

# Design Brief for HTML5 Animation

v1 28<sup>th</sup> September 2017

# Template #1 - Animations

This red shape and white text fly in from the left

**SALE!**

**Automatic Navy  
Leather Watch**

Fossil - ME3054

**NOW ONLY**  
**£185.00**

**SAVE  
£20**



**Exposed Dial**

This red shape flies in from the right

# Template #1 - Animations

All of this text, plus the  
blue rectangle at the  
bottom fade in  
together →

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Fossil - ME3054

**SAVE  
£20**

**NOW ONLY  
£185.00**

**Exposed Dial**

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**Exposed Dial**

A promotional banner for a Fossil Automatic Navy Leather Watch. The banner features a red top section with 'SALE!' in white, a dark blue middle section with the product name and model, and a dark blue bottom section with the price 'NOW ONLY £185.00' in yellow. A red circular badge with 'SAVE £20' is positioned next to the price. The watch is shown in a green dashed border, and a red banner at the bottom right says 'Exposed Dial'.

This product image flies in from the top and bounces a little when it lands.

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**Exposed Dial**

This red circle and white text spins in and then expands and returns to normal size. After that, the white bubbles/fireworks display from the price

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**SAVE  
£20**

**Exposed Dial**

This white text flies in from the right, one field at a time. Please centre if vertically in the red box as it may contain a little text or a lot of text

# Template #1 – Data Sources





# Template #1 – Logic

**SALE!**

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Leather Watch**

Fossil - ME3054

**NOW ONLY**  
**£185.00**

**SAVE  
£20**

**Exposed Dial**

If Retail field contains  
“.00” at the end then  
please do not show  
“£185.00” – instead show  
just “£185”. If it contains  
digits after the “.” then  
show them ie £185.99

If the Saving field is null or if  
it is “0” then do not show  
the red circle of the text



# Template #1 – Logic

If Saving field is null or if it is "0" then do not show the text "NOW ONLY"

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**NOW ONLY**  
**£185.00**

**SAVE  
£20**

**Exposed Dial**

If the Saving field is null or if it is "0" then do not show the red circle of the text

# Template #1 – Logic

If the field WasPrice1 has a value then please show the words “NOW ONLY”



**SALE!**

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Leather Watch**

Fossil - ME3054

**NOW ONLY**  
**£185.00**

**SAVE  
£20**

**Exposed Dial**



# Template #1 – Logic

If the field WasPrice1 has a value then please show some extra text above the phrase “NOW ONLY”. Add in the new text “**WAS xxx**” where xxx is the WasPrice4 field. If WasPrice4 is empty then use WasPrice3. If WasPrice3 is empty then use WasPrice2. If WasPrice2 is empty then use WasPrice1.

**SALE!**

**Automatic Navy Leather Watch**

Fossil - ME3054

**SAVE £20**

**NOW ONLY**  
**£185.00**

**Exposed Dial**