PROJECT DESIGN PHASE – 2

REQUIREMENT ANALYSIS

PROJECT – HOW TO CREATE A BRAND PROMO VIDEO USING CANVA

PROJECT OVERVIEW

Creating a brand video in Canva is a great way to showcase your brand identity and engage with your audience. To effectively plan and develop your brand video, you should start with a well-structured requirement analysis document. This document will serve as a guide for all stakeholders involved in the project.

OBJECTIVES

1. To create a brand video that effectively communicates our brand identity and values.
2. To engage and captivate our target audience.
3. To promote our products/services and increase brand recognition.

REQUIREMENT ANALYSIS

Target Audience

Define the primary target audience for the brand video. Include demographics, interests, and any other relevant information that will help in creating content that resonates with them.

Key Messages

List the key messages that the brand video should convey. These messages should align with your brand values and objectives.

Brand Guidelines

Include a link or attachment to your brand guidelines, which specify your brand colours, fonts, logo usage, and any other design elements that need to be consistent in the video.

Content Requirements

Specify the duration of the video (e.g., 30 seconds, 60 seconds).

List the specific content that should be included in the video, such as product shots, testimonials, or any other relevant visuals or text.

Determine if there are any legal or compliance requirements that need to be met in the video.

Design and Style

Describe the desired style and tone for the video (e.g., professional, playful, modern).

Mention any visual elements that should be incorporated, such as animations, transitions, or overlays.

Indicate if there are any specific Canva templates or elements you want to use.

Music and Voiceover

Specify whether you want to include background music and the type of music (if any).

Indicate if you require a voiceover and whether you have a specific script or tone in mind.

Call to Action (CTA)

State the desired call to action at the end of the video (e.g., visit our website, subscribe to our newsletter).

Distribution and Platforms

Identify where the video will be shared or published (e.g., website, social media platforms, email campaigns).

Timeline

Set a clear timeline for the project, including key milestones and deadlines.

Budget

Determine the budget allocated for creating the brand video.

Approval Process

Outline the approval process, including who needs to review and approve the video content at various stages.

Project Team

List the key team members and their respective roles in the project.

Resources

Identify any external resources or assets required (e.g., stock footage, images) and where to source them.

Risks and Contingencies

Identify potential risks that may affect the project and propose contingency plans to mitigate them.

Conclusion

This requirement analysis document should serve as a comprehensive guide for creating a brand video in Canva. It will help ensure that the project stays on track and that the final video aligns with your brand's goals and values.