



## 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

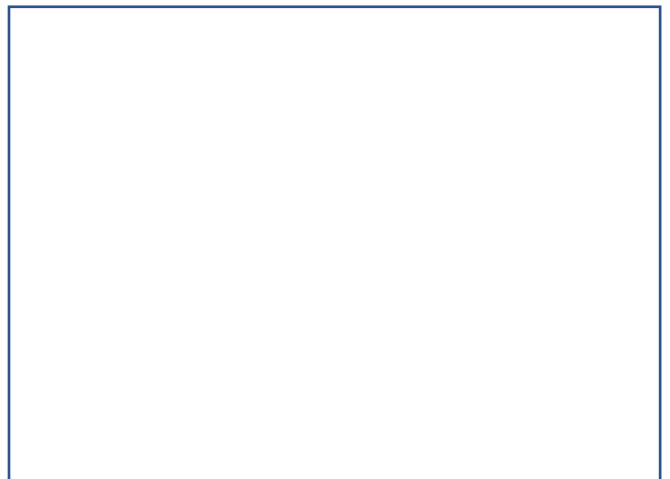
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.

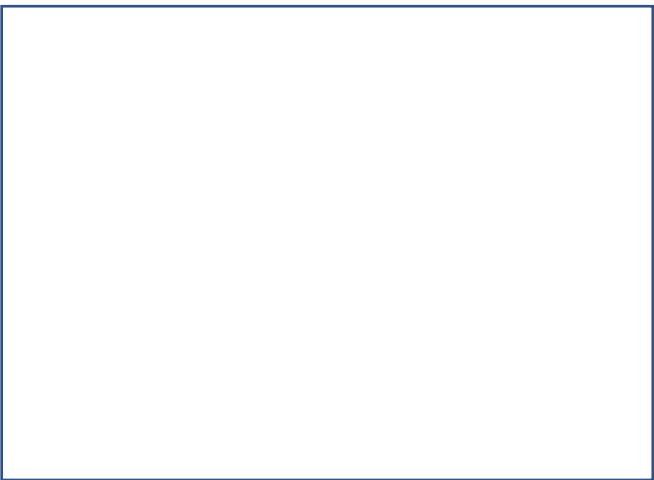


## MACA 2765 Animation for the Web

**PROJECT:** Infographics

- **DESIGN THUMBNAILS:** Layout Ideas of the Composition Elements







## MACA 2765 Animation for the Web

### PROJECT: Infographics

- 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.