

# **PROJECT DESIGN PHASE – 2**

## **THIRD PARTY API's**

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

#### **Third Party API**

A third-party API, also known as an external API (Application Programming Interface), is an interface or set of rules and protocols that allows one software application to interact with or access the functionality and data of another software application, service, or platform that is developed and maintained by a third party, i.e., a different organization or entity. These APIs enable developers to integrate and leverage external services, data, or features into their own applications, extending their functionality and capabilities without having to build everything from scratch.

#### **OBJECTIVES OF THIRD PARTY API**

1. **Extend Functionality:** Developers often use third-party APIs to add new features or capabilities to their applications without having to build everything from scratch. This can save time and resources.
2. **Access External Data:** Third-party APIs allow applications to access and utilize data from external sources. For example, a weather app can use a weather data API to provide real-time weather information.

3. **Integrate External Services:** Businesses can integrate third-party APIs to leverage external services, such as payment processing, mapping, authentication, or communication tools, seamlessly within their applications.
4. **Streamline Workflows:** APIs can be used to automate and streamline various tasks by connecting with external systems and tools. For example, a marketing application can use email marketing API to send automated emails.
5. **Enhance User Experience:** Third-party APIs can improve the user experience by providing access to additional content or services. For example, a news app can use a translation API to offer content in multiple languages.
6. **Cross-Platform Compatibility:** APIs can enable applications to work across different platforms, devices, or ecosystems, making them accessible to a broader audience.
7. **Reduce Development Time and Costs:** Using third-party APIs can speed up development by reusing existing, well-tested functionality, which can be more cost-effective than building everything in-house.
8. **Stay Updated and Competitive:** By integrating third-party APIs, applications can stay up-to-date with the latest features and technologies offered by external service providers. This can help a business remain competitive.

## **THIRD PARTY API USED IN THIS PROJECT**

The 3<sup>rd</sup> party API used in this project is **CANVA CONNECT API**. The Canva Connect API facilitates third-party app developers to extend key Canva capabilities off-platform. It allows Canva to share data with third parties, even when a user isn't actively designing in Canva.

You can use the Canva Connect API to create integrations with third-party apps, keep Canva in sync with cloud storage and content management apps, collaborate and communicate with different platforms, or embed Canva into project management workflows.

For instance, you could create an integration (we call this a client) between Canva and your digital asset management system using the Connect API, to create Canva folders and upload your assets directly to these folders.

This is in contrast to the Canva App SDKs which bring third-party capabilities to Canva (on-platform), to enhance a user's experience of designing in Canva.

## **HOW TO USE THE CANVA CONNECT API**

### **1. Register for API Access:**

You may need to register for access to Canva's API. This might involve creating a developer account or application in Canva's developer portal.

### **2. Authentication:**

Most APIs require authentication. Canva may use OAuth, API keys, or other authentication methods to verify your identity and control access to their API.

### **3. Read API Documentation:**

Study the official Canva API documentation to understand how to make API requests, the available endpoints, request parameters, and response formats. The documentation will also provide examples and usage guidelines.

### **4. Use API Endpoints:**

You would typically make HTTP requests to Canva's API endpoints using the appropriate HTTP methods (e.g., GET, POST, PUT, DELETE) to perform actions such as creating designs, fetching designs, or modifying design templates.

### **5. Handle Responses:**

You'll need to process the responses from the API. Responses can be in JSON or XML format, and you'll need to parse the data to extract the information you need.

### **6. Error Handling:**

Implement error handling to handle cases where the API requests fail or return errors. The API documentation should provide information about possible error codes and how to handle them.

### **7. Rate Limits and Usage Policies:**

Pay attention to any rate limits or usage policies set by Canva to avoid overuse or abuse of their API.

### **8. Testing and Development:**

Develop and test your integration with the Canva API in a controlled environment before deploying it to a production system.

## **9. Deployment:**

Once you've developed and tested your application, you can deploy it in a production environment for actual usage.

## **10. Maintenance:**

Keep your integration up to date with any changes in the API, such as updates to endpoints or authentication methods.

## **USES OF CANVA CONNECT API**

1. Integration with other platforms
2. Automated Design Generation
3. Data driven design
4. Custom templates
5. Content Personalization
6. Bulk design processing
7. Collaborative workflows