

Animation

for the Web

Boyle Malone

Target-Plan Design Worksheet

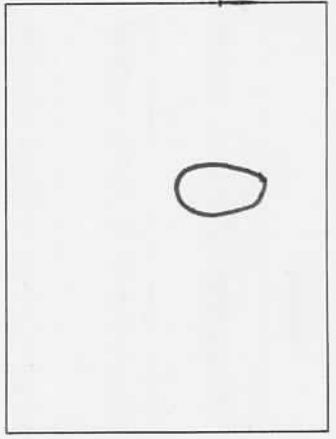
Advance logo

02 - Animated Logos

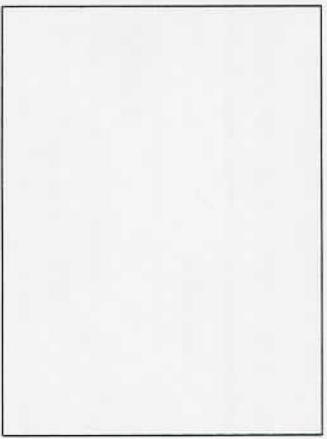
<p>Target</p>	<p>Business Type and Name: Boyle design/perp's Company Profile</p>		<p>What is the company's personality? simple</p>	<p>What does the company want the logo animation to invoke? Examples: crisp movement, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. elephant simple</p>
<p>Who: is the target audience?</p>	<p>Where will the log be used? Logo a) websites logo b) websites</p>		<p>Who is the target audience of the animated logo? Hiring management</p>	<p>What content elements will the logo(s) have? Example: graphic, company name, shapes Logo a) loop & logo b) text</p>
<p>Why: What is the item's job?</p>	<p>What is the desired end file type and size of the logo? gif</p>	<p>How will the logos be created? using animate</p>	<p>What type of animation? Logo a) rolling logo b) swiping</p>	
<p>What: Define the company's personality</p>	<p>Styling: tone and personality? simple clean</p>	<p>Color scheme? red white blue</p>		
<p>Plan</p>	<p>What brand items will be used? pepsi loop</p>	<p>Typography? yes</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>How will you create the item?</p>				
<p>Design</p>				
<p>Attach design thumbnails - graphic detail animation storyboard</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 				

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Target-Plan Design Worksheet 02 - Animated Logos



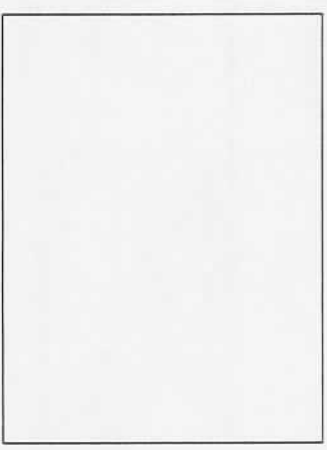
Scene Start: _____
Duration: _____
Oval appears



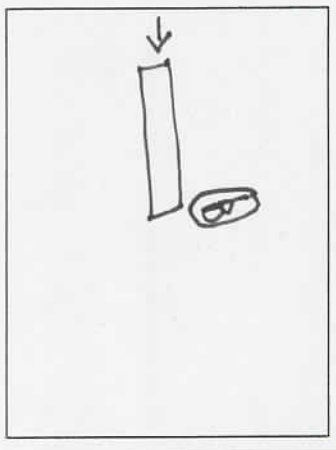
Scene Start: _____
Duration: _____



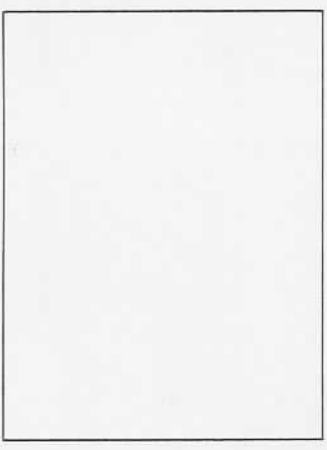
Scene Start: _____
Duration: _____
B in circle



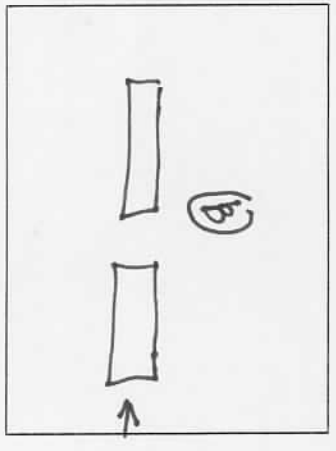
Scene Start: _____
Duration: _____



Scene Start: _____
Duration: _____
Bar slides in from left



Scene Start: _____
Duration: _____



Scene Start: _____
Duration: _____
Design slides in from right



Scene Start: _____
Duration: _____
