

FACEBOOK

APAC Creator Day

THE GIPHY STICKER BRIEF

Think about a concept (keeping your headshot in mind) →



- 1 The starting point for the giphy sticker design will be the head and will be cut out as seen in the picture.
- 2 Next, select an animation for the head - you can zoom in and out, spin, wobble or you could even have multiple heads.
- 3 Now, add your ideas to the giphy by adding fun elements such as confetti, fire, any props, colours, motion blur- anything that you can imagine - there is no limit to imagination!

Combine your idea and submit in any of the following formats:

- A paragraph describing the giphy
- A drawing or storyboard
- A self-created animation - WIP will also do
- OR, a combination of the above

Send your Giphy Sticker ideas to: apaccreators@fb.com

DEADLINE - 21st October at 5pm.