

Who: is the target audience?

Wh
Wh
Wh
Wh
Wh
Ho
At
de:
ani

Animation for the Web

Sources: brilliant.com/about-brilliant-earth

Alex Kelley

Target-Plan Design Worksheet Animated Web Ad

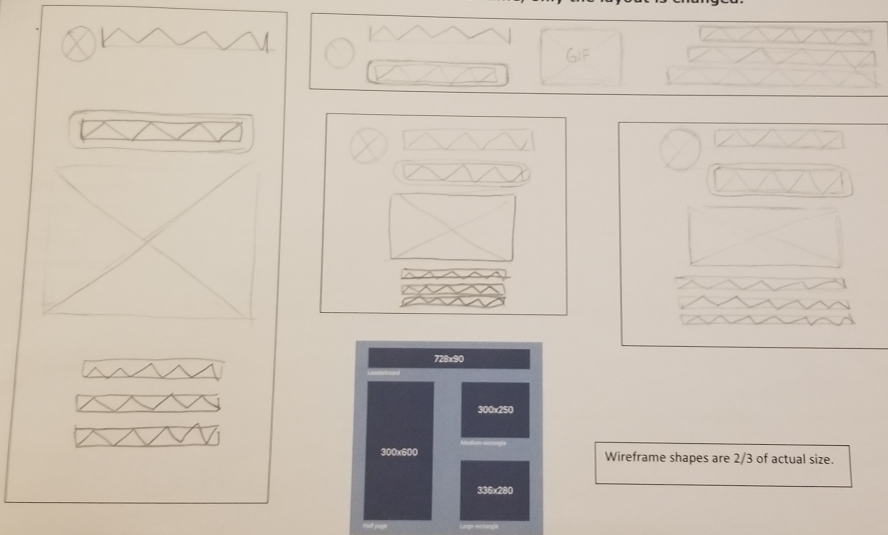
<p>Target</p> <p>Who: is the target audience? 20-30 eco/humanist young adults</p> <p>Why: What is the item's job? intrigue viewer to create a ring</p> <p>Why: What is the call-to-action? "Create your own ring!"</p>	<p>Business Type and Name: Ethically Sourced Fine Jewelry Brilliant Earth Company Profile Founded in 2005 Passionate about cultivating a more transparent, sustainable & compassionate jewelry industry</p>	<p>Who is the target audience of the web ad? eco conscience young adults 20-30's+ earnings slightly above average median household income.</p>	<p>What is the web ad for? Highlight the create your own ring feature. Get users engaged & in the buying mood.</p> <p>What action do you want person to do? Visit Brilliant Earth website to engage w/ create your own ring feature.</p>
<p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>Where will the web ad be placed? HP - to the left at the top LB - At the top MR - to the right of hero/header LR - to the right of body</p> <p>What is the delivery size of the ad? 1. Half page (HP) 2. Leader Board (LB) 3. Medium Rectangle (MR) 4. Large Rectangle (LR)</p>	<p>What types of animation will be used? frame animation</p> <p>How will the ad be created? photoshop > timeline x frame animation</p>	<p>What content elements will the ad have? Example: logo, headline, background image, etc • logo • image • headline • 3 lines of copy</p>
<p>Design</p> <p>Attach layout wireframes - simple squares design thumbnails - graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Styling: tone and personality? natural, elegant, clean, sophisticated, kind, valuable</p> <p>What brand items will be used? product - rings logo - type & icon</p>	<p>Color scheme? white, minty-ish green soft gray</p> <p>Typography? Futura PT Book Clean, sophisticated, elegant, natural</p>	<p>What type of animation? frame animation</p>

Animation
for the Web

Target-Plan Design Worksheet
Animated Web Ad

Wireframe

Create a simple wireframe with rectangle shapes and labels of the selected layout.
The design elements remain the same, only the layout is changed.



Wireframe shapes are 2/3 of actual size.

Animation
for the Web

Target-Plan Design Worksheet
Animated Web Ad

Timeline Storyboard

Layer: Logo				
Layer: Headline			flash to button on underline headline →	
Layer: text 1	flash green			
Layer: text 2		flash green		
Layer: text 3			flash green	
Layer: button			button on →	
Background Layer	white			
Type of animation between scenes	Straight cuts frame by frame new frame	new frame	new frame	new frame
Scenes				
Duration	1 sec	1 sec	1 sec	1 sec

Animation

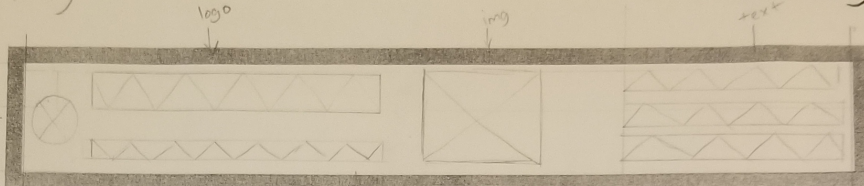
for the Web

Alex Kelley

Alex Kelley

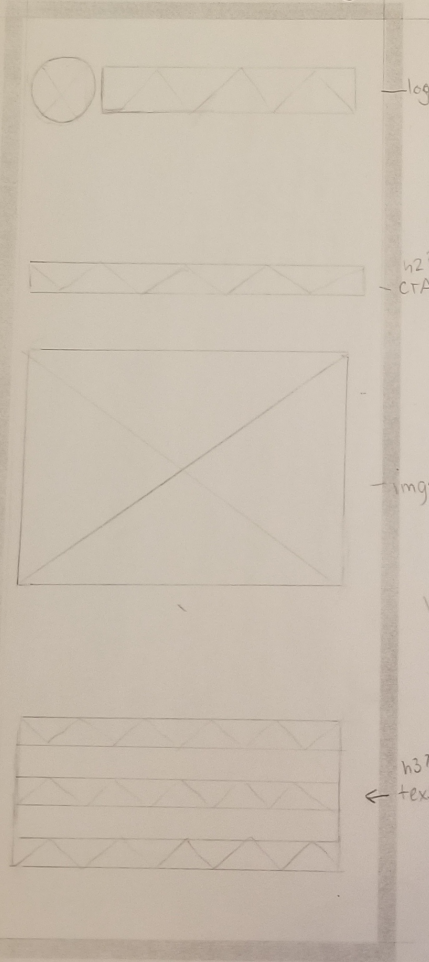
Target-Plan Design

Alex Kelley



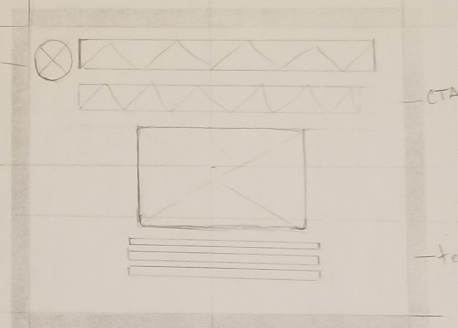
728 x 90 CTA Leader Board

300x600-Half Page



300x²⁵⁰~~600~~

Medium Rectangle



336x²⁵⁰~~250~~

Large Rectangle

