

Animation

for the Web

Target-Plan Design Worksheet 04 - Digital Business Card

<p>Target</p> <p>Who: is the target audience?</p> <p>Why: What is the item's job?</p> <p>What: Define the company's personality</p>		<p>Business Type: Myself Personalized</p> <p>Company Profile Designer</p>	<p>What is the company's personality? Simple, clean, minimalist</p> <p>Who is the target audience of the cinemagraph? Anybody interested in Design</p>	<p>What does the company want the business card to invoke? Examples: crisp movement, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Simple, clean, easy</p>
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>		<p>Where will the business card be used? (social media, ads, tv, billboard....) ads, social media</p> <p>What is the desired end file type and time length of the movie? mp4 under 90 seconds</p>	<p>Will the video clip be created or gotten from a video site? Both</p> <p>What is the scene of the video? (location)</p> <p>What elements does the video contain? Type printer, number</p>	<p>What is marketing message? Buy my services</p> <p>Use Storyboard worksheet to sequence and script.</p> <p>What is the focus of the story?</p>
<p>Attach</p> <p>design thumbnails - graphic detail animation storyboard</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 		<p>Styling: tone and personality? Simple, clean, minimalist colors</p> <p>How will the brand be represented?</p>	<p>Color scheme? Blue, grey</p> <p>How does the video and images harmonize with the content areas, text, and graphics? Flows together with surroundings</p>	<p>Are there any graphics that can connect each scene?</p>

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Harriet
Tubler

Scene Start:

Duration:

0:00

5 sec

Look forward
to knowing you

Scene Start:

Duration:

4 sec

currently attend
Macomb community
college

Scene Start:

Duration:

1 sec

Scene Start:

Duration:

Desire M Librarian
Web media

Scene Start:

Duration:

5 sec

Scene Start:

Duration:

My skills include

Scene Start:

Duration:

12 sec

Scene Start:

Duration: