



Questions:

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How to Create a "New Product" Video in Canva (Free Version)

Step 1: Log In

Go to canva.com and log in or create a free account.

Step 2: Start a New Project

Click "Create a Design" and select "Video" > "Video (16:9)" for a landscape format.

Step 3: Search for a Template

In the left sidebar, search "New Product" under Templates. Choose a template like "Discover New Product" or one you like best. Click "Apply All Pages" to add all template slides to your project.

Step 4: Customize Your Video

- **Replace Images:** Click on the default image(s), then upload and insert your own product image(s).
- **Edit Text:** Update the text on each slide to match your brand, product, or message.
- **Add Graphics (Optional):** Use Elements to add fun visuals (e.g., sparkles or shapes).
- **Add Animation:** Select elements or whole pages, then click "Animate" and choose from free options.
- **Insert Call to Action:** Add a button or text prompting action (e.g., "Shop Now" or "Click the Link").

Step 5: Adjust Timing

Click on each slide to set the timing (bottom left of the page). Customize how long each page is shown (3–5 seconds per slide is typical).

Step 6: Download Your Video

Click "Share" > "Download".

Select File Type: MP4 Video, then click "Download."

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