

Animation for the Web

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MACA 2165
MW 8-14-17 W2020

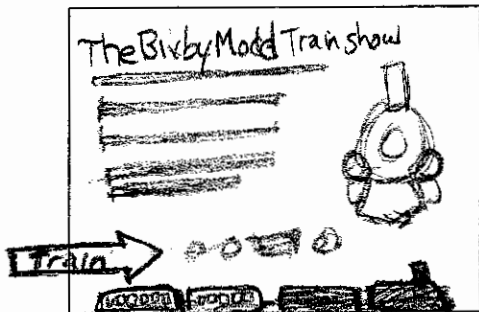
Target-Plan Design Worksheet 05 – Animated Social Media Posts

<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 Model train expo show Name: Bixby Model Trains</p> <p>Company Profile Regional Model Train Expo Management</p>	<p>What is the company's personality? Efficient, Fun.</p> <p>Who is the target audience of the posts? model train enthusiast</p> <p>What is the personality of the social channels?</p>	<p>What does the company want the post graphics/animations to invoke? Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Simple, to the point with a bit of fun</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? post #1) Facebook, twitter post #2) Facebook, twitter</p> <p>What is the desired end file type? post #1) Gif post #2) Gif</p>	<p>What types of animations will be used? post #1) Gif post #2) Gif</p> <p>How will the post graphics be created? post #1) Crello post #2) Animate CC as vectors</p>	<p>Post #1) What is the subject? Model train show What content elements will it have? Train expo material, photos</p> <p>Post #2) What is the subject? Car show What content elements will it have? vector art</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? post #1) A classic rail road theme. post #2)</p> <p>What brand items will be used? Are they even needed? post #1) EVENT DECALS, LOGOS post #2)</p>	<p>Color scheme? post #1) Blues and white post #2) vintage</p> <p>Typography? post #1) post #2)</p>	<p>Post #1) What is the post title? The Bixby Model Train Show How with the post graphic be laid out? (use storyboard)</p> <p>Post #2) What is the post title?</p> <p>How with the post graphic be laid out? (use storyboard)</p>

Animation

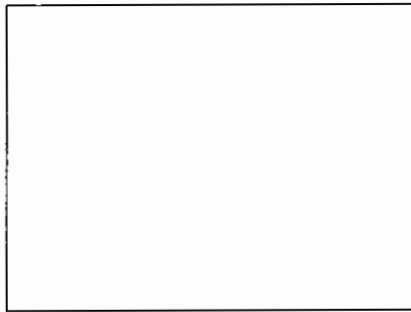
for the Web

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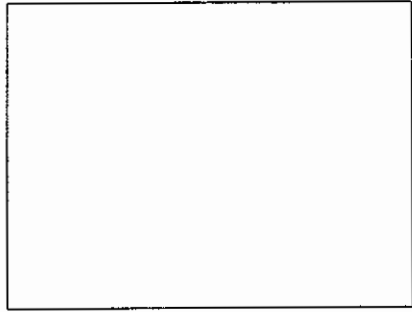


Scene Start: Duration:

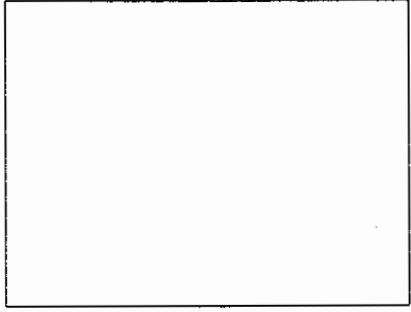
Train comes in from off stage from left to right



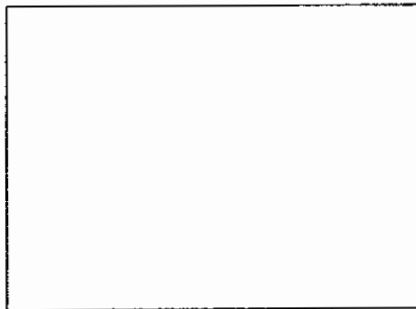
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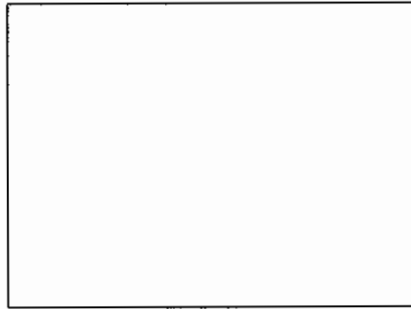
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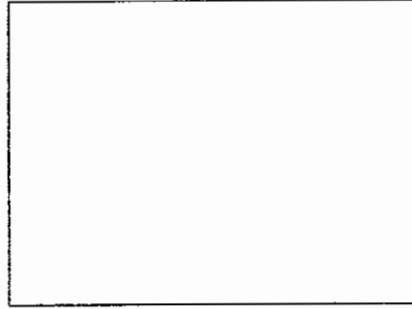
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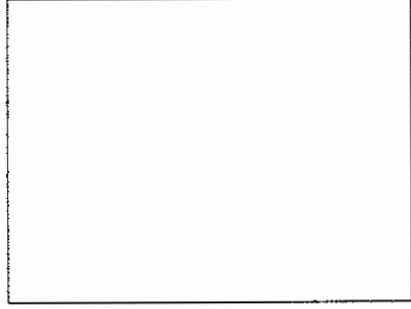
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