Animated Banner Ad

Timeline

Oct 6: 20 Sketches

**Oct 8: Develop artwork
      for web banner in class**

**Oct 13: Assemble content in Edge
       Animate, animate**

Oct 15: Pre-critique in small groups

Oct 20: CRITIQUE

Resources

For some industry information on Web banner advertising, visit these links:

http://websitetips.com/articles/marketing/banneradsizes/

http://digitalsynopsis.com/inspiration/50-incredibly-creative-online-banner-ads/

INTRODUCTION

Designing a bold and effective Web banner ad is a special skill. A lot of planning and creativity can go in to the design of a very small space. It's not just about looking good, it's about grabbing attention and influencing behavior. Really, all advertising is about that though. What's different about Web ads, is their effectiveness and success at influencing behavior can actually be measured in real time. Simply put, if the viewer does not click on the ad, it did not do it's job.

Through use of an application like Edge Animate (and even Photoshop), you can design a dynamic, attention-getting web ad. Color, image, texture, typography and motion can all be used in Edge Animate to create the ad. But the concept and the design is really what drives the success. A successful web ad needs to have a clear message, a dynamic visual appeal, and a call to action. It must say—figuratively, if not literally— "Click Here!"

CREATIVE REQUIREMENTS

Design an animated web banner advertisement containing image, typography, iconography, and motion. The ad may be for a real company or event, or it may be fictional.

Your Web ad must include:

1) a background layer with color, image or texture

2) a dominant image

3) a headline and concept

4) a clear message

5) a logo

6) a call to action

7) motion animation

8) fade in or fade out animation

9) good timing, pacing and loop

You will be graded on both your technical use of Edge Animate (layers, type, effects, animation, etc.) AND your design concept and visual communication.

Your Web ad must be one of the following standard web banner sizes:

468 x 60	Full Banner
728 x 90	Leaderboard
336 x 280	Square
300 x 250	Square
250 x 250	Square
160 x 600	Wide Skyscraper
120 x 600	Skyscraper
120 x 240	Small Skyscraper
240 x 400	Fat Skyscraper
234 x 60	Half Banner
180 x 150	Rectangle
125 x 125	Square Button
120 x 90	Button
120 x 60	Button
88 x 31	Button

I would recommend:

728px X 90px (Leaderboard)

160px X 600px (Wide Skyscraper)