MACA 2765 Animation for the Web

PROJECT: Cinemagraph

- DESIGN PLAN

What is the Business Type and Name?
Charity, online store, event venue, etc

Art supply store (like Michaels or Dick Blick Art Materials

What is the Cinemagraph for?
Product to be sold, event, informational, etc

Art supplies (pens, pencils, sketchbook)

Who is the target Audience?
demographic based on age, gender, occupation, interest, nationality, etc.

Artists of all ages

What is the Main Purpose of the Cinemagraph?
enhance the experience, create the mood, create the interest, encourage exploring, etc.

To encourage artists to buy more art supplies

Where is the Cinemagraph going to be placed?
Ex. web page, ad network, app, etc

Website or social media platforms like instagram, facebook, twitter

What are the Cinemagraph specifications?
Aspect ratio, dimensions and weight, etc.

What is the format and delivery size of the Cinemagraph?
Gif, jpg, mp4, png, png sequence, animation, etc

MP4 and Gif

How will the Cinemagraph be created?
Software or apps, etc.

Premiere Pro

What content elements will be used?
video, background image, text, etc

Wood background paper, art supplies I have at home (watercolor sketchbook, ink, brushes, pencil)

What design elements will be used?

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

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

MACA 2765 Animation for the Web

PROJECT: Cinemagraph

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

MACA 2765 Animation for the Web

PROJECT: Cinemagraph

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

Draft notes of your design ideas. Write down association words.

Draft notes of your animation ideas.