



MACA 2765 Animation for the Web

PROJECT: Animated Logo

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

A pizza truck called Pizza Express

What is the Company Profile?

Product to be sold, event, informational, etc

Pizza products

Who is the Target Audience?

demographic based on age, gender, occupation, interest, nationality, etc.

Customers who love pizza

What is the Main Purpose for Animation?

capture attention, create a specific mood, target specific audience, etc.

Show off the company's logo

Where is the Logo going to be used?

Ex. web page, ad network, app, newsletters, e-mail campaigns, etc

On their website and advertisements

What are the Animated Logo specifications?

Aspect ratio, dimensions and weight, etc.

What is the Format and Delivery size of the Logo?

gif, jpg, mp4, png, png sequence, animation, etc

gif

How will the Logo be created?

Software or apps, etc.

In Adobe Animate

Is Sound going to be added? If so, what kind?

music, jingle, word, etc

No

What Design Elements will be used?

- Tone / personality
- Existing brand items
- Color scheme
- Typography
- Graphics

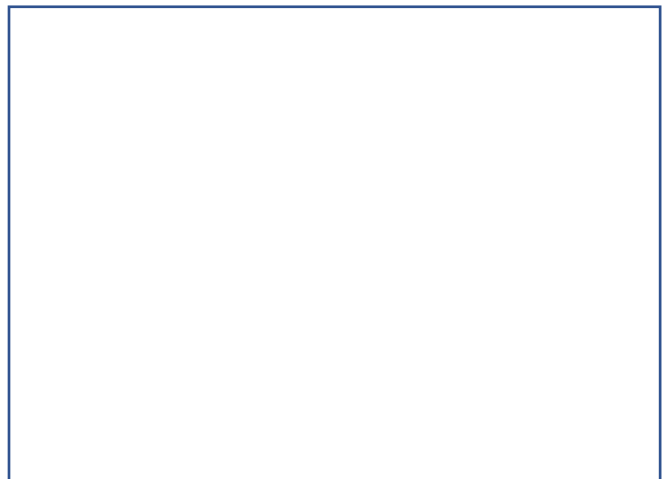
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.



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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements







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- DESIGN Notes: Layout Ideas of the Composition Elements - Notes

Draft notes of your ideas. Write down association words.

Movement

Lines

Cute