Project 3 – Canvas Ad

For a long time, the only way to make digital advertisements for the web involved Flash, a tool created by Adobe. Many designers prefer not to use Flash, however, as it is not energy efficient and requires non-open source tools. Most companies have moved to HTML5 for their online advertisements because of its better performance and energy efficiency.

For this project, you will put together a digital advertisement for a Mileaux Brand product of your choice. The advertisement must be created and animated using an HTML5 canvas.

This is an <u>individual</u> assignment.

The project must meet the following requirements:
1. All code for the HTML, Javascript, and CSS should be contained within an HTML file and be posted on JSFiddle by the end of class on Monday, May 25th.
2. The canvas should be 300 pixels minimum on the length and width. The maximum dimension should be 900 pixels
3. The advertisement must contain:
   a) at least two lines of text
   b) at least two animated elements
   c) at least one image of Mileaux's face
   d) no spelling mistakes or typos
4. The canvas should have a solid, gray, 1px border with rounded corners.
5. All parts of the animated canvas must be noticeably different from the example file from this folder.

Submitting a project that meets <u>all</u> of the above requirements will earn you a 9/10.

For additional points, you can also include some the following elements for 0.5 points each:

6. Make at least one element of your advertisement change size or color with time.
7. Make your advertisement fit the theme of a mobile operating system (Windows Phone, Android, iOS).
8. Animate the elements of your advertisement in an effective way to tell a story (e.g. An apple falling on Mileaux's head, making him howl)
9. Effective use of color to make elements of your advertisement stand out.
10. Any other interesting feature that you think is worth 0.5 points.

Maximum score 10/10