

Animation

for the Web

Valmiron Ibi

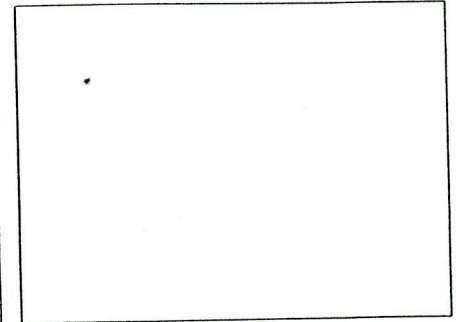
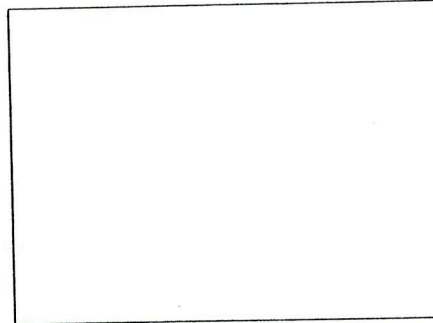
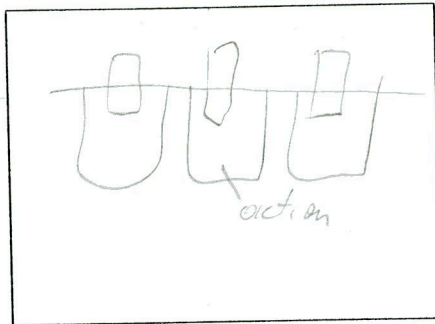
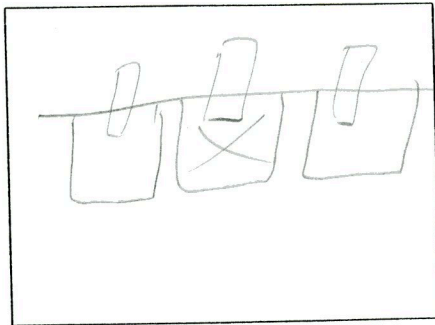
Target-Plan Design Worksheet

03 - Cinemagraph

<p align="center">Target</p> <hr/> <p>Who: is the target audience?</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>What: Define the company's personality</p>	<p>Business Type: <i>Nature</i></p> <p>Name:</p>	<p>What is the company's personality? <i>Fun, cute</i></p>	<p>What does the company want the cinemagraph to invoke? Examples: crisp movement, swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p><i>simple, sweet</i></p>
	<p>Company Profile</p>	<p>Who is the target audience of the cinemagraph? <i>Business</i></p>	
	<p>Plan</p> <hr/> <p>Where will the item be located? <i>social media / ads</i></p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions <i>gif 172m</i></p> <hr/> <p>How will you create the item?</p>		
<p align="center">Design</p> <hr/> <p>Attach design thumbnails – graphic detail animation storyboard</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? <i>Fun / happy</i></p>	<p>Color scheme? <i>cool tones green, blue, brown, white</i></p>	<p>What is the product that is featured? <i>picture</i></p> <p>What is the scene of the video (location)? <i>picture</i></p> <p>What elements does the video contain?</p> <p>What item will be isolated to move in the cinemagraph? <i>picture in 700</i></p> <p>Is there a clear loop cycle?</p>
	<p>How will the brand be represented?</p>	<p>Does the video clip need to be cropped? <i>yes</i></p> <p>Does the video clip need to be color-corrected? <i>No</i></p>	

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Target-Plan Design Worksheet 03 - Cinemagraph



Scene Start:

Duration:

Scene Start:

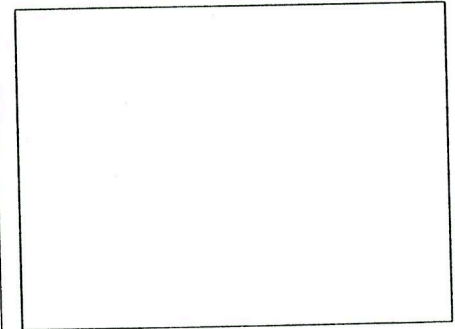
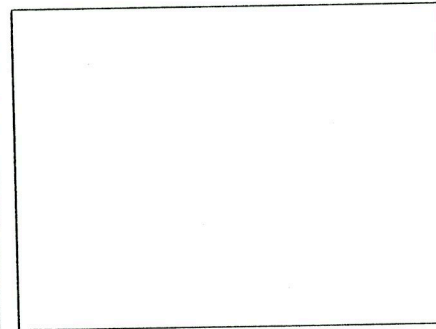
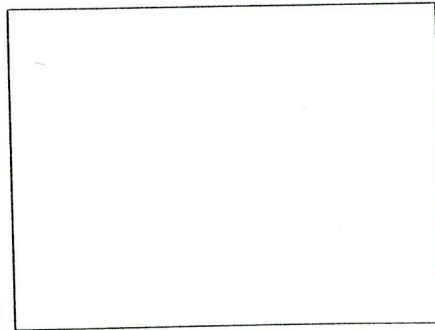
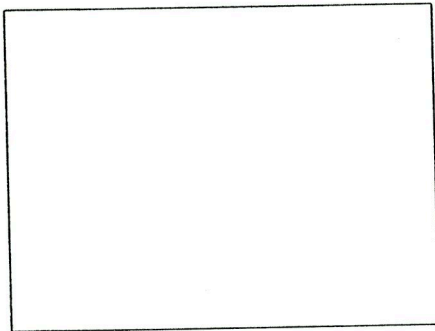
Duration:

Scene Start:

Duration:

Scene Start:

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Scene Start:

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