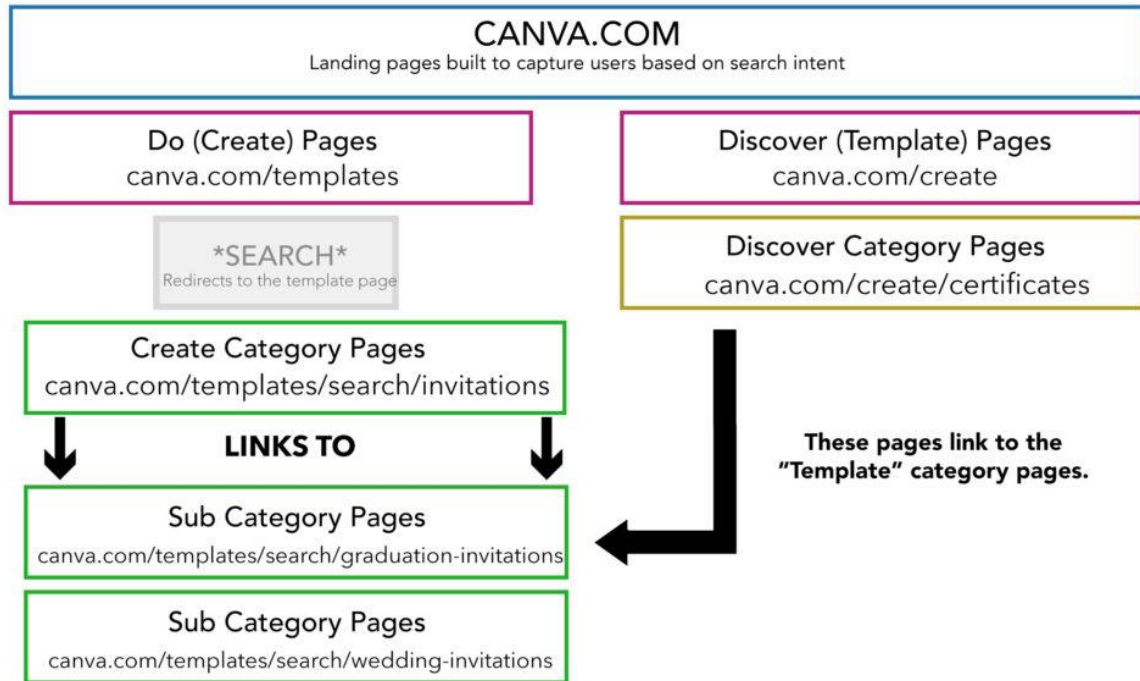


# **Project Design Phase-I**

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

### **SOLUTION ARCHITECTURE:**

Creating a solution architecture for using Canva to make a brand video involves designing a workflow and infrastructure that optimizes the use of Canva's tools and features for video production. Here's a high-level solution architecture for using Canva to create brand videos. Users will access Canva on their workstations, including desktop computers or laptops. Canva provides a web-based platform accessible through web browsers, ensuring cross-platform compatibility. Users should create and manage their Canva accounts. If your organization has multiple team members working on brand videos, consider using Canva Pro or Canva Enterprise to manage users, roles, and permissions effectively. Ensure that brand guidelines, including colours, fonts, and logo assets, are readily available. You can set up and manage branding kits within Canva for consistency. Users will choose a video template from Canva's library. Templates are available in various formats, including social media videos, presentations, and advertisements. You can filter templates based on the video's purpose and platform. Users will customize the selected template by adding brand assets, text, images, videos, and other design elements. They can also adjust the video's duration and layout. Users can create original video content within Canva using its tools and features, including photo and video uploads, text editing, animation, and more. For more advanced video editing, Canva Pro offers additional features. If multiple team members are working on the video, they can collaborate using Canva's built-in collaboration tools. Canva Enterprise offers enhanced collaboration features for larger teams. Once the video design is complete, users can export the video in their preferred format and quality. Canva provides options for different video resolutions and formats suitable for various platforms.



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