



MACA 2765 Animation for the Web

PROJECT: Cinemagraph

- DESIGN PLAN

What is the Business Type and Name?

Charity, online store, event venue, etc

Coffee Shop (The Coffee Bean & Tea Leaf)

What is the Cinemagraph for?

Product to be sold, event, informational, etc

To promote their coffee and coffee press

Who is the target Audience?

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

Coffee lovers of any age

What is the Main Purpose of the Cinemagraph?

enhance the experience, create the mood, create the interest, encourage exploring, etc.

Show the process of making a cup of coffee and how nice it can be.

Where is the Cinemagraph going to be placed?

Ex. web page, ad network, app, etc

On their website and their social media accounts

What are the Cinemagraph specifications?

Aspect ratio, dimensions and weight, etc.

16:9 under 5MB

What is the format and delivery size of the Cinemagraph?

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

Gif - 480x270px 492 KB - 960x540px 1.9MB
mp4 - 960x540px 227 KB

How will the Cinemagraph be created?

Software or apps, etc.

Photoshop

What content elements will be used?

video, background image, text, etc

coffee ; coffee press ; logo

What design elements will be used?

- Tone / personality cozy / elegant
- Existing brand items logo
- Color scheme blues / browns
- Typography -
- Graphics logo
- Images coffee press + cup

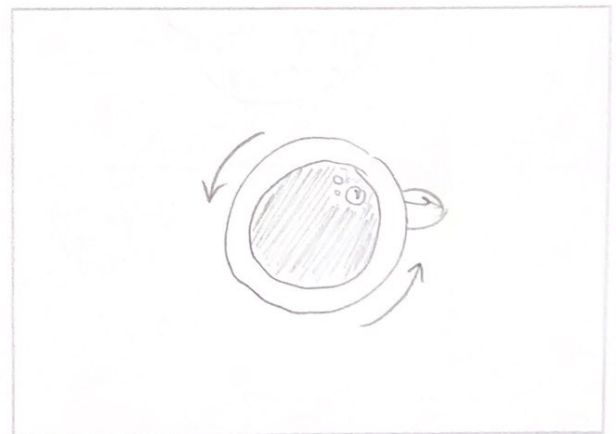
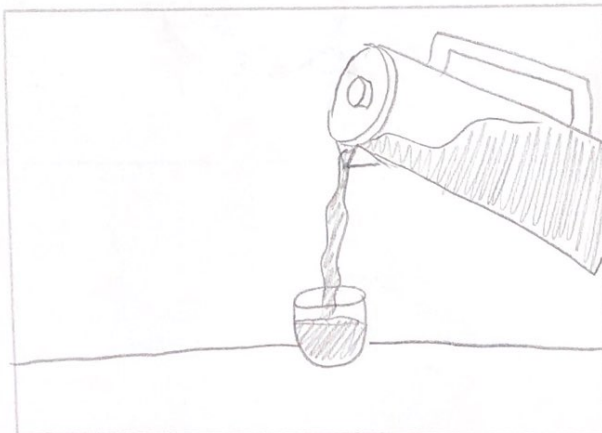
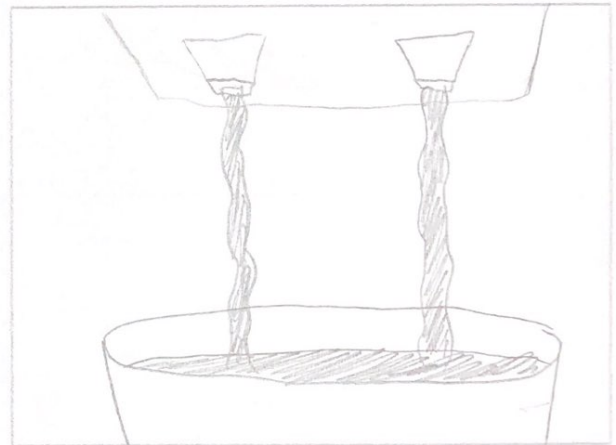
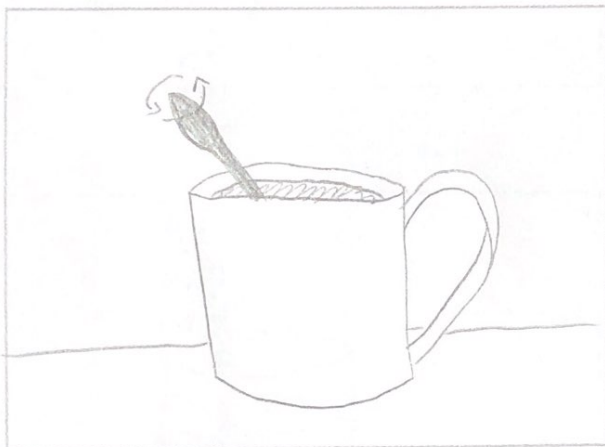
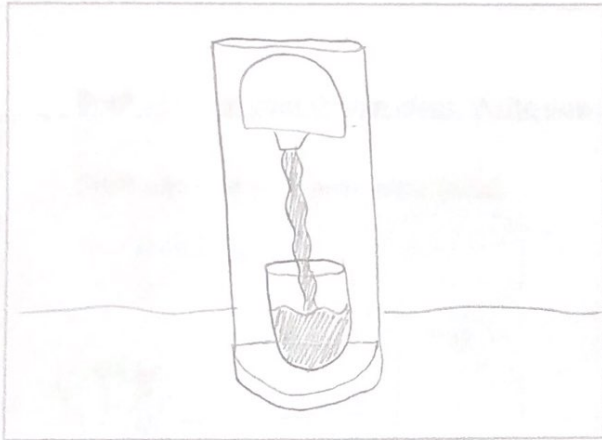
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.

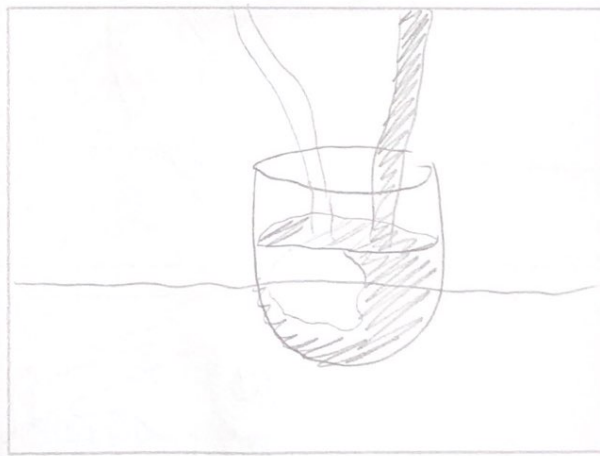
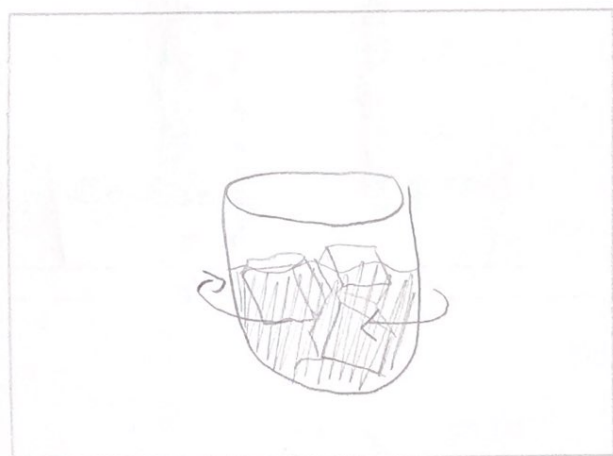
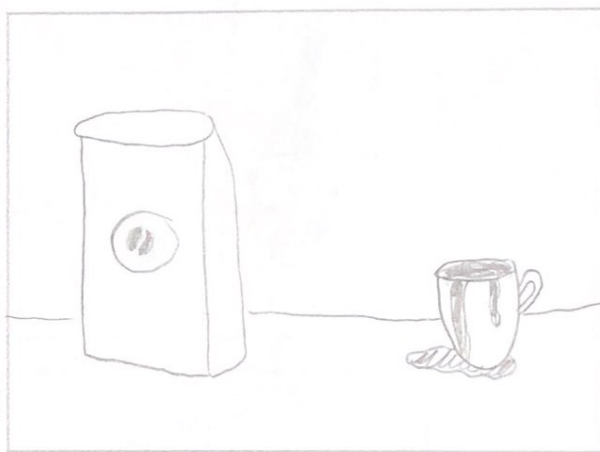
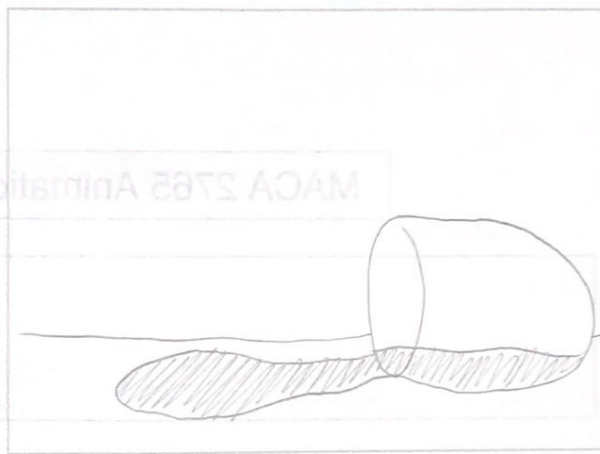
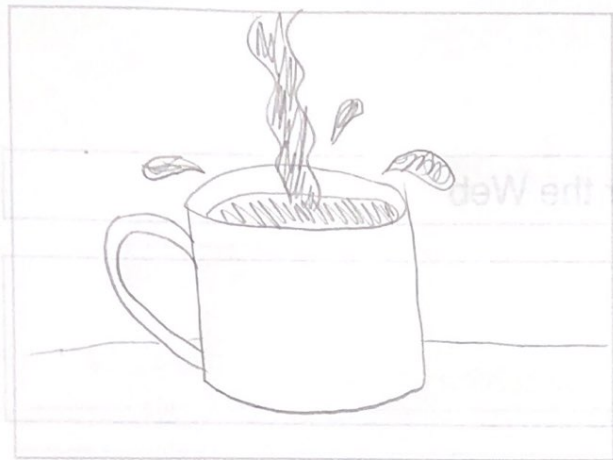


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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements







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PROJECT: Cinemagraph

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

Draft notes of your design ideas. Write down association words.

Draft notes of your animation ideas.

coffee
bean
liquid
tea
strong
bold
cozy
smell
brown
ice
hot
cold
cup
mug
pot
press