

Animation *This One* for the Web *Oliver Kelley*

Target-Plan Design Worksheet
05 - Animated Social Media Posts

Target	Business Type Calligrapher / Card maker Name: Crafty Calligraphy	What is the company's personality?	What does the company want the post graphics/animations to invoke? Examples: crisp, swooshy, elegant, simple, complex, mysterious, slow, fast, etc.
Who: is the target audience?	Company Profile <i>fun, fresh POPPY</i>	Who is the target audience of the posts? <i>Young engaged people</i> What is the personality of the social channels? <i>elegant, bright</i>	<i>fun, fresh POPPY</i> <i>elegant, smooth flowing</i>
Plan	Where will the posts used? post #1) Instagram post #2) Instagram	What types of animations will be used? post #1) trim path (free asset) post #2) Shape tweens <i>Classic tweens</i>	Post #1) What is the subject? <i>Calligraphy for wedding invitations</i> What content elements will it have? <i>graphics animated element</i>
Where: will the item be located?	What is the desired end file type? post #1) mp4 or gif post #2) mp4 or gif	How will the post graphics be created? post #1) Crello post #2) Animate CC as vectors	Post #2) What is the subject? <i>Calligraphy for logos</i> What content elements will it have? <i>monogram (written) heading text</i>
What: elements will the content item have?	Styling: tone and personality? post #1) <i>fruffy, fun, lighthearted</i> post #2)	Color scheme? post #1) <i>Pink, White, Gold</i> post #2) <i>Black, White, Gold</i>	Post #1) What is the post title? <i>Wedding Bells?</i> How with the post graphic be laid out? (use storyboard)
How: will you create the item?	What brand items will be used? Are they even needed? post #1) <i>description link for store</i> post #2)	Typography? <i>#1 > Grand Hotel</i> post #1) <i>Lato</i> post #2)	Post #2) What is the post title? <i>Calligraphy for Logos</i> How with the post graphic be laid out? (use storyboard)

Fred 1d

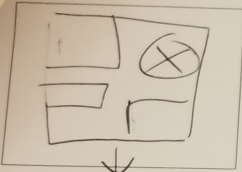
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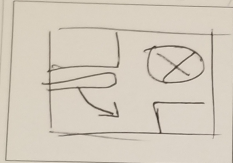
Animation for the Web

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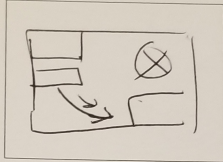
CREULO # 1



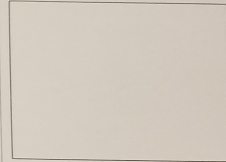
Scene Start: _____ Duration: _____
Whole composition
comes down



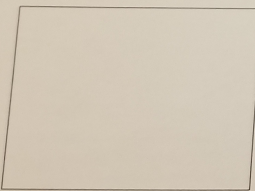
Scene Start: _____ Duration: _____
Arrow starts
position



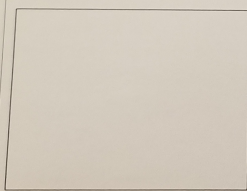
Scene Start: _____ Duration: _____
arrow points
to link



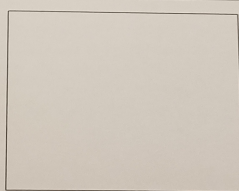
Scene Start: _____ Duration: _____



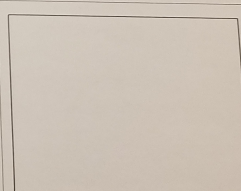
Scene Start: _____ Duration: _____



Scene Start: _____ Duration: _____



Scene Start: _____ Duration: _____



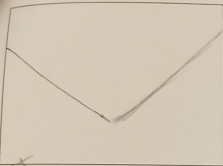
Scene Start: _____ Duration: _____

- tone / pers
- existing br
- color scher
- typography
- graphics
- images

Animation for the Web

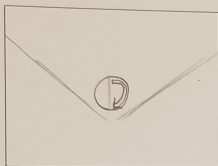
animate

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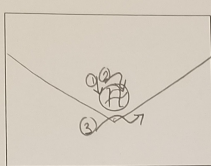
Scene Start: _____ Duration: _____

envelope grows in
lines thumpathdown
lines thicker than become
normal length so it
appears to be growing



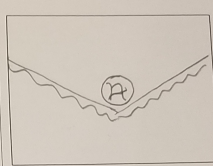
Scene Start: _____ Duration: _____

base circle of monogram
circles in



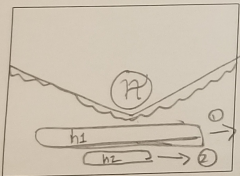
Scene Start: _____ Duration: _____

Calligraphy logo
writes on wavy
line at a time



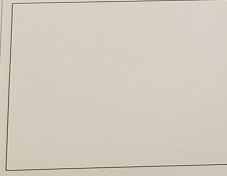
Scene Start: _____ Duration: _____

laces appears from
left to right

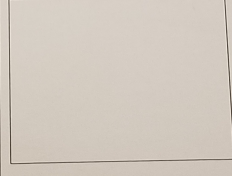


Scene Start: _____ Duration: _____

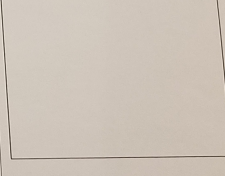
mask reveals
heading
"Calligraphy for logos"



Scene Start: _____ Duration: _____



Scene Start: _____ Duration: _____



Scene Start: _____ Duration: _____