Animation
for the Web

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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?	Kay Jewelers	People in relationship or those looking to get married.	To advertise wedding rings
Why: What is the item's job?	**Company Profile**		**What action do you want person to do?**
Why: What is the call-to-action?			To shop for rings!

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?	On social media, emails, and webpages	Ring is changing in the middle.	Kay logo, Background, headline w/ ring, button.
What elements will the content item have?	**What is the delivery size of the ad?**	**How will the ad be created?**	
What are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?	headline, half page, medium, large	Photoshop	

Design	Styling: tone and personality?	Color scheme?	What type of animation?
Attach layout wireframes – simple squares design thumbnails – graphic detail	Romantic	Pink, silver, Black, white	Ring would be changing every .5 seconds!
• tone / personality • existing brand items • color scheme • typography • graphics • images	**What brand items will be used?** Kay logo, rings from website.	**Typography?** Bodoni 72 ___ I DO!	

ring

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Design Thumbnails: Layout Ideas of the Composition Elements

List your composition elements
example: logo
Logo
Text
Ring
Shop Now Button
Background

Thumbnail 1: LOGO / I DO! / Shop Now

Thumbnail 2: LOGO / I DO! / Shop

Thumbnail 3: I DO! / LOGO / Shop

Thumbnail 4: I DO! / LOGO / Button

Thumbnail 5: LOGO / I DO! / Shop
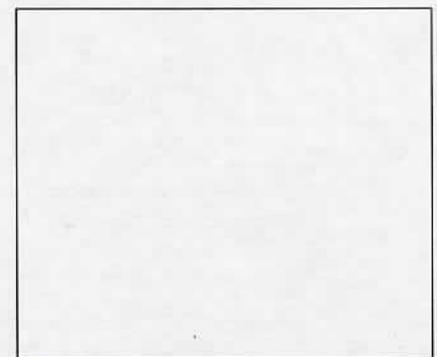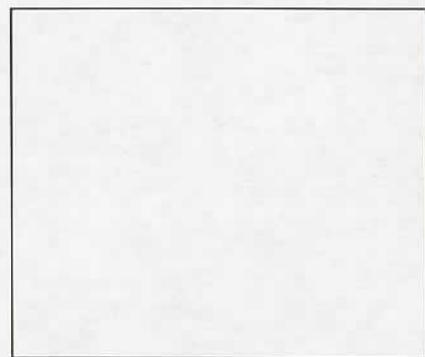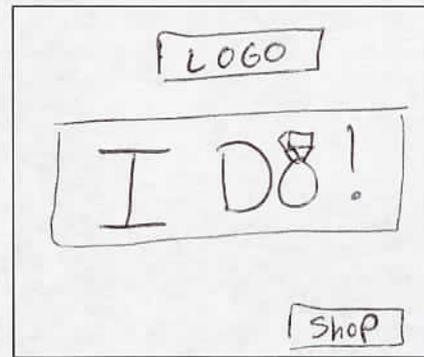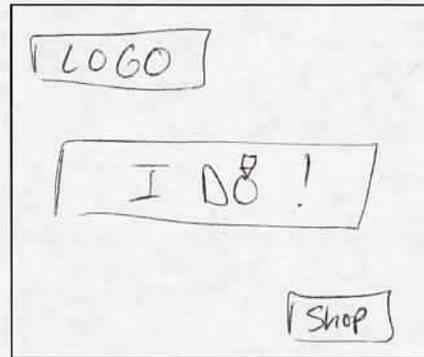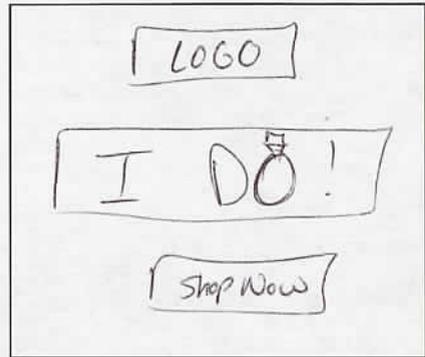
KAY   I DO [SHOP NOW]

728 x 90   Leader Board

300x600-Half Page

300x600
Medium Rectangle

KAY

KAY

I

I DO!

DO!

Shop Now

336x250
Large Rectangle

Shop Now

KAY

I DO!

Shop Now

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Timeline Storyboard

Layer Ring1	on ——— off			
Layer Ring2		on ——— off		
Layer Ring3			on ——— off	
Background Layer	On ——————————			off
Type of animation between scenes				
Scenes	1	2	3	4
Duration	.5s	.5s	.5s	.5s