



MACA 2765 Animation for the Web

PROJECT: Digital Business Card - 30 - 60 sec video introduction

- DESIGN PLAN

Who is the Digital Business Card for?

Yourself, Another Person, Business, etc

John Apostu - Me

What is the Card for?

Casual Introduction, Personal Info, Recruitment, etc

This is a small video promoting my skills as a content developer

Who is the Target Audience?

Professionals, Recruiters, Friends, Anyone, etc.

MACA Professor, potential clients

What is the Target Action?

Call or email, generate interest, etc.

Contact me

Where is the Card going to be placed?

web page, email, text message, newsletter, Linked In, Indeed, etc

You Tube, Linked In

What are the Card specifications?

Aspect ratio, dimensions and weight, etc.

700 x 400 px

What is the format and delivery size of the Card?

mp4, mov, etc

mp4

How will the Card be created?

Software or apps, etc.

Adobe Spark

What content elements will be used?

Logo, headline, background image, text animation, etc

Personal Logo

What design elements will be used?

- Tone / Personality - warm, friendly, inviting
- Existing Brand Items - personal logo
- Color Scheme - dynamic, yellow/gold - black/drk gray
- Typography - san-serif
- Graphics - existing materials
- Images - personal photo
- Animations - not at this time
- Music - relaxed, up beat
- Voice Over - yes

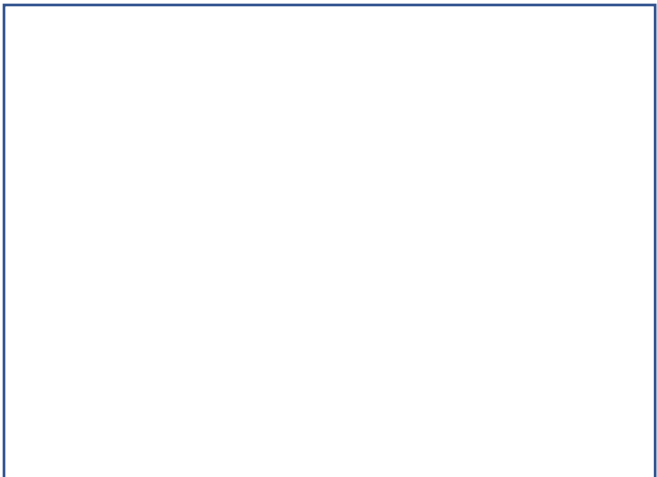
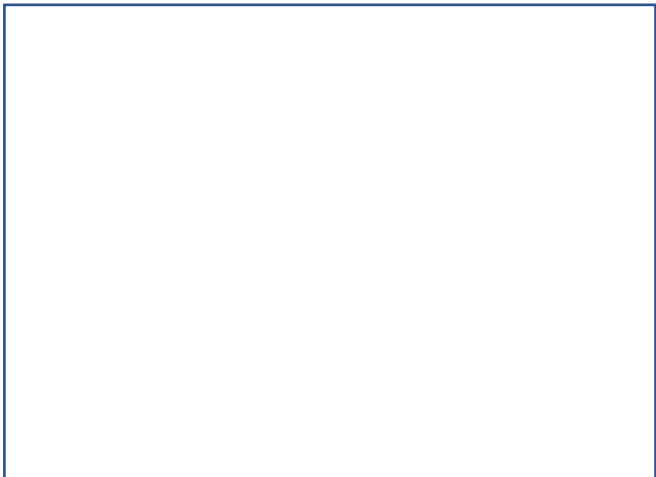
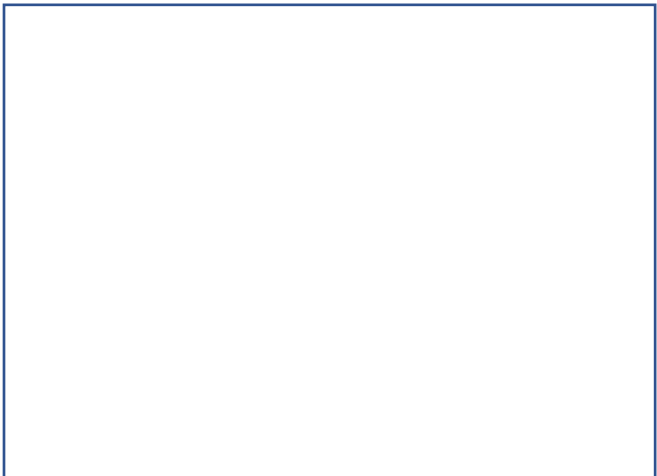
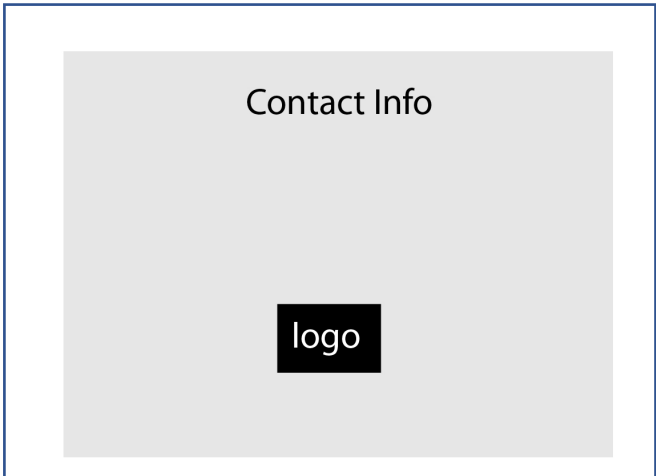
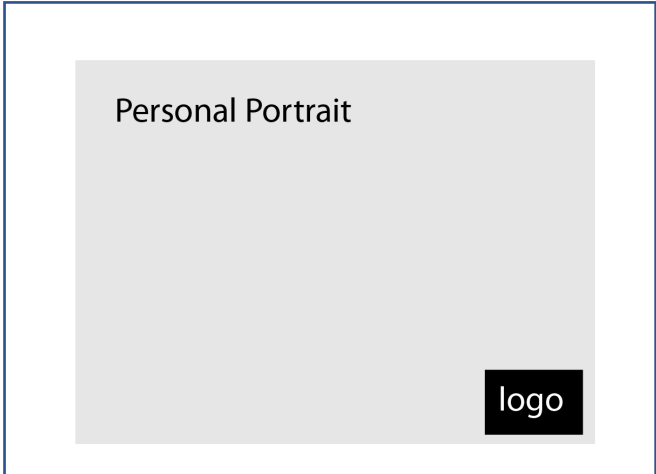
Create sketches, use design tools such as Mood Board, Style Tile to narrow down colors, fonts, images.



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- **DESIGN THUMBNAILS:** Layout Ideas of the Composition Elements





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- DESIGN Notes: Layout Ideas of the Composition Elements

Draft notes of your ideas. Write down association words.



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Submission List

- Design Plan
- Mood Board
- Style Tile
- Thumbnails / Sketches
- Finished file