

Animation

for the Web

Target-Plan Design Worksheet

05 – Animated Social Media Posts

<p style="text-align: center;">Target</p> <hr/> <p>Who: is the target audience?</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>What: Define the company's personality</p>	<p>Business Type</p> <p>bike shop Name: Trek bicycle store</p>	<p>What is the company's personality?</p> <p>outdoor and fun</p>	<p>What does the company want the post graphics/animations to invoke?</p> <p>Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p>swooshy, simple, fast</p>
<p style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Where will the posts used?</p> <p>post #1) social media, facebook post #2) or instagram</p>	<p>What types of animations will be used?</p> <p>post #1) looping motion Post #2)</p>	<p>Post #1) What is the subject? Sale on all bikes What content elements will it have?</p> <p>Post #2 What is the subject? electric bike What content elements will it have?</p>
<p style="text-align: center;">Design</p> <hr/> <p>Attach design thumbnails – graphic detail animation storyboard</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality?</p> <p>post #1) outdoor and nature post #2)</p>	<p>Color scheme?</p> <p>post #1) green and yellow post #2)</p>	<p>Post #1) What is the post title? Big Sale comming soon How with the post graphic be laid out? (use storyboard)</p> <p>Post #2) What is the post title? Feel the freedom How with the post graphic be laid out? (use storyboard)</p>
	<p>What brand items will be used? Are they even needed?</p> <p>post #1) logo and website post #2)</p>	<p>Typography?</p> <p>post #1) post #2)</p>	