	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

It is for Craftsy @ Work.

What is the Card for?
Casual Introduction, Personal Info, Recruitment, etc

To introduce the new concept of Craftsy @ Work for corporations and any offices looking to enhance the creativity of their office culture.

Who is the Target Audience?
Professionals, Recruiters, Friends, Anyone, etc.

Professionals, or anyone who owns a company of any kind, or that has employees.

What is the Target Action?
Call or email, generate interest, etc.

To generate interest and get companies to check out the website and sign up for the service.

Where is the Card going to be placed?
web page, email, text message, newsletter, Linked In, Indeed, etc

Website, social media, eBlasts, etc.

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

> 1280 X 720, 9.1Mb

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, Adobe Photoshop, Adobe Stock, iPhone

What content elements will be used?
Logo, headline, background image, text animation, etc

> Logo, website images, videos, text animation

What design elements will be used?

> - Tone / Personality : fun, informative
> - Existing Brand Items : Craftsy @ Work logo
> - Color Scheme : Orange and Gray
> - Typography : Not really any typography
> - Graphics : Company logo, as well as videos of classes
> - Images : Images of Craftsy website and device useage.
> - Animations :No animations
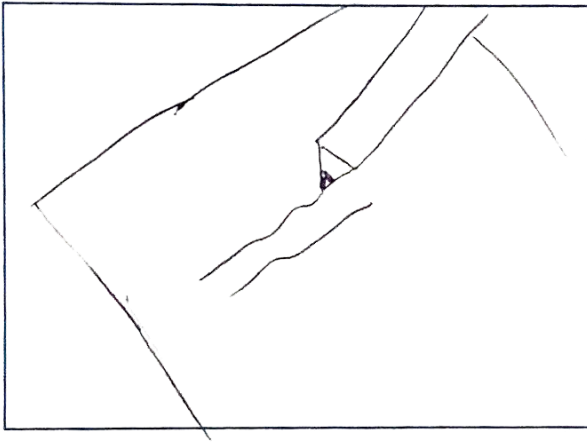> - Music : Stock music from Adobe Stock
> - Voice Over : Me

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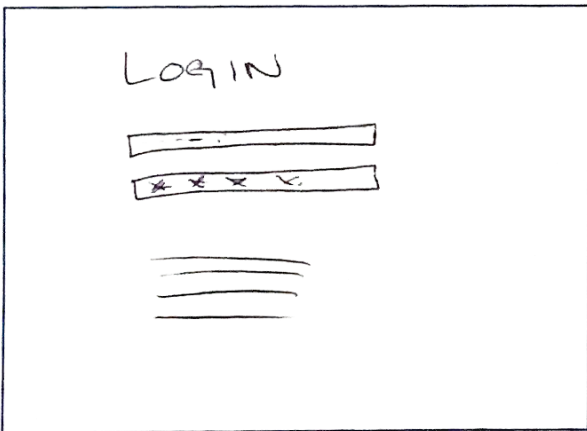
PROJECT: Animated Logo

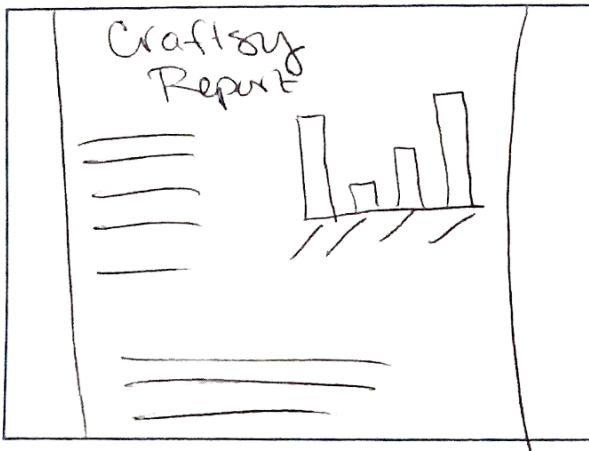- **DESIGN THUMBNAILS:** Layout Ideas of the Composition Elements

Craftsy (artwork)

LOGIN

* show
examples of
different
classes *

Craftsy
Report

www. crafty.com/work

PROJECT: Digital Video Card

- DESIGN Notes: Layout Ideas of the Composition Elements

Draft notes of your ideas. Write down association words.
Craftsy@Work Video Script

At Craftsy, we believe in helping to support businesses who are looking to grow their company culture by shaping innovative environments.

That's why we created Craftsy @ Work.

With Craftsy @ Work, we'll set up your employees with their own account so that they can stream any of our classes on any device.

We offer over 1300 classes in categories such as cooking, gardening, woodworking, photography and more. There is something for everyone.

Want to bring the Craftsy experience into the office? We'll host team building events or classes, both in person or virtually!

We will also send along class or project recommendations to keep your team excited and involved, as well as send you a quarterly report that includes team usage & popular classes to encourage further employee usage.

How can we help you build a more creative working environment?

Go to www.craftsy.com/work to request a demo or quote.

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✓ Submission List

- [ ] Design Plan
- [ ] Mood Board
- [ ] Style Tile
- [ ] Thumbnails / Sketches
- [ ] Finished file