

MACA 2765 ANIMATION FOR THE WEB

DESIGN PLAN

What is the business Type and Name?

Icecream store - Custom icecream made to order - Milkster

What is the Ad for?

Seasonal Flavor - Every season there is a new flavor

Target Audience?

General public in Southeast Michigan

Call to action?

Come try our new icecream flavor

Where is the Ad going to be placed?

Social Media - Google Websites

What are the Ad specifications?

[728 x 90][300 x 600][300 x 250][336 x 280]

What is the format and delivery size of the Ad?

GIF - (200 - 300 mb)

What content elements will be used?

Photo - Text - Animation - Logo

Design Elements:

Tone/Personality: chic, modern, innovative

Existing Brand Items: logo

Color Scheme: black and white with grey accents

Typography:

Images: cookies and cream ice cream photo



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PROJECT: Animated Web Ad

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

