MACA 2765 Animation for the Web

PROJECT: Animated Logo

- DESIGN PLAN

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

Personal Logo

What is the Company Profile?
Product to be sold, event, informational, etc

Content Developer

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

Professors, classmates, potential employees or clients

What is the Main Purpose for Animation?
capture attention, create a specific mood, target specific audiance, etc.

Practice animating logos in Animate, Explore ways to make my personal logo look more interesting

Where is the Logo going to be used?
Ex. web page, ad network, app, newsletters, e-mail campaigns, etc

Websites, videos, promotional materials.

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

2 x 2 inches, vector

What is the Format and Delivery size of the Logo?
gif, jpg, mp4, png, png sequence, animation, etc

gif

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

adobe animate

Is Sound going to be added? If so, what kind?
music, jingle, word, etc

no sounds

What Design Elements will be used?

- Tone / personality : warms, friendly, inviting
- Existing brand items: abstract letter A
- Color scheme: blue, blue tints
- Typography: no typography
- Graphics: no graphics

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 ideas. Write down association words.