

Animation for the Web

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MACA 2765 W 2020
MW 8-11pm
Part 2

Target-Plan Design Worksheet 05 – Animated Social Media Posts

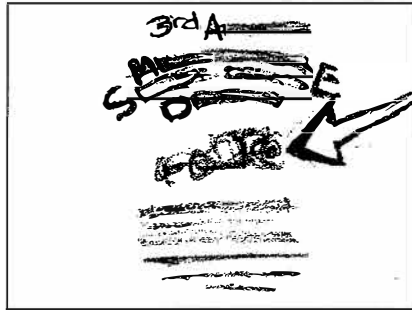
<p>Target</p> <p>Who: is the target audience?</p> <p>Why: What is the item's job?</p> <p>What: Define the company's personality</p>	<p>Business Type CAR SHOW</p> <p>Name: Motor City Auto</p> <p>Company Profile Local auto repair shop raising funds for children's hospital</p>	<p>What is the company's personality? Top Notch Car Show Company</p> <p>Who is the target audience of the posts? Vintage, old road enthusiast</p> <p>What is the personality of the social channels? Fund raising for Childrens Hospital</p>	<p>What does the company want the post graphics/animations to invoke? Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p>Vintage, simple, exciting Fast</p>
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>Where will the posts used?</p> <p>post #1)</p> <p>post #2) FACEBOOK, TWITTER web</p> <p>What is the desired end file type?</p> <p>post #1)</p> <p>post #2) GIF, HTML5, .mp4</p>	<p>What types of animations will be used?</p> <p>post #1)</p> <p>Post #2) motion, fades</p> <p>How will the post graphics be created?</p> <p>post #1) Cello</p> <p>post #2) Animate CC as vectors</p>	<p>Post #1) What is the subject?</p> <p>What content elements will it have?</p> <p>Post #2 What is the subject? CAR SHOW</p> <p>What content elements will it have? Header, body text images</p>
<p>Design</p> <p>Attach design thumbnails – graphic detail animation storyboard</p> <ul style="list-style-type: none"> tone / personality existing brand items color scheme typography graphics images 	<p>Styling: tone and personality?</p> <p>post #1)</p> <p>post #2) Vintage, illustrated</p> <p>What brand items will be used? Are they even needed?</p> <p>post #1)</p> <p>post #2) show header</p>	<p>Color scheme?</p> <p>post #1)</p> <p>post #2) Vintage, Blue, red yellow, brown, tan.</p> <p>Typography?</p> <p>post #1)</p> <p>post #2) Algerian, Verdana</p>	<p>Post #1) What is the post title?</p> <p>How with the post graphic be laid out? (use storyboard)</p> <p>Post #2) What is the post title? Show & Shine.</p> <p>How with the post graphic be laid out? (use storyboard)</p>

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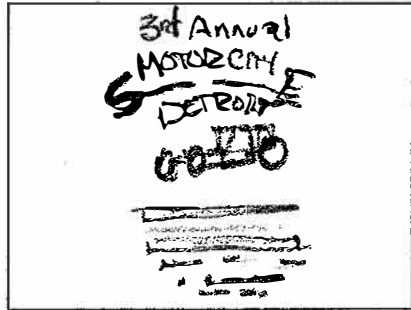
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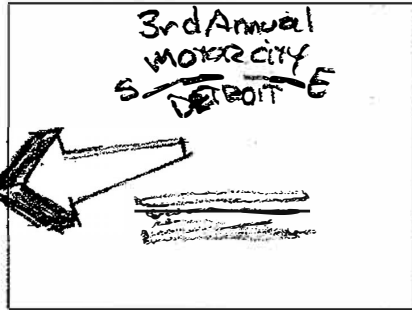
Scene Start: Duration: 0
3rd Annual Show Shine.



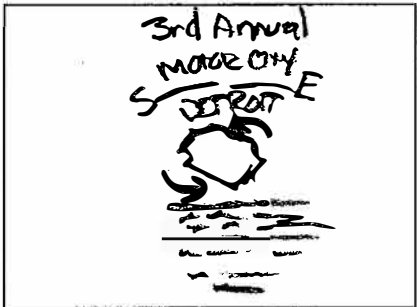
Scene Start: Duration: 1.5 sec
Hotrod enters off stage right to center



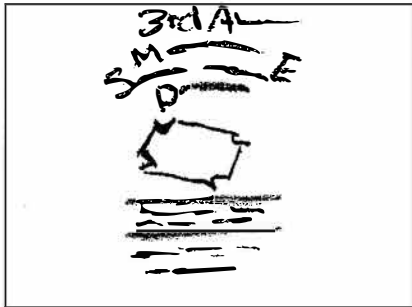
Scene Start: Duration: 2 sec
Hotrod stationary slight movement left, right up and down to mimic engine revving



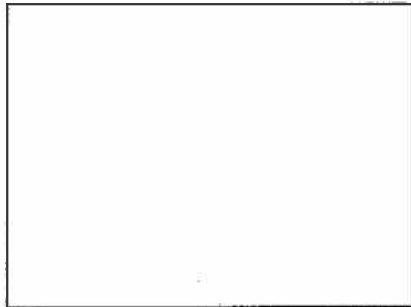
Scene Start: Duration: .5 sec
Hotrod leave off screen to left fast



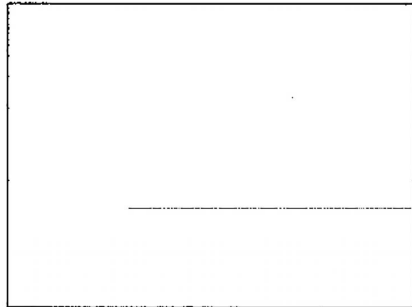
Scene Start: Duration: 1.5 sec.
Ticket takes in and rotates counter clockwise 2.5 hotrod leaves screen. HML5 have ticket zoom in and rotate. Ticket is CTA



Scene Start: Duration: 3 sec
Ticket stops rotating then fades out to restart animation



Scene Start: Duration:



Scene Start: Duration: