

# Animation

## for the Web

Amber  
Coulson

## Target-Plan Design Worksheet

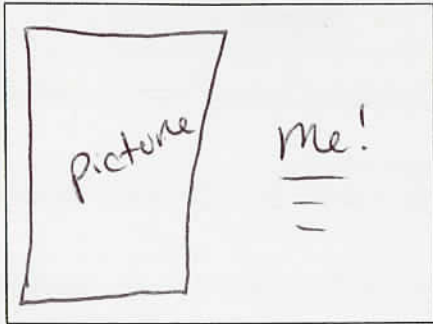
### 04 – Digital Business Card

<p><b>Target</b></p> <hr/> <p><b>Who:</b> is the target audience?</p> <hr/> <p><b>Why:</b> What is the item's job?</p> <hr/> <p><b>What:</b> Define the company's personality</p>	<p><b>Business Type:</b> Personal</p> <p><b>Name:</b> Amber</p> <hr/> <p><b>Company Profile</b></p>	<p><b>What is the company's personality?</b> Creative, fun</p> <hr/> <p><b>Who is the target audience of the cinemagraph?</b> Employers</p>	<p><b>What does the company want the business card to invoke?</b> Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p>elegant, swooshy, simple</p>
<p><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have?</p> <hr/> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>	<p><b>Where will the business card be used? (social media, ads, tv, billboard....)</b> social media</p> <hr/> <p><b>What is the desired end file type and time length of the movie?</b> mp4 / 30-50sec</p>	<p><b>Will the video clip be created or gotten from a video site?</b> created</p> <hr/> <p><b>What is the scene of the video? (location)</b></p> <hr/> <p><b>What elements does the video contain?</b> photo/video</p>	<p><b>What is marketing message?</b> Employe me! here are my skills!</p> <p>Use Storyboard worksheet to sequence and script.</p>
<p><b>Design</b></p> <hr/> <p><b>Attach</b> design thumbnails – graphic detail animation storyboard</p> <hr/> <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> Fun, cheery!</p> <hr/> <p><b>How will the brand be represented?</b> Showing my work</p> <hr/> <p><b>How will the logo be used?</b> picture of me!</p>	<p><b>Color scheme?</b> simple</p> <hr/> <p><b>How does the video and images harmonize with the content areas, text, and graphics?</b></p>	<p><b>What is the focus of the story?</b> To tell about me!</p> <hr/> <p><b>Are there any graphics that can connect each scene?</b> Text says what they are</p>

# Animation for the Web

Lots of graphics!

## Target-Plan Design Worksheet 04 – Digital Business Card



Scene Start:

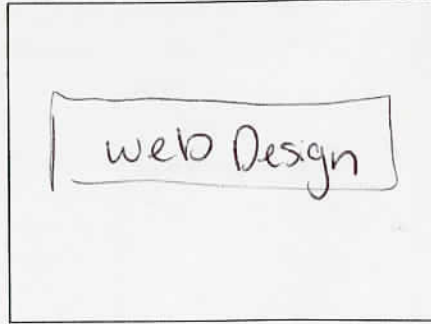
Duration:

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Scene Start:

Duration:

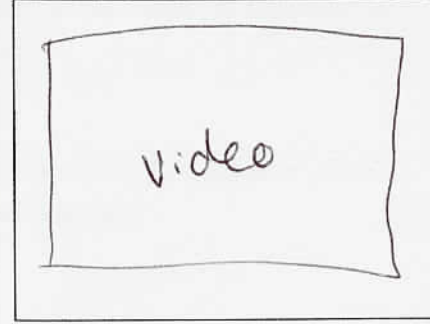
Text

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Scene Start:

Duration:

video of web skills

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Scene Start:

Duration:

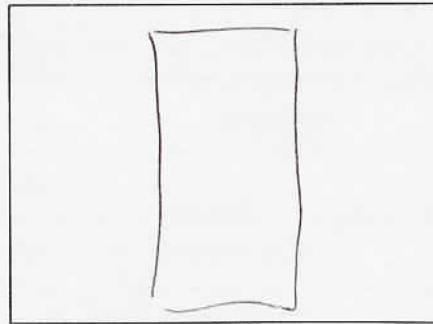
Text

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Scene Start:

Duration:

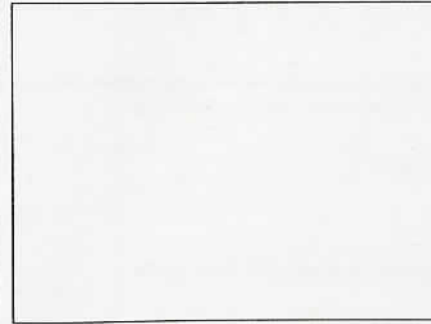
Vera Bradley ads

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Scene Start:

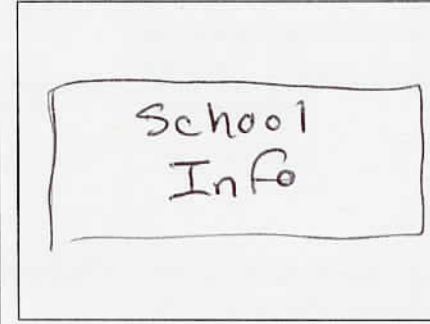
Duration:

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Scene Start:

Duration:

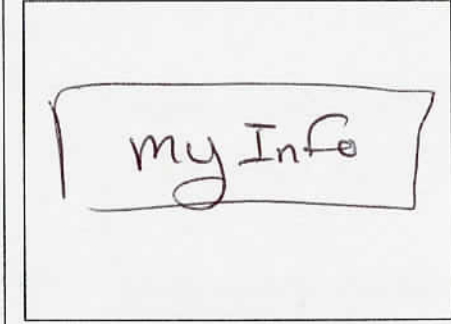
Macomb logo floats up

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Scene Start:

Duration:

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