MACA 2765 Animation for the Web

PROJECT: Infographics

- DESIGN PLAN

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

Educational/School (Introverts), Art appreciation website (Art)

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

Informational

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

People 16+

What type of Infographic will be used?
statistical, timeline, comparison, etc.

1. Comparison, 2. Visual article

Where is the Infographic going to be used? *Ex.*
web page, ad network, app, etc

Website or facebook page

What are the Infographic 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

JPG or PNG

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

Adobe Spark

What content elements will be used?
vector graphics, sketches, text, etc

Spark icons, text, etc

What design elements will be used?

- 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 design ideas. Write down association words.

Draft notes of your animation ideas.