



MACA 2765 Animation for the Web

PROJECT: Cinemagraph

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Travel Agency

What is the Cinemagraph for?

Product to be sold, event, informational, etc

Train tickets

Who is the target Audience?

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

Young adults/adults, any gender, any occupation, those that like to travel

What is the Main Purpose of the Cinemagraph?

enhance the experience, create the mood, create the interest, encourage exploring, etc.

Encourage traveling

Where is the Cinemagraph going to be placed?

Ex. web page, ad network, app, etc

Web page, ad

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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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

"Be Inspired"

"let's wander"

"Get outta town"

"Travel made easy"





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- 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