MACA 2765 Animation for the Web

PROJECT: Animated Web Ad

- DESIGN PLAN

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

Holbien Art Materials

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

Individual acrylic groache tubes and sets

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

Creatives who are interested in art, specifically acrylic gouache painting, age range 15+

What is the Targeted Call to Action?
like the page, subscribe to the newsletter, check the line of products, buy product, etc.

Shop here!

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

social media feeds and banners

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

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

gif or MP4

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

Photoshop and Adobe Spark

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

images of gouache tubes (taken by iPhone) Holbien Logo, text

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.

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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 ideas. Write down association words.

gouache tubes
fun text
pun
vibrant
artist
simple
colorful