**Reels/Shorts Content Generator Module**

## 🎥 Overview

The Reels/Shorts Generator is a modular content engine that helps beauty and skincare brands automatically generate engaging short video concepts (15s–60s) optimized for Instagram Reels, Facebook Reels, and YouTube Shorts. Designed for brands with minimal design resources, this module leverages AI to transform product features, blogs, or campaign UGC into shareable visual scripts and Canva-based animations.

## 🧠 Core Capabilities

### 1. **Content Input Sources**

* ✅ Blogs generated from platform
* ✅ Product highlights (e.g. best-sellers, launch items)
* ✅ UGC comments or gamification responses
* ✅ Prebuilt brand messages (campaigns or promos)

### 2. **AI-Powered Script Generator**

* Converts input into:
  + Hook (first 3 seconds)
  + Visual Actions (e.g. “show applying on cheek”)
  + Text-on-screen (storyline overlay)
  + CTA (e.g. “Shop now on Lavishta.com”)

**Prompt Example:** > “Create a 30s Reels script from blog titled ‘How to fix pigmentation in monsoon’. Add text overlays, audio suggestion, and CTA to shop two recommended products.”

### 3. **Shot Layout Builder**

* Breaks script into scenes with:
  + Frame layout (e.g. close-up, flatlay, product-in-hand)
  + On-screen text
  + Emoji/emotion cues
  + Time per scene

### 4. **Canva Auto Visual Add-On**

* Auto-generates static visual reels or animated text using Canva APIs.
* Example scenes:
  + Scene 1: “Rainy skin? 🌧️” overlay on stock image
  + Scene 2: Product 1 fade-in
  + Scene 3: Text: “Fade pigmentation fast!”

**Optional Features:** - Custom brand colors/logo overlay - Add audio track suggestions (licensed or recommended trend sound)

### 5. **Modes of Operation**

* 🧠 Auto Mode → Generate + Schedule without human input
* ✍️ Assisted Mode → Generate suggestions, brand approves or edits
* 🖐️ Manual Mode → Create storyboard manually, then AI enhances

## 📤 Publishing & Export Options

* Export as Canva link (editable)
* Download as MP4
* Schedule directly via Post Manager module
* Share to brand’s IG/FB directly if permissions are connected

## 🛠️ How to Build It

### Stack:

* Backend: Node.js + Python
* AI: OpenAI Codex or GPT-4, Canva API
* Storage: MongoDB for drafts + logs

### Key APIs:

* POST /generate-reel-script → Accepts blog/product/ugc reference
* GET /reel-preview/:id → Shows storyboard + text + CTA
* POST /reel-to-canva → Creates editable Canva template
* POST /reel-to-schedule → Adds to Post Manager queue

### Database:

* reels\_scripts: stores scene-by-scene layout
* canva\_links: stores generated design link
* scheduled\_reels: status, platform, engagement

## 🎯 Use Cases

* Promote blogs with visual storytelling
* Turn campaigns into short-format viral clips
* Create product usage demo via auto templates
* Turn UGC into authentic-feel Reels

## 🔐 Superadmin Control

* Enable/disable module per brand
* Limit credits per month (script generations / Canva exports)
* Moderate access to Auto Mode

## 🔄 Integration Touchpoints

* Post Manager → Directly schedule generated Reels
* Gamification → Convert top campaign comments into clips
* Email/SMS Module → Link reel in campaign footer

## ✅ Summary

This module enables brands to break into short-form video content effortlessly using AI and Canva. With assisted or full-auto modes, it suits both lean teams and advanced marketers. It multiplies blog/campaign/product visibility while aligning with social trends, improving engagement and conversion.