

# Animation for the Web

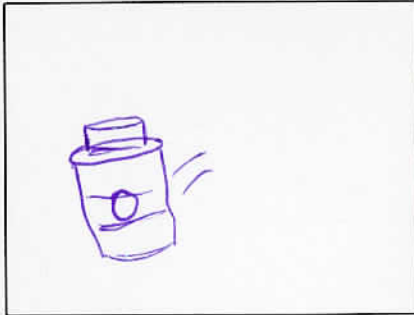
Amber  
Coulson

## Target-Plan Design Worksheet 05 – Animated Social Media Posts

Target		Business Type <i>Starbucks</i>	What is the company's personality? <i>Fun &amp; Delicious</i>	What does the company want the post graphics/animations to invoke? Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc.
<b>Who:</b> is the target audience?		Name:		
<b>Why:</b> What is the item's job?		Company Profile	Who is the target audience of the posts? <i>16-30</i> What is the personality of the social channels? <i>Fun &amp; Bright</i>	<del>Crisp</del> Attention <i>Joyful, Grabbing</i>
<b>What:</b> Define the company's personality				
Plan		Where will the posts used?	What types of animations will be used?	Post #1) What is the subject? <i>Holiday Cops</i> What content elements will it have? <i>logo, cup, text</i>
<b>Where</b> will the item be located?		post #1) <i>Facebook</i> post #2) <i>Instagram/facebook</i>	post #1) <i>steam</i> Post #2) <i>Cup shaking text</i>	
<b>What</b> elements will the content item have?		What is the desired end file type?	How will the post graphics be created?	Post #2) What is the subject? <i>Holiday Cops</i> What content elements will it have? <i>Logo, Cup, text</i>
<b>What</b> are the delivery specifications? examples: aspect ratio / dimensions		post #1) <i>mp4 or Gif</i> post #2) ,	post #1) Crello post #2) Animate CC as vectors	
<b>How</b> will you create the item?				
Design		Styling: tone and personality?	Color scheme?	Post #1) What is the post title?
<b>Attach</b> design thumbnails – graphic detail animation storyboard		post #1) <i>Warm</i> post #2) <i>Happy, Bright</i>	post #1) <i>white</i> post #2) <i>Green, white, red</i>	How with the post graphic be laid out? (use storyboard)
	<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>	What brand items will be used? Are they even needed?	Typography?	Post #2) What is the post title? <i>Starbucks Holiday Cops</i> How with the post graphic be laid out? (use storyboard)
		post #1) <i>-N/A; No</i> post #2) <i>- Cup; yes</i>	post #1) <i>ALL CAPS</i> post #2) <i>ALL CAPS</i>	

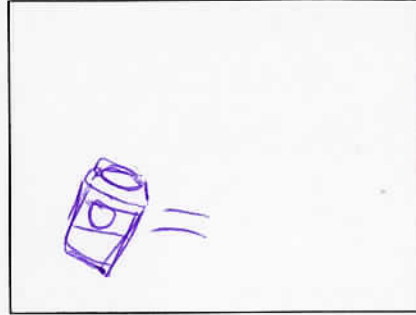
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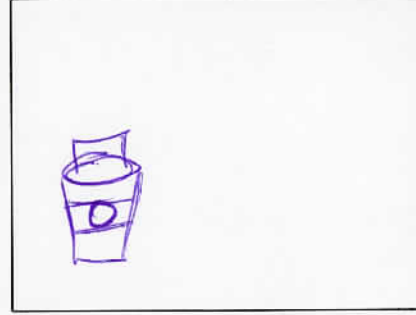
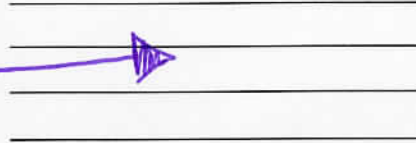


Scene Start:                  Duration:

Cup moves  
back and forth



Scene Start:                  Duration:



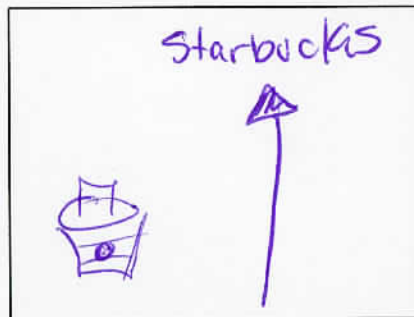
Scene Start:                  Duration:

Cup stops  
straight on



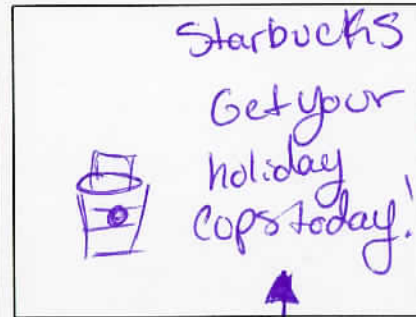
Scene Start:                  Duration:

Logo comes in  
from the side



Scene Start:                  Duration:

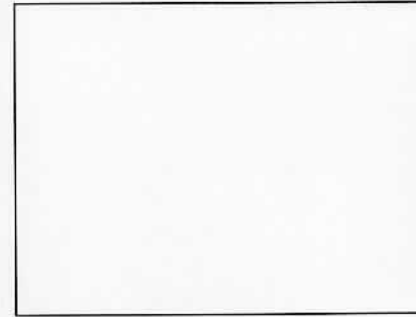
Logo moves up!



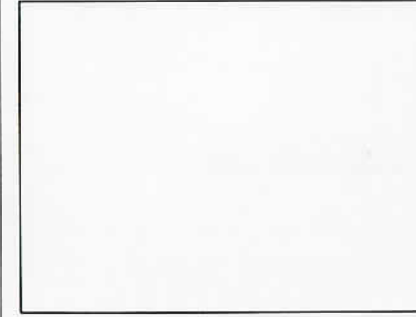
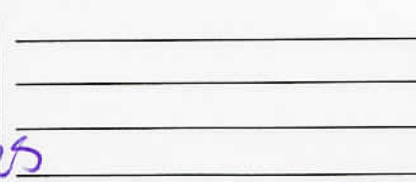
Scene Start:                  Duration:

text rises  
from the bottom!

changes  
color



Scene Start:                  Duration:



Scene Start:                  Duration:

