

## Design & Animation 9/10 – WLSS – Mr. Hauk

### Flash: Project 3 –Banner Ad



#### Instructions:

Your task is to create three (3) standard 468 x 60 pixel or leaderboard 728 x 90 pixel banner advertisement in Flash.

Your banners should have a minimum of 3 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 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 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 (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	3	
Minimum 3 keyframes are included	3	
Banners are highly visible and attract attention through colour/motion	2	
Banners demonstrate originality and creativity	2	