

# Animation for the Web

Amber  
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## Target-Plan Design Worksheet 02 -Animated Logos

<p><b>Target</b></p> <p><b>Who:</b> is the target audience?</p> <p><b>Why:</b> What is the item's job?</p> <p><b>What:</b> Define the company's personality</p>	<p><b>Business Type and Name:</b></p> <p>Amber Coulson</p>	<p><b>What is the company's personality?</b></p> <p>Fun and quirky</p>	<p><b>What does the company want the logo animation to invoke?</b> Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p>Simple/ Fun</p>
<p><b>Plan</b></p> <p><b>Where</b> will the item be located?</p> <p><b>What</b> elements will the content item have?</p> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <p><b>How</b> will you create the item?</p>	<p><b>Where will the log be used?</b></p> <p>Logo a) Advertisement</p> <p>logo b) Promoting Business</p>	<p><b>What types of animations will be used?</b></p> <p>Logo a) slide in from sides</p> <p>logo b) come in from corner</p>	<p><b>What content elements will the logo(s) have? Example: graphic, company name, shapes</b></p> <p>Logo a) Logo/graphic/ Company name</p> <p>logo b) Logo/graphic</p>
<p><b>Design</b></p> <p><b>Attach</b> design thumbnails – graphic detail animation storyboard</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p><b>Styling: tone and personality?</b></p> <p>mastercard - bright logo - professional</p>	<p><b>Color scheme?</b></p> <p>purples - Logo B mastercard - red/orange</p>	<p><b>What type of animation?</b></p> <p>Logo a) Slide</p> <p>logo b)</p>
	<p><b>What brand items will be used?</b></p> <p>mastercard logo and symbol</p>	<p><b>Typography?</b></p> <p>matching close to mastercard logo</p>	

# Animation

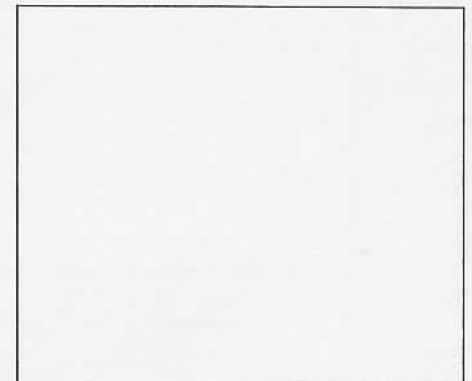
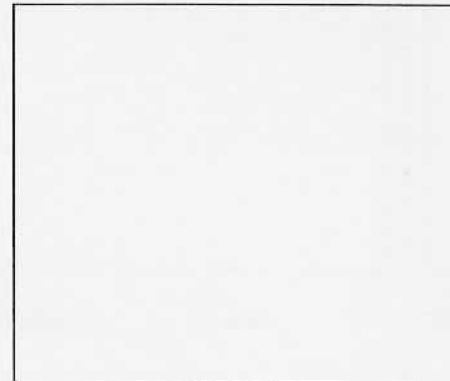
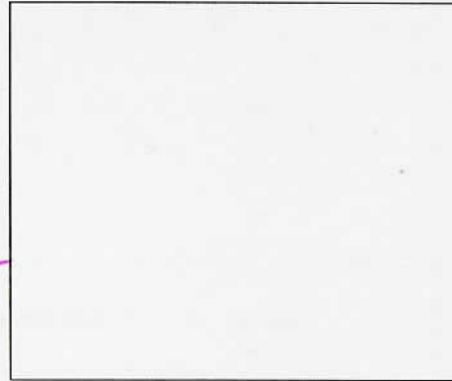
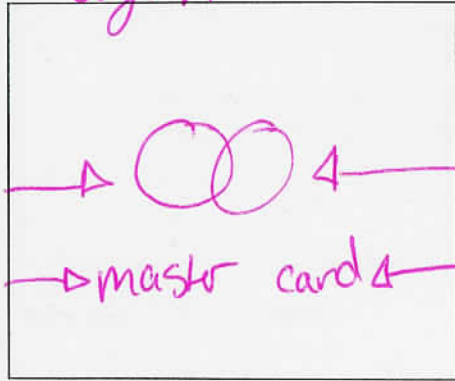
for the Web

Target-Plan Design Worksheet

02 -Animated Logos

## Design Thumbnails: Layout Ideas Logo A and Logo B

Logo A



Logo B

