



MACA 2765 Animation for the Web

PROJECT: Infographics

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

FIFA

What is the Infographic for?

Product to be sold, event, informational, etc

WORLD CUP LOGO EVOLUTION - INFORMATIONAL

Who is the target Audience?

demographic based on age, gender, occupation, interest, nationality, etc.

Soccer aficionados, graphic designers.

What type of Infographic will be used?

statistical, timeline, comparison, etc.

Statistical/comparison/informational

Where is the Infographic going to be used? *Ex.*

web page, ad network, app, etc

Social Media, web

What are the Infographic specifications?

Aspect ratio, dimensions and weight, etc.

960 by 1920 (or more)

What is the format and delivery size of the Cinemagraph?

Gif, jpg, mp4, png, png sequence, animation, etc

JPEG/PNG/PDF

How will the Cinemagraph be created?

Software or apps, etc.

Ps | Ai

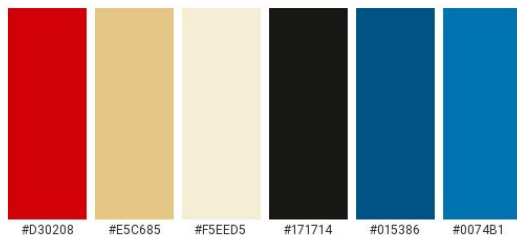
What content elements will be used?

vector graphics, sketches, text, etc

Vector | Photo | Text

What design elements will be used?

- Existing brand items – FIFA Logo | World Cup Logo
- Typography : Sans Serif Font
- Graphics: Tiles as inspiration
- Color Scheme



#D30208 #E5C685 #F5EED5 #171714 #015386 #0074B1
2018 FIFA World Cup (Russia) Color Scheme - by SchemeColor.com



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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

| WORLD CUP EVOLUTION | World Cup Evolution |
|--|---|
| 1930 - Uruguay First Ed. 2018 Russia 90K Spectators 4b. watched | 1930 Uruguay 12 teams 3 stadiums 2018 Russia 12 stadiums 32 teams |
| Most Wins Brazil = 5 Germany = 4 Italy = 4 Most Goals Scored <u>Revenue</u> | Most Wins Brazil 5 Germany 4 Italy 4 Most Goals Scored Fele |
| <u>Investment</u> 1930 = 2 teams 1962 = 16 teams 1994 = 24 teams 2018 = 32 Teams | 1930 = 12 teams 1962 = 16 teams 1994 = 24 teams 2018 = 32 teams 110.000 Tpl Most Live Audience |
| First Goal First Red Card First Yellow Europe vs. South America | <u>Investment</u> <u>Revenue</u> Europe vs. South America |
| Most live Audience | Most live Audience |





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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.