



## MACA 2765 Animation for the Web

**PROJECT:** Digital Business Card - 30 - 60 sec video introduction

- DESIGN PLAN

### **Who is the Digital Business Card for?**

*Yourself, Another Person, Business, etc*

Mutual Aid

### **What is the Card for?**

*Casual Introduction, Personal Info, Recruitment, etc*

Casual Intro/Info on business/Recruitment

### **Who is the Target Audience?**

*Professionals, Recruiters, Friends, Anyone, etc.*

Professionals, consumers, friends, anyone interested in helping their community

### **What is the Target Action?**

*Call or email, generate interest, etc.*

Call/email/follow/volunteer

### **Where is the Card going to be placed?**

*web page, email, text message, newsletter, Linked In, Indeed, etc*

web page, social media

**What are the Card specifications?**

*Aspect ratio, dimensions and weight, etc.*

**What is the format and delivery size of the Card?**

*mp4, mov, etc*

mp4

**How will the Card be created?**

*Software or apps, etc.*

Adobe Spark

**What content elements will be used?**

*Logo, headline, background image, text animation, etc*

logo, images, text, animation/video

**What design elements will be used?**

• Tone / Personality	friendly, personable
• Existing Brand Items	
• Color Scheme	black, blue, red, white
• Typography	sanserif fonts, modern,
• Graphics	logo
• Images	events, behind the scenes, founders
• Animations	videos, possible text animation
• Music	mellow, inspiring
• Voice Over	

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