

Animation for the Web

Alex Kelley

Target-Plan Design Worksheet 02 - Animated Logos

Target	Business Type and Name:	What is the company's personality?	What does the company want the logo animation to invoke?
Who: Is the target audience? businesses, entrepreneurs Why: What is the item's job? What: Define the company's personality Clean, Sophisticated	Graphic Design Alex Design Company Profile: A fresh perspective on design for the web, businesses, and printed materials	Clean, Sophisticated, focused, forward-thinking, fun Who is the target audience of the animated logo? businesses, entrepreneurs	Examples: crisp movement, swooshy, elegant, simple, complex, mysterious, slow, fast, etc. Smooth movement to evoke calm & trust. Simple but slightly bouncy to show a fun spirit.
Plan	Where will the logo be used?	What types of animations will be used?	What content elements will the logo(s) have?
Where: Will the item be located? What: elements will the content item have? What: are the delivery specifications? examples: aspect ratio / dimensions How: will you create the item?	Logo a) on websites as an ad or commercials as a title bumper logo b) As an intro for a demo reel/portfolio	Smooth Logo a) Sliding motion Logo b) Smooth bouncy motion	Logo a) Two circles, graphic company name, shapes "Mastercard" text Logo b) Graphic: shield & mouse plus logo text: "DESIGN"
Design	Styling: tone and personality?	Color scheme?	What type of animation?
Attach design thumbnails - graphic detail animation storyboard <ul style="list-style-type: none"> tone / personality existing brand items color scheme typography graphics images 	Fun, focused, sophisticated What brand items will be used? Logo	Black & white Helvetica Light	smooth sliding transition Logo a) logo b) sleek, bouncy animation

Animation for the Web

Target

Who: is the target audience?

Why: What is the item's job?

What: Define the company's personality

Plan

Where will the item be located?

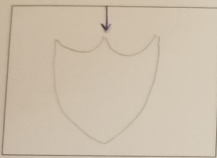
What elements will the content item have?

What are the delivery specifications? examples: aspect ratio / dimensions

How will you create the item?

Animation for the Web

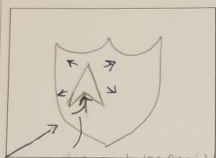
Target-Plan Design Worksheet 02 - Animated Logos



Scene Start: f1 Duration: 15f

Shield comes down from the top

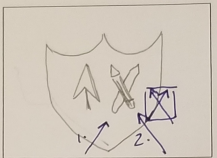
*insert Sound: Shield falls battle



Scene Start: f16 Duration: 15f

rotate to be straight mouse comes from left side of screen

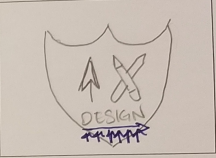
E does a click motion scales up then down to simulate a click.



Scene Start: f31 Duration: 25f

stylus comes up possibly making a sword

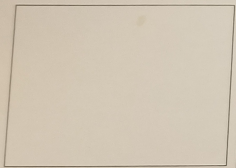
shink = sound 2nd scene anims up & makes an arrow hitting a target sound



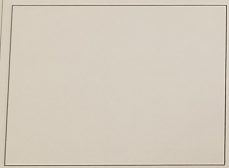
Scene Start: f56 Duration: 25f

Design types along the bottom of the screen

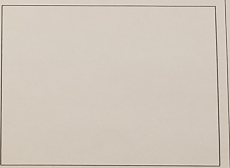
then maybe the logo shines or glows



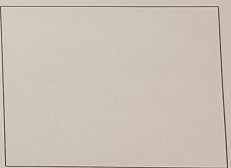
Scene Start: Duration:



Scene Start: Duration:



Scene Start: Duration:



Scene Start: Duration:

Animation for the Web

Target-Plan Design Worksheet 02 - Animated Logos

Design Thumbnails: Layout Ideas Logo A and Logo B

A 			FINAL
B 			FINAL
C 			FINAL

Shield goes up from the side

mouse & pencil and stylus scale in

"Design" gets typed

Where w
pers
What elem
have?
What are the
examples: as
How will you cr
Attach
design
anim