



MACA 2765 Animation for the Web

PROJECT: Infographics

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Jewelry Store that specializes in time pieces

What is the Infographic for?

Product to be sold, event, informational, etc

Informational - history of the wristwatch

Who is the target Audience?

demographic based on age, gender, occupation, interest, nationality, etc.

Adults who are interested in time pieces and history

What type of Infographic will be used?

statistical, timeline, comparison, etc.

Timeline

Where is the Infographic going to be used? *Ex.*

web page, ad network, app, etc

Web page, social media, eBlasts.

What are the Infographic specifications?

Aspect ratio, dimensions and weight, etc.

1780X3000; 856kb

What is the format and delivery size of the Infographic?

Gif, jpg, mp4, png, png sequence, animation, etc

Jpg, PDF

How will the Infographic be created?

Software or apps, etc.

Adobe Illustrator and Photoshop

What content elements will be used?

vector graphics, sketches, text, etc

Vector graphics, text, images

What design elements will be used?

- Existing brand items
- Color scheme
- Typography
- Graphics

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



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PROJECT: Animated Logo

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

