Animation
for the Web

Valmira, 16

Target-Plan Design Worksheet
05 – Animated Social Media Posts

Target			
Who: is the target audience?	**Business Type** Name: Helzberg Diamond	**What is the company's personality?** Fun and Beautiful	**What does the company want the post graphics/animations to invoke?** Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Attention, Good, Joyfull
Why: What is the item's job?	**Company Profile**	**Who is the target audience of the posts?** 16 – 30 ***What is the personality of the social channels?*** Fun + Bright	
What: Define the company's personality			

Plan			
Where will the item be located?	**Where will the posts used?** post #1) Facebook Instagram Twitter post #2)	**What types of animations will be used?** post #1) beautiful picture of the store Post #2)	Post #1) What is the subject? Holidary jewlery What content elements will it have? store
What elements will the content item have?			Post #2 What is the subject? Jelwery
What are the delivery specifications? examples: aspect ratio / dimensions	**What is the desired end file type?** post #1) mp4 or Gif post #2)	**How will the post graphics be created?** post #1) Crello post #2) Animate CC as vectors	What content elements will it have? store, Text
How will you create the item?			

Design			
Attach design thumbnails – graphic detail animation storyboard • tone / personality • existing brand items • color scheme • typography • graphics • images	**Styling: tone and personality?** post #1) beautiful post #2) shine	**Color scheme?** post #1) red, yellow post #2) blue, grey orange	Post #1) What is the post title? How with the post graphic be laid out? (use storyboard)
	What brand items will be used? Are they even needed? post #1) Helzberg post #2)	**Typography?** post #1) My beautiful store post #2) Helzberg Diamonds Company	Post #2) What is the post title? How with the post graphic be laid out? (use storyboard)

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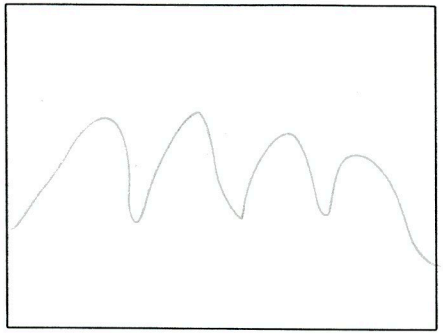

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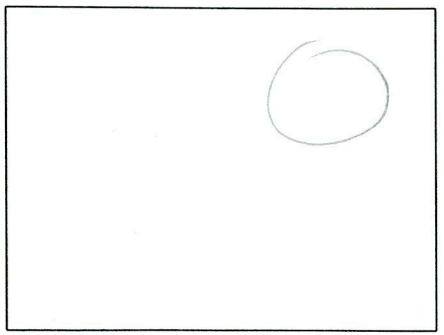
Mountain



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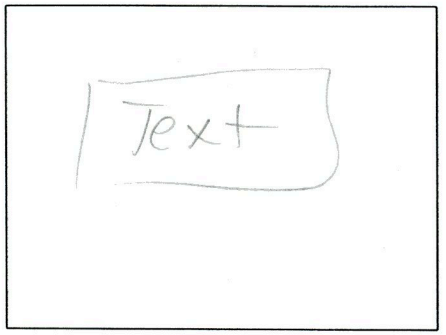

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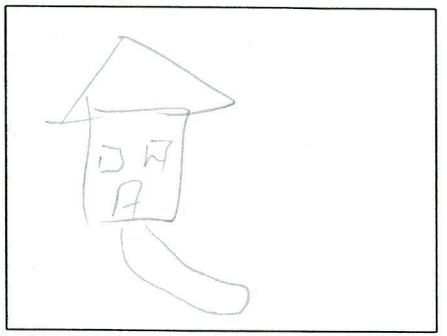

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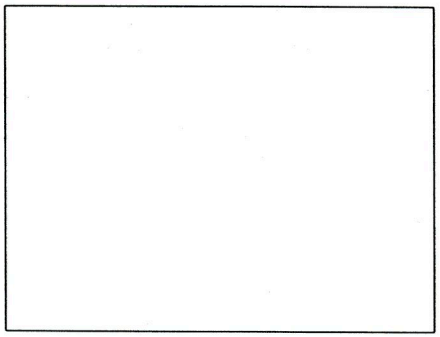

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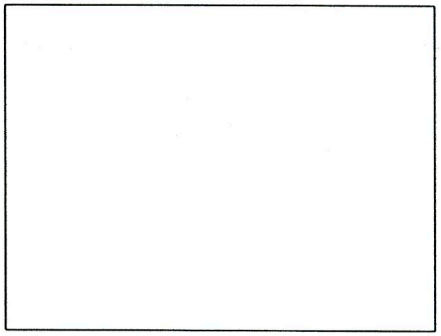

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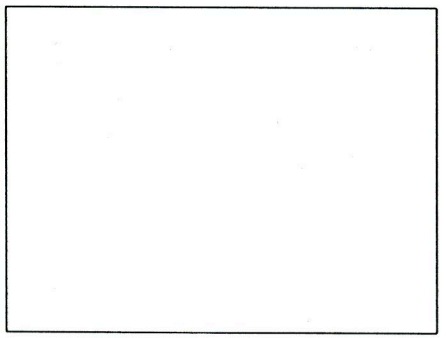

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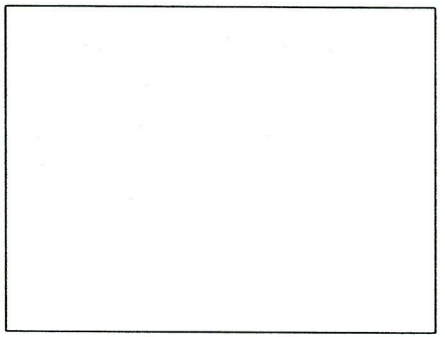

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