

Design & Animation 11/12 – WLSS – Mr. Hauk

Flash: Project 1 – Banner Ad



Instructions:

Your task is to create three (3) banner ads. Your banners must meet the dimensions show below:

1. **Full Banner** - 468 x 60 pixels
2. **Leaderboard** – 728 x 90 pixels
3. **Wide Skyscraper** – 160 x 600 pixels

Your banners should have a **minimum** of five (5) keyframes (changes) and should be designed to attract the attention of your web audience because your client gets paid every time someone clicks on the web banner. Your ad can be for a real or fictional company/product/service. You will be able to view examples of flash banner ads on most commercial websites or you can view a gallery of banner ads at the following address:

<http://www.bannerreport.com/html/gallery.section.php?size=2>

Below are three examples of Full Banner (468 x60) STATIC banner ads (no flash animations). Your banner ads **MUST** be animated in Flash. To quickly setup the correct size in Flash go to: File→New→Click on the 'Templates' tab→Advertising→ 468x60 (Full Banner). This will setup the correct banner size on your stage.



You will be marked according to the following criteria (10 marks):

Project 3 - Criteria	Max Score	Your Score
3 banner ads are completed and are the correct size	2	
Minimum 5 keyframes are included	2	
Banners are highly visible and attract attention through colour/motion	2	
Banners demonstrate originality and creativity	2	
Banner demonstrates professional with attention to balance and layout	2	