

Target *brilliant.com/about-brilliant-earth* Business Type and Name: *The Alex Designs* Who is the target audience? *Entrepreneurs • Design agencies • Studio Recruiters*

Animated Web Ad

Animation for the Web

06-A Assignment User Interface Design Prototype

- Who
- Why
- Why:
- Where
- What
- What
- How
- Attach
- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

Target	Business Type and Name: We are Recipe <i>The Alex Designs</i>	What is the company's personality? • Sophisticated Elegant • Friendly	
Who: is the target audience?	Company Profile • Design • Illustration • Animation	Who is the target audience? • Entrepreneurs • Design agencies • Studio Recruiters	
Why: What is the item's job?			
What: Define the company's personality			
Plan	What is this a prototype of? <i>Mobile version of The Alex Designs</i>	What actions will the prototype show? • opening menus • hovers • button state changes • form fields - fill in	What are your artboards? What screen / element changes on each one? ① can go to 2
Where will the item be located?	What types screens will be made? ① Home ② Work ③ Contact	What UI Kits will be used?	
What elements will the content item have?			
What are the delivery specifications? examples: aspect ratio / dimensions			
How will you create the item?			
Design	Styling: tone and personality? <i>Elegant • tranquil • dynamic</i>	Color scheme? <i>black • white • purple</i>	What type of animation? fade, push, slide, pop?
Attach design thumbnails - graphic detail animation storyboard	What brand items will be used? • logo • work samples	Typography? <i>Futura</i>	
HOW WILL YOU CHANGE THE UI KIT TO YOUR STYLING / TONE? <i>• Change to fit my brands color scheme</i>			

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InVision Studio Artboard MAP

Wireframe each screen with an artboard and connect with transitions

