

3 Web based Design Sprints with After Effects based Promo

2 week design sprints start with:

Week One:

Brainstorming Web, Mobile and App based content to be delivered to user

Content may include, but limited by:

- Mood-board/Style-guide
- Full App design and layout
- Website landing page
- Mobile revenue incentive
- External Device Communication
- Device Mock-up
- Additional Marketing Collateral

Week one will also be used to develop a brand and do a light amount of user testing.

Other uses of week one include sketches, wire-frames, mock-ups, research and product development.

Week Two:

Brand finalization, Marketing Collateral and Promo Video

During the second week of the design sprint, I will be making the final touches on the chosen web content.

Most of week two will be spent fleshing out and creating a promo video for my brand of choice.

I will map out a storyboard to make things easier during composition and to have a reference point.

These videos will be primarily set in After Effects and more than likely composed in Premier.

I will set aside time during week two to move forward on any applicable marketing collateral as well.

Purpose:

The purpose of this exercise is to put very tight time constraints on myself therefore forcing me to meet deadlines and mature my time management skills. The secondary purpose of this exercise is to move farther into the motion graphics territory that I started during quarter one. By the end of quarter two I wish to have 3 complete brands that showcase a range of skills from Marketing, Branding, User Research and Motion Graphics.

Timeline Detail:

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|----------------------------|-----------------------------------|
| Week One | Jan. 30th – Feb. 5th |
| Brainstorming | 1 hour |
| Mood-board/Style-guide | 1 hour |
| Logo | 1 hour |
| Sketches and WW | 1 hour |
| User Testing | 1 hour |
| Branding & Message | 2 hours |
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| Week Two | Feb. 6th – Feb. 12th |
| Finalize Branding and Logo | 1 hour |
| Build Skins | 2 hours |
| Create Storyboard | 1 hour |
| Possible device mock-up | 2 hours |
| After Effects | 5 - 15 hours |
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| Total Hours | 18 – 28 hours per two week period |

Rinse, Lather and Repeat for a healthy portfolio piece.