

CREATIVE BRIEF

T-SHIRT CO. LOGO & AD ANIMATION

Summery

This project is for a T-shirt logo that has a playful taste of illustration art with lots of vibrant colours. Is it going to be a little mix with advertisement animation that turn into a logo animation. It tells a story and create a logo at the end. The element that i'm going to use in this motion art, is very artsy illustration and a little bit of feminine in the end because this specially for female clothing line.

Target Audience

Age: 14 to 35 age range.

Gender: Female

Personality: Artsy, creative, humor

Asset Needed

Cheerful & Fun melody

Logo

Tons of illustration

Characters

MOOD BOARD

