

Cinemagraph Design Plan

What is the Business Type and Name? <i>Charity, online store, event venue, etc.</i>	Dog Training.
What is the Cinemagraph for? <i>Product to be sold, event, informational, etc.</i>	Informational.
Who is the target Audience? <i>demographic based on age, gender, occupation, interest, nationality, etc.</i>	Dog People.
What is the Main Purpose of the Cinemagraph? <i>enhance the experience, create the mood, create the interest, encourage exploring, etc.</i>	Create the interest.
Where is the Cinemagraph going to be used? <i>Ex. web page, ad network, app, etc</i>	Social Media, Webpage.
What are the Cinemagraph Specifications? <i>Aspect ratio, dimensions and weight, etc.</i>	720x767px. 7,9135KB.
What is the format and delivery size of the Cinemagraph? <i>gif, jpg, mp4, png, apng, animation, etc</i>	Gif, mp4.
How will the Cinemagraph be created? <i>Software or apps, etc.</i>	Photoshop.
What content elements will be used? <i>video, background image, text, etc</i>	Video, Images.
What design elements will be used? <i>Existing brand items, Color scheme, Typography, Graphics</i>	Brand Items.