

# Animation

## for the Web

## Target-Plan Design Worksheet

### 04 – Digital Business Card

|  |  |   |   |
|--|--|---|---|
| <p style="text-align: center;"><b>Target</b></p> <hr/> <p><b>Who:</b> is the target audience?</p> <hr/> <p><b>Why:</b> What is the item's job?</p> <hr/> <p><b>What:</b> Define the company's personality</p>  | <p><b>Business Type:</b><br/>personal portfolio</p> <p><b>Name:</b><br/>SKA Design</p>   | <p><b>What is the company's personality?</b><br/>fun and thinking out of box ideas</p>                  | <p><b>What does the company want the business card to invoke?</b><br/><b>Examples:</b> crisp movement swooshy, elegant, simple, complex, mysterious, slow, fast, etc.</p> <p>movement, simple and fun</p>                             |
| <p style="text-align: center;"><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have?</p> <hr/> <p><b>What</b> are the delivery specifications?<br/>examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>                         | <p><b>Where will the business card be used? (social media, ads, tv, billboard....)</b><br/>social media</p>                                    | <p><b>Will the video clip be created or gotten from a video site?</b><br/>the video will be created</p> | <p><b>What is marketing message?</b><br/>Please hire us for your design or hire me for your company</p> <p><b>Use Storyboard worksheet to sequence and script.</b></p>  |
| <p style="text-align: center;"><b>Design</b></p> <hr/> <p><b>Attach</b><br/>design thumbnails – graphic detail<br/>animation storyboard</p> <hr/> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul> | <p><b>Styling: tone and personality?</b><br/>simple and colorful</p>   | <p><b>Color scheme?</b><br/>green yellow red purple</p>   | <p><b>What is the focus of the story?</b><br/>to showcase the work that the design studio can do for people</p> <p><b>Are there any graphics that can connect each scene?</b><br/>a intro section for each different design style</p> |
|  | <p><b>How will the brand be represented?</b><br/>through the color and logo</p> <p><b>How will the logo be used?</b><br/>part of the viedo</p> | <p><b>How does the video and images harmonize with the content areas, text, and graphics?</b></p>       |   |