



MACA 2765 Animation for the Web

PROJECT: Animated Logo

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Charity - American Heart Association

What is the Company Profile?

Product to be sold, event, informational, etc

Non-profit organization that funds cardiovascular medical research to reduce disability or death from heart disease.

Who is the Target Audience?

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

Everyone - Particularly anyone who has been affected by heart disease.

What is the Main Purpose for Animation?

capture attention, create a specific mood, target specific audience, etc.

To capture attention.

Where is the Logo going to be used?

Ex. web page, ad network, app, newsletters, e-mail campaigns, etc

Anywhere on the web: sites, ads, eBlasts, apps, etc.

What are the Animated Logo specifications?

Aspect ratio, dimensions and weight, etc.

800px X800px, 28kb

What is the Format and Delivery size of the Logo?

gif, jpg, mp4, png, png sequence, animation, etc

format: HTML5 Canvas + JS
weight/size: 2kb and 28kb

How will the Logo be created?

Software or apps, etc.

Adobe Animate

Is Sound going to be added? If so, what kind?

music, jingle, word, etc

no.

What Design Elements will be used?

- Tone / personality
- 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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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

