

Web page, ad

MACA 2765 Animation for the Web

OJECT: Cin	emagraph
 DESIGN 	PLAN
M/bot is the F	Durainaga Tuma and Nama?
	Business Type and Name?
Charity, onlin	e store, event venue, etc
Travel Ag	ency
What is the C	Cinemagraph for?
Product to be	sold, event, informational, etc
Train ticke	ots
Train train	
	rget Audience?
aemograpnic	based on age, gender, occupation, interest, nationality, etc.
Young ad	ults/adults, any gender, any occupation, those that like to travel
What is the N	Main Purpose of the Cinemagraph?
	experience, create the mood, create the interest, encourage exploring, etc.
cimanee the t	experience, create the mood, create the interest, encourage exploring, etc.
Encoura	ige traveling
Where is the	Cinemagraph going to be placed?
	, ad network, app, etc
, 3	

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

336x280 px

What is the format and delivery size of the Cinemagraph?

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

gif, mp4, or animation

How will the Cinemagraph be created?

Software or apps, etc.

Photoshop

What content elements will be used?

video, background image, text, etc

video, text, graphics?

What design elements will be used?

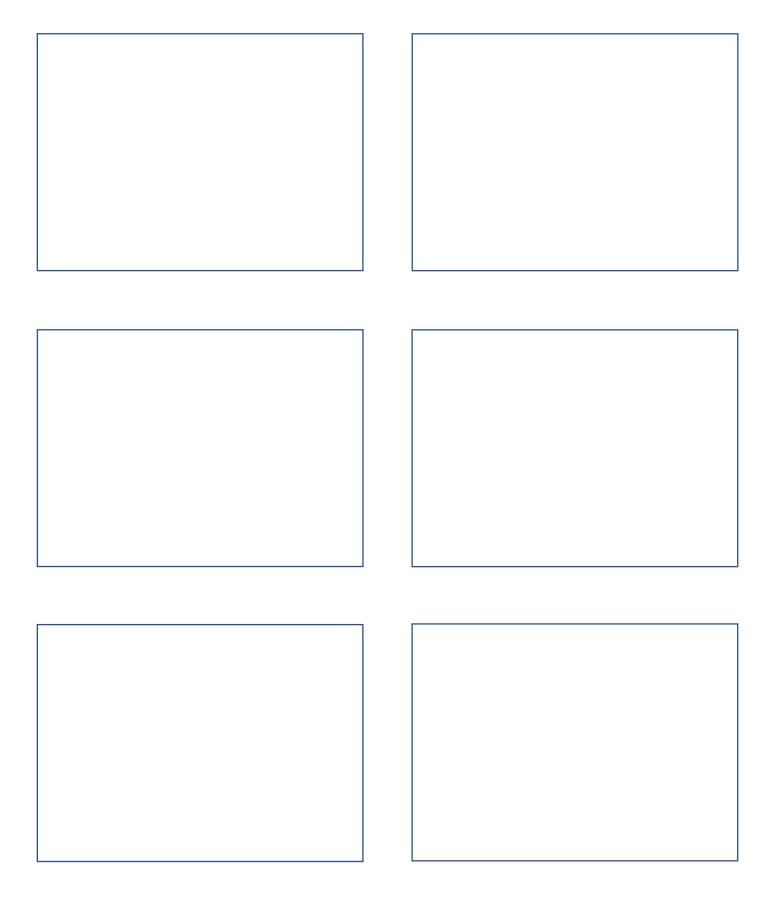
- Tone / personality inviting, friendly, creative, wonder
- Existing brand items
- Color scheme bright; yellows, blues, oranges, greens
- Typography bold, modern
- Graphics logo, picture overlays
- Images background image of train station

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



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PROJECT: Cinemagraph			
DESIGN THUMBNAILS: Layout Ideas of the Composition Elements			
"Be Inspired"	"let's wander"		
"Get outta town"	"Travel made easy"		





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PROJECT: Cinemagraph

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.

Word Association

trains, commuter, passenger, freight, excursion, adventure, rail, railway, express, north bound, southbound, eastbound, westbound, steam, locomotive, board, disembark, journey, passport, trips, distance, leisure, vacation, explorer, visit, tours, lifestyle, abroad, transit, destination, transport, route, depart, arrive

Name Ideas

Golden Ticket
Curious Quests
Wanderlust
Travelcations
Runaway Railways
Paradise Pathway
Daily Destinations
Train Reaction
Highrollers
Grass Routes