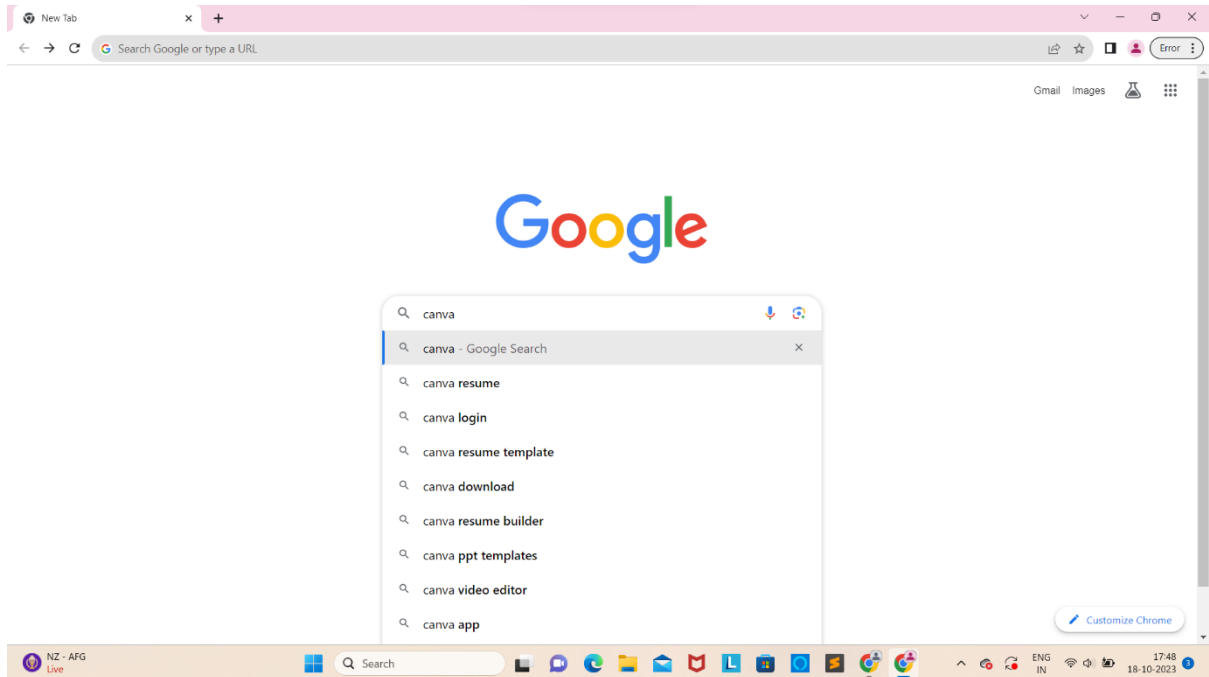
RESULT

STEPS TO FOLLOW

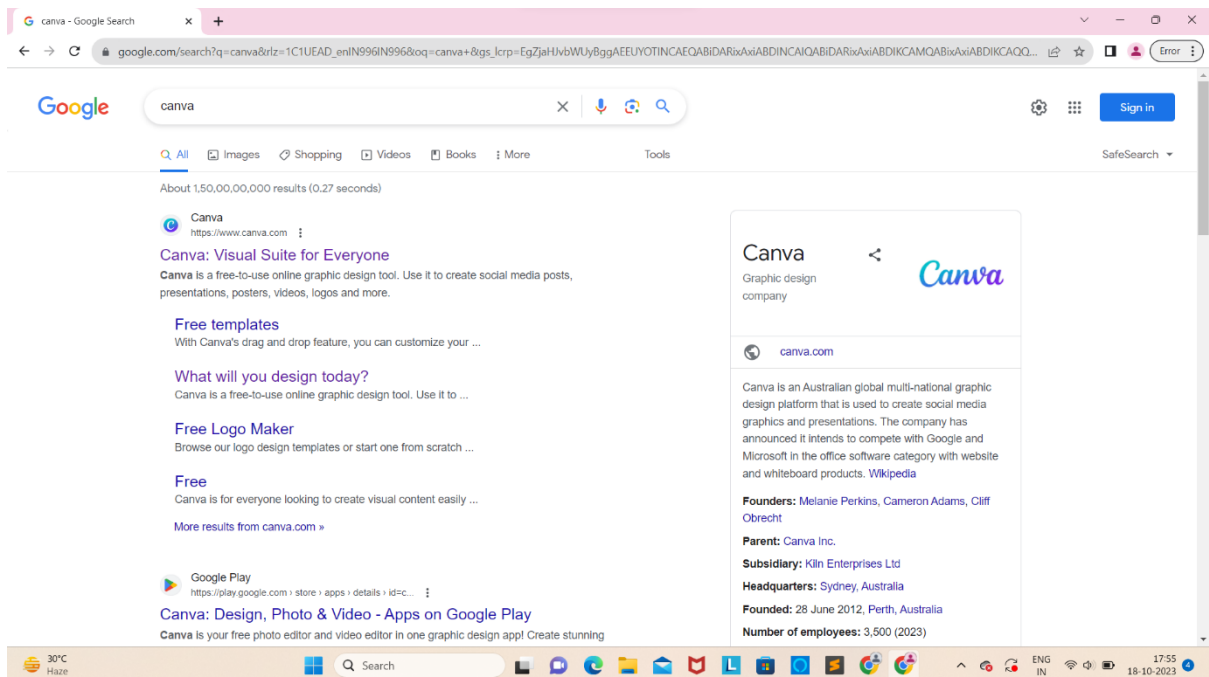
- 1 . Navigation
- 2 . Search “canva”
- 3 . Click “create a design”
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- 5 . Select “templates”
- 6 . Add pages
- 7 . Edit text content
- 8 . Add “logo”
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STEPS TO FOLLOW

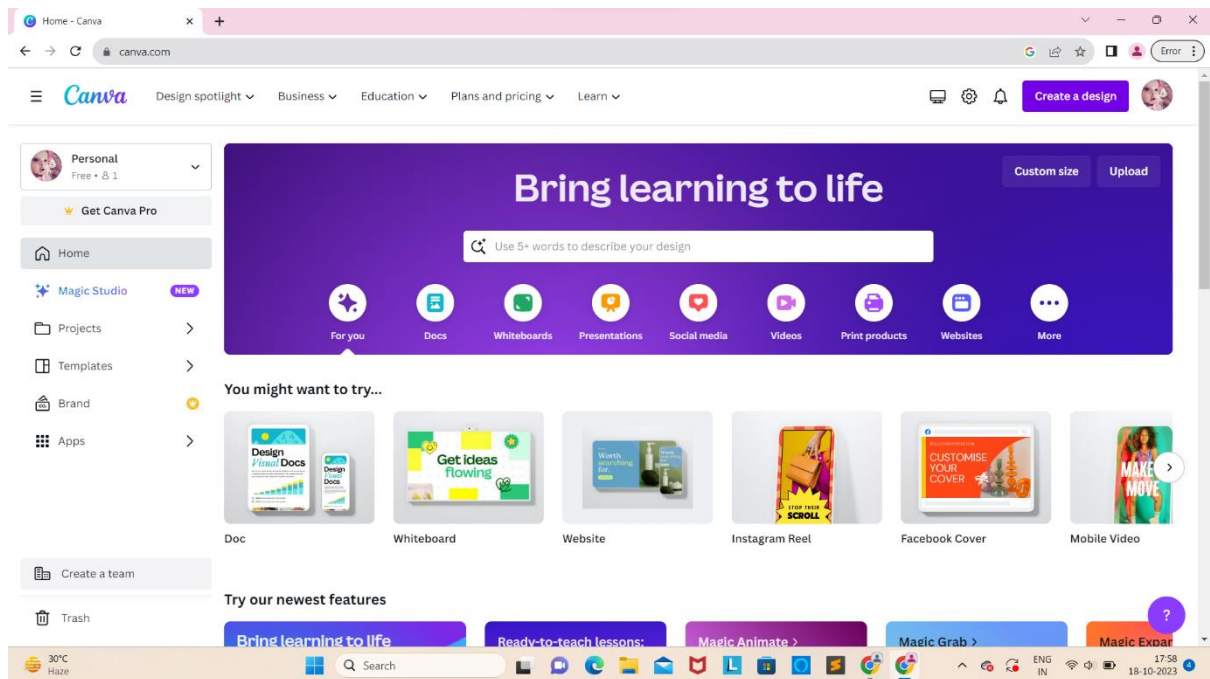
STEP 1: Navigation



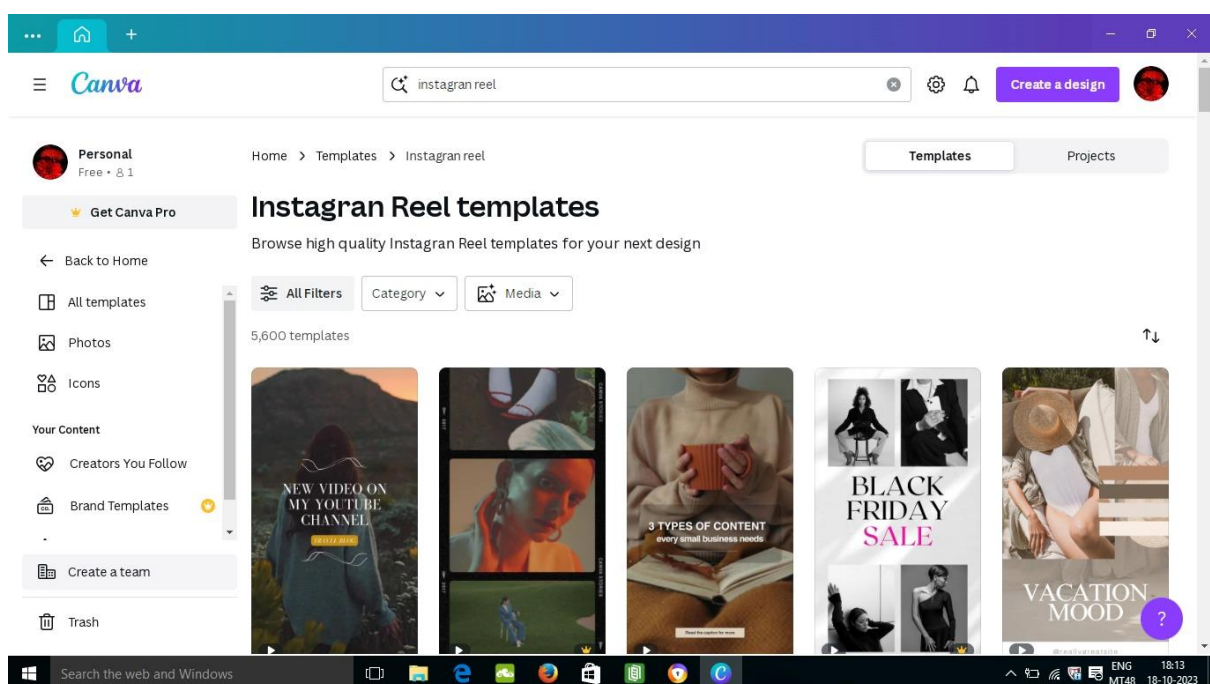
STEP 2: Search “canva”



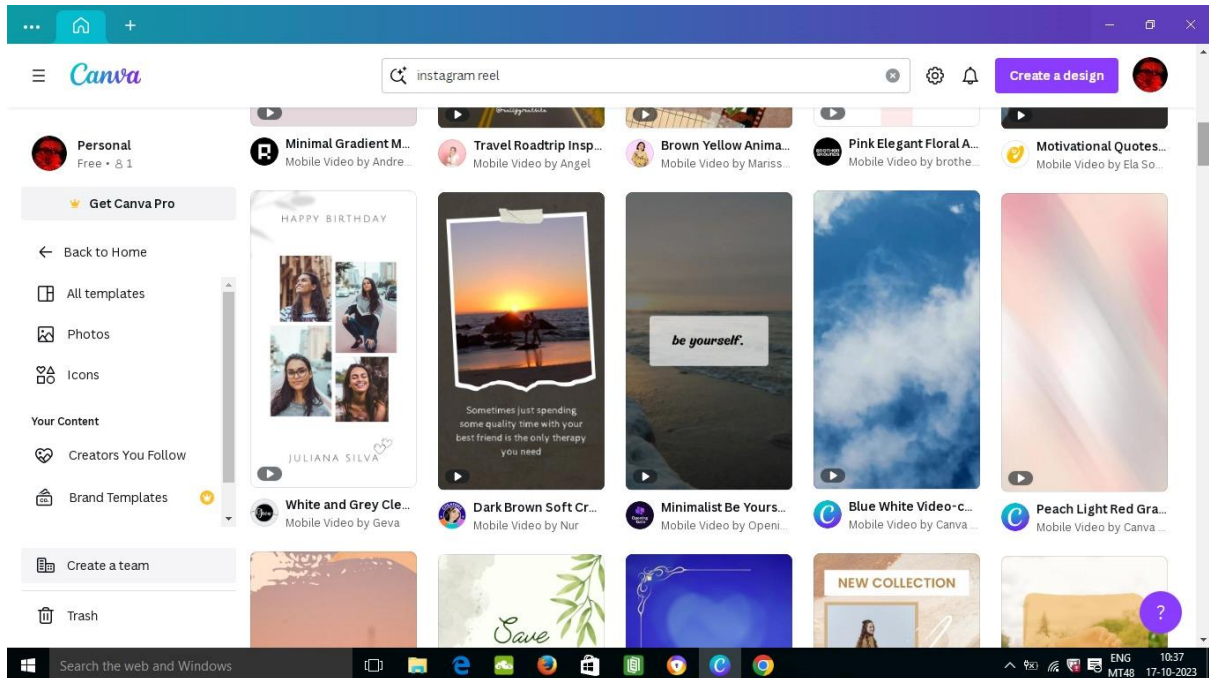
STEP 3: Click “create a design”



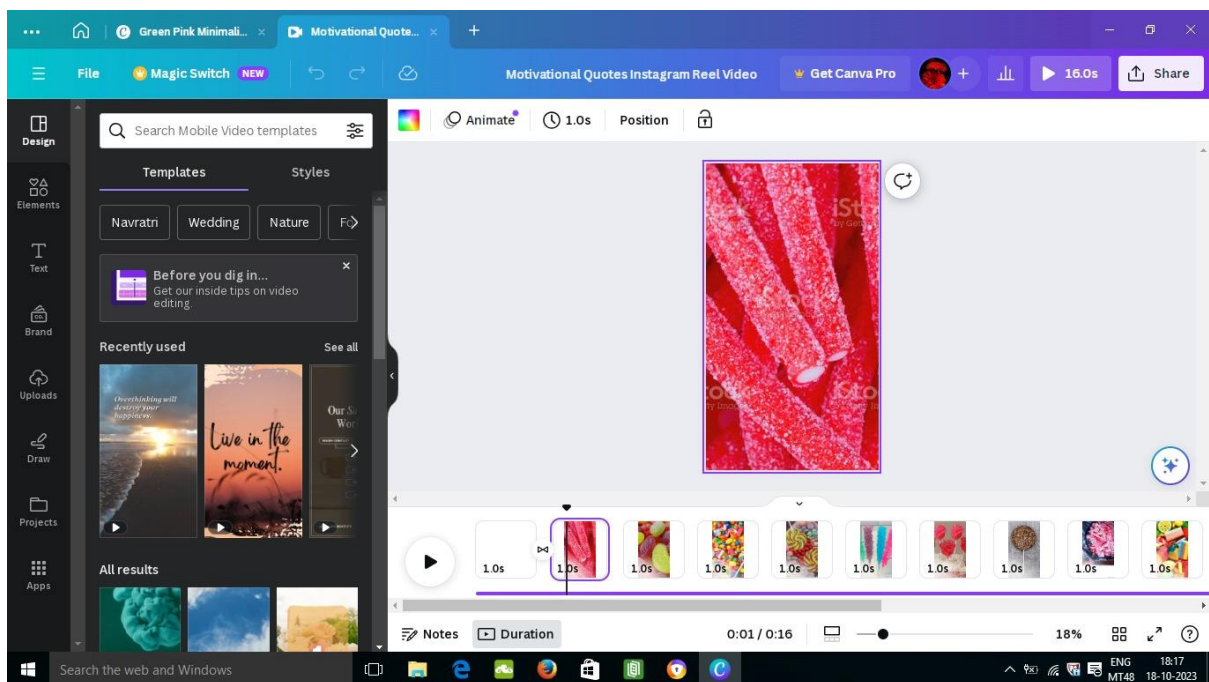
STEP 4: Instagram reel



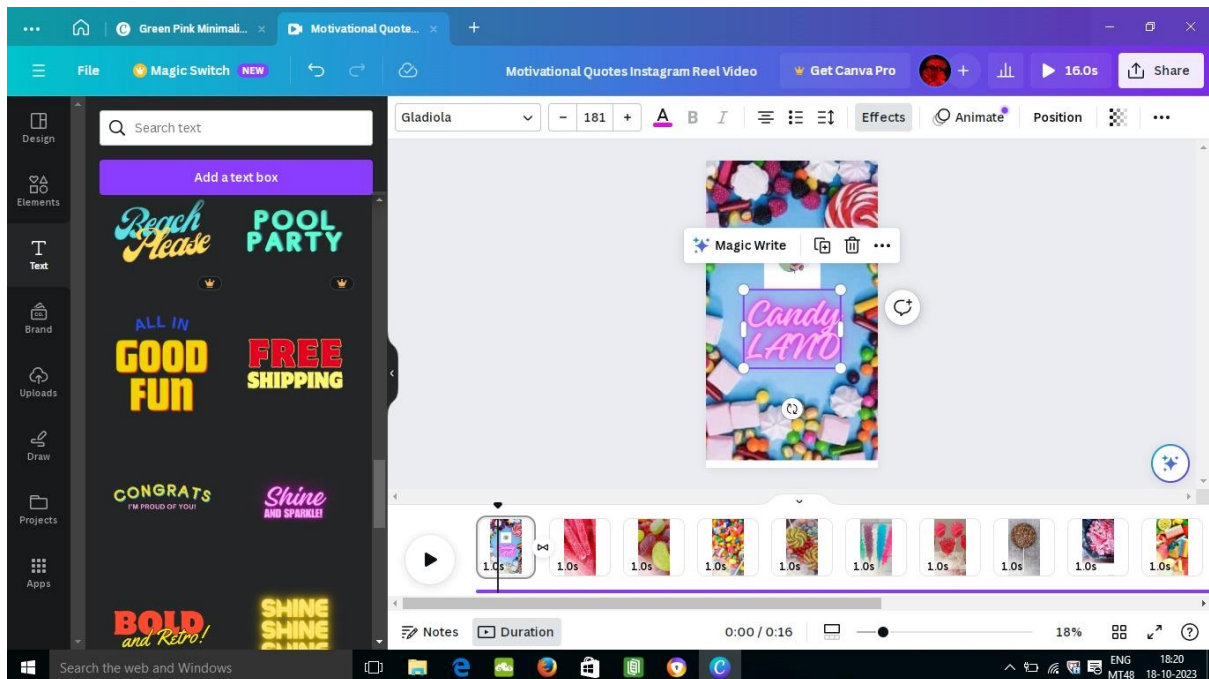
STEP 5: Select “Templates”



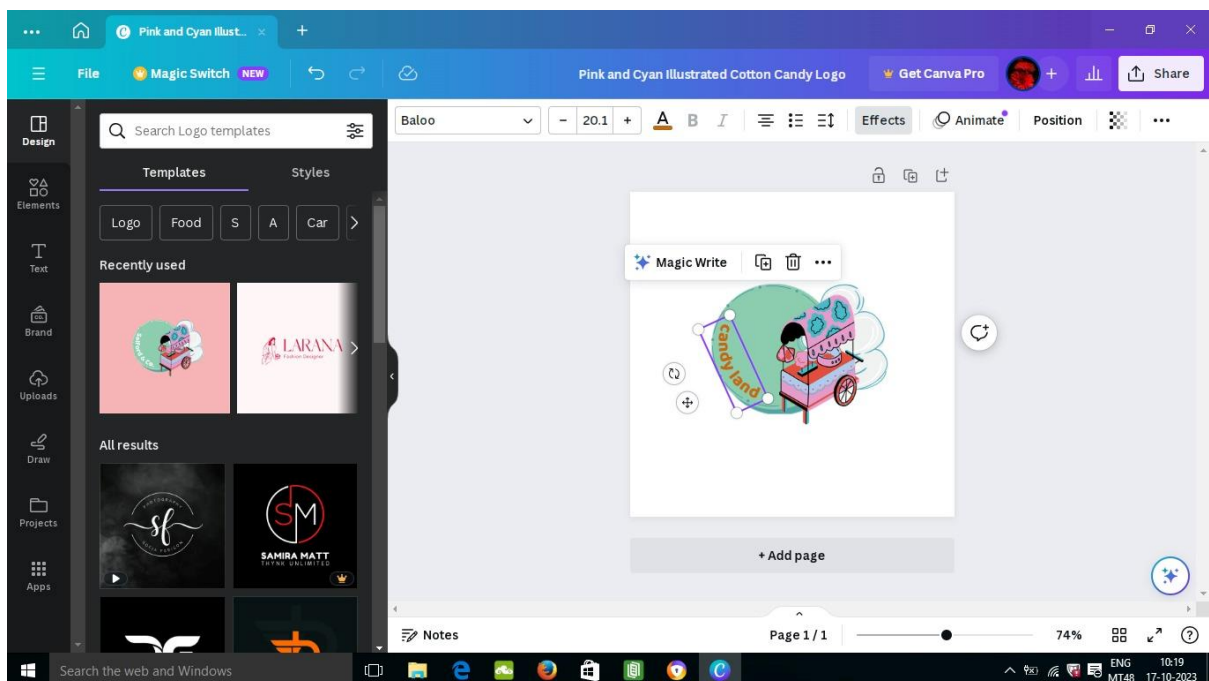
STEP 6: Add pages

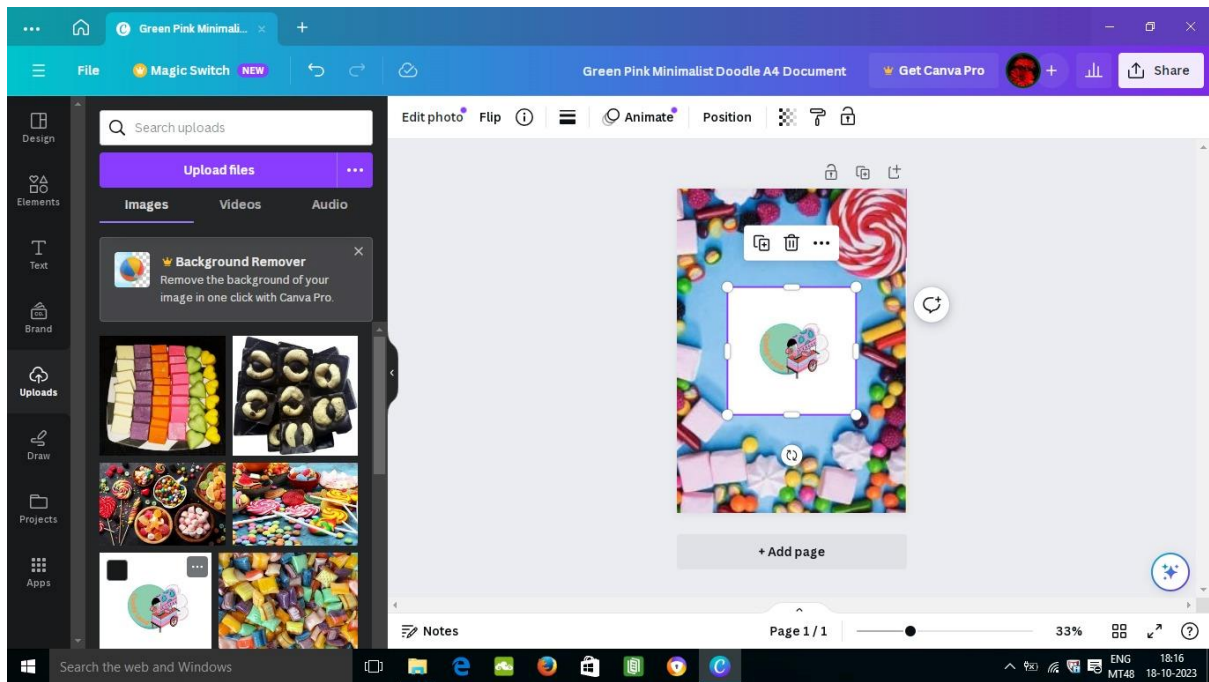


STEP 7: Edit text content

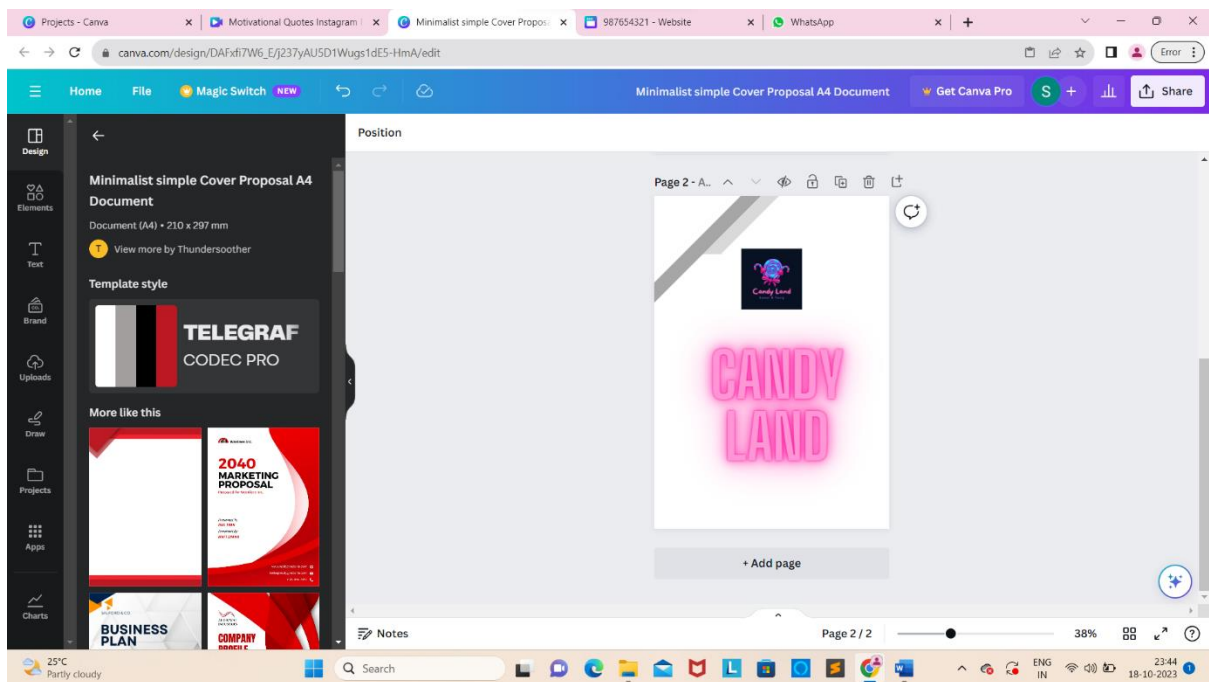


STEP 8: . Add “logo”

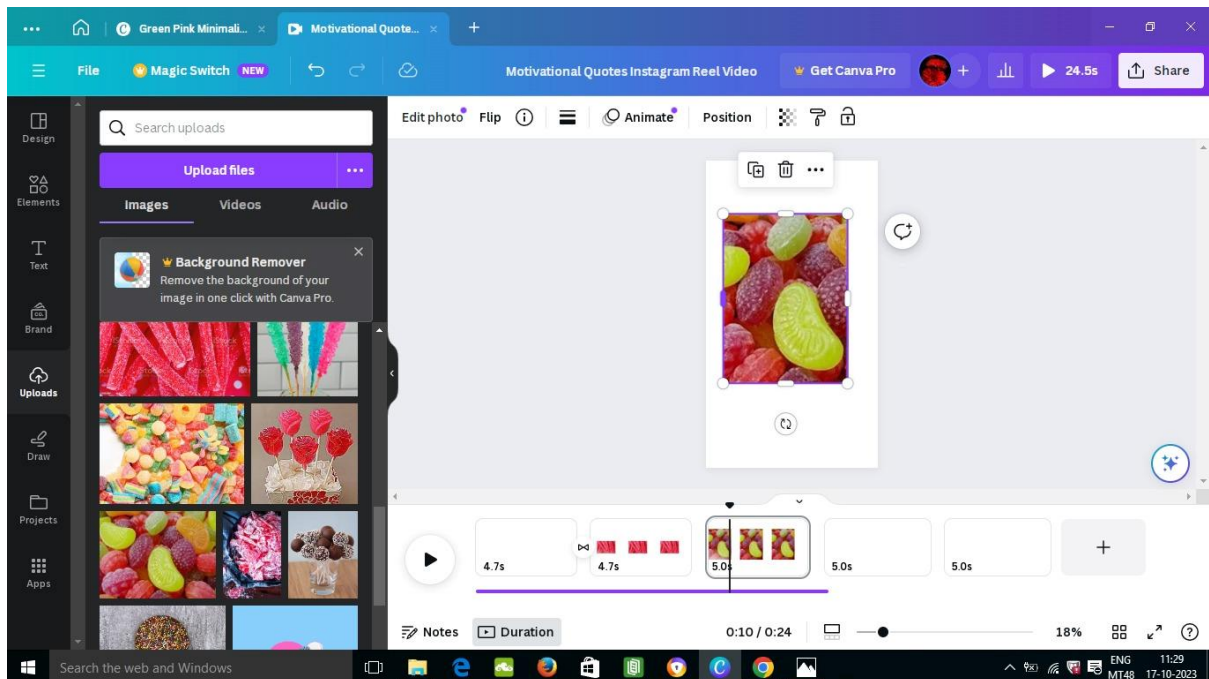




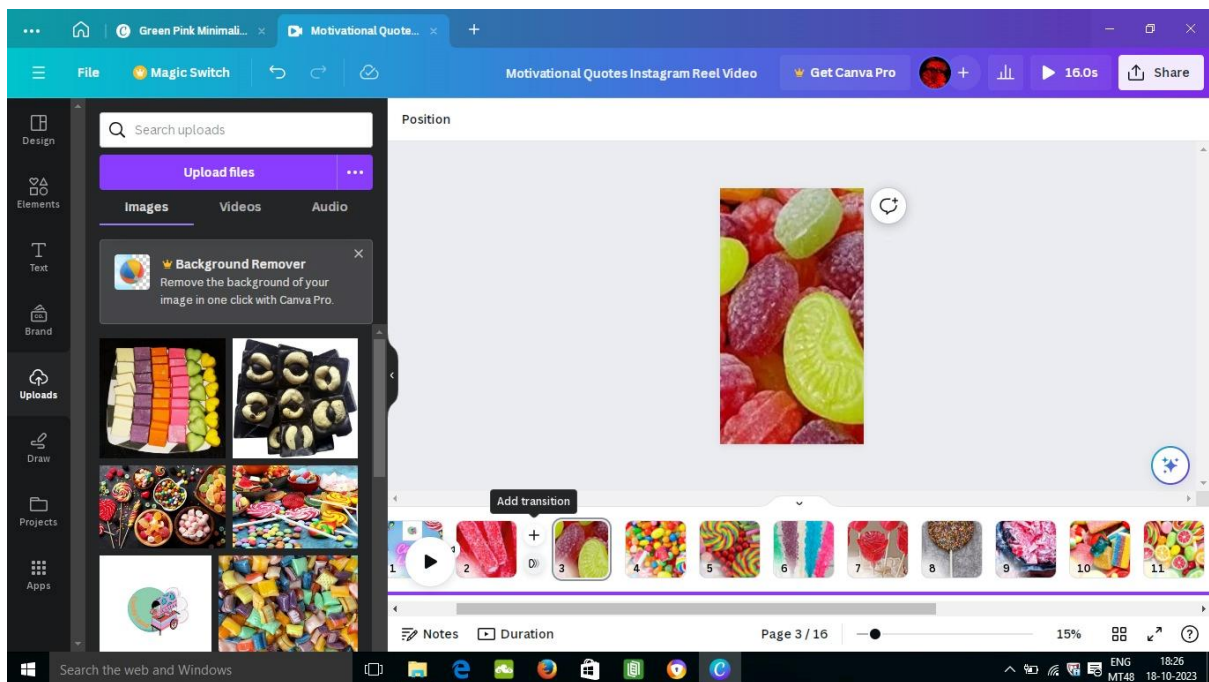
STEP 9: Background color

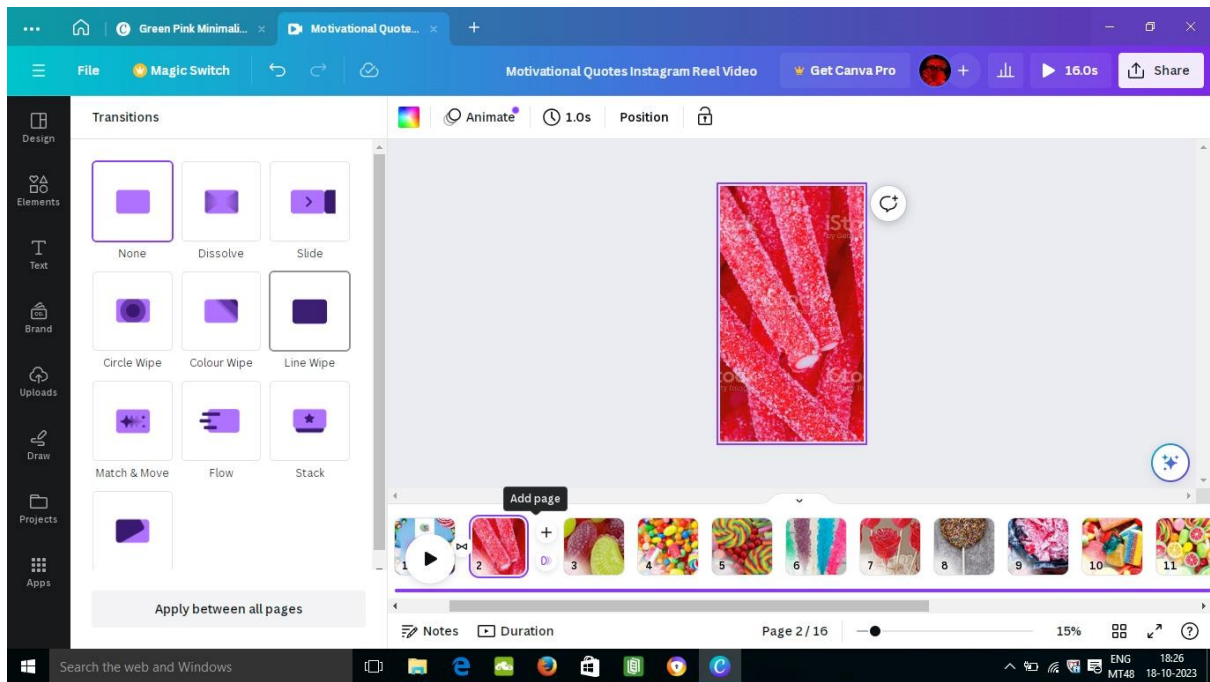


STEP 10: . Increase/decrease page length

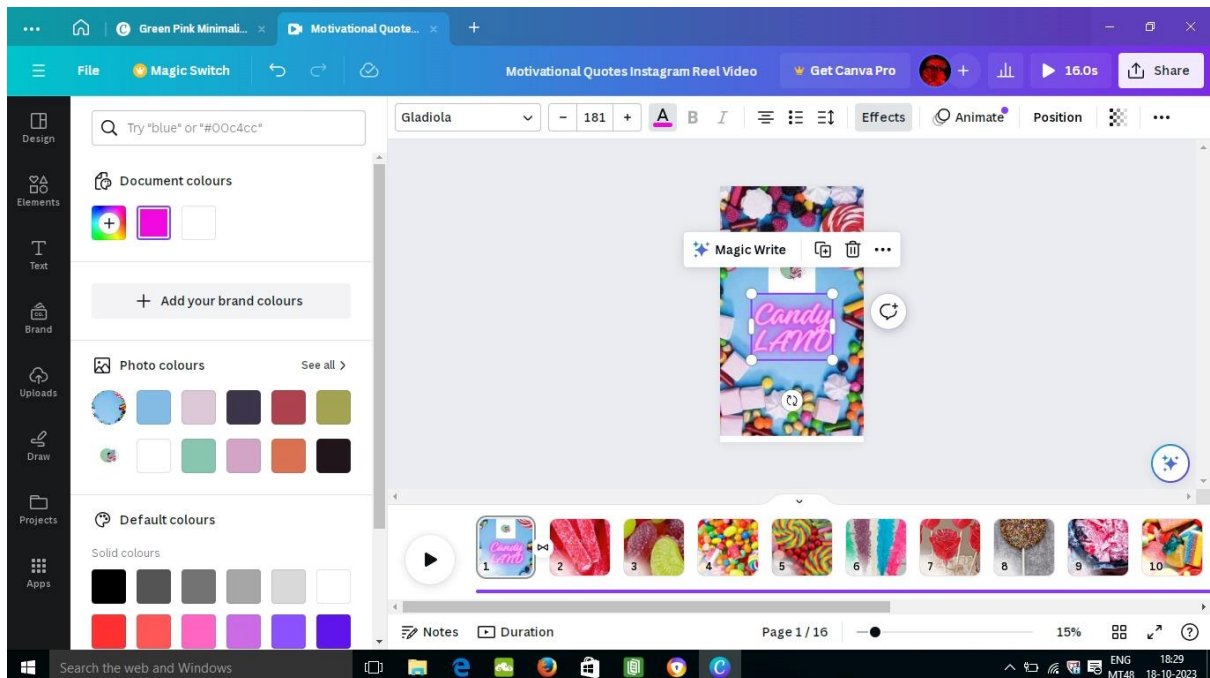


STEP 11: Transition

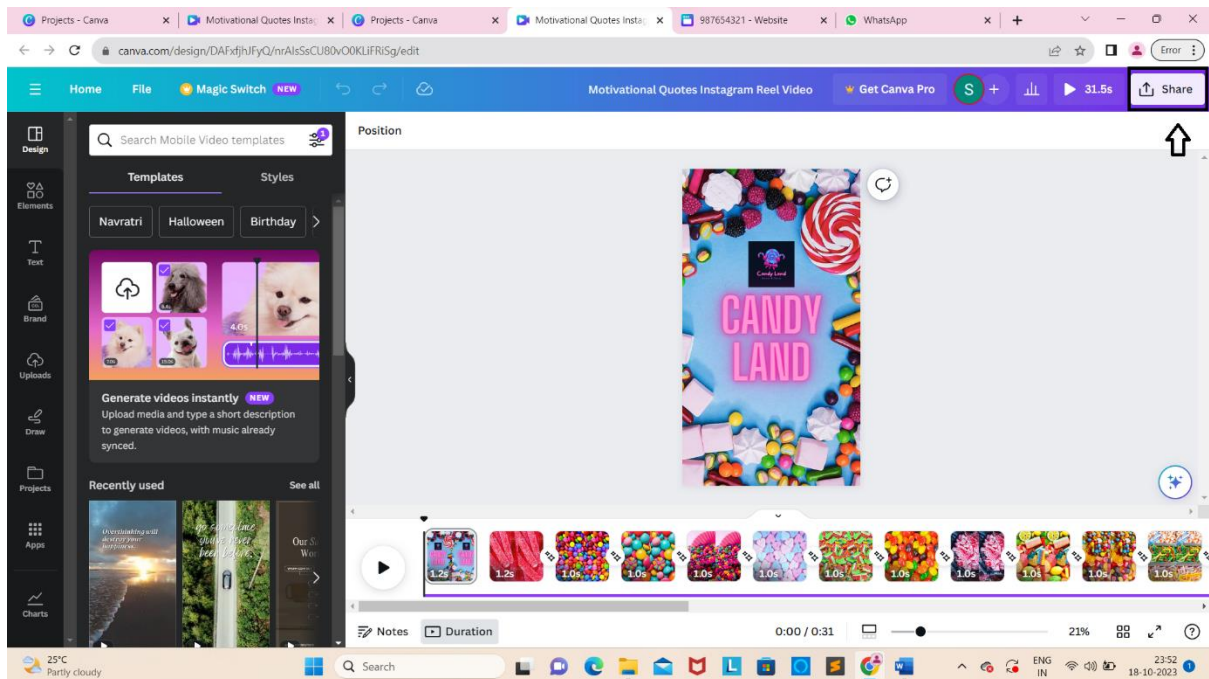




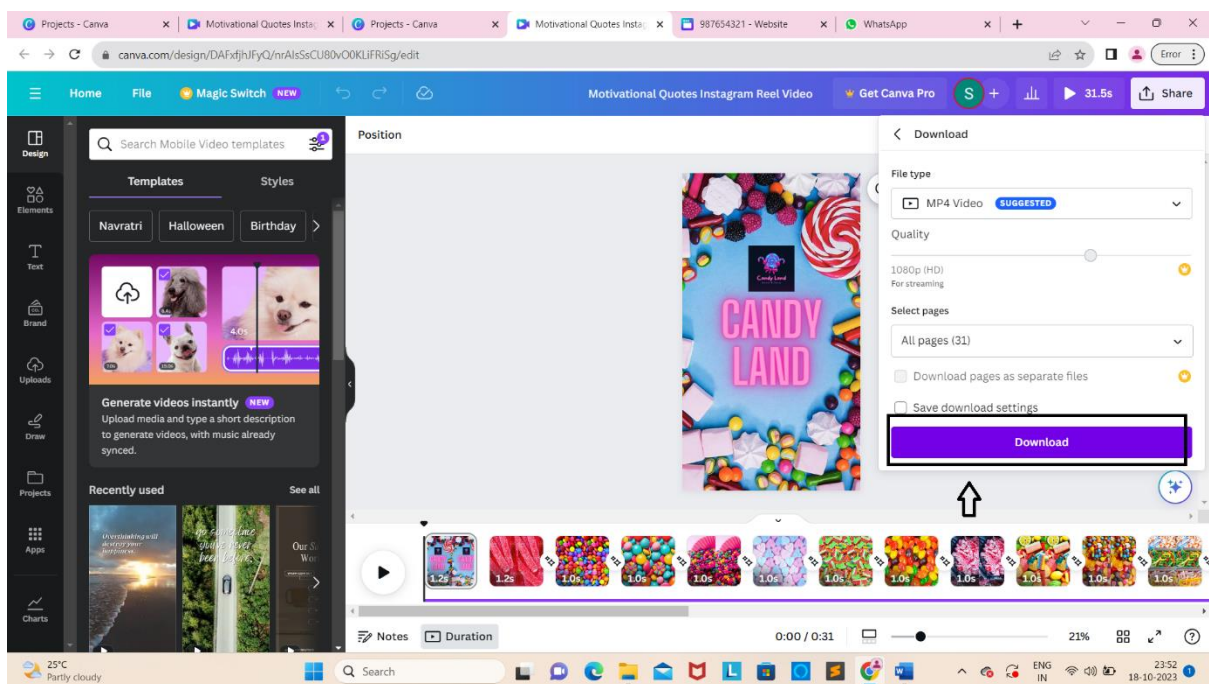
STEP 12: Text effect



STEP 13: Share and download



FINAL OUTPUT OF THE PROJECT



ADVANTAGES:

Creating reels using Canva offers several advantages:

1. User-Friendly Interface:

Canva is known for its intuitive and user-friendly design, making it accessible for beginners and experienced users alike.

2. Templates:

Canva provides a wide range of templates designed specifically for social media platforms like Instagram, making it easier to create engaging reels.

3. Design Elements:

You can access a vast library of design elements, such as images, icons, and fonts, to enhance your reel's visual appeal.

4. Video Editing:

Canva allows basic video editing, so you can trim, add music, and apply filters or effects to your reel.

5. Collaboration:

If you're working with a team, Canva offers collaboration features, allowing multiple users to work on the same reel simultaneously.

7. Mobile App:

Canva has a mobile app, making it convenient to create and edit reels on the go.

8. Social Media Integration:

You can easily share your reels on various social media platforms directly from Canva.

9. Analytics:

Canva provides basic insights into how your reels are performing, including views and engagement data.

10. Cost-Effective:

While Canva offers a free version with many features, the Pro subscription provides additional benefits for a reasonable monthly fee.

APPLICATIONS:

Creating reels using Canva has various applications, particularly for individuals, businesses, and organizations looking to engage their audience on social media:

1. Social Media Marketing:

Canva reels can be used for promoting products, services, or events on platforms like Instagram, Facebook, and TikTok. They offer a visually appealing way to capture the audience's attention.

2. Educational Content:

Teachers and educators can use Canva reels to create informative and engaging educational content, making learning more interactive.

3. Entertainment and Creativity:

Content creators, including artists, musicians, and influencers, can use Canva to craft visually stunning and entertaining reels to showcase their talents and engage with their audience.

4. Business Presentations:

Canva reels can be integrated into business presentations to make them more engaging and dynamic. They're effective for conveying information in a concise and visually appealing format.

5. Event Promotion:

Event organizers can create reels to promote upcoming events, highlight key features, and encourage attendance.

6. Product Demonstrations:

E-commerce businesses can use Canva reels to demonstrate product features and benefits, improving their online marketing efforts.

7. Nonprofit and Cause Awareness:

Organizations can create reels to raise awareness for their causes, share success stories, and encourage support or donations.

8. Personal Branding:

Individuals can use Canva to create reels that showcase their personal brand, share life updates, or document special moments.

9. Tutorials and How-To Guides:

Canva reels are a great medium for creating step-by-step tutorials and how-to guides, helping users learn new skills or techniques.

10. Travel and Lifestyle:

Travel enthusiasts and lifestyle bloggers can utilize Canva reels to share their adventures, experiences, and recommendations with their audience.

CONCLUSION

Creating Instagram Reels using Canva is an engaging and user-friendly process that elevates your content game. Canva's intuitive platform empowers users to craft visually stunning and compelling Reels effortlessly. With its diverse library of templates, animations, and music options, you can customize your content to match your brand or personal style. The seamless integration of video editing tools and text overlays in Canva allows for creative storytelling and message delivery. By harnessing Canva's capabilities, you can craft Reels that captivate your audience and enhance your Instagram presence. So, embrace this dynamic tool, unleash your creativity, and amplify your social media influence through captivating Instagram Reels.