



MACA 2765 Animation for the Web

PROJECT: Animated Logo

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Food Product
The name is Pringles

What is the Company Profile?

Product to be sold, event, informational, etc

Various flavors of Pringle chips

Who is the Target Audience?

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

Chip lovers of any age

What is the Main Purpose for Animation?

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

Show the normal and spicy logos

Where is the Logo going to be used?

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

Can be used in web ads, social media, and e-mail campaigns

What are the Animated Logo specifications?

Aspect ratio, dimensions and weight, etc.

1:1
800x800
2KB

What is the Format and Delivery size of the Logo?

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

.fla and html (2KB)

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 Fun and Playful
- Existing brand items Pringles logo and type
- Color scheme red, white, yellow, black
- Typography Pringles logo font
- Graphics Mustache, eyes, eyebrows, bowtie, smoke

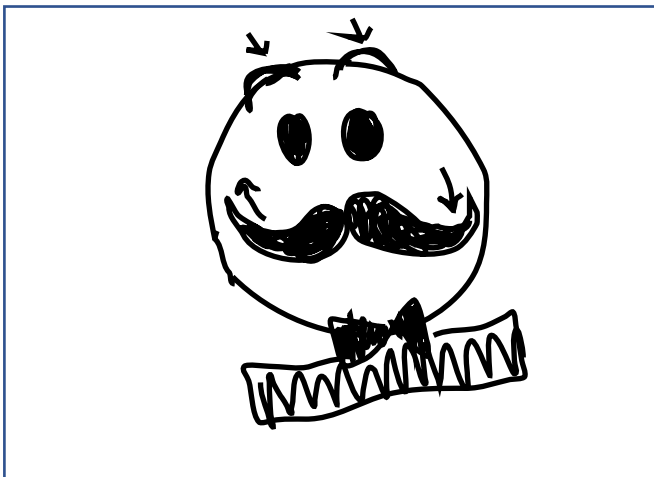
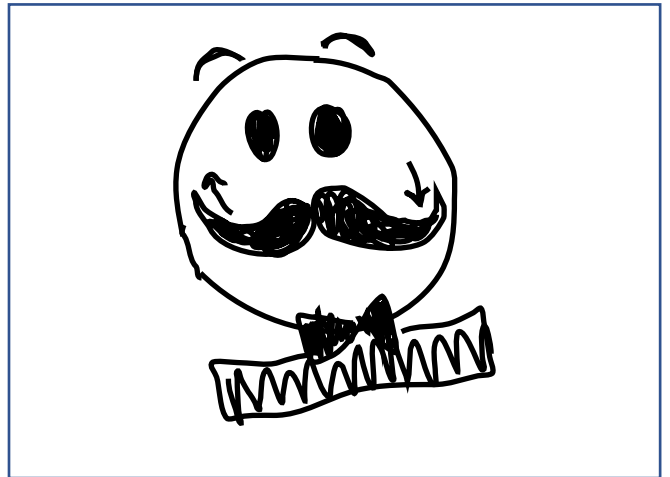
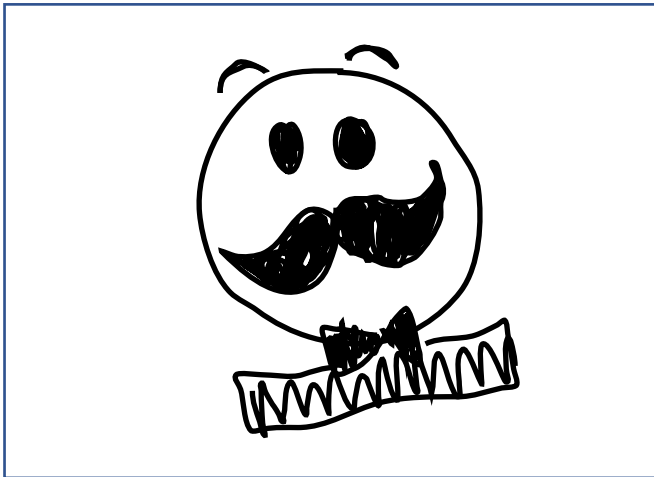
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.





PROJECT: Animated Logo

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements





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- DESIGN Notes: Layout Ideas of the Composition Elements - Notes

Draft notes of your ideas. Write down association words.

spicy
happy
chips
food
fun
simple
playful
emotive
engaging
subtle