

# Animation

for the Web

SAMANTHA MINCHEY M/W 8-11PM

## Target-Plan Design Worksheet

### 05 - Animated Social Media Posts

<p><b>Target</b></p> <p><b>Who:</b> is the target audience? food/dessert enjoyers</p> <p><b>Why:</b> What is the item's job? inform on company's personality</p> <p><b>What:</b> Define the company's personality outgoing</p>	<p><b>Business Type</b> Donut shop</p> <p><b>Name:</b> Detroit Donuts</p> <p><b>Company Profile</b> Different / unique / colorful donuts</p>	<p><b>What is the company's personality?</b> happy, vibrant</p> <p><b>Who is the target audience of the posts?</b> people who like food/donuts</p> <p><b>What is the personality of the social channels?</b> outgoing, happy</p>	<p><b>What does the company want the post graphics/animations to invoke?</b> Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. simple, easy, good, swooshy</p>
<p><b>Plan</b></p> <p><b>Where</b> will the item be located? will the content item have?</p> <p><b>What</b> elements will the content item have? text, shapes, images.</p> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <p><b>How</b> will you create the item? movement</p>	<p><b>Where</b> will the posts be used? post #1) Instagram post #2) Facebook</p> <p><b>What is the desired end file type?</b> post #1) text, shapes post #2) movement</p>	<p><b>What types of animations will be used?</b> post #1) gif post #2) MP4</p> <p><b>How</b> will the post graphics be created? post #1) Crello post #2) Animate CC as vectors</p>	<p><b>Post #1)</b> What is the subject? food</p> <p><b>What</b> content elements will it have? text, shapes, images.</p> <p><b>Post #2)</b> What is the subject? food</p> <p><b>What</b> content elements will it have? text / background,</p>
<p><b>Design</b></p> <p><b>Attach</b> design thumbnails - graphic detail animation storyboard</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p><b>Styling: tone and personality?</b> post #1) colorful, yummy post #2) nice, good</p> <p><b>What</b> brand items will be used? Are they even needed? post #1) photography post #2) of items</p>	<p><b>Color scheme?</b> post #1) colorful post #2) colorful</p> <p><b>Typography?</b> (for both) post #1) black text, post #2) semi cursive, curly</p>	<p><b>Post #1)</b> <b>What</b> is the post title? Detroit Donuts</p> <p><b>How</b> with the post graphic be laid out? (use storyboard) Donuts photography background</p> <p><b>Post #2)</b> <b>What</b> is the post title? Detroit Donuts</p> <p><b>How</b> with the post graphic be laid out? (use storyboard)</p>