Animation
for the Web

Valmira Ibi

Target-Plan Design Worksheet
04 – Digital Business Card

Target **Who:** is the target audience? **Why:** What is the item's job? **What:** Define the company's personality	**Business Type:** Personal **Name:** Valmira **Company Profile**	**What is the company's personality?** Creative fun **Who is the target audience of the cinemagraph?** Employers	**What does the company want the business card to invoke?** Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Elegant, Swooshy/Simple
Plan **Where** will the item be located? **What** elements will the content item have? **What** are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?	**Where will the business card be used? (social media, ads, tv, billboard....** Social Media **What is the desired end file type and time length of the movie?** mp4 / 30 sec	**Will the video clip be created or gotten from a video site?** created **What is the scene of the video? (location)** **What elements does the video contain?** photo/video	**What is marketing message?** Employee me! here are my skills? **Use Storyboard worksheet to sequence and script.**
Design **Attach** design thumbnails – graphic detail animation storyboard • tone / personality • existing brand items • color scheme • typography • graphics • images	**Styling: tone and personality?** Fun, Cheery! **How will the brand be represented?** Showing my work **How will the logo be used?** picture of me	**Color scheme?** Simple, blue red, pink **How does the video and images harmonize with the content areas, text, and graphics?**	**What is the focus of the story?** To tell about me **Are there any graphics that can connect each scene?** Text says what they are

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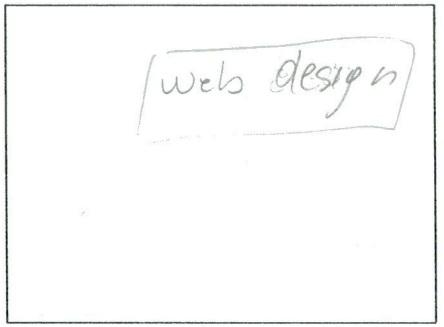
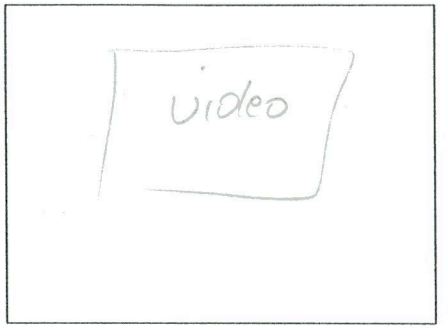
Scene Start: Duration:



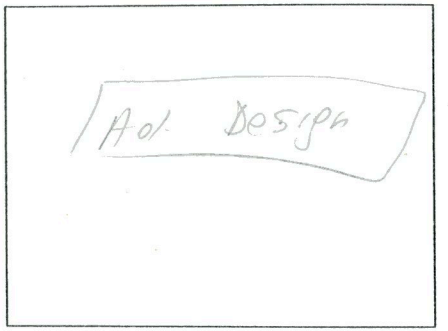
Scene Start: Duration:

Text



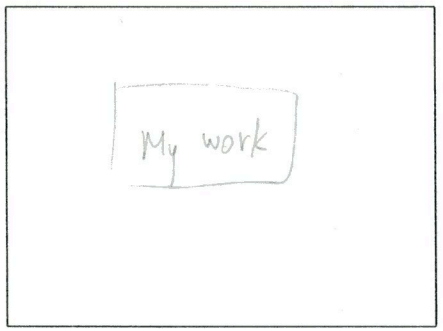
Scene Start: Duration:

Video of web drawing



Scene Start: Duration:

Text



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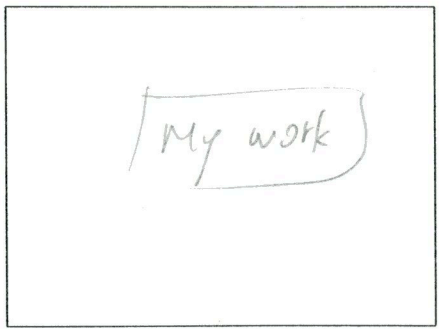

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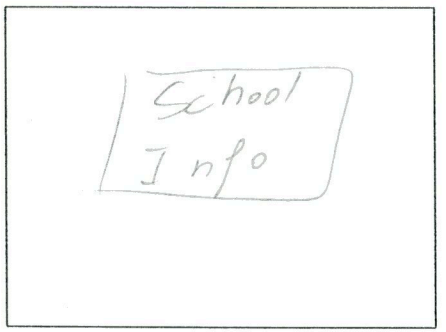
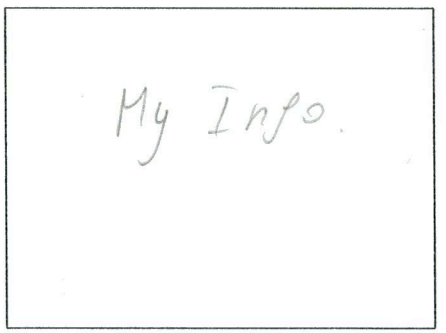


Scene Start: Duration:

Malcomb logo floats up



Scene Start: Duration:

From www.IndependentMusicAdvice.com