



MACA 2765 Animation for the Web

PROJECT: Animated Web Ad

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Irish Dance Products & Supplies - Hagerty Irish Dance Products

What is the Ad for?

Product to be sold, event, informational, etc

NEW Limited Edition Jig Shoes

Who is the target Audience?

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

Irish Dancers & Parents

What is the Targeted Call to Action?

like the page, subscribe to the newsletter, check the line of products, buy product, etc.

See details of the product & buy the product

Where is the Ad going to be placed?

Ex. web page, ad network, app, etc

Web sites 🌐 / blogs / apps / our social media pages

What are the Ad specifications?

Aspect ratio, dimensions and weight, etc.

728 x 90, 300 x 600, 300 x 250, 336 x 280

What is the format and delivery size of the Ad?

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

GIF

How will the Ad be created?

Software or apps, etc.

Photoshop

What content elements will be used?

Logo, headline, background image, etc

logo, headline, product image, CTA button

What design elements will be used?

- Tone / personality
 - Existing brand items
 - Color scheme
 - Typography
 - Graphics
 - Images
- } see style tile

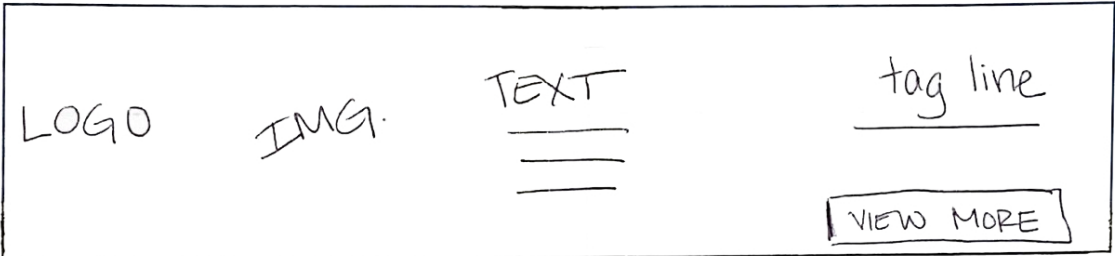
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.



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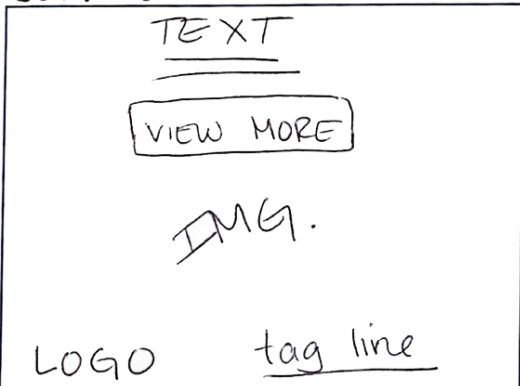
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- DESIGN THUMBNAILED: Layout Ideas of the Composition Elements

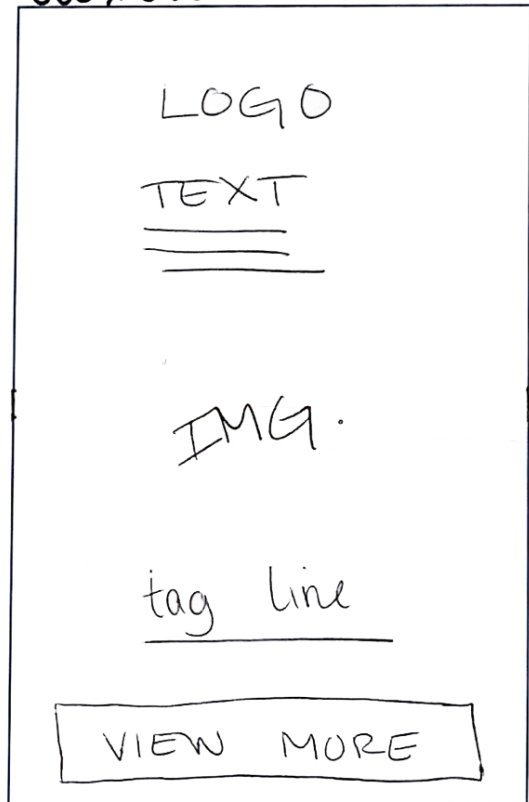


728 x 90

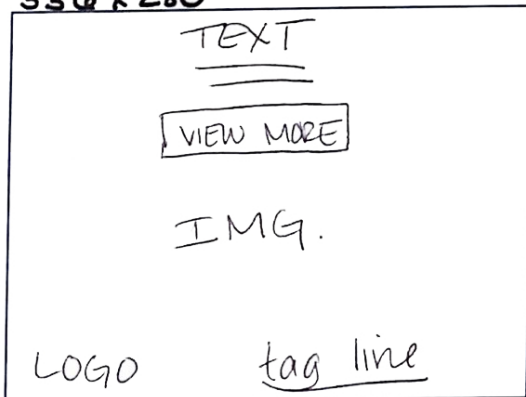
300 x 250



300 x 600



336 x 280



Hagerty Irish Dance Products Style Tile

H I D P



Style Tile
version:1

Possible Colors



Textures



This is an example of a button

Unlock the Possibilities

Hagerty Irish Dance Products

This is an example of the tagline

This is an Example of a Header

Font Name: Montag Bold

This is an Example of a Sub Head

Font Name: Aglet Sans Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font Name: Poiret One

This is an example of a Text link »

Adjectives

Clean Knowledgeable Professional
Creative Exciting Trust-worthy