



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

The business is called The Succulent Sanctuary, and it is an online store.

What is the Ad for?

Product to be sold, event, informational, etc

To sell plants and succulents with Black Friday deals.

Who is the target Audience?

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

Predominantly females aged 20–50 who have an interest in nature.

What is the Targeted Call to Action?

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

Black Friday deals are here! Shop Deals (button)

Where is the Ad going to be placed?

Ex. web page, ad network, app, etc

They would be located on web pages that already cater to my target demographic.

What are the Ad specifications?

Aspect ratio, dimensions and weight, etc.

728x90 px at 10 KB
300x250 px at 14 KB
336x280 px at 18KB
300x600 px at 23 KB

What is the format and delivery size of the Ad?

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

(728x90 px) (300x250 px) (336x280 px) (300x600 px)
gif, png sequence, psd

How will the Ad be created?

Software or apps, etc.

Illustrator, Photoshop, Animate

What content elements will be used?

Logo, headline, background image, etc

logo, headline, tagline, button, illustration that will be animated

What design elements will be used?

- **Tone / personality** relaxed, calm, simple
- **Existing brand items** logo and name from previous project
- **Color scheme** greens, browns, earth tones, neutrals
- **Typography** Baskerville and Lato
- **Graphics** button, logo, and a type of plant
- **Images** none

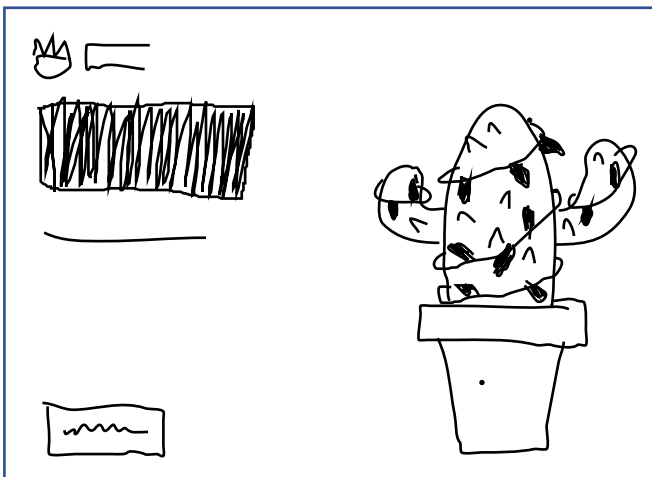
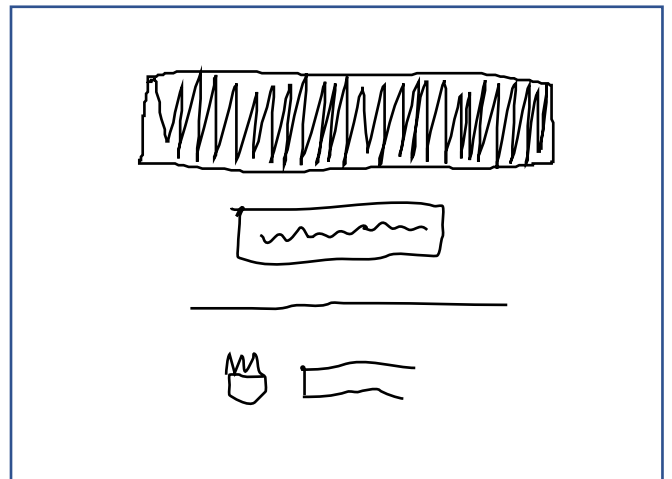
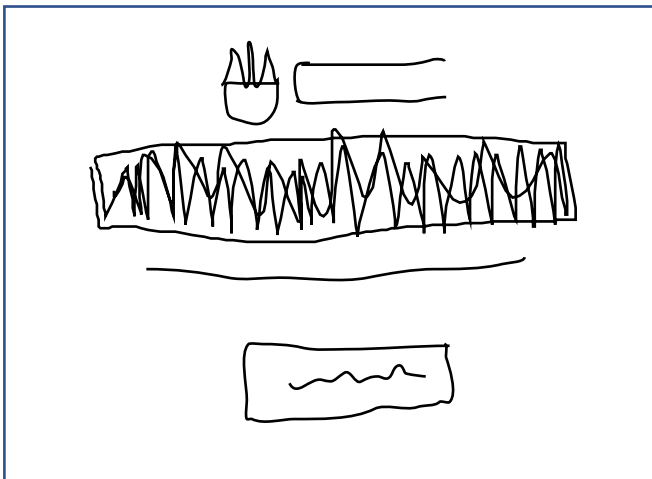
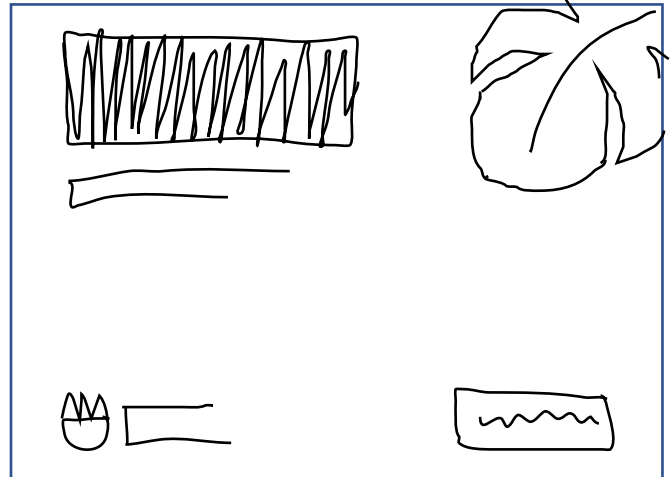
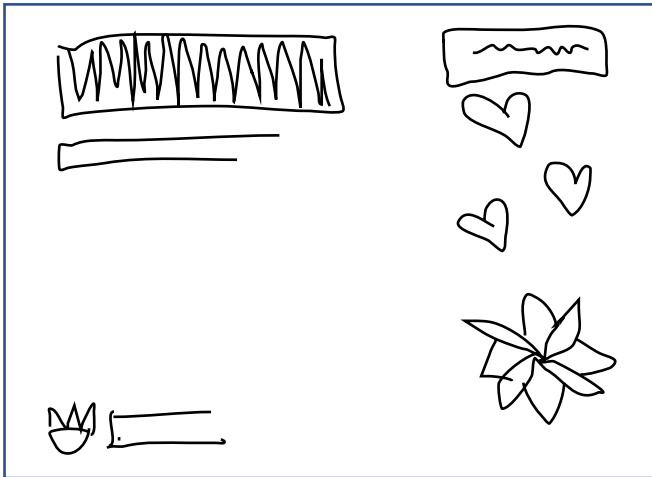
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.

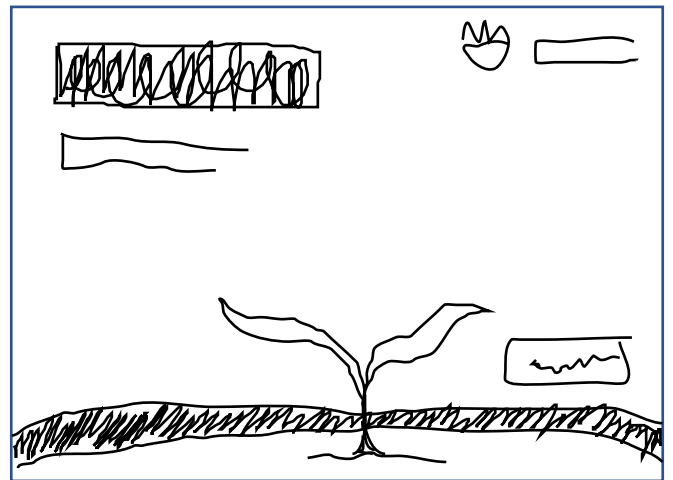
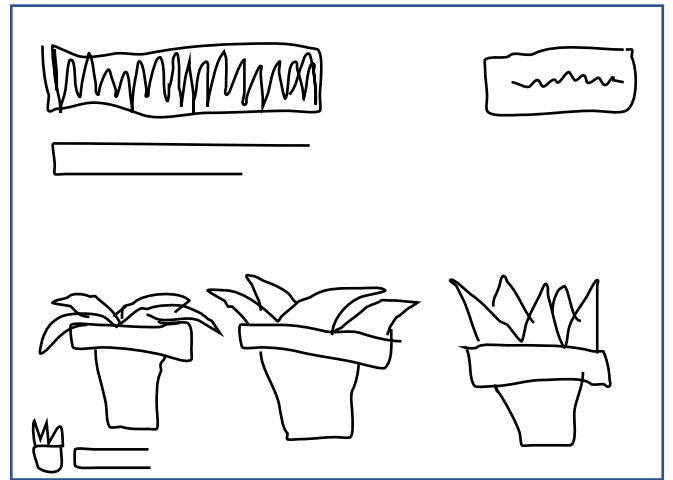
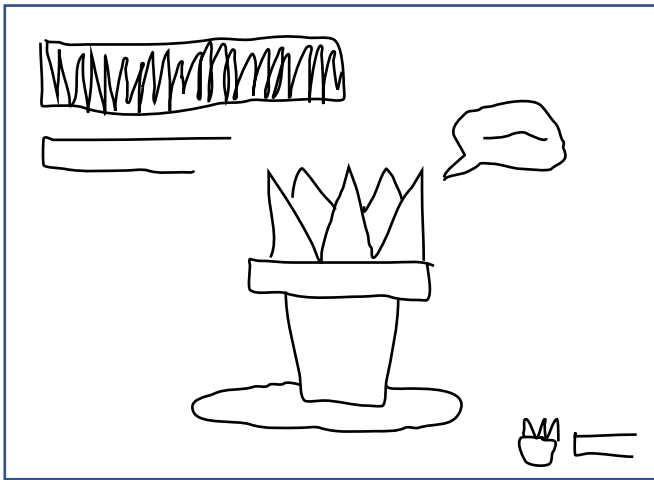
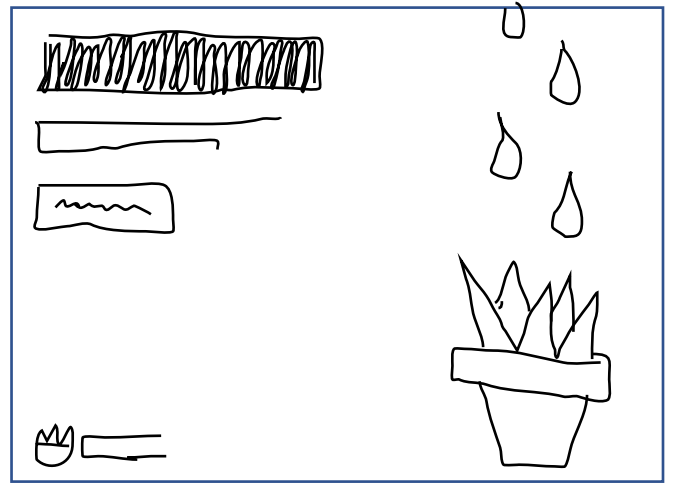
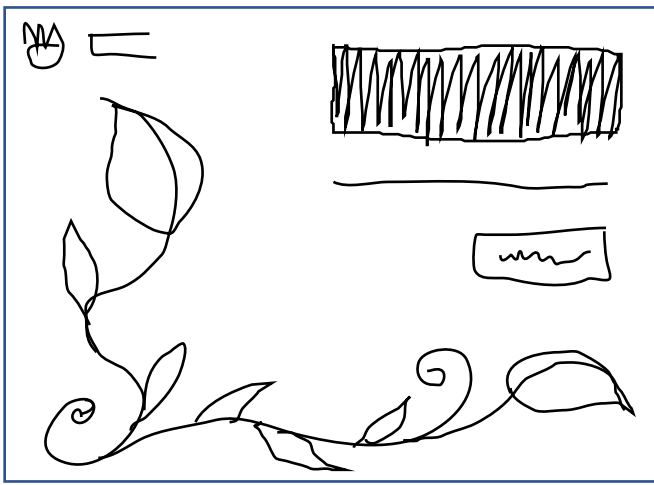


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- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements







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

Draft notes of your ideas. Write down association words.

Nature
Health
Calming
Natural
Sustainability
Friendly
Warmth
Traditional
Homey
Plant
Succulent
Fertile
Happiness
Soil
Bugs
Green
Brown
Earthy
Water
Easy
Oxygen
Stylish
Home Decor
Sunlight
Sky
Clouds
Rain
Nutrients
Trendy
Colorful