

How To Create A Brand Promo Video Using Canva

"In today's digital age, creating a powerful brand promo video is essential for capturing your audience's attention. With Canva's user-friendly platform, you can effortlessly design and customize every aspect of your video, from stunning visuals and animations to captivating text and music. Canva offers a vast library of templates and elements, ensuring that your brand message shines through with creativity and professionalism. Whether you're a seasoned designer or a beginner, Canva simplifies the process, allowing you to produce a compelling brand promo video that resonates with your audience and boosts your brand's visibility in no time."

Navigation:

Navigate to <https://www.canva.com/>

Search "Canva":

In this milestone explain abouts Search "Canva".

Sign In

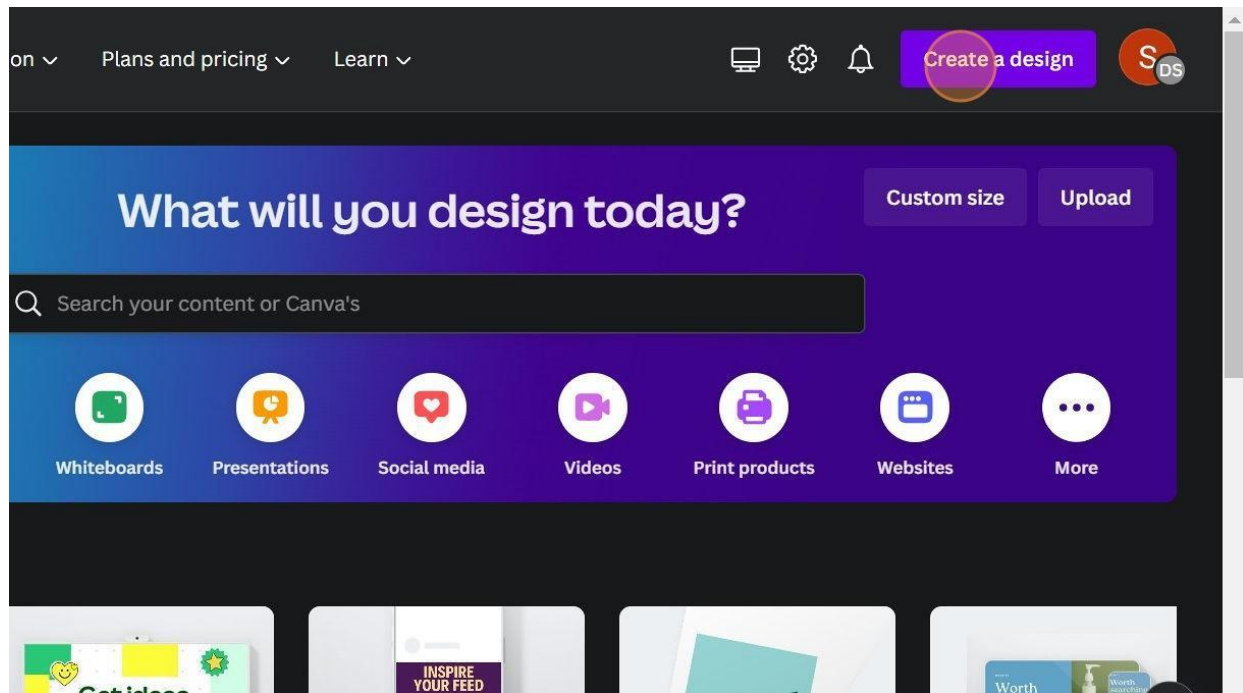
In this milestone explains about Sign in.

Create Design

In this milestone explains about Create Design.

Create A Design

Click "Create a design"

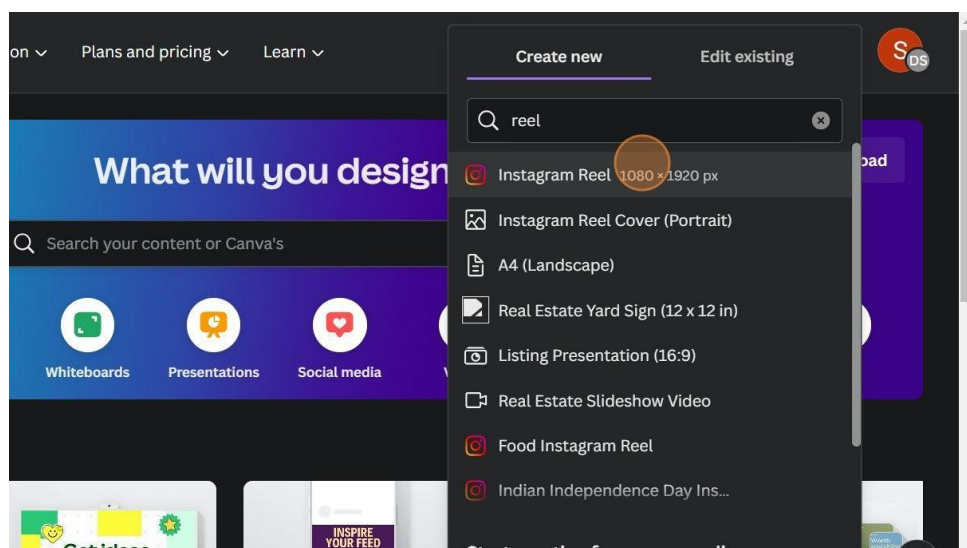


Choose Design Layout

In this milestone explains about Choose Design Layout

The Layout You Required

choose the layout you required

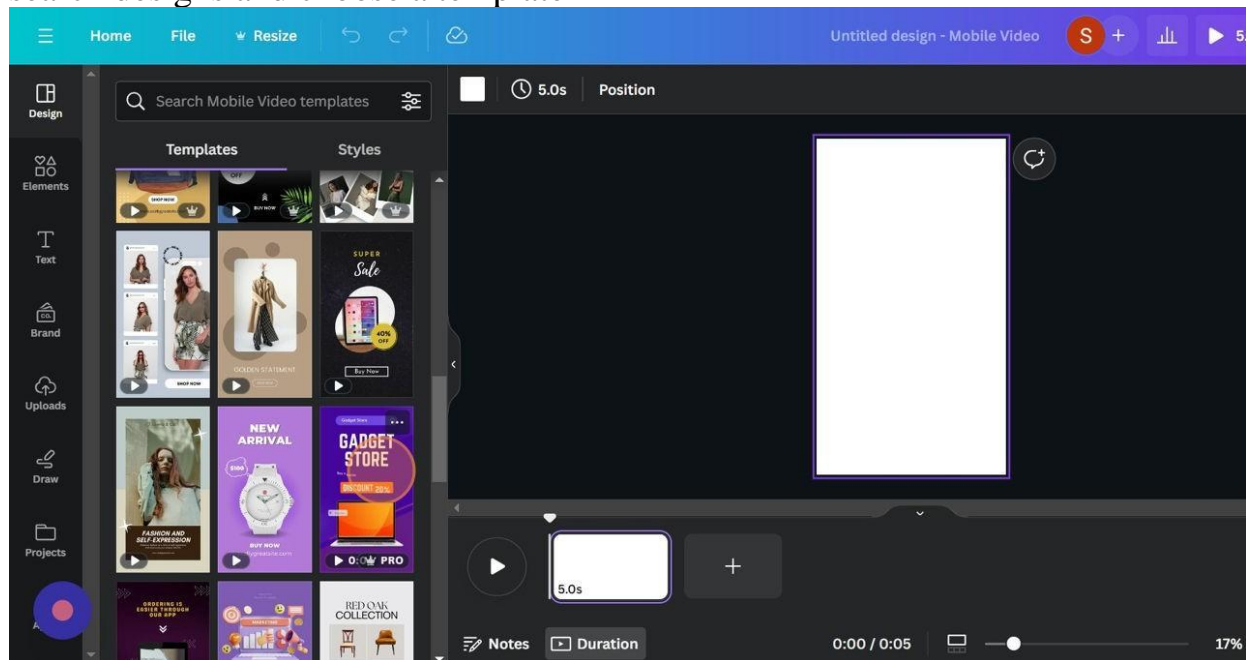


Templates

In this milestone explains about Templates

Search Designs And Choose A Template

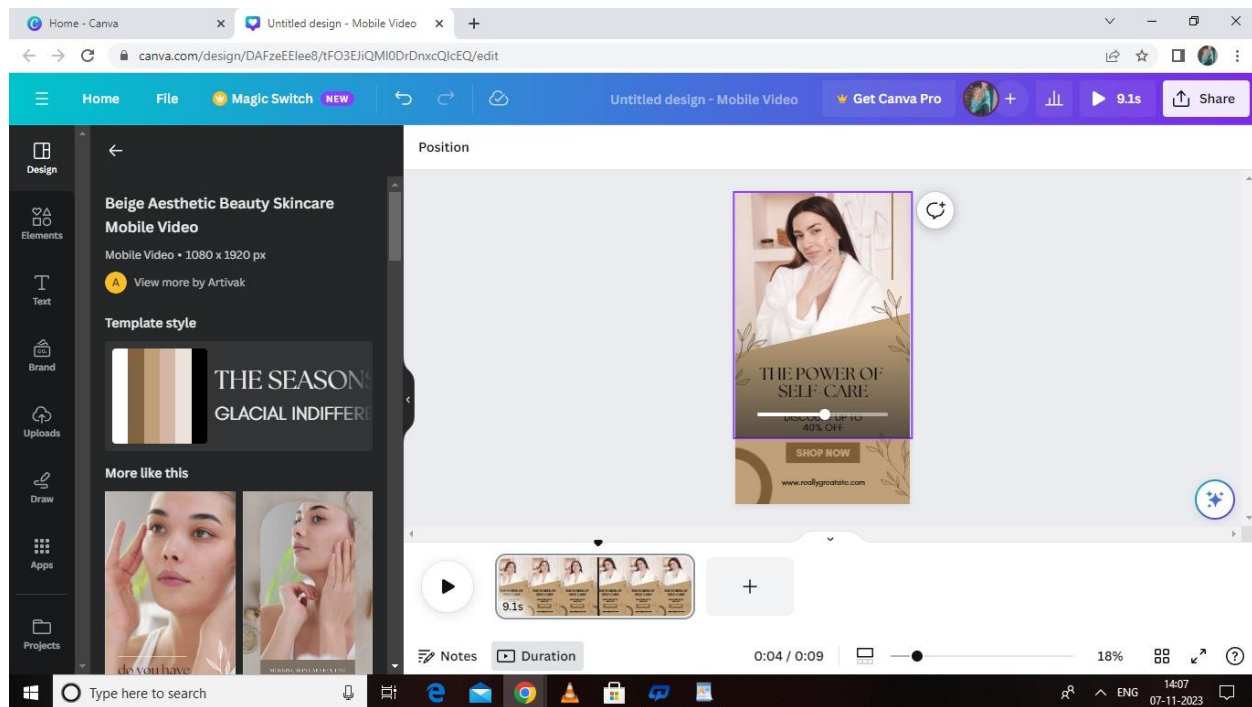
search designs and choose a template



Add Page

In this milestone explains about Add Page

Add Page

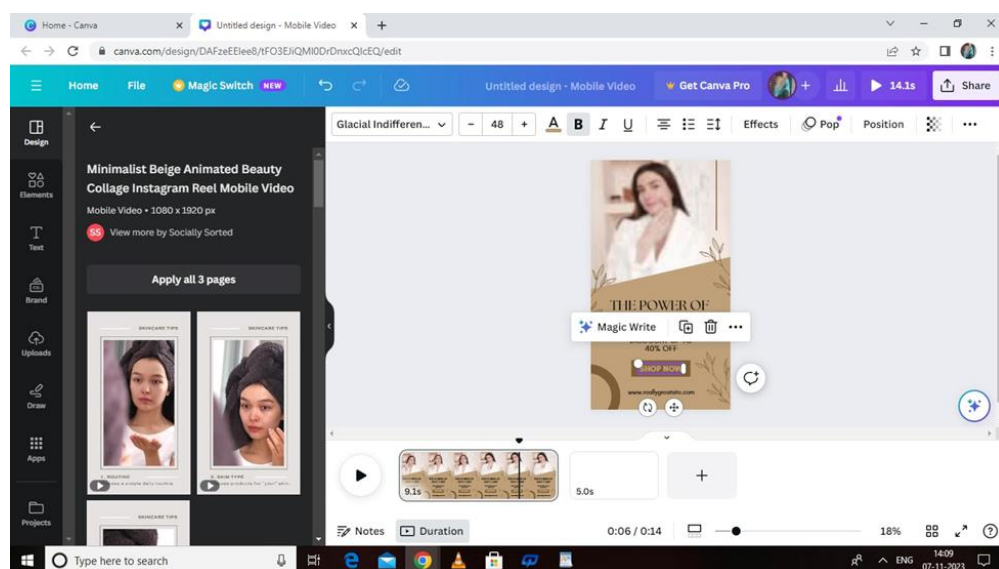


Edit Text Contents

In this milestone explains about Edit Text Contents

Edit Text Contents

Select the text and you can edit it to your style

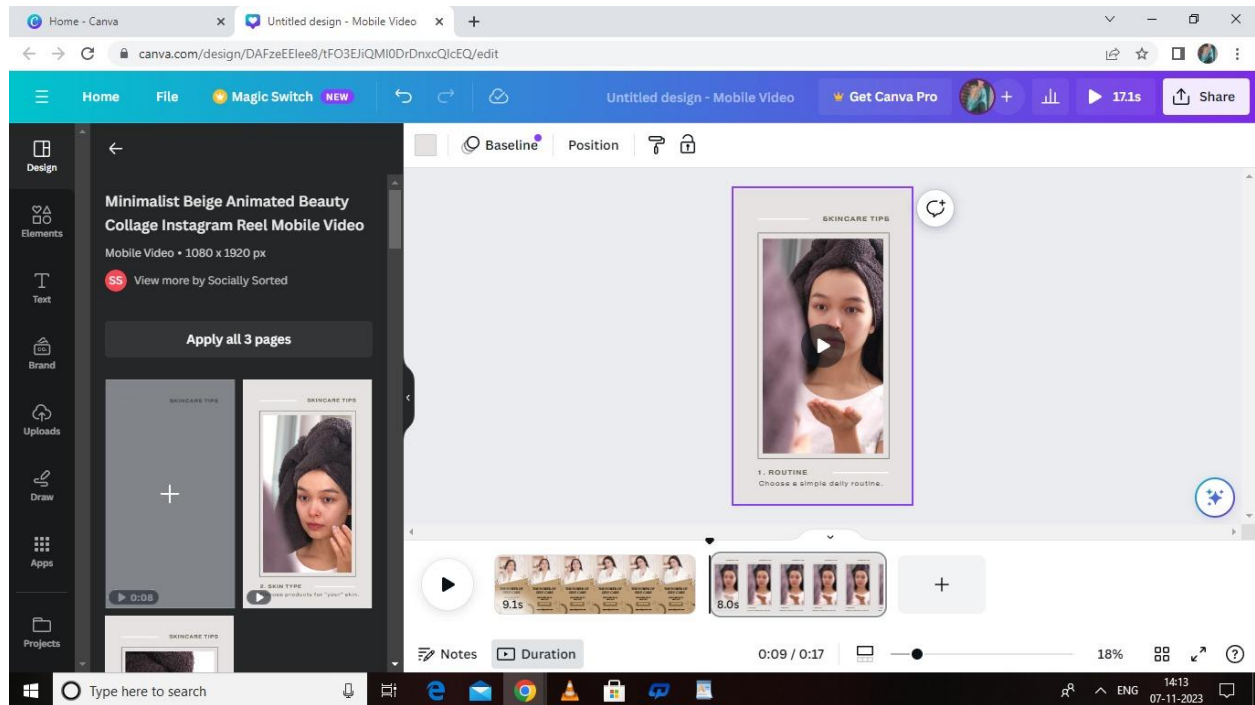


Edit Background

In this milestone explains about Edit Background

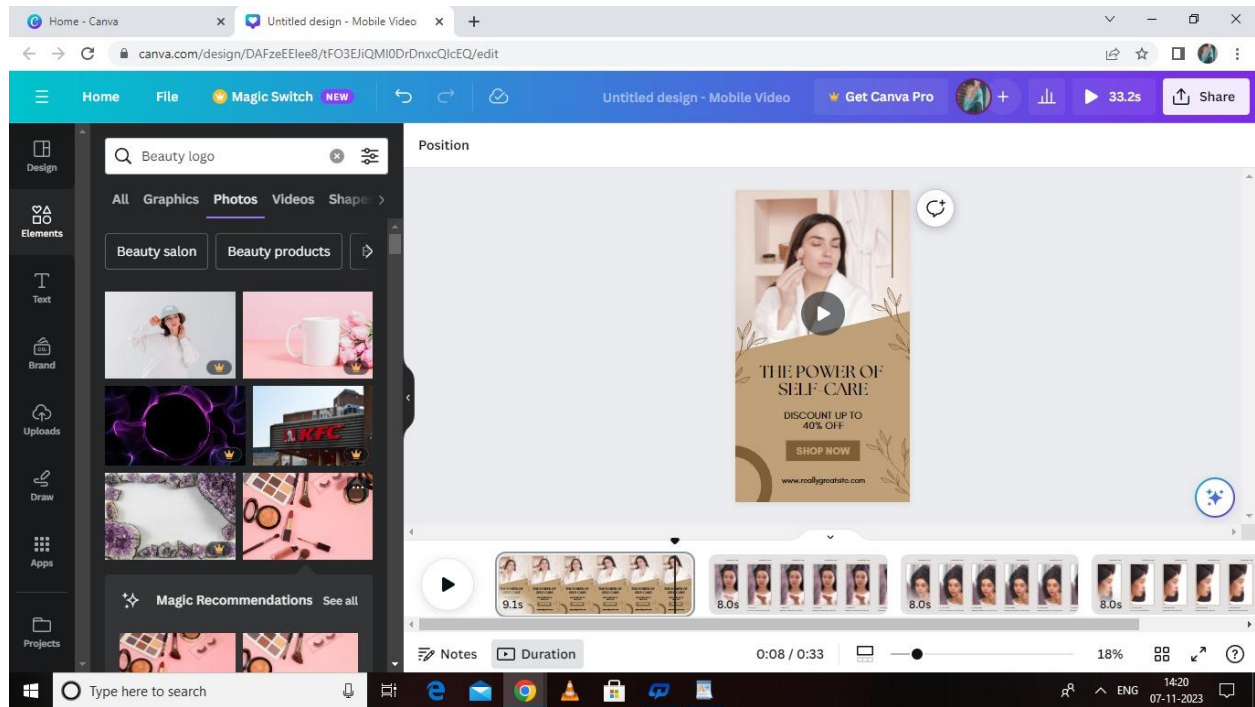
Edit Background

select the background



Animations

In this milestone explains about Animations

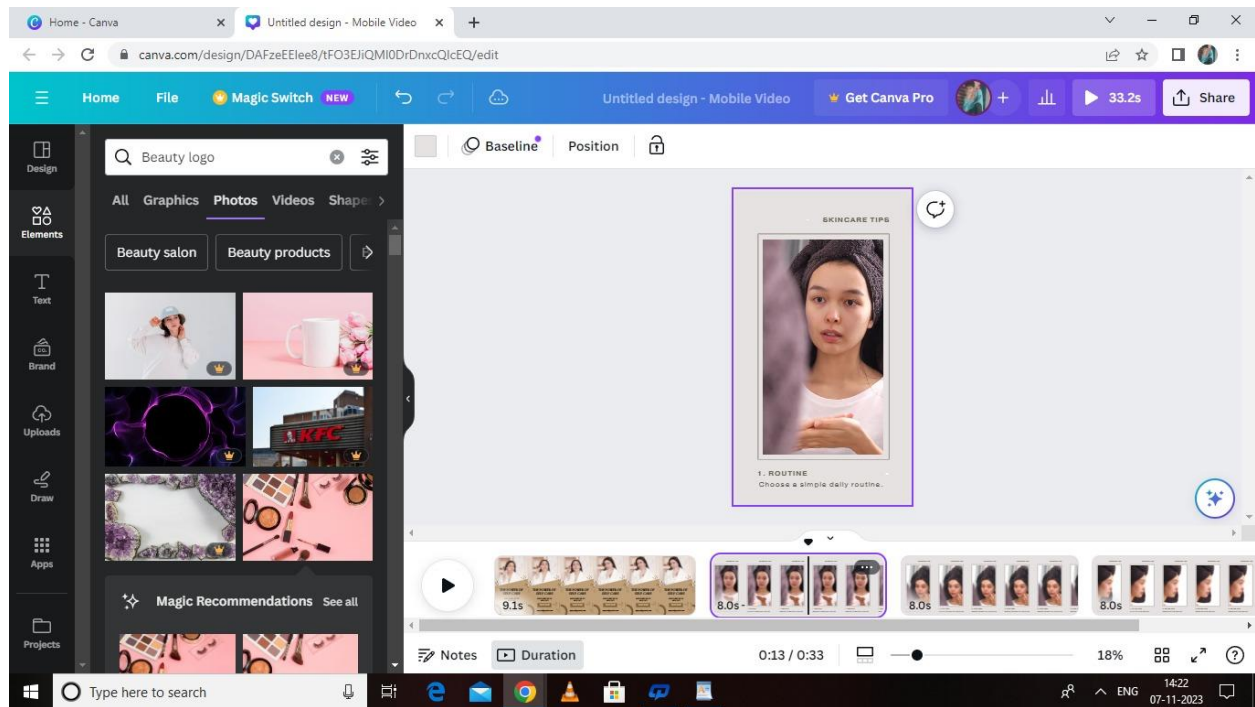


Transitions

In this milestone explains about Transitions

Transitions

you can increase or decrease the length of the video by selecting the edge and dragging it

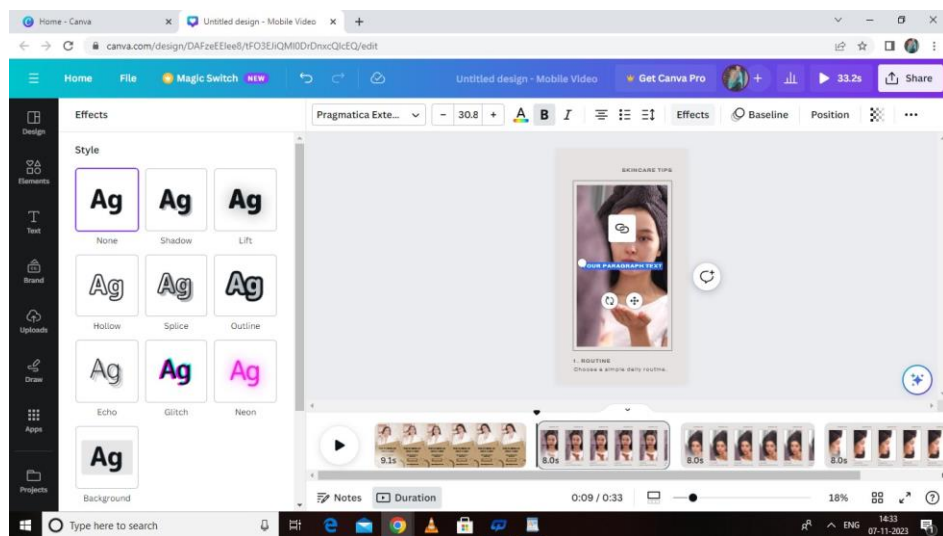


Text Effects

In this milestone explains about Text Effects

Text Effects

add your own contents. Click "Effects

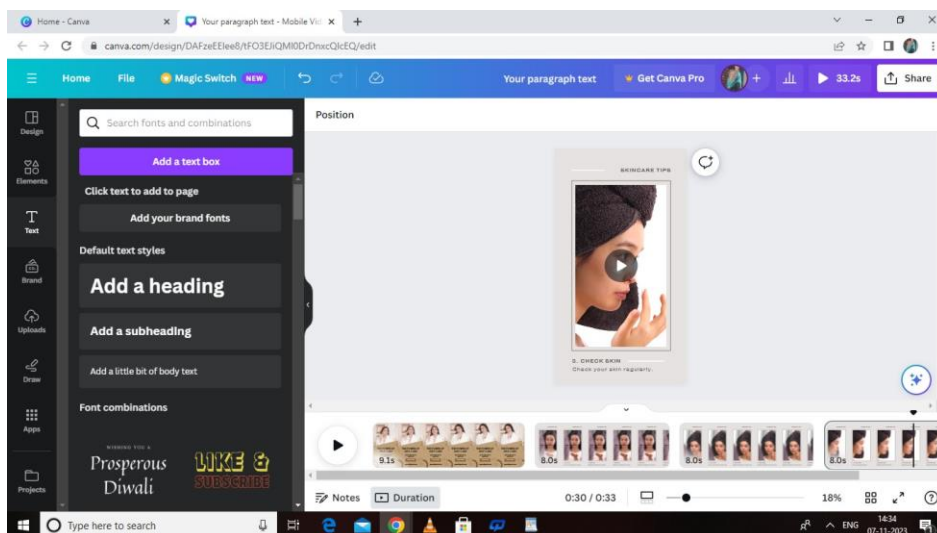


Finalise Edit

In this milestone explains about Finalise Edit

Finalise Edit

after editing the contents click share button

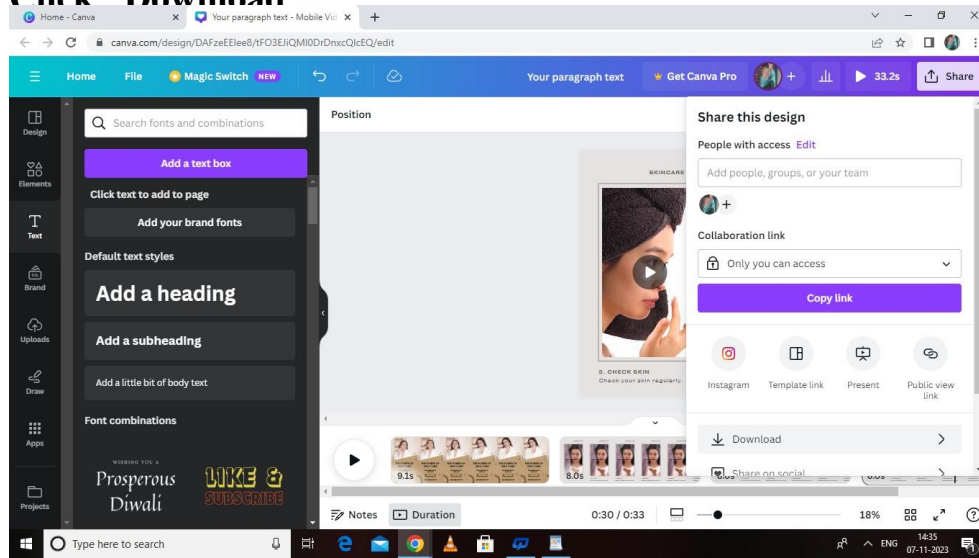


Share And Download

in this milestone explains about Share and Download

Download

Click "Download"



Ideation Phase

In this milestone you are expected to get started with the Ideation process.

Define The Problem Statement

Empathize & Discover

In this milestone, you are expected to work on the Empathy Map, referring to the standard template available on mural.

Brainstorm & Prioritize Ideas

In this activity you are expected to work on Brainstorming standard template available on mural.

Project Design Phase - Part 1

Be starting From this milestone you will the project design phase. You are expected to cover the activities given.

Proposed Solution

In this activity you are expected to prepare the proposed solution document, which includes the novelty, feasibility of idea, business model, social impact, scalability of solution, etc.

Solution Architecture

In this activity you are expected to prepare solution architecture document and submit for review.

Project Design Phase - Part 2

From this milestone you will be continue working on the project design phase. You are expected to cover the activities given.

Determine The Requirements (Customer Journey Maps)

In this activity, you are expected to create customer journey maps to understand the requirements of customer.

Requirement Analysis (Functional, Operational, Technical) / Flow Charts

In this activity you are expected to prepare the functional requirement analysis document by referring from the template.

Technical Architecture

In this activity you are expected to come up with the technology architecture diagram.

Open Source Frameworks

To add in this activity, You are expected any open source framework to the project.

Third-Party API's

In this Activity, you are extended to mention the Third party API's used in your project.

Cloud Deployment

In this activity, you are expected to deploy project on Cloud.

Project Development Phase

In this milestone you will start the project development and expected to perform the coding & solutioning, performance testing submit them.

No. Of Functional Features Included In The Solution

In this activity you are expected to work on the functional features included in the solution.

Code-Layout, Readability And Reusability

In this activity you are expected to develop & submit the developed code by testing it.

Utilization Of Algorithms, Dynamic Programming, Optimal Memory Utilization

In this activity you are expected to develop & submit the developed code by testing it.

Debugging & Traceability

In this activity you are expected to develop & submit the developed code by testing it.

Exception Handling

In this activity you are expected to develop & submit the developed code by testing it.

Performance & Final Submission Phase

In this milestone, you are expected to work on the activities mentioned.

Model Performance Metrics

In this activity, you are expected to assess the model performance metrics submitted or verify using model performance testing tools

Project Documentation

In this activity, you are expected to create project report as per the project template.

Project Demonstration

Project team shall record a video to demonstrate the features developed and working of overall project.