Animation
for the Web

Target-Plan Design Worksheet
Animated Web Ad

Target	Business Type and Name:	Who is the target audience of the web ad?	What is the web ad for?
Who: is the target audience?	Nike	intrest in athletic clothes/shoes	to bring awareness of brand
Why: What is the item's job?	**Company Profile**		**What action do you want person to do?**
Why: What is the call-to-action?	wellknown expansion high demand		Shop Now

Plan	Where will the web ad be placed?	What types of animation will be used?	What content elements will the ad have? Example: logo, headline, background image, etc
Where will the item be located?	Banners;	frame	Background texture
What elements will the content item have?			Logo, headline
What are the delivery specifications? examples: aspect ratio / dimensions	**What is the delivery size of the ad?**	**How will the ad be created?**	
How will you create the item?	50kb.	Photoshop, animate	

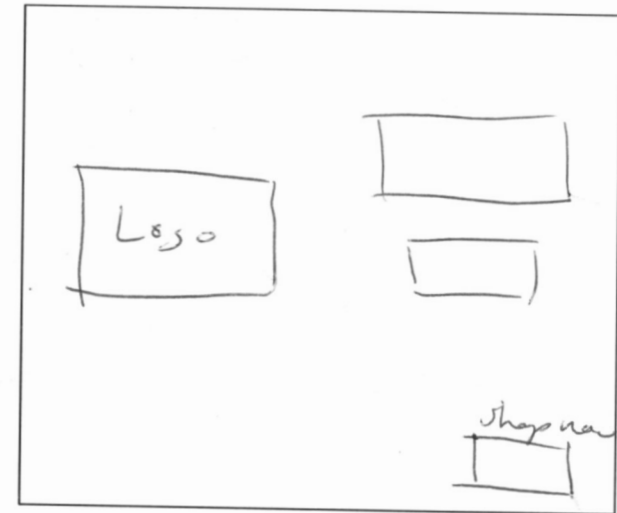| Design	Styling: tone and personality?	Color scheme?	What type of animation?
Attach layout wireframes – simple squares design thumbnails – graphic detail	Greyscale, simple	Greyscale	Frame animation 6 frames
• tone / personality • existing brand items • color scheme • typography • graphics • images	**What brand items will be used?** nave just used logo and the slogan	**Typography?** Simple Sans Serif	

Design Thumbnails: Layout Ideas of the Composition Elements

List your composition elements
example: logo

Thumbnail 1: Logo, Headline, with three image boxes (X)

Thumbnail 2: Logo, Headline, CTA

Thumbnail 3: Logo, images (X), Headline, CTA

Thumbnail 4: Logo, Headline, CTA

Thumbnail 5: Headline, Logo, CTA

Thumbnail 6: Logo, image (X), img (X), Headline, CTA
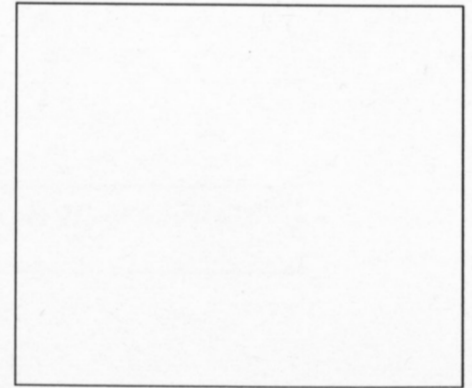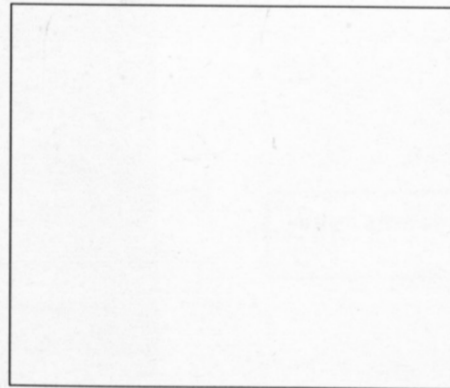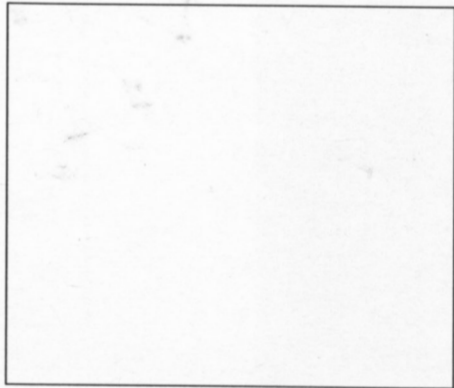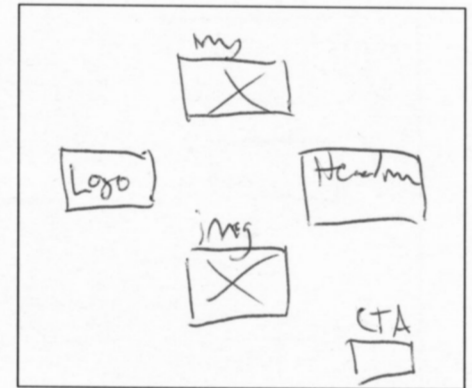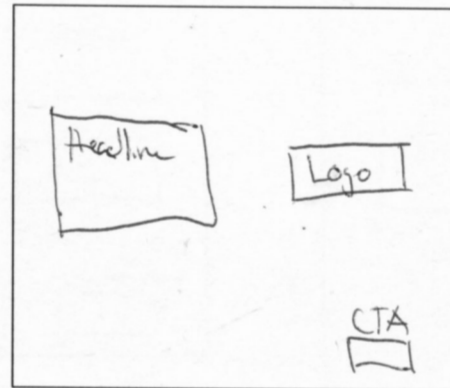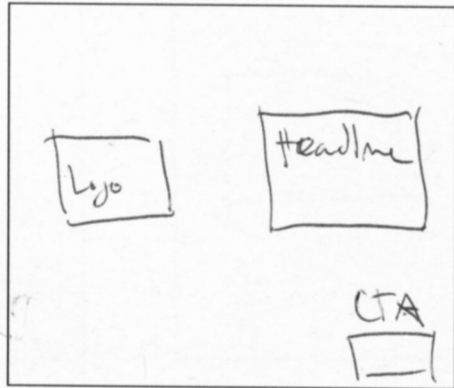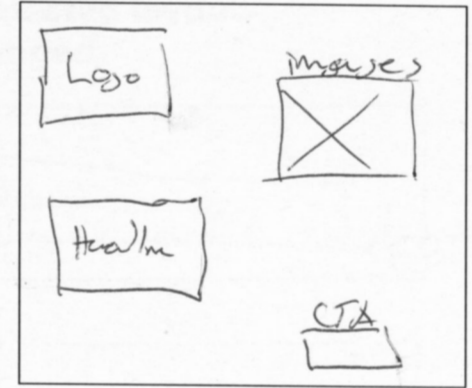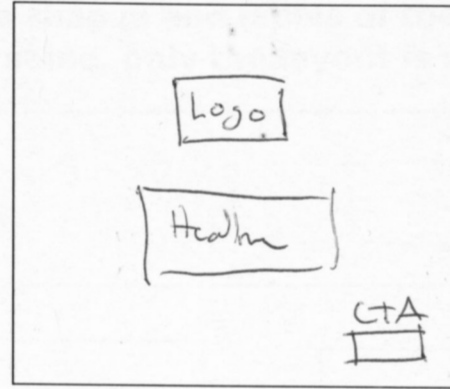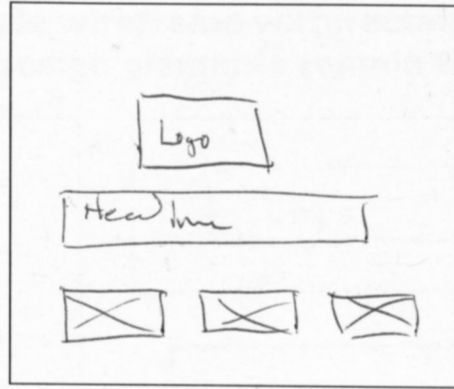
Wireframe

Create a simple wireframe with rectangle shapes and labels of the selected layout.
The design elements remain the same, only the layout is changed.

Logo

Logo

Shop now

Logo

shop now

Logo

Logo

Shop now

Shop now

	728x90
Leaderboard	

300x250
Medium rectangle

300x600

336x280

Half page | Large rectangle
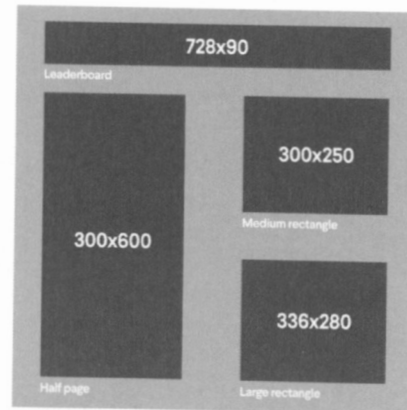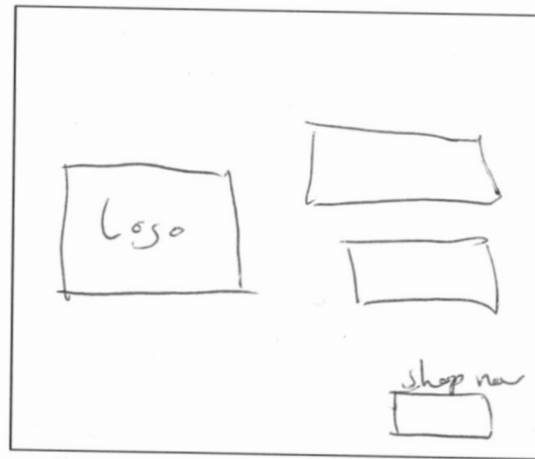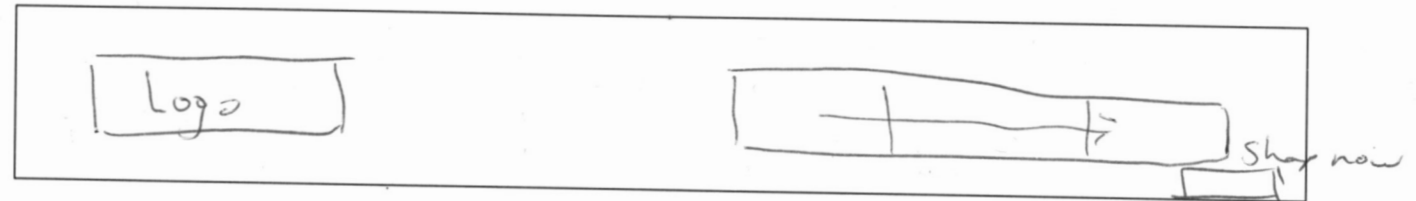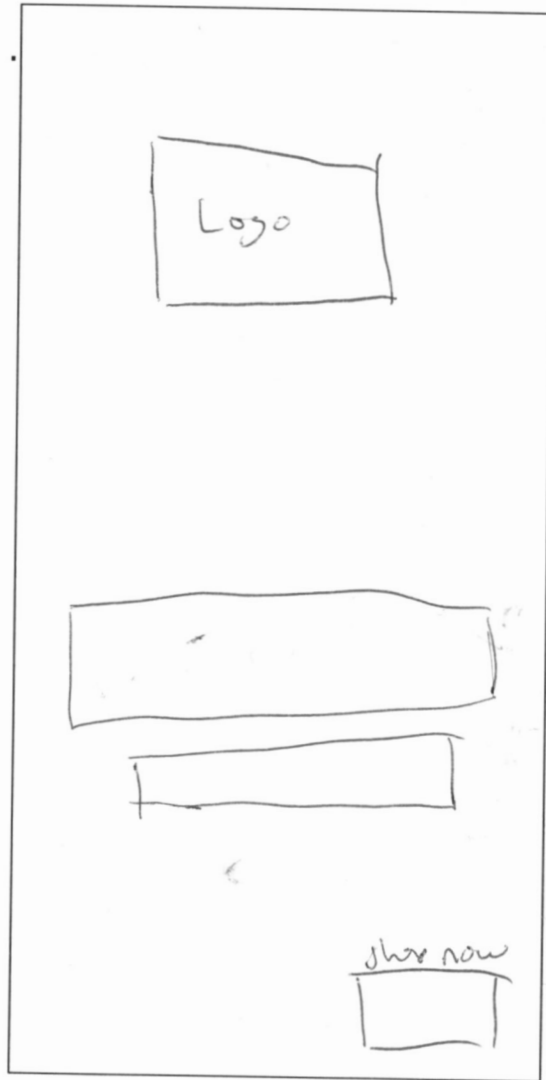
Wireframe shapes are 2/3 of actual size.

Timeline Storyboard

Layer logo	⌣	Glow		⌣
Layer Text	Just	Just Do	Just Do it →	
Layer Button Shop Now	✕			Shop Now
Background Layer				→
Type of animation between scenes	⌣	⌣	⌣ Flicker	⌣
Scenes				
Duration	.5 sec	.5 sec	.5 sec	2 seconds