

## **PROJECT DEVELOPMENT PHASE**

### **PROJECT – HOW TO CREATE A BRAND PROMO VIDEO USING CANVA**

#### **FUNCTIONAL FEATURES INCLUDED IN THE SOLUTION**

Canva is a popular graphic design and video editing platform that offers a wide range of features for creating and editing videos. Some of the functional features in the solution in Canva for video making include:

##### **Video Editing:**

- **Timeline:** Canva provides a timeline-based video editing interface that allows you to arrange and edit video clips, images, and audio tracks in a sequence.
- **Trim and Split:** You can trim and split video clips to adjust their duration and content.

##### **Transitions:**

Canva offers a variety of transition effects to smooth the transition between video clips, such as fades, slides, and more.

##### **Text and Typography:**

Canva allows you to add text overlays to your videos with a wide range of fonts, styles, and animations.

You can control the text's position, size, and timing.

**Stock Media:**

Canva provides access to a library of stock photos, videos, and audio tracks that you can use in your video projects.

**Animation and Effects:**

You can add various animations and effects to elements in your videos, including image and text animations, stickers, and more.

**Filters and Adjustments:**

Canva offers a range of filters and color adjustments to enhance the visual quality of your videos.

**Music and Sound:**

You can add background music or sound effects to your videos from Canva's library or upload your own audio.

**Voiceovers:**

Canva allows you to record and add voiceovers to your videos, which is useful for adding narration or commentary.

**Export and Sharing:**

Canva provides options for exporting your videos in different formats and resolutions suitable for various platforms, including social media and YouTube.

**Collaboration:**

Canva supports collaboration features, allowing multiple users to work on a video project simultaneously.

**Templates:**

Canva offers pre-designed video templates for various purposes, making it easier to create professional-looking videos quickly.

**Brand Kit:**

You can use Canva's Brand Kit to maintain consistent branding across your videos by saving your brand colours, fonts, and logos.

**Mobile App:**

Canva has a mobile app that enables video editing on the go, making it convenient for creating content from your smartphone or tablet.

**Cloud Storage:**

Canva provides cloud storage for your video projects, making it easy to access and edit your work from anywhere with an internet connection.