Animation
for the Web

Baylee Malone

Target-Plan Design Worksheet
04 – Digital Business Card

Target	Business Type: / Name: Baylee Designs	What is the company's personality? bright upbeat	What does the company want the business card to invoke? Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc.
Who: is the target audience?			Swooshy Simple
Why: What is the item's job?	Company Profile	Who is the target audience of the cinemagraph? potential hire	
What: Define the company's personality			

Plan	Where will the business card be used? (social media, ads, tv, billboard.... website	Will the video clip be created or gotten from a video site? stock footage	What is marketing message? hire me
Where will the item be located?			
What elements will the content item have?	What is the desired end file type and time length of the movie? 30-40 secs	What is the scene of the video? (location) None	Use Storyboard worksheet to sequence and script.
What are the delivery specifications? examples: aspect ratio / dimensions		What elements does the video contain? text, music	
How will you create the item?			

Design	Styling: tone and personality? Simple Upbeat	Color scheme? easy to read	What is the focus of the story?
Attach design thumbnails – graphic detail animation storyboard	How will the brand be represented?	How does the video and images harmonize with the content areas, text, and graphics?	Are there any graphics that can connect each scene?
• tone / personality • existing brand items • color scheme • typography • graphics • images	How will the logo be used? be seen on the bottom right at all times		

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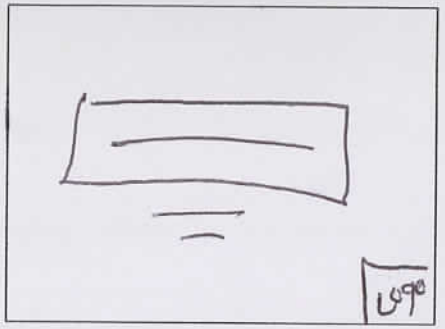
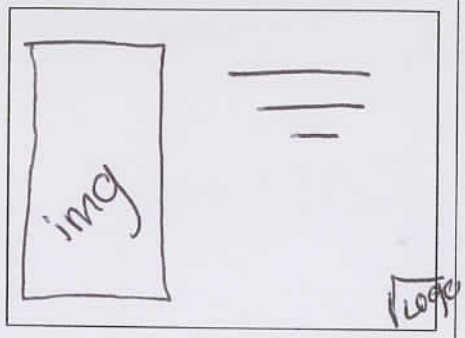


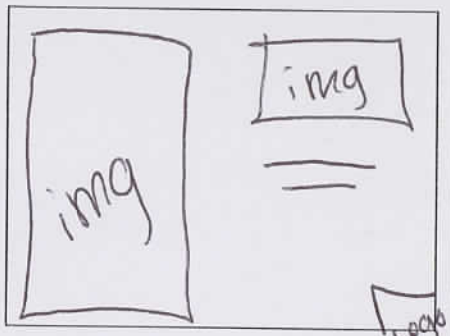
Scene Start: Duration:

Baylee Malone Digital business card



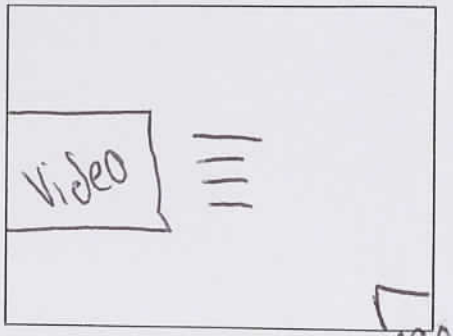
Scene Start: Duration:

picture of myself w/ title



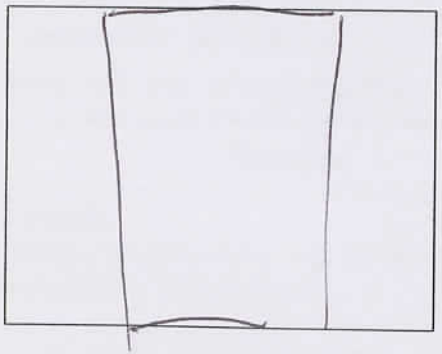
Scene Start: Duration:

picture of myself stays still w/ img of macerne logo w/ my degree names



Scene Start: Duration:

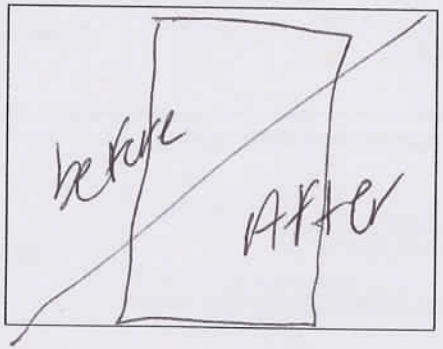
Video w/ titles of what I can do



Scene Start: Duration:

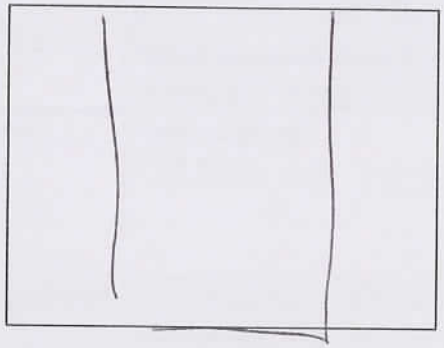
Slide show of my work

(poster)



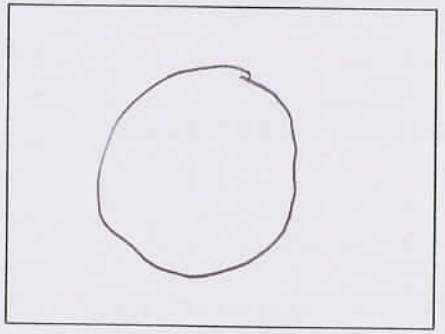
Scene Start: Duration:

(before & After)



Scene Start: Duration:

(poster)



Scene Start: Duration:

Logo

From www.IndependentMusicAdvice.com