Animation
for the Web

Target-Plan Design Worksheet
03 - Cinemagraph

Target	Business Type: Alcohol / beer Name: Guiness	What is the company's personality? Bold, simple	What does the company want the cinemapgraph invoke? Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc. elegant steady-pace swift motion
Who: is the target audience? **Why:** What is the item's job? **What:** Define the company's personality	Company Profile Classy elegant	Who is the target audience of the cinemagraph? Adult, beer fans	

Plan	Where will the cinemagraph be used? (social media, ads, tv, billboard.... Ads, social media	Will the video clip be created or gotten from a video site? taken from site	What is the product that is being featured? beer What is the scene of the video? (location) Bar What elements does the video contain? Beer, bar lighting
Where will the item be located? **What** elements will the content item have? **What** are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?	What is the desired end file type and size of the cinemagraph? under 1 mb, Gif	How many frames? 66 How many frames per second? 22	

Design	Styling: tone and personality? laid back	Color scheme?	What item will be isolated to move in the cinemagraph? Beer in the glass Is there a clear loop cycle? fluid motion loops seamlessly
Attach design thumbnails – graphic detail animation storyboard • tone / personality • existing brand items • color scheme • typography • graphics • images	How will the brand be represented? ~~the~~ the glass holds the logo stands out	Does the video clip need to be cropped? No Does the video clip need to be color-corrected? ~~wasn't~~ wasn't necessary but I did enhance it	

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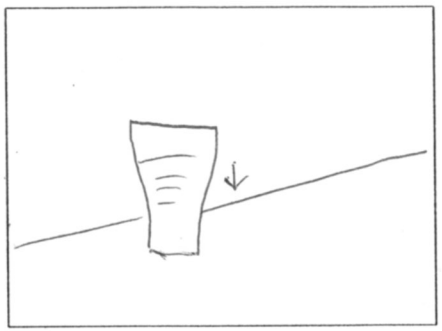
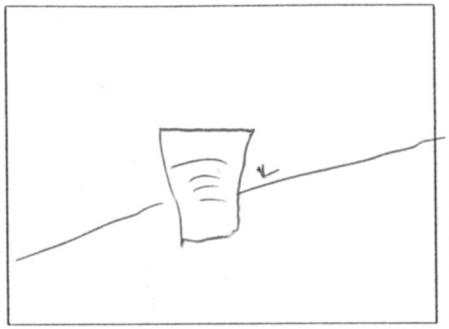


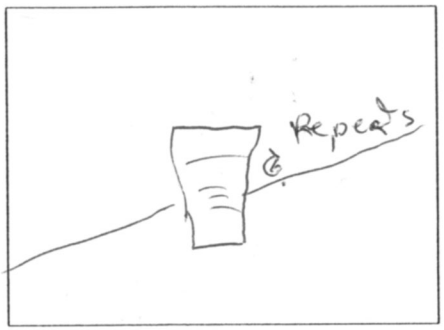
Scene Start: Duration: :01

fizz down



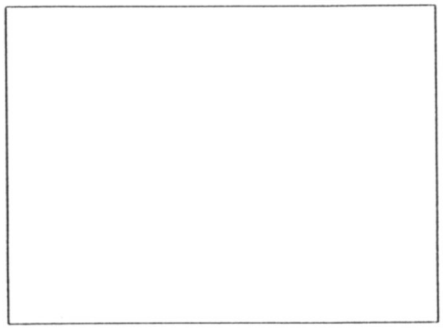
Scene Start: Duration: :01

fizz down



Scene Start: Duration: :01

loops back after 3 seconds



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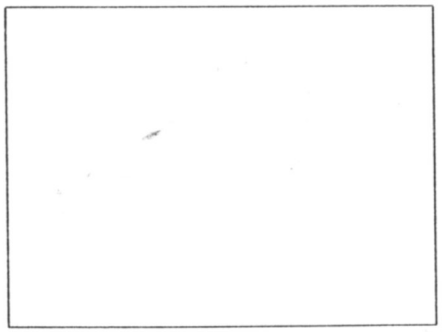

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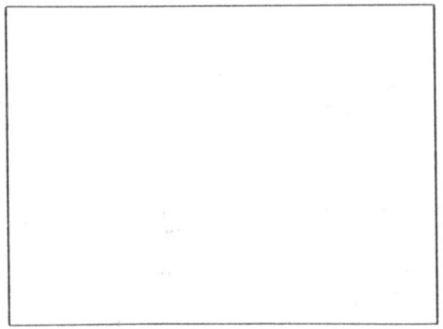

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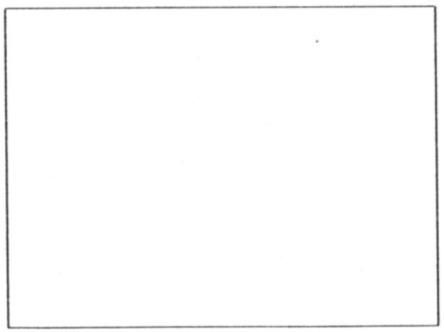

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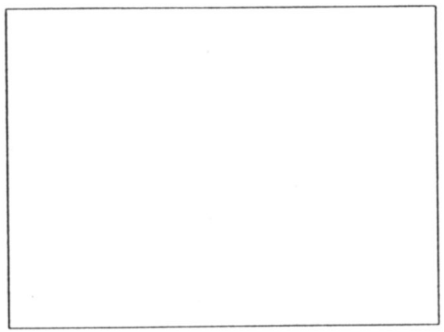

Scene Start: Duration:

From www.IndependentMusicAdvice.com