

Animation

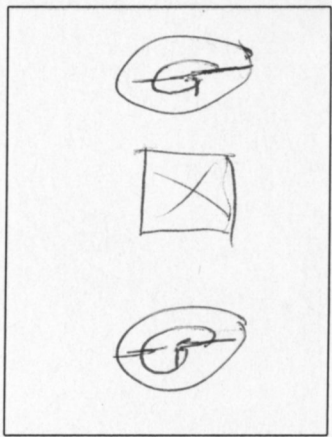
for the Web

Target-Plan Design Worksheet 05 – Animated Social Media Posts

<p>Target</p>	<p>Business Type Web browser</p>	<p>What is the company's personality? Elegant, sophisticated</p>	<p>What does the company want the post graphics/animations to invoke? Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Color palette Festive animation</p>
<p>Who: is the target audience?</p>	<p>Name: @pink</p>	<p>Who is the target audience of the posts? His kind of web browser</p>	
<p>Why: What is the item's job?</p>	<p>Company Profile Web browser Sleek, efficient</p>	<p>What is the personality of the social channels?</p>	
<p>What: Define the company's personality</p>			
<p>Plan</p>	<p>Where will the posts used? post #1) Social media post #2) Social media</p>	<p>What types of animations will be used? post #1) Background animations post #2) Movement</p>	<p>Post #1) What is the subject? Web browser What content elements will it have? Web browser animation Post #2) What is the subject? Web browser What content elements will it have? Web browser</p>
<p>Where will the item be located?</p>		<p>How will the post graphics be created? post #1) Crello post #2) Animate CC as vectors</p>	
<p>What elements will the content item have?</p>	<p>What is the desired end file type? post #1) .gif post #2) .gif</p>		
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>			
<p>How will you create the item?</p>			
<p>Design</p>	<p>Styling: tone and personality? post #1) Greyscale colors post #2) Greyscale colors</p>	<p>Color scheme? post #1) Greyscale post #2) Blues/gray</p>	<p>Post #1) What is the post title? Web browser How with the post graphic be laid out? (use storyboard)</p>
<p>Attach design thumbnails – graphic detail animation storyboard</p>	<p>What brand items will be used? Are they even needed?</p>	<p>Typography? post #1) Sans serif post #2) Sans serif</p>	<p>Post #2) What is the post title? Web browser How with the post graphic be laid out? (use storyboard)</p>
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>post #1) Yes there is an image animation post #2) Not needed</p>		

Animation for the Web

Target-Plan Design Worksheet 05 – Animated Social Media Posts

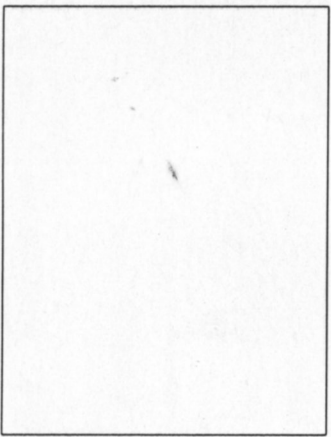


Scene Start:

Duration:

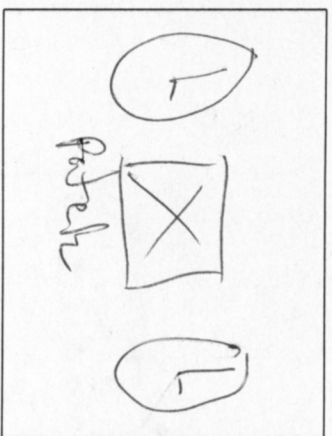
Clock's animation
1000 ms center

4 seconds,



Scene Start:

Duration:

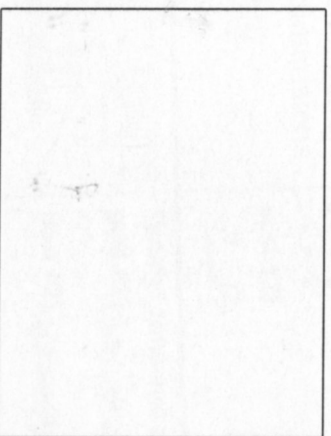


Scene Start:

Duration:

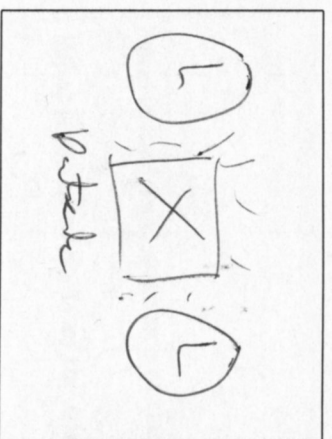
After 4 seconds
rotate paper up

2 seconds



Scene Start:

Duration:

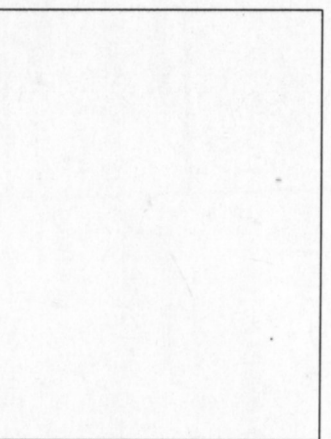


Scene Start:

Duration:

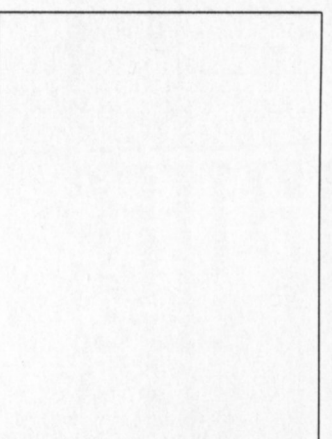
Rotate paper behind
1000

2 seconds



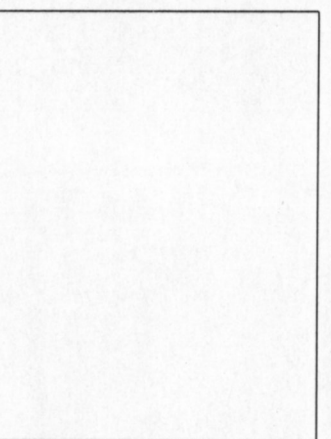
Scene Start:

Duration:



Scene Start:

Duration:



Scene Start:

Duration:
