



## 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

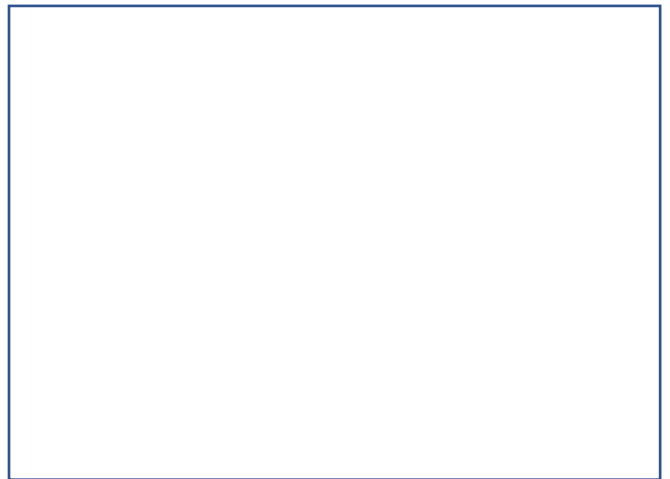
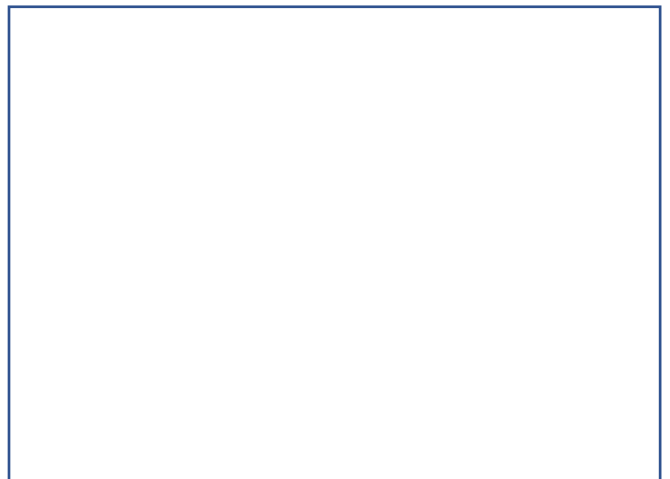
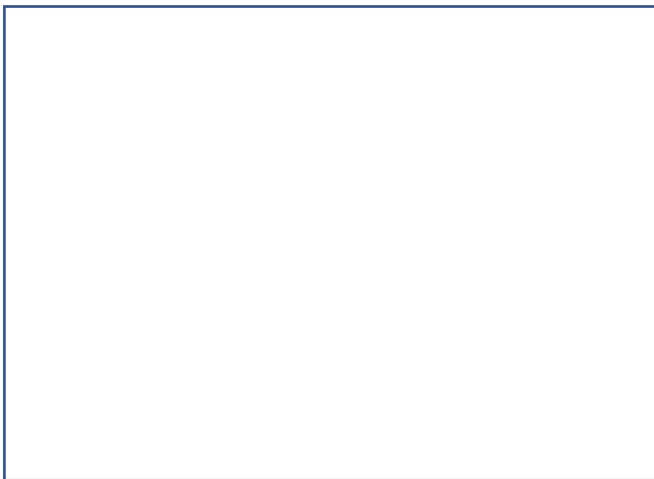
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.



## MACA 2765 Animation for the Web

**PROJECT:** Cinemagraph

- **DESIGN THUMBNAILES:** 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.