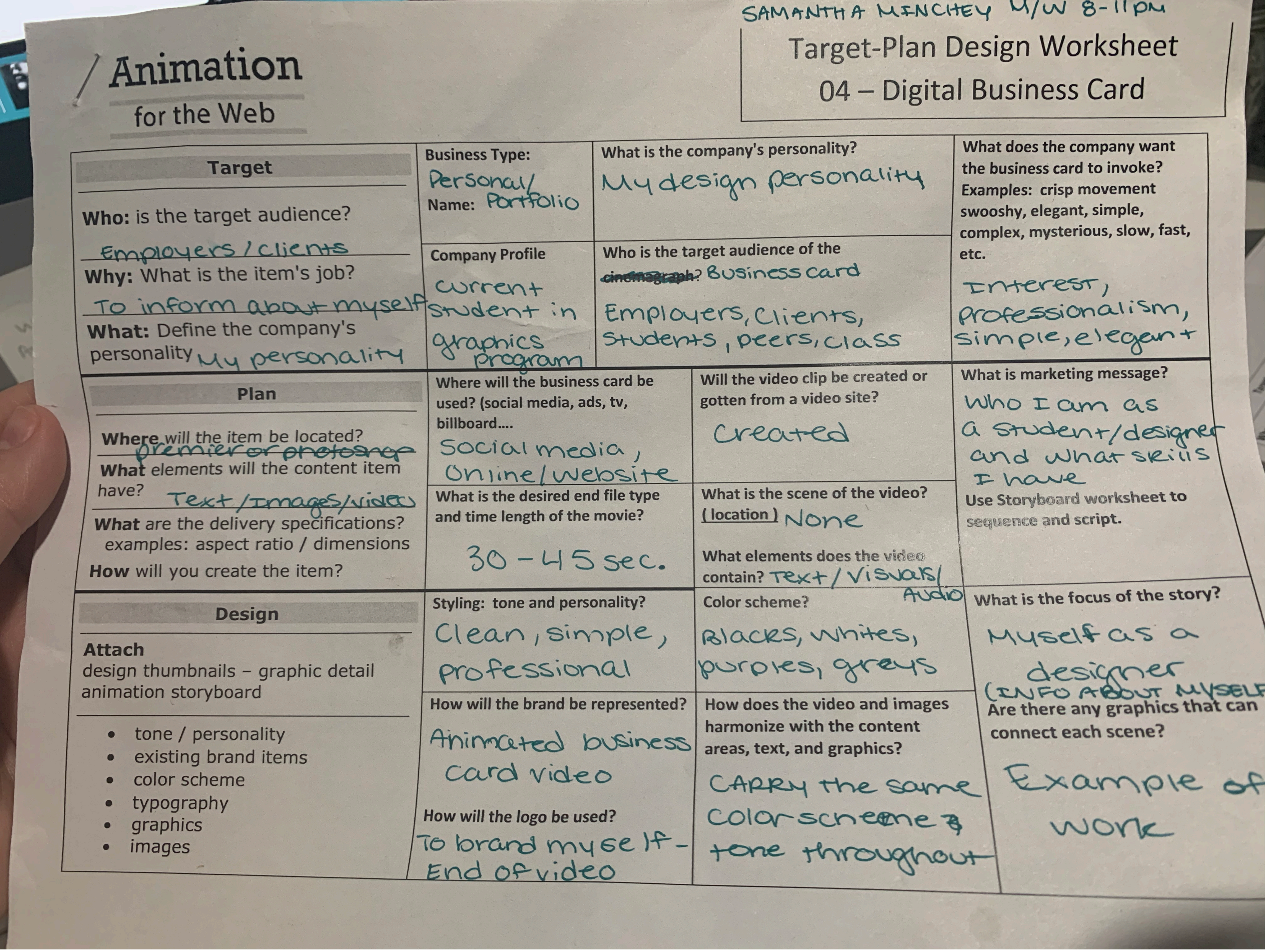
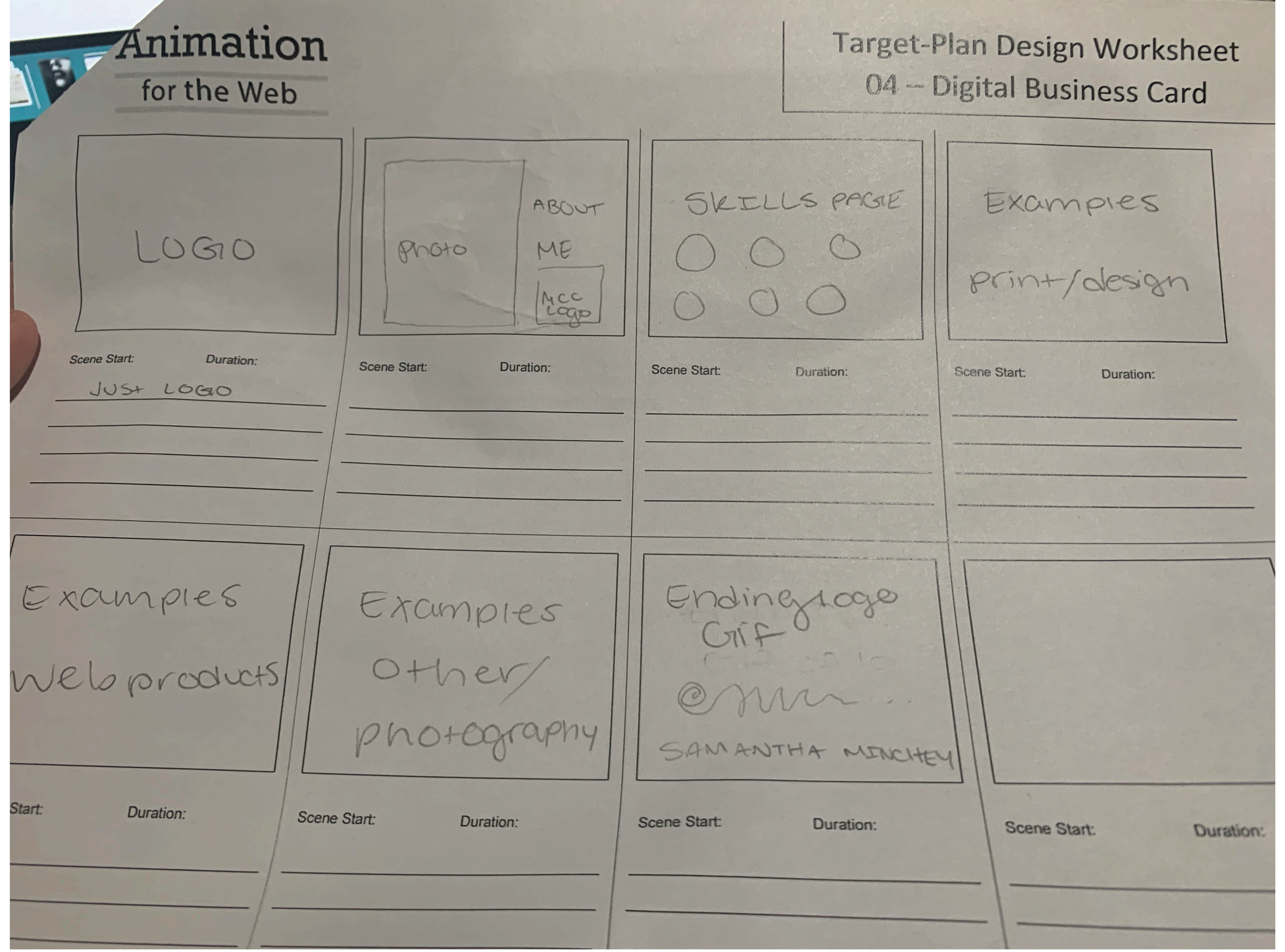
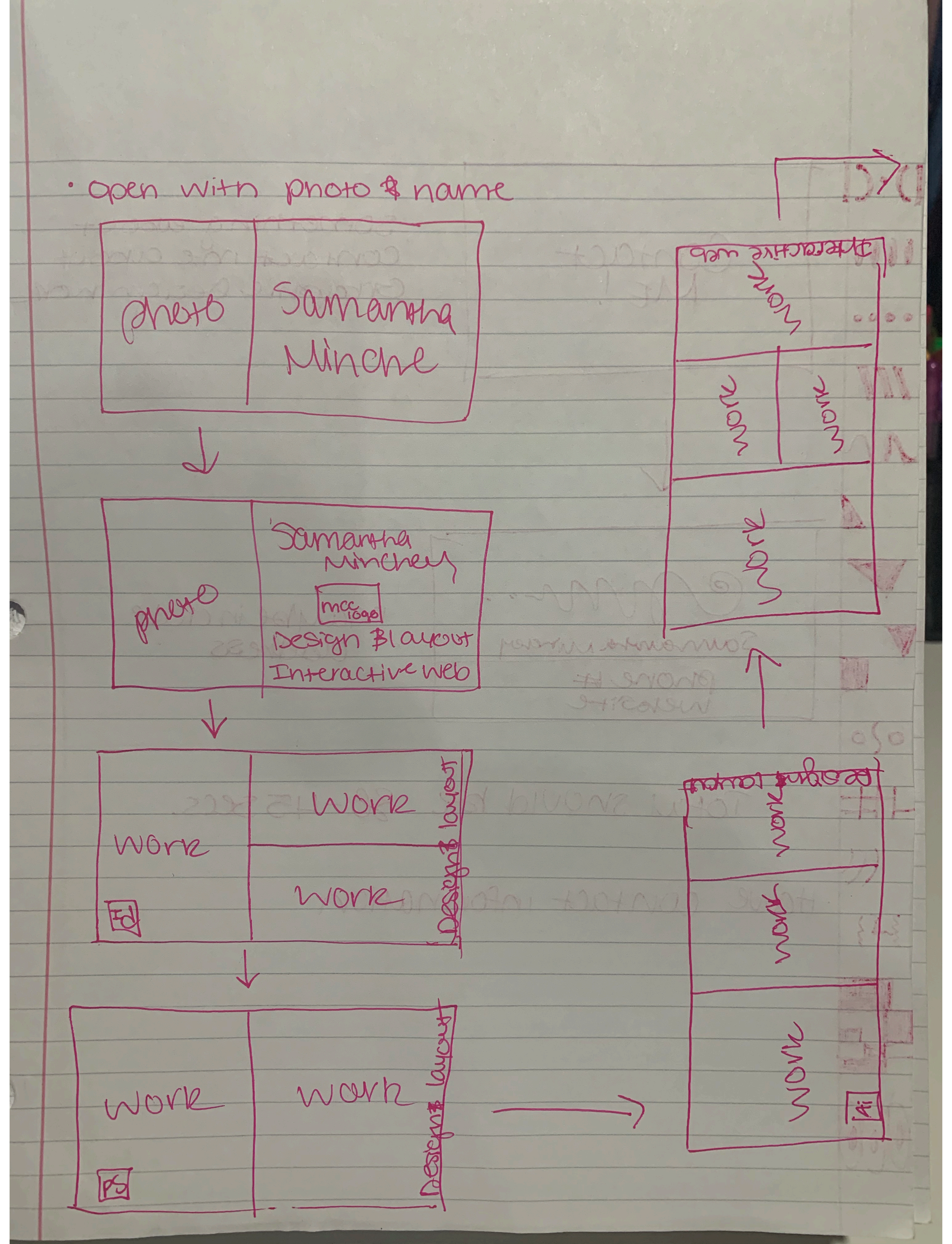
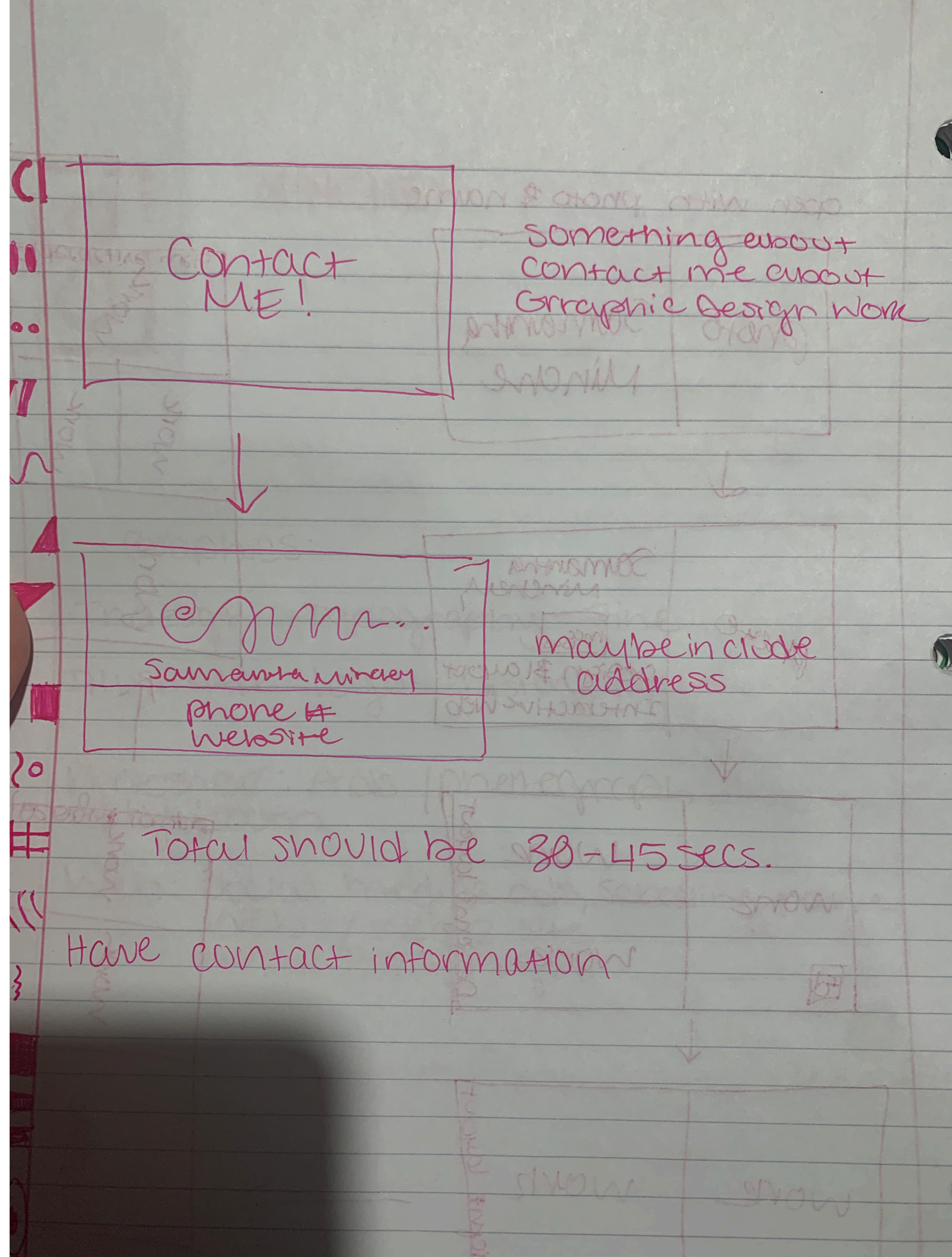


SAMANTHA MINCHEY M/W 8-11PM

Animation for the Web

Target-Plan Design Worksheet
04 – Digital Business Card

Target **Who:** is the target audience? Employers / clients **Why:** What is the item's job? To inform about myself **What:** Define the company's personality My personality	**Business Type:** Personal/ **Name:** Portfolio **Company Profile** current student in graphics program	**What is the company's personality?** My design personality **Who is the target audience of the ~~cinemagraph~~?** Business card: Employers, Clients, Students, peers, class	**What does the company want the business card to invoke?** Examples: crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Interest, professionalism, simple, elegant
Plan **Where** will the item be located? ~~premier or photoshop~~ **What** elements will the content item have? Text / Images / video **What** are the delivery specifications? examples: aspect ratio / dimensions **How** will you create the item?	**Where will the business card be used? (social media, ads, tv, billboard....** Social media, Online / Website **What is the desired end file type and time length of the movie?** 30 - 45 sec.	**Will the video clip be created or gotten from a video site?** Created **What is the scene of the video? (location)** None **What elements does the video contain?** Text / Visuals / Audio	**What is marketing message?** Who I am as a student/designer and what skills I have Use Storyboard worksheet to sequence and script.
Design **Attach** design thumbnails – graphic detail animation storyboard • tone / personality • existing brand items • color scheme • typography • graphics • images	**Styling: tone and personality?** Clean, simple, professional **How will the brand be represented?** Animated business card video **How will the logo be used?** To brand myself - End of video	**Color scheme?** Blacks, whites, purples, greys **How does the video and images harmonize with the content areas, text, and graphics?** CARRY the same color scheme & tone throughout	**What is the focus of the story?** Myself as a designer (INFO ABOUT MYSELF) **Are there any graphics that can connect each scene?** Example of work