

## Project Design Phase-I Solution Architecture

Date	03 November 2023
Team ID	NM2023TMID02798
Project Name	How to Create a Reel Design Using Canva

### 1. Pre-production Phase:

- **Define Objectives:** Clearly outline the goals of the promo reel. Is it to highlight a special dish, promote an event, or showcase the restaurant's ambiance?
- **Storyboard Creation:** Plan the visual sequence of shots, transitions, and scenes. This includes deciding on camera angles, movements, and any special effects or graphics.
- **Scripting:** Write a concise and engaging script for the two-line promo. This script should effectively convey the message and evoke interest.
- **Selecting Location:** Determine where the video will be shot. This could be within the restaurant itself, in the kitchen, or in a specially designed set.

### 2. Production Phase:

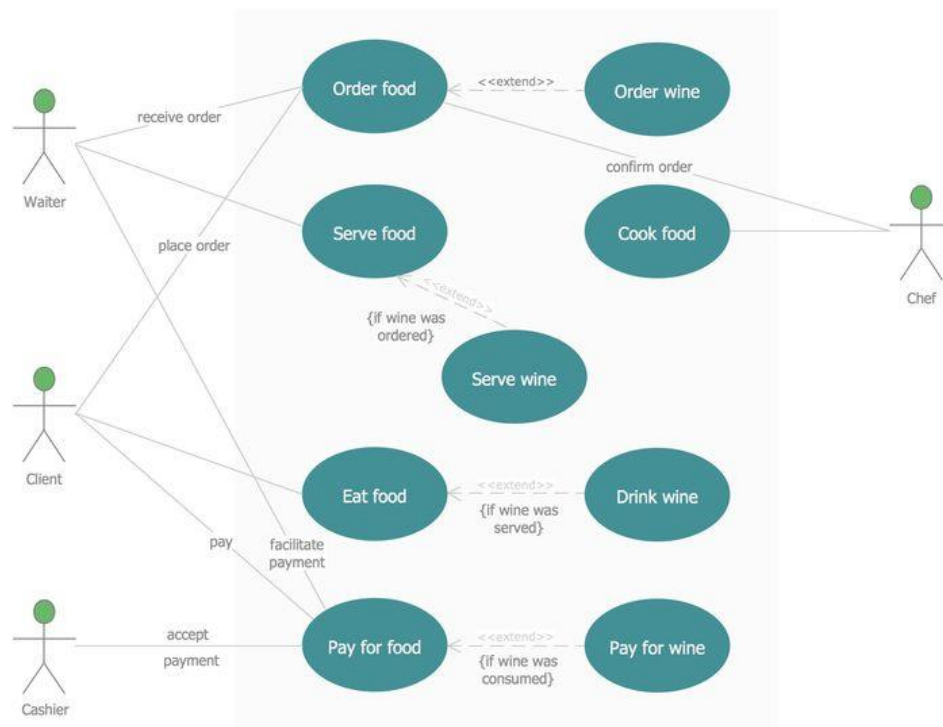
- **Equipment Setup:** Ensure all necessary equipment is ready, including cameras, lighting, microphones, and any props or decorations.
- **Filming:** Execute the planned shots and scenes according to the storyboard and script. Pay attention to lighting, framing, and audio quality.
- **Voiceover or Narration:** If needed, record a voiceover or narration to complement the visuals. Ensure the voiceover aligns with the script.

### 3. Post-production Phase:

- **Video Editing:** Compile and arrange the footage according to the storyboard. Add transitions, music, and any necessary graphics or animations.
- **Audio Editing:** Adjust the audio levels, add background music, and ensure clarity of any voiceovers or sound effects.
- **Color Correction and Grading:** Enhance the visual appeal by adjusting colors, tones, and contrast to create a cohesive look.
- **Text and Graphics:** Incorporate any text overlays, titles, or graphics that reinforce the message or provide additional information.
- **Review and Feedback:** Have stakeholders review the draft and provide feedback for revisions.

#### 4. Finalization and Distribution:

- **Rendering and Exporting:** Once all edits are finalized, render the video in the desired format and resolution for optimal playback.
- **Distribution Channels:** Decide where and how the video will be distributed. This could include social media platforms, the restaurant's website, or email newsletters.
- **Promotion:** Actively promote the video through various channels to reach the target audience.



*Fig : Restaurant architecture*

Reference: <https://www.pinterest.com/pin/598697344187089023/>