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**PROJECT DOCUMENT**

**COURSE TITLE** : DIGITAL MARKETING

**COLLEGE CODE**  : 1105

**COLLEGE NAME** : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

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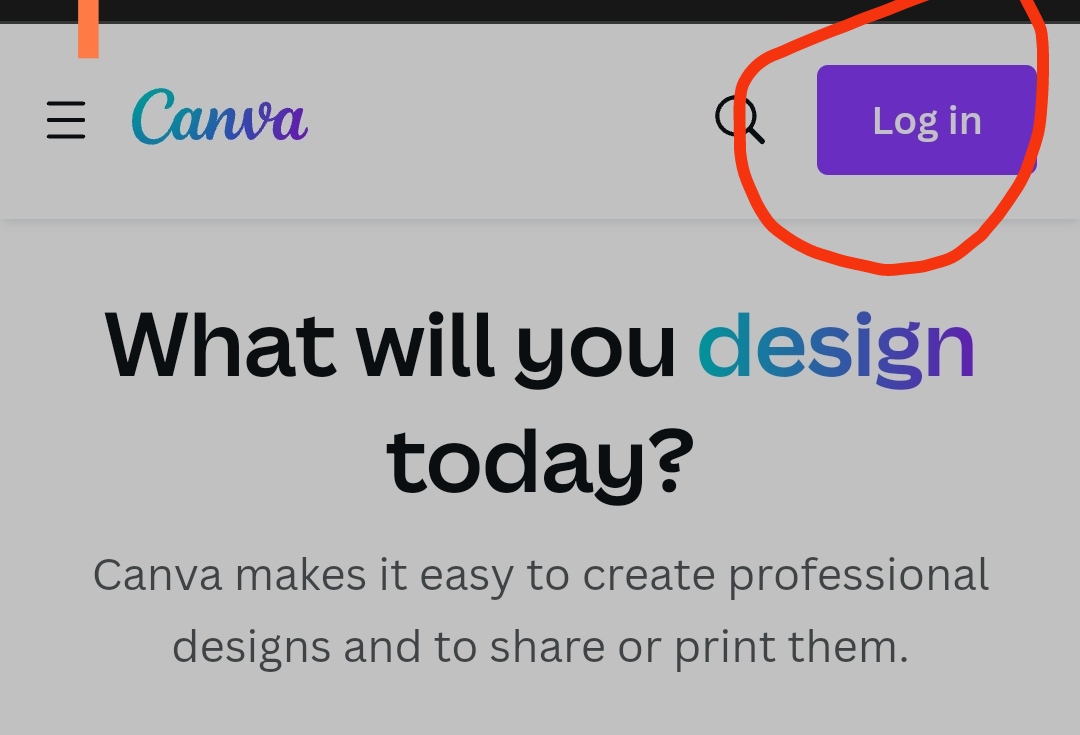
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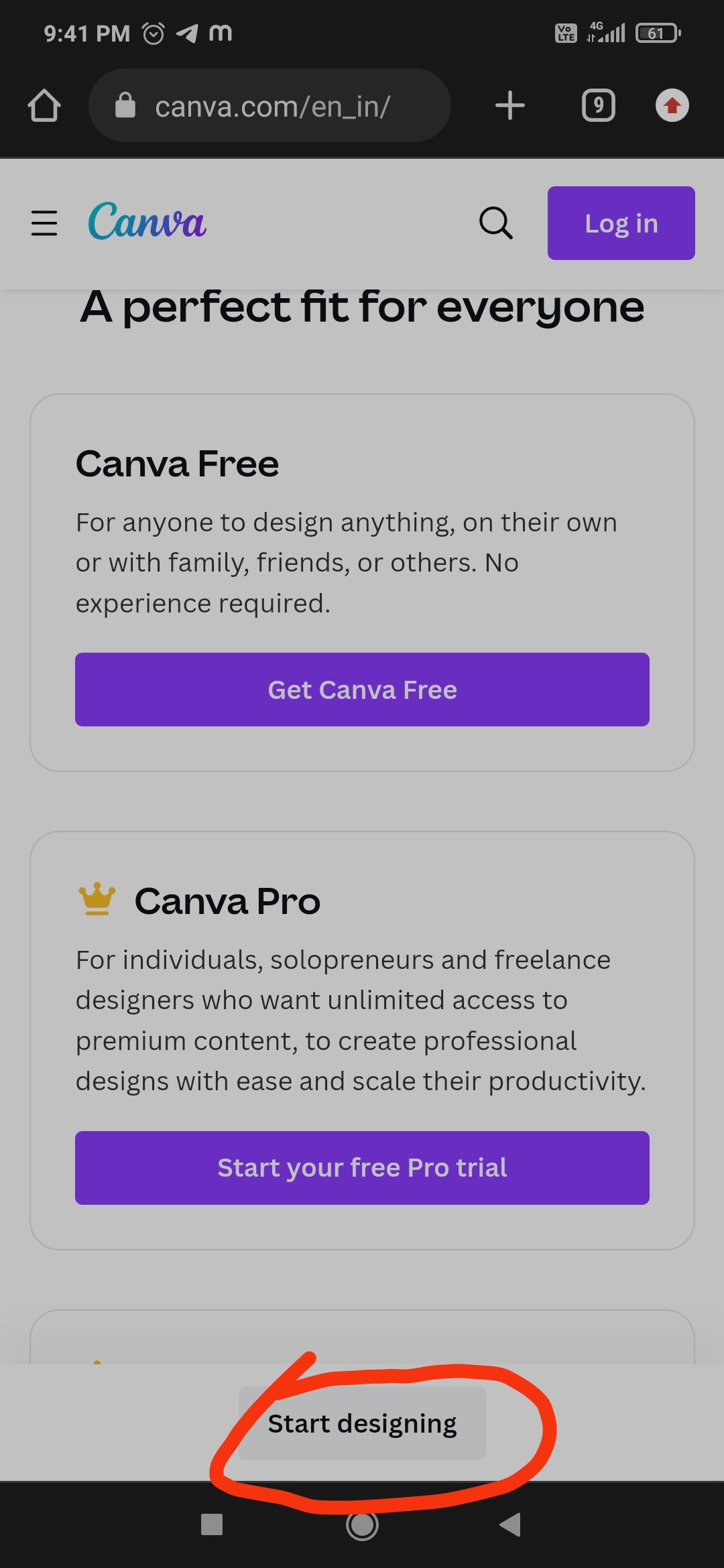
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**How to Create a Reel Design Using Canva**

1. **Setting Up canva**





To create a reel design using Canva, follow these steps:

1. \*\*Log In or Sign Up:\*\*

- If you haven't already, sign in to your Canva account or create a new one.

2. \*\*Start a New Design:\*\*

- Click on the "Create a design" button.

- In the search bar, type "Instagram Reel."

3. \*\*Choose a Template:\*\*

- Canva offers a variety of Instagram Reel templates. Browse through them and select one that suits your style or purpose.

4. \*\*Customize the Template:\*\*

- Once you've selected a template, you can customize it. This includes changing text, colors, images, and more.

- You can upload your own images or use Canva's vast library of stock photos and illustrations.

5. \*\*Edit Text and Elements:\*\*

- Click on any text or element in the template to edit it. You can change the text, font, size, color, and alignment.

- Add your captions, hashtags, or any other text you want to include in your reel.

6. \*\*Add Your Content:\*\*

- You can upload your video or image content directly to the template.

- Canva provides a video editor, so you can trim or adjust your videos within the platform if needed.

7. \*\*Arrange and Resize:\*\*

- Arrange the elements, text, and content to create an appealing design.

- Resize and reposition elements to fit your content properly.

8. \*\*Preview and Save:\*\*

- Preview your design to make sure it looks how you want it to.

- Once satisfied, click on the "Download" button to save your reel design to your device.

9. \*\*Upload to Instagram:\*\*

- Now, you can upload the designed reel to Instagram as you usually would.

10. \*\*Share and Interact:\*\*

- After sharing your reel, engage with your audience by responding to comments and monitoring its performance.

That's how you can create a reel design using Canva. Make sure to tailor the design to your specific needs and preferences, and have fun with the creative process.