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

> Informational advertisement to sell vacations

Who is the target Audience?
demographic based on age, gender, occupation, interest, nationality, etc.

> Adults interested in travel

What is the Main Purpose of the Cinemagraph?
enhance the experience, create the mood, create the interest, encourage exploring, etc.

> To entice people to book a vacation package

Where is the Cinemagraph going to be placed?
Ex. web page, ad network, app, etc

> Ad, website, social media, email, etc.

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

Custom ratio, 1920X1080, 6mb

What is the format and delivery size of the Cinemagraph?
Gif, jpg, mp4, png, png sequence, animation, etc

Gif and MP4

How will the Cinemagraph be created?
Software or apps, etc.

Photoshop

What content elements will be used?
video, background image, text, etc

Beach video, text, logo image

What design elements will be used?

- Tone / personality
- Existing brand items
- Color scheme
- Typography
- Graphics
- Images

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

Text

Text

text

text

text

text