



MACA 2765 Animation for the Web

PROJECT: Digital Business Card - 30 - 60 sec video introduction

- DESIGN PLAN

Who is the Digital Business Card for?

Yourself, Another Person, Business, etc

Myself

What is the Card for?

Casual Introduction, Personal Info, Recruitment, etc

Casual introduction to who I am, what I do, and what I stand for.

Who is the Target Audience?

Professionals, Recruiters, Friends, Anyone, etc.

It would most likely be for recruiters and professionals, but also for anyone who wants to know who I am.

What is the Target Action?

Call or email, generate interest, etc.

To visit my portfolio site and send me an email.

Where is the Card going to be placed?

web page, email, text message, newsletter, Linked In, Indeed, etc

Either on my portfolio site, LinkedIn, or on Vimeo.

What are the Card specifications?

Aspect ratio, dimensions and weight, etc.

1920x1080px

What is the format and delivery size of the Card?

mp4, mov, etc

mp4

How will the Card be created?

Software or apps, etc.

After Effects, Media Encoder

What content elements will be used?

Logo, headline, background image, text animation, etc

Photos, call outs, illustrations, animations, logo

What design elements will be used?

- **Tone / Personality** Light and fun
- **Existing Brand Items** logo, type, and colors
- **Color Scheme** blue, yellow, red, and cream
- **Typography** Lato
- **Graphics** smiley faces
- **Images** portrait of myself and pictures of my designs
- **Animations** my previous animations
- **Music** yes
- **Voice Over** yes

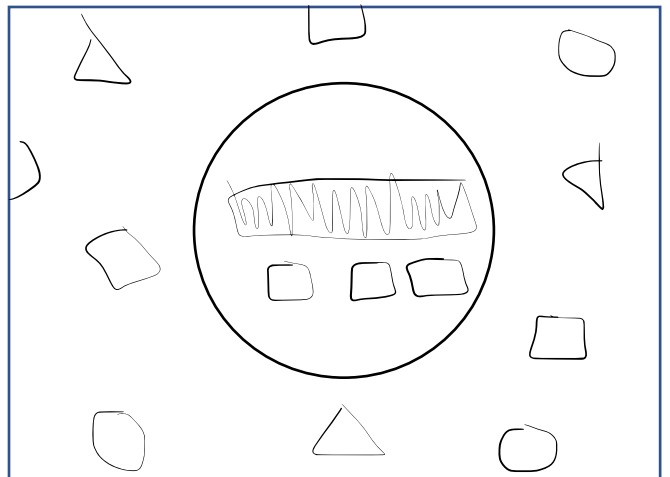
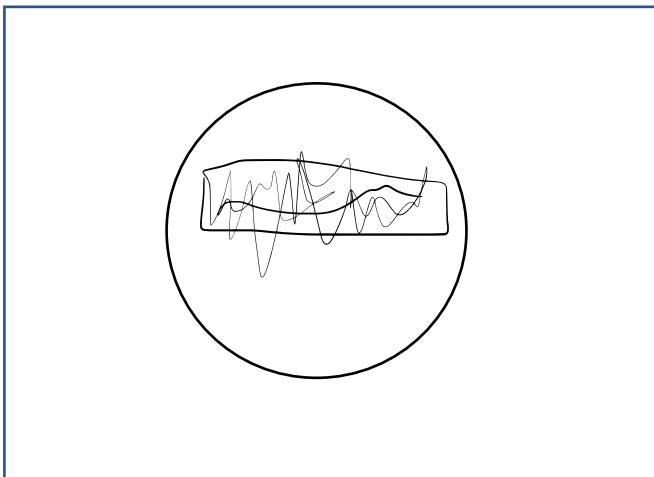
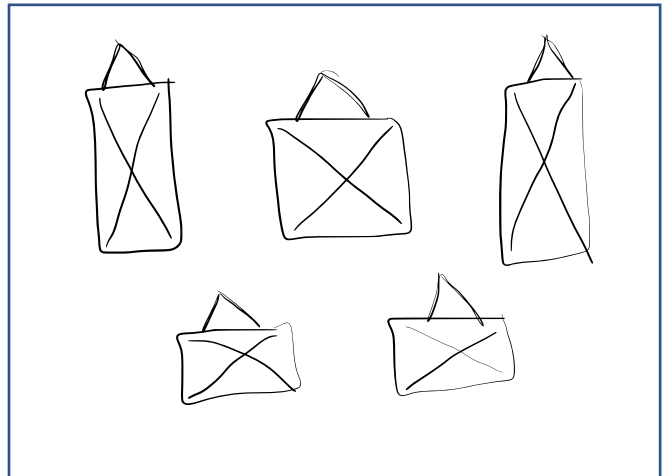
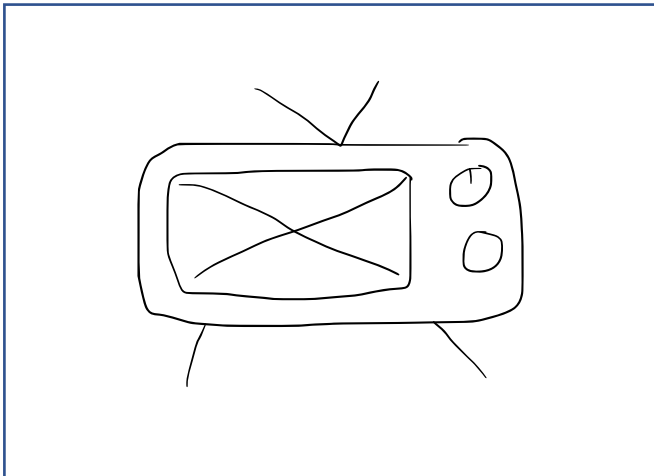
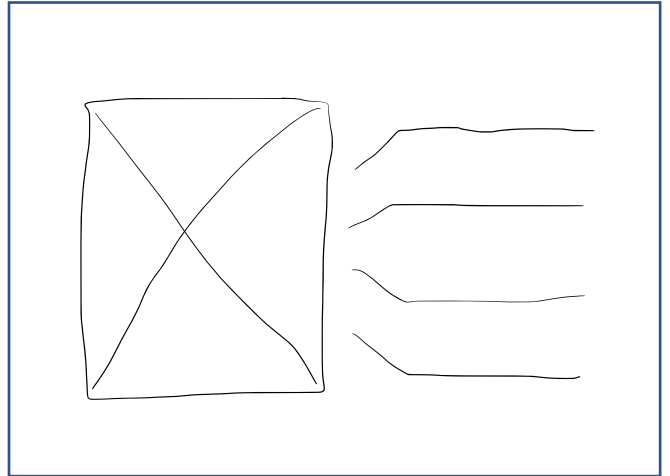
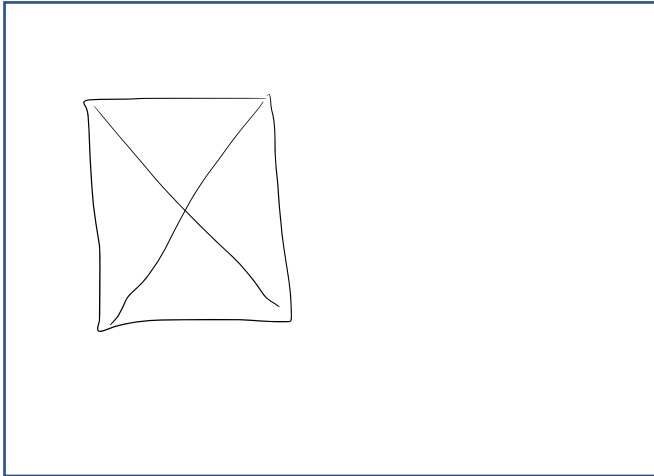
Create sketches, use design tools such as Mood Board, Style Tile to narrow down colors, fonts, images.



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PROJECT: Digital Video Card

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements





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- DESIGN Notes: Layout Ideas of the Composition Elements

Draft notes of your ideas. Write down association words.

SCRIPT

Nice to meet you! My name is Kristen Sadlocha and I'm a motion designer and graphic designer from Michigan.

While studying and Macomb Community College in the Media and Communication Arts Program, I found my passion for creating 2D animations, advertising designs, and visual identities.

I love being a designer because it means that I constantly get to solve problems, learn new things, and most importantly spread joy.

If you want to see more of my work visit kristensadlocha.com and follow me on vimeo, instagram, and linkedin.