



# **NAAN MUDHALVAN**

## **DIGITAL MARKETING**

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# **CREATE A REEL USING CANVA**

## **1. INTRODUCTION**

### **1.1 OVER VIEW**

### **1.2 PURPOSE**

## **2. PROBLEM DEFINITION AND DESIGN THINKING**

### **2.1 EMPATHY MAP**

### **2.2 IDEATION AND BRAINSTORMING MAP**

## **3. RESULT**

## **4. ADVANTAGES AND DISADVANTAGES**

## **5. APPLICATION**

## **6. CONCLUSION**

# **1.INTRODUCTION**

## **1.1 OVERVIEW**

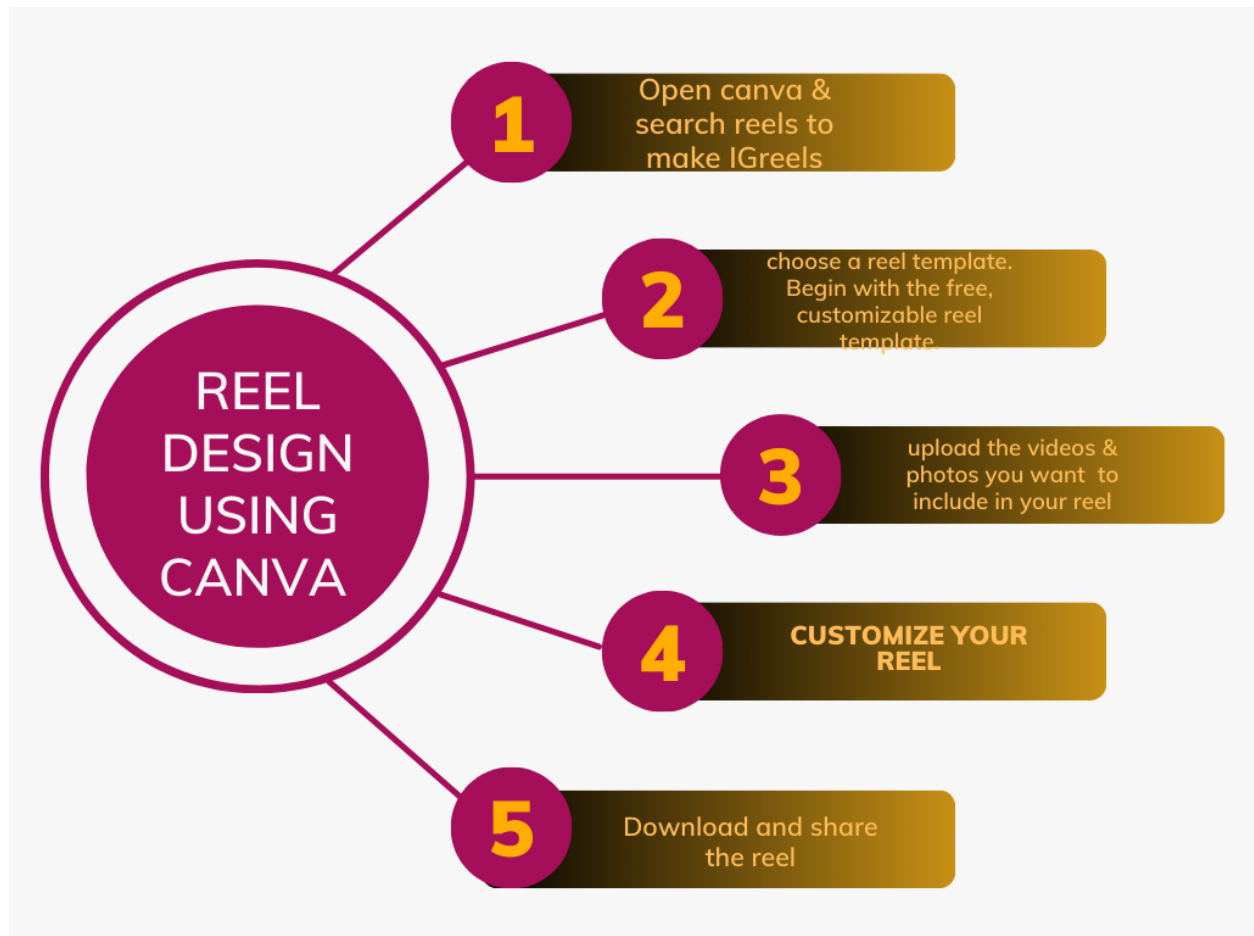
To create a Reel design using Canva, start by signing in or creating an account on Canva's website. Once logged in, click "Create a design" and set custom dimensions (typically 1080x1920 pixels for Instagram Reels). Design your Reel cover using Canva's templates, background options, text styles, and graphics. You can also upload images or videos. Customize elements by adjusting their size, position, and style. Arrange layers to your liking. After completing your design, click "Download" to save it to your computer. To use it on Instagram, upload it as the cover when creating or editing your Reel. Keep in mind that Canva's features and interface may have changed since my last update, so explore the platform for the latest tools and resources.

## **1.2 PURPOSE**

They're perfect for vlogging, announcing sales, introducing a new product line, or just sharing the beauty of your day-to-day experiences. So make the most Instagram Reels—create beautiful, share-worthy reels using Canva's awesome Instagram reel maker. Creating Reels in Canva video editor. Canva's video editor makes it easy to create Instagram Reels. Here's how to customize a Reel template to make you very own Reel using photos from your Instagram feed. In the Canva editor, search for 'Reels' and click on 'Instagram Reels'.

## 2.PROBLEM DEFINITION & DESIGN THINKING

### 2.1Empathy map



## **2.2 IDEATION AND BRAINSTORMING MAP**

### **2.2.1 IDEATION OF THE PROFECTION:**

- Start with a free canva account and search for create a reel on the home page.
- Select a reel template from the available options and open it.
- Customize your site by changing the text,photos,colors,fonts,and logos.You can also add content from canva libraries by clicking the different tabs on the editor side panel.
- Publish your desing as a reel by clicking the publish button.
- To create a link in github,you need to navigate the main page of the repository
- Choose whether to select a single line .
- Navigate to the conversation where you want to link to the code.

## 2.2.2.BRAINSTORMING MAP

The image displays a collection of 12 design thinking templates, organized into three rows of four. Each template is designed to guide users through a specific stage of the design thinking process.

- Brainstorm & Idea Prioritization:** This template includes a checklist for brainstorming (e.g., "Use a timer", "No bad ideas"), a diagram of the brainstorming process, and a section for "Key rules of brainstorming" (e.g., "No criticism", "Encourage wild ideas").
- Define your problem statement:** This template provides a checklist for defining the problem (e.g., "Write down your problem statement", "Make sure your problem statement is clear"), a diagram of the problem statement process, and a section for "Key rules of defining the problem" (e.g., "No criticism", "Encourage wild ideas").
- Brainstorm:** This template includes a checklist for brainstorming (e.g., "Write down your problem statement", "Make sure your problem statement is clear"), a diagram of the brainstorming process, and a section for "Key rules of brainstorming" (e.g., "No criticism", "Encourage wild ideas").
- Group ideas:** This template provides a checklist for grouping ideas (e.g., "Write down your problem statement", "Make sure your problem statement is clear"), a diagram of the grouping process, and a section for "Key rules of grouping ideas" (e.g., "No criticism", "Encourage wild ideas").
- Prioritize:** This template includes a checklist for prioritizing ideas (e.g., "Write down your problem statement", "Make sure your problem statement is clear"), a diagram of the prioritization process, and a section for "Key rules of prioritizing ideas" (e.g., "No criticism", "Encourage wild ideas").
- After you collaborate:** This template provides a checklist for collaborating (e.g., "Write down your problem statement", "Make sure your problem statement is clear"), a diagram of the collaboration process, and a section for "Key rules of collaborating" (e.g., "No criticism", "Encourage wild ideas").

Each template is designed to be user-friendly, with clear instructions, diagrams, and checklists to help users navigate the design thinking process.

### **3.RESULT**



**Apple iPhone 13 (128GB)  
- Blue**

**Great Indian Festival**

**-27% ₹50,999**

**M.R.P.: ₹69,900**

**Inclusive of all taxes**

**EMI starts at ₹2,473. No Cost**

**EMI available EMI options**

Galaxy S23 FE



The Big Billion Days!



Order Now!





realme



**Great Indian Festival**

**-18% ₹16,499**

**M.R.P.: ₹19,999**

realme narzo 60 5G

(Cosmic Black, 8GB+128GB)

| 90Hz Super AMOLED Display

*New*

Sparkle

Get Ready

with Me

Trending  
sale is live



## 4. ADVANTAGES AND DISADVANTAGES

### Advantages

- ✓ Batching multiple Reels covers at once to save you time, in the long run.
- ✓ Accessing your branding to create a cohesive look across your covers.
- ✓ Designing eye-catching covers using all of Canva's visual elements and features.
- ✓ Using Canva templates to save you even more aren't starting from scratch.

### Disadvantages

- ✓ Canva Style.
- ✓ Limitation on the Number of Templates.
- ✓ Alignment Concerns.
- ✓ Export Settings are Limited.
- ✓ Cannot Download the “Raw” File to Your Computer.
- ✓ The Free Version is Limited.
- ✓ You are Unable to Move One Design to Another Design.
- ✓ Intellectual Property Belongs to Canva.

## 5. APPLICATIONS

- ❖ KineMaster
- ❖ Filmora
- ❖ Splice
- ❖ Clips app
- ❖ YouCut
- ❖ iMovie
- ❖ GoPro Qui

## **6. CONCLUSION**

The quick verdict. Canva is an excellent design app and arguably one of the most useful tools a small business can have in its arsenal. It lets you create an astonishingly large range of assets including adverts, infographics, videos and even websites easily, cheaply and quickly