MACA 2765 Animation for the Web

PROJECT: Digital Business Card - 30 - 60 sec video introduction

- DESIGN PLAN

Who is the Digital Business Card for?
Yourself, Another Person, Business, etc

Myself

What is the Card for?
Casual Introduction, Personal Info, Recruitment, etc

Introduction and recruitment

Who is the Target Audience?
Professionals, Recruiters, Friends, Anyone, etc.

Recruiters

What is the Target Action?
Call or email, generate interest, etc.

Email, call and check out Behance page

Where is the Card going to be placed?
web page, email, text message, newsletter, Linked In, Indeed, etc

Email, youtube, etc

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

16:9

What is the format and delivery size of the Card?
mp4, mov, etc

.mp4

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

Premiere Pro

What content elements will be used?
Logo, headline, background image, text animation, etc

Animated logo, various school projects, video of me sketching

What design elements will be used?

- Tone / Personality
- Existing Brand Items
- Color Scheme
- Typography
- Graphics
- Images
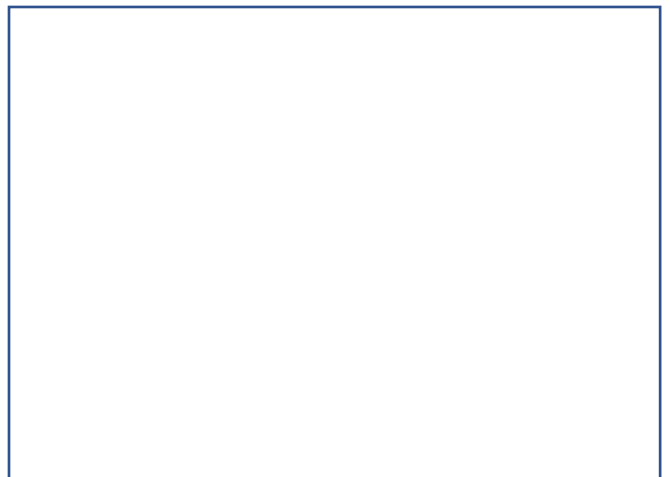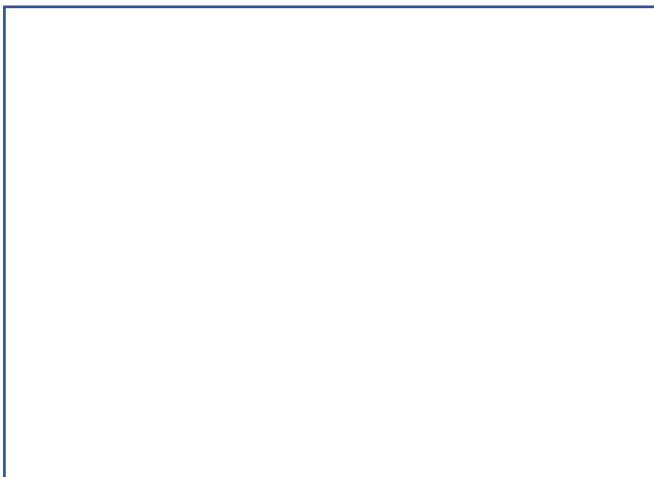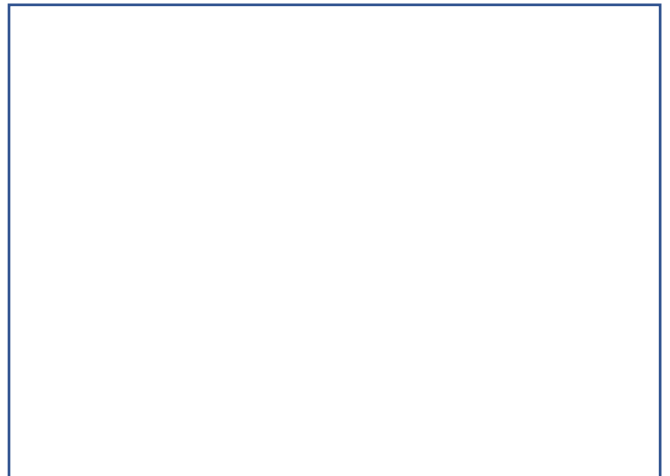- Animations
- Music
- Voice Over

Create sketches, use design tools such as Mood Board, 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

 Draft notes of your ideas. Write down association words.

Mini-portfolio
eye-catching
friendly
professional

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✓ Submission List

- ☐ Design Plan
- ☐ Mood Board
- ☐ Style Tile
- ☐ Thumbnails / Sketches
- ☐ Finished file