

# PROJECT DOCUMENTATION

## HOW TO CREATE A BRAND PROMO VIDEO USING CANVA

|                                    |   |
|------------------------------------|---|
| Date                               | 03 NOVEMBER 2023                              |
| Team ID                            | NM2023TMID09616                               |
| Team lead ID<br>(SHARANKUMAR P)    | D087F473E4F062DBF324DAD8162808D7              |
| Team member 01 ID<br>(MERCY FEBIA) | DCF60EDEFE216B3AA744D1752AD9CC68              |
| Team member 02 ID<br>(PRAVEENA R)  | 5524A90EAED196687594F3C08E0FAD26              |
| Team member 03 ID<br>(THIVIN S)    | B9B5D58A2254AA292474F4D4A3547533              |
| Project Name                       | HOW TO CREATE A BRAND PROMR VIDEO USING CANVA |

**PROJECT NAME:** How to create a brand promo video using Canva.

**BRAND NAME:** CONNOR ICONIC CLOTHES

**CATEGORY:** Clothing store

**GITHUB LINK :** <https://github.com/sharan0604/Digital-marketing->

**VIDEO LINK:** <https://youtu.be/CE88LC7RhJY?si=OaGX0WUbWk0IUubk>

**DEMO LINK:**

[https://drive.google.com/file/d/1OdDVugehpBXbZvnWhC8iUKiT\\_fYRa8co/view?usp=drive\\_link](https://drive.google.com/file/d/1OdDVugehpBXbZvnWhC8iUKiT_fYRa8co/view?usp=drive_link)

### IDEATION PHASE

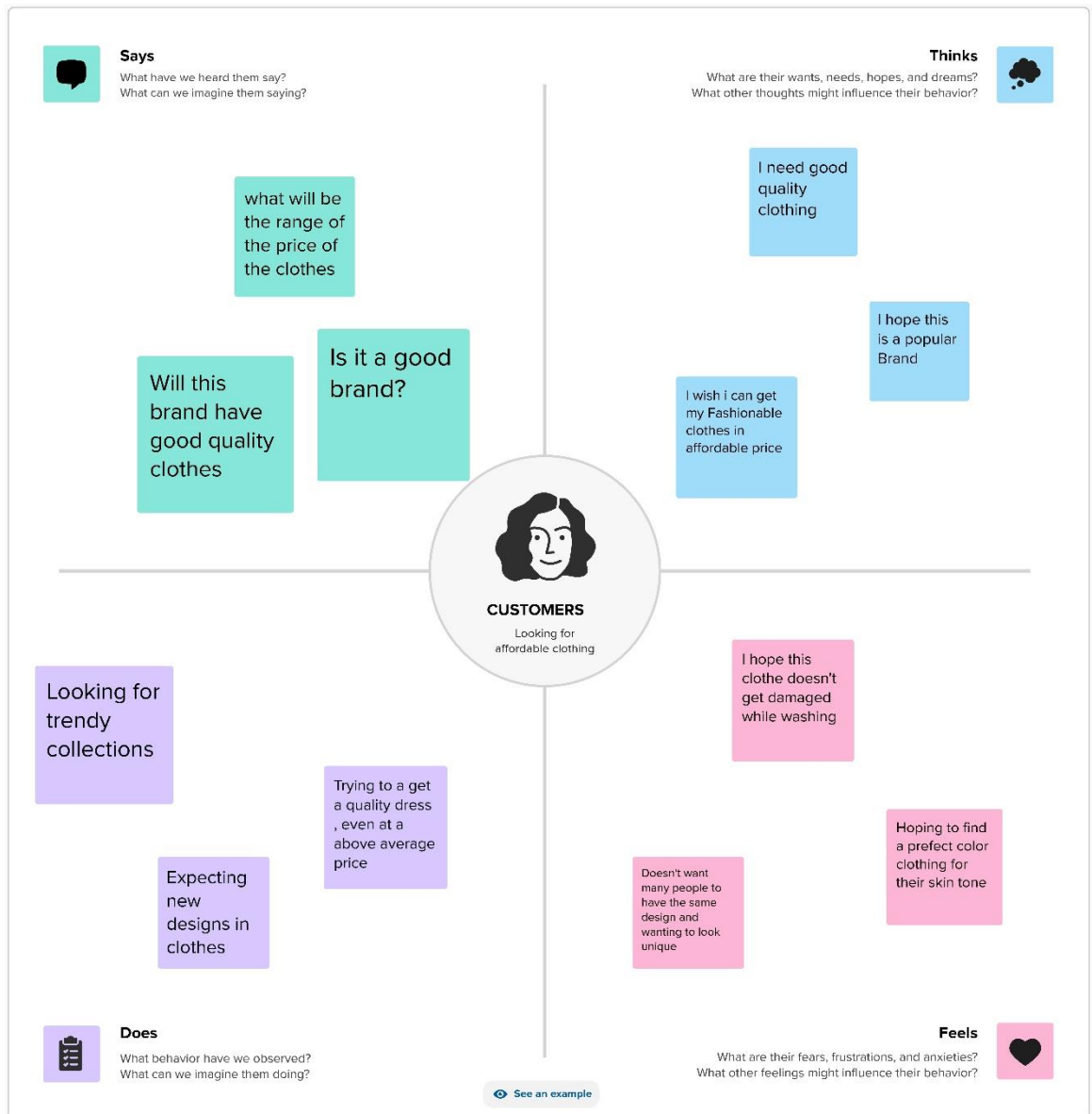
- Define the problem statement

The screenshot shows a Miro board titled "Customer Problem Statement Template". It displays three customer personas and their corresponding problem statements in a table format.

| Problem Statement (PS) | I am (Customer) | I'm trying to                                  | But                                     | Because                             | Which makes me feel  |
|------------------------|-----------------|--|---|-------------------------------------|--|
| PS-1                   | Common man      | Get a fashionable clothing in affordable price | I cannot spend much                     | I have other commitments            | I cannot afford Fashion  |
| PS-2                   | Celebrity       | Get a fancy Dress                              | I want it to be unique                  | I must stand out                    | I need a personal stylist  |
| PS-3                   | Fitness freak   | Get workout clothes                            | I don't know which brand is comfortable | I haven't found a good fit till now | More designs can be made to fit all age groups of working out people |

The table is displayed in a Miro board view, with each row representing a customer persona and their problem statement. The board includes a toolbar on the left with various drawing and editing tools, and a top navigation bar with the Miro logo and project name.

- Empathize and Discover



- 
- **Brainstorm and Prioritize ideas**



## PROJECT DESIGN PHASE PART I

- **Proposed solution**

Menu Proposed Solution.pdf + Create

All tools Edit Convert Sign Find text or tools

**All tools**

- Export a PDF
- Edit a PDF
- Create a PDF
- Combine files
- Organize pages
- Add comments
- Request e-signatures
- Scan & OCR
- Protect a PDF
- Redact a PDF
- Compress a PDF
- Prepare a form
- Fill & Sign
- View more

Convert, edit and e-sign PDF forms & agreements.

**Proposed Solution**

|              |   |  |
|--------------|---|--|
| Date         | 03 NOVEMBER 2023                          |  |
| Team ID      | NM2023TMID09616                           |  |
| Project Name | To Design a Brand promo Video using canva |  |

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

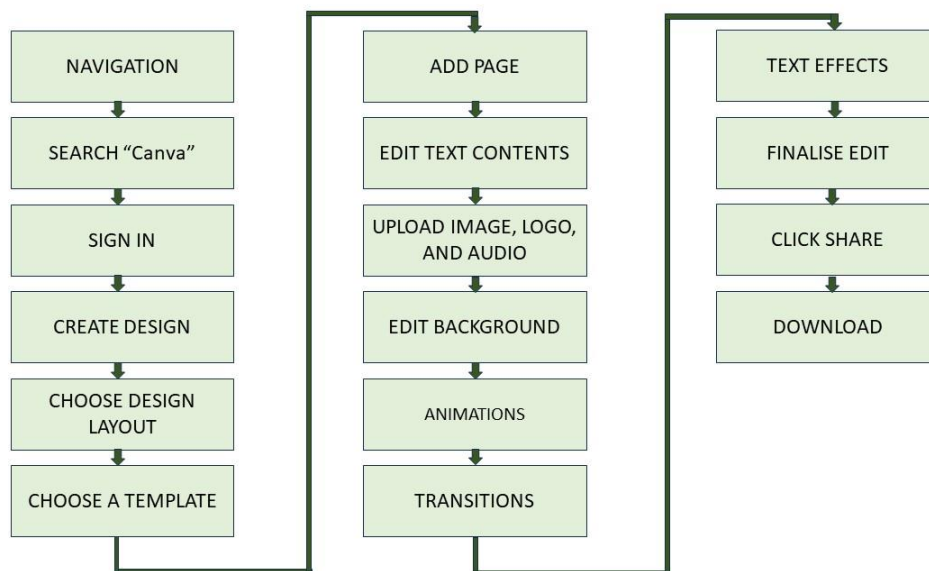
| S.No. | PARAMETER                                | DESCRIPTION  |
|-------|--|--|
| 1.    | Problem Statement (Problem to be solved) | To Design A Brand Promo Video using canva  |
| 2.    | Idea / Solution description              | Making a simply brand video with proper Planing and editing                                |
| 3.    | Novelty / Uniqueness                     | Adding many mobile videos of Models dressed up , into an meaningful sequence               |
| 4.    | Social Impact / Customer Satisfaction    | Giving an Engaging video for the viewers , with required crisp of information on the Brand |
| 5.    | Business Model (Revenue Model)           | Easy and Possible for anybody to learn to edit using canva for free                        |
| 6.    | Scalability of the Solution              | Time saving and Trendy Templates from canva  |

27°C Mostly cloudy

Search

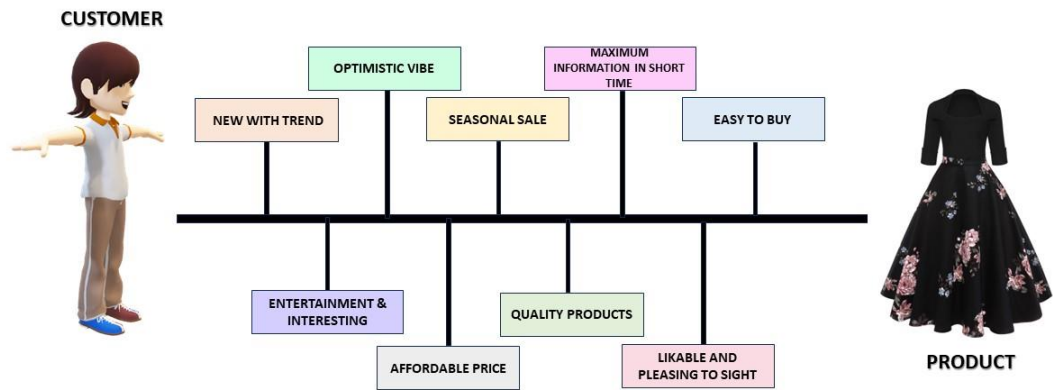
ENG IN 23:27 04-11-2023

## • Solution Architecture



## • PROJECT DESIGN PHASE PART II

- Determine the requirement (Customer Journey map)

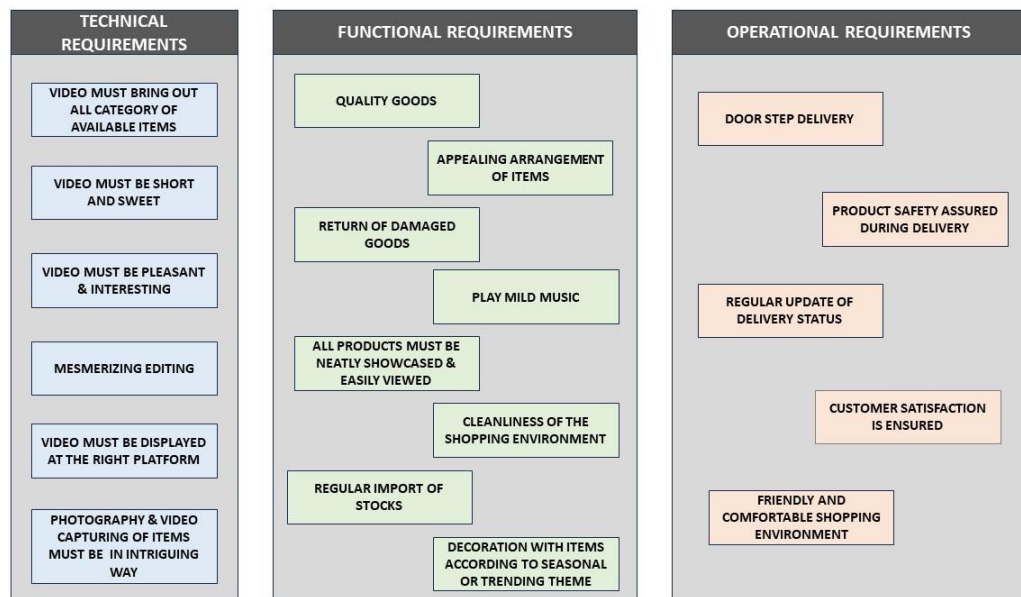


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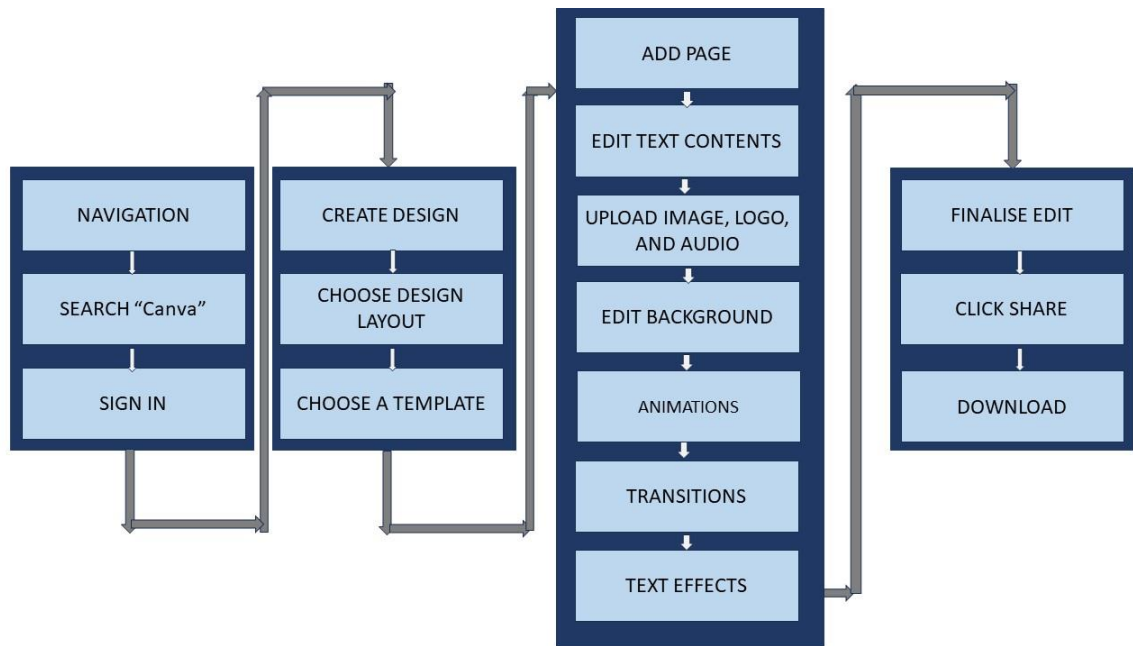


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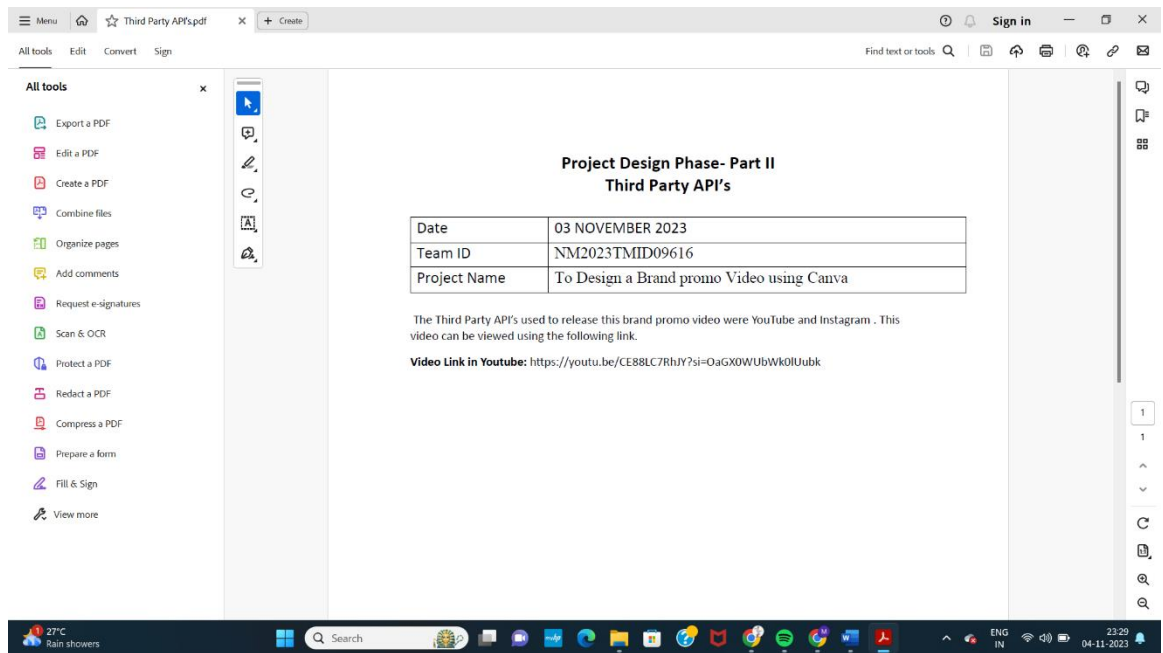
- Requirement Analysis ( Functional , Operational, function) / Flow charts



- 
- **Technical Architecture**

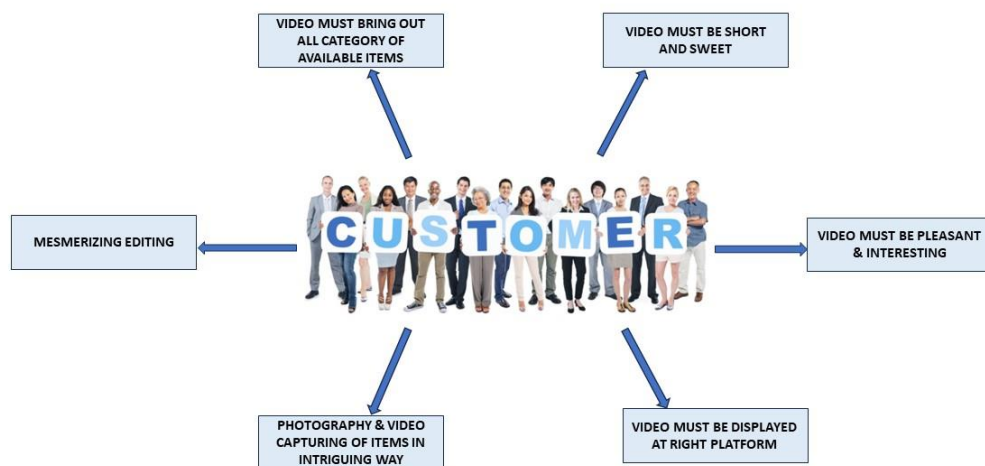


- 
- **Third Party API's**



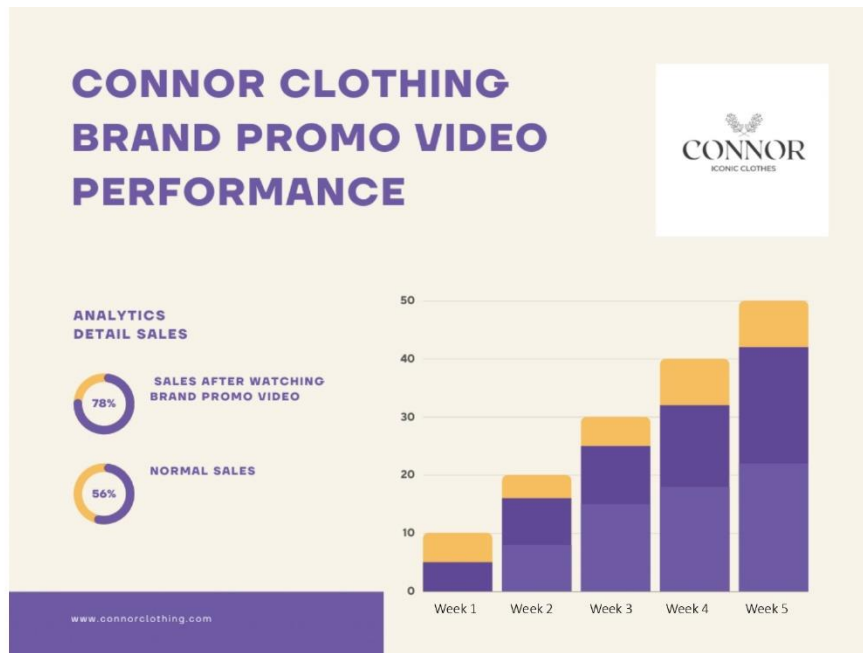
## PROJECT DEVELOPMENT PHASE

- **Number of functional features included in the Solution**



## PERFORMANCE AND FINAL SUBMISSION PHASE

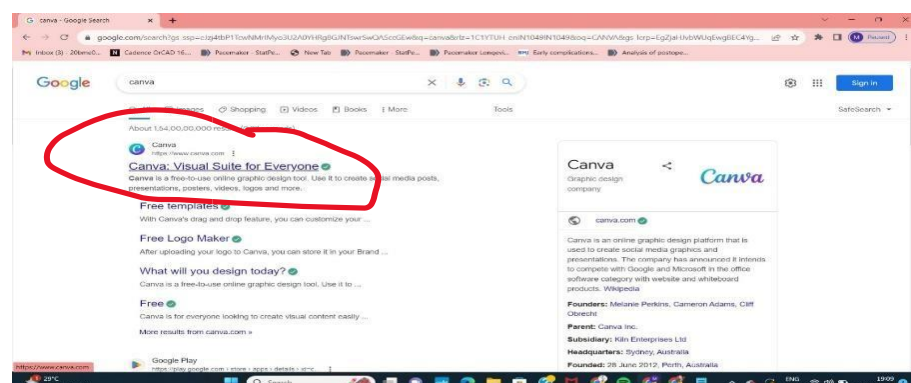
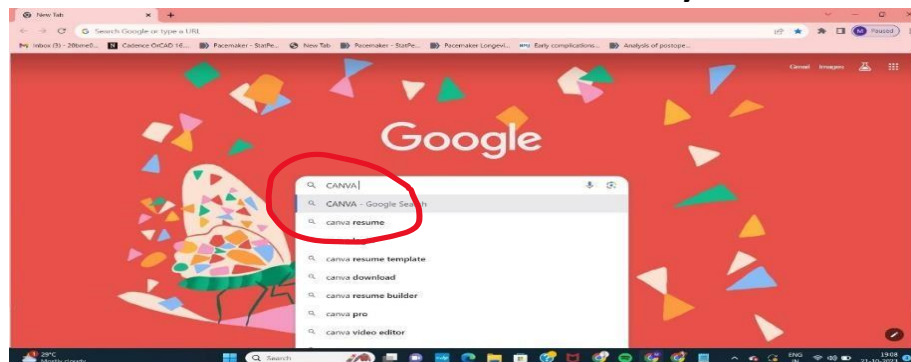
- **Model Performance Metric**



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- **Project Demonstration**

## NAVIGATION:

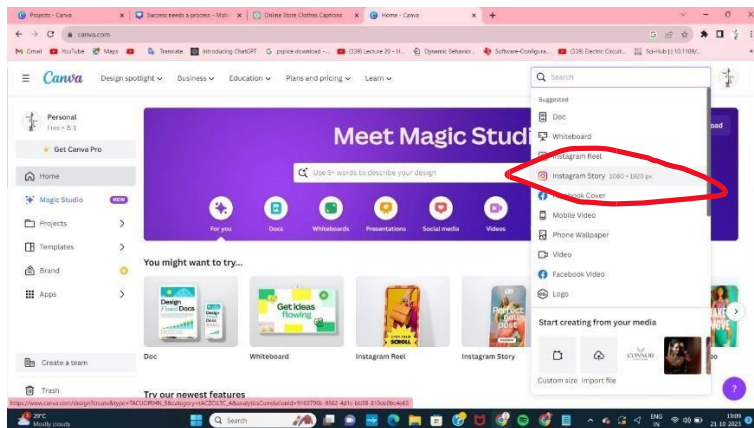
- Search Canva in browser.
- Click the first link **“Canva visual suite for everyone”**.



## CREATE DESIGN:

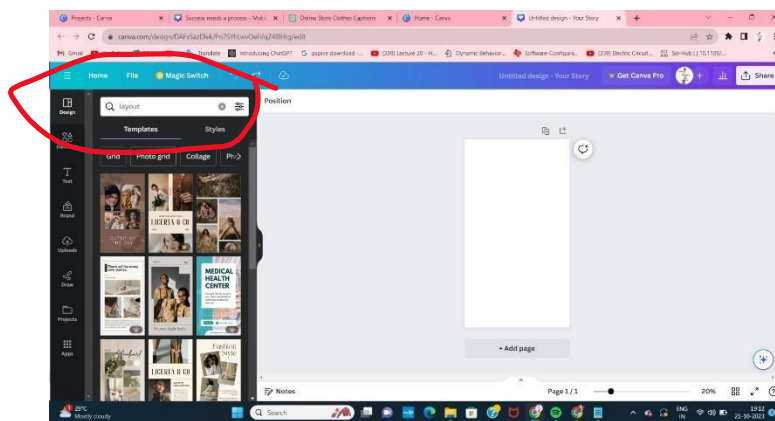
- Select the Instagram story option in search bar.





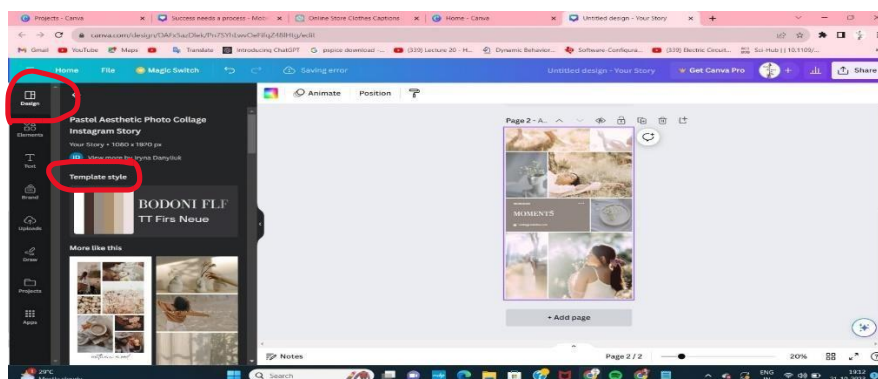
## CHOOSE THE DESIGN LAYOUT:

- Select the design layout you required from the left side of the page.



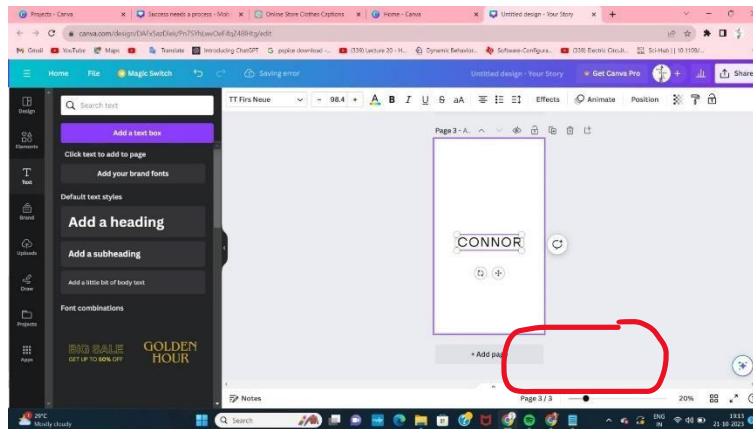
## CHOOSE THE TEMPLATE.

- Search design and choose a template from the same page in the left side of the page.



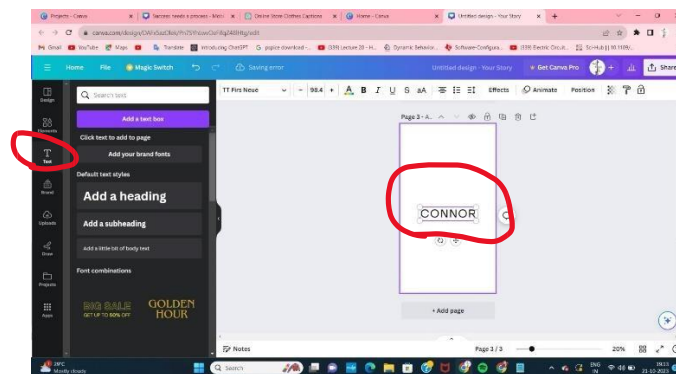
## ADD PAGE:

- Click the add page option in the bottom middle of the page.



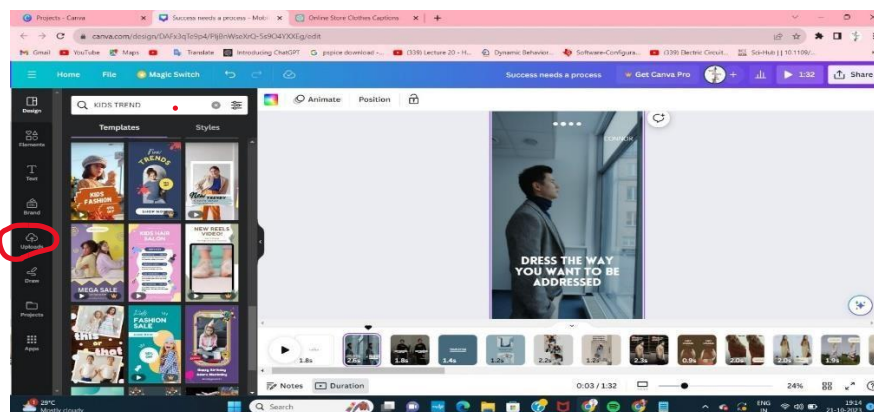
## EDIT TEXT CONTENT:

- Click the text option and edit the text from the left side of the page.



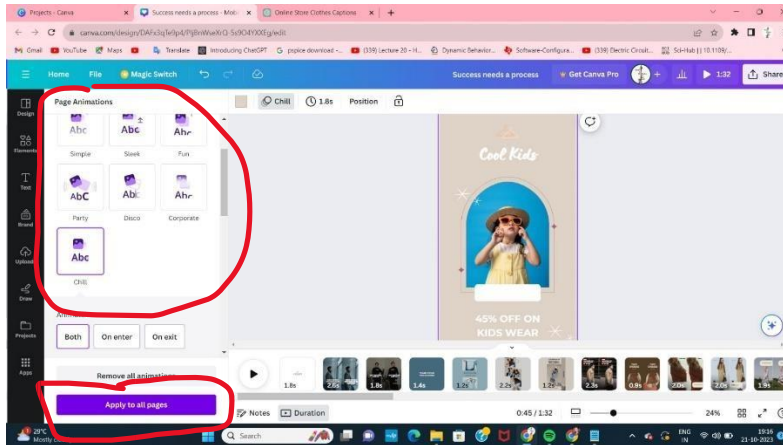
## UPLOAD IMAGES:

- Upload the required images by click the upload option.



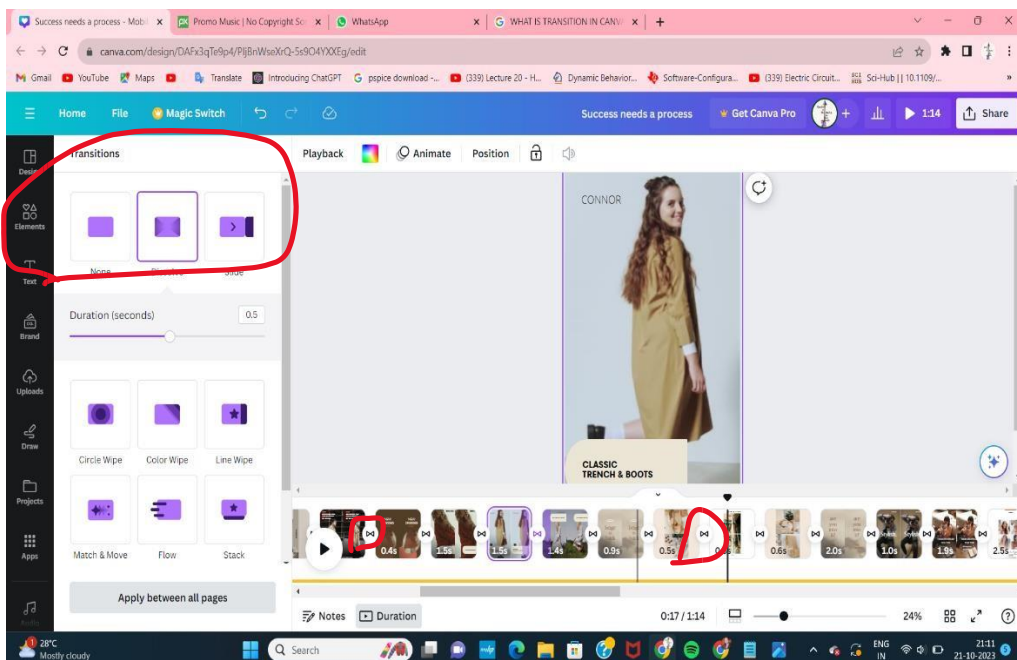
## ANIMATIONS:

- Add animation for respective page.
  - Page animation
  - Text animation



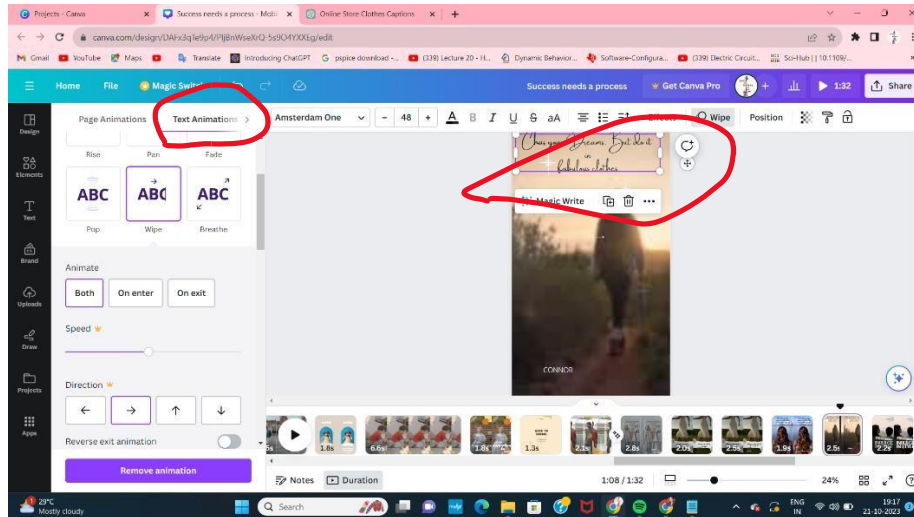
## TRANSITIONS:

- Add transition for the slide change by select the option present between two slides.
- Select the required transition effect.



## TEXT EFFECTS:

- Select the required text.
- The effects options are show on top.
- Edit the required text effects.



## SHARE AND DOWNLOAD:

- To click the share option on the top right of the page for share and download the video.

