



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

Stitch Boutique
Online clothing store

What is the Ad for?

Product to be sold, event, informational, etc

Clothing items

Who is the target Audience?

demographic based on age, gender, occupation, interest, nationality, etc.

young adults, college students/no particular occupation, interested in fairly priced streetwear

What is the Targeted Call to Action?

like the page, subscribe to the newsletter, check the line of products, buy product, etc.

Buy products

Where is the Ad going to be placed?

Ex. web page, ad network, app, etc

on webpage; pop up stating discount code with "Shop now" button

What are the Ad specifications?

Aspect ratio, dimensions and weight, etc.

300x250

What is the format and delivery size of the Ad?

Gif, jpg, mp4, png, png sequence, animation, etc

png or gif

How will the Ad be created?

Software or apps, etc.

photoshop, gifeez, or animation cc

What content elements will be used?

Logo, headline, background image, etc

logo, headline, tagline, animation img, bg color, button

What design elements will be used?

- Tone / personality fun, friendly, inviting, bright
- Existing brand items
- Color scheme #ffc397, #ffa998, #18acba, #f76566
- Typography sans-serif for body; script or bold font for headline
- Graphics gif/png gif; typing in code
- Images logo

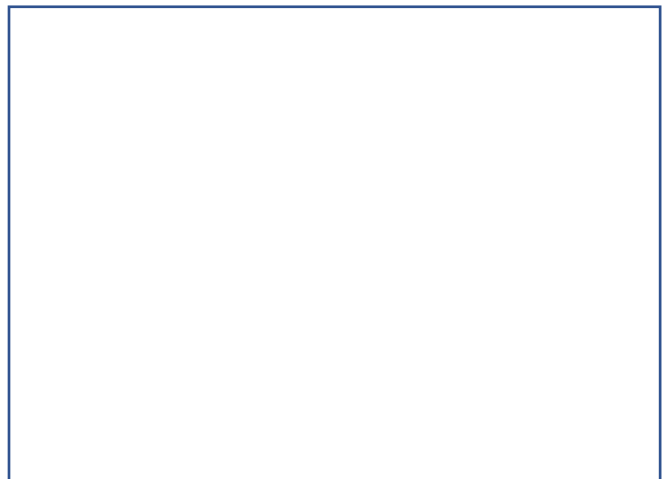
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.



MACA 2765 Animation for the Web

PROJECT: Animated Web Ad

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements







MACA 2765 Animation for the Web

PROJECT: Animated Web Ad

- DESIGN Notes: Layout Ideas of the Composition Elements - Notes

Draft notes of your ideas. Write down association words.