

Animation for the Web

Barber
Marone
Spirit Halloween

Target-Plan Design Worksheet Animated Web Ad

<p>Target</p>	<p>Business Type and Name: Retail Spirit Halloween Company Profile</p>		<p>Who is the target audience of the web ad? anyone who wants a costumes for Halloween</p>	<p>What is the web ad for? showing 20% off deal</p>
<p>Who: is the target audience?</p>				
<p>Why: What is the item's job?</p>				
<p>Why: What is the call-to-action?</p>				<p>What action do you want person to do? Go to the web site</p>
<p>Plan</p>	<p>Where will the web ad be placed? on facebook on company web on other website</p>		<p>What types of animation will be used? rotation</p>	<p>What content elements will the ad have? Example: logo, headline, background image, etc Logo - Spirit Halloween Headline - 20% off background - tree branches kids in costume</p>
<p>Where will the item be located?</p>				
<p>What elements will the content item have?</p>				
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>	<p>What is the delivery size of the ad? 128 x 90 300 x 100 300 x 600 - Half page 330 x 250 - Large Rectangle</p>		<p>How will the ad be created? Photoshop</p>	
<p>How will you create the item?</p>				
<p>Design</p>	<p>Styling: tone and personality? fun but spooky</p>		<p>Color scheme? black & orange</p>	<p>What type of animation? rotation of people dressed in costumes</p>
<p>Attach</p>	<p>layout wireframes - simple squares design thumbnails - graphic detail</p>		<p>What brand items will be used? logo & photography of people in costume</p>	
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 				

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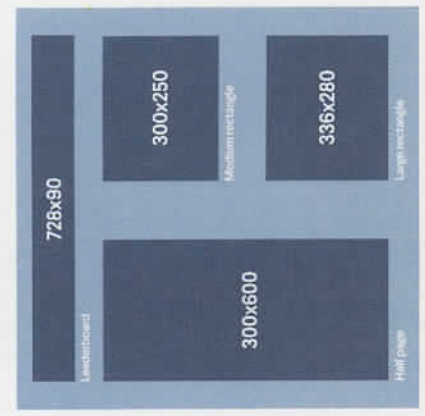
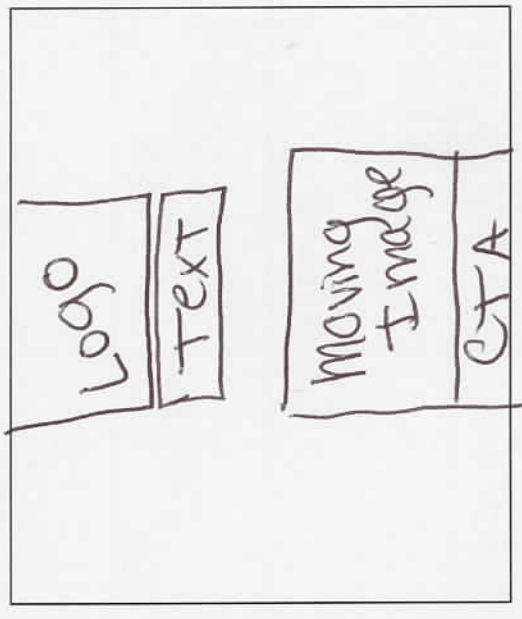
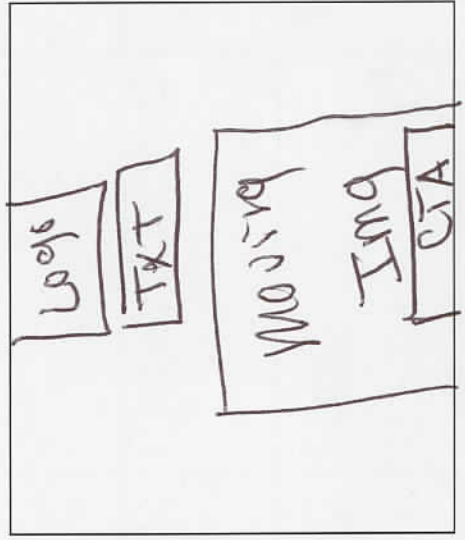
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List your composition elements
example: logo
logo
headline
photos of costume
background
CTA button

Design Thumbnails: Layout Ideas of the Composition Elements

Wireframe

Create a simple wireframe with rectangle shapes and labels of the selected layout.
The design elements remain the same, only the layout is changed.



Wireframe shapes are 2/3 of actual size.

Animation for the Web

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Timeline Storyboard

Layer				Women Costumes	
Layer	Girls in costumes →				Men Costumes
Layer	Boys in Costumes				
Background Layer	Orange Cloud	Orange Cloud	Orange Cloud	Orange clouds	Orange clouds
Type of animation between scenes	Fade	Fade	Fade	Fade	Fade
Scenes	Snow only boys fade	Snow only Girls fade	Snow only Girls fade	Snow only women fade	Snow only men costume fade
Duration	1 sec —	—	—	—	—