MACA 2765 Animation for the Web

PROJECT: Cinemagraph

- DESIGN PLAN

What is the Business Type and Name?
Charity, online store, event venue, etc

Modern T Co

What is the Cinemagraph for?
Product to be sold, event, informational, etc

Social Media

Who is the target Audience?
demographic based on age, gender, occupation, interest, nationality, etc.

Women

What is the Main Purpose of the Cinemagraph?
enhance the experience, create the mood, create the interest, encourage exploring, etc.

Increase desire for the product

Where is the Cinemagraph going to be placed?
Ex. web page, ad network, app, etc

Social Media: Facebook, Instagram

What are the Cinemagraph specifications?
Aspect ratio, dimensions and weight, etc.

1280 by 920 px

What is the format and delivery size of the Cinemagraph?
Gif, jpg, mp4, png, png sequence, animation, etc

Gif

How will the Cinemagraph be created?
Software or apps, etc.

Photoshop

What content elements will be used?
video, background image, text, etc

Video | Text | Logo

What design elements will be used?

- Tone / personality: warm, inviting, soothing
- Existing brand items: logo
- Color scheme: tea color, gray background
- Typography: descriptive type
- Graphics: logo
- Images: no

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

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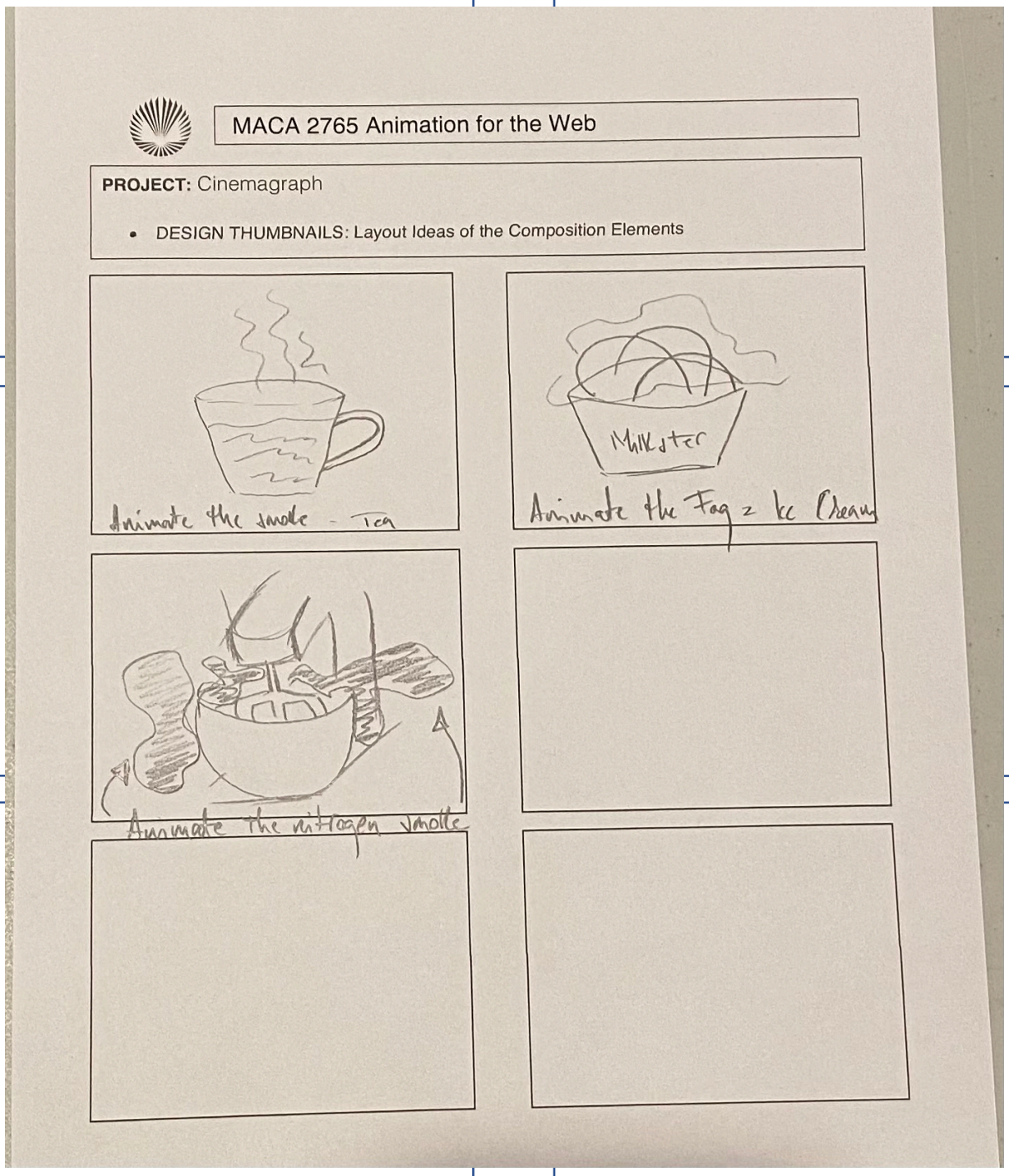
- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements



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- DESIGN Notes: Layout Ideas of the Composition Elements - Notes

Draft notes of your design ideas. Write down association words.

Draft notes of your animation ideas.