



### Design Plan For Your Motion Graphics Animation

Fill out the following chart indicating function, concept, style, project properties, media elements and animatic.

Function:	<ul style="list-style-type: none"> <li>Determine what function your motion graphic will play in the overall video [title graphic, explanatory animation, interstitial or endtag].</li> </ul>
Initial Concept:	<ul style="list-style-type: none"> <li>Determine the initial concept of the motion graphic. Identify the single idea you want viewers to come away with.</li> </ul>
Visual Style:	<ul style="list-style-type: none"> <li>Select a visual style to use in the animation. Will the motion graphic be realistic or cartoonish? Flat or 3D? What color palette will you use? Will there be visual representations of lead characters, or does it consist only of text and artwork? Who is your target audience and will they identify with the style?</li> </ul>
Examples of Animations:	<ul style="list-style-type: none"> <li>Find examples of animations that you like and use them as a reference to come up with an aesthetic from scratch based on your brand and objectives. Post URLs here.</li> </ul>
Project Properties:	<ul style="list-style-type: none"> <li>Determine project properties for your motion graphic [video file format, resolution, frame rate and timecode duration].</li> </ul>
Media Elements:	<ul style="list-style-type: none"> <li>Gather or record the media elements you will need for the motion graphic.</li> </ul>
Animatic:	<ul style="list-style-type: none"> <li>Create a storyboard sequence of the scenes in your motion graphic that shows the timing and overall pace of the animation [animatic].</li> </ul>