

Design sheet for animation sequence

Client Name	The Juicin' Juice bar.
Purpose of the animation sequence	The purpose of this animation is to <ul style="list-style-type: none"> • Promote the Juicin' Bar • For families or people who like watching cartoons to be entertained then go to the Juicin' Bar themselves. • To show how healthy the products are at the Juicin' bar
Final location of the sequence eg web, presentation, etc	H:\OCR Nationals\Unit 20\AO3\Juicin'.swf
Target audience	The target audience is males and females who are health-conscious and want a quick, refreshing, healthy drink. Probably professional workers, male and females who are young and always on the move. People who are looking for a quick drink on the way to work and back from it, or maybe want a fast lunch. People who might go to the gym for a half hour in their break, then went a refreshing drink to cool down before they go back to work.
Length of sequence (in seconds)	The animation will last around 55 seconds, as well as how long you spend playing on the game. This ensures that it is not too long as to bore the viewer, but long enough to inform the viewer and entertain them.
Screen dimensions of animation (in pixels or cm)	The Screen Dimensions will be: Width: 550 Height: 400
Features to be included eg logo, colours, sounds, etc	The logo will be displayed at every appropriate opportunity, so that the Juicin' bar gets promoted as much as possible. The colours will be generally bright and attractive so that the viewer is attracted to the animation. There will be a looping, calming sound so the viewer feels stress-free. This will be what they relate to the Juicin' bar, so they are encouraged to go.
Features to be avoided	I will avoid the following things: <ul style="list-style-type: none"> • A large file size as this will bore the viewer and they may not want to wait to see it • Generally un-attractive colours as this will put the viewer off • Using bad quality pictures or drawings as it could come across unprofessional
Other information useful to the designer	When creating the animation, the designer should make it at 24 FPS. They should also ease their motion tweens to make them appear more realistic. The motion / shape tweens of the symbols should be on a layer each, so the tween works correctly.