Interview Design Task

Three Designs in Four Sizes to Raise Awareness of the Flashtalking by Mediaocean Brand

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Objective

To design a suite of ads inline with the Flashtalking brand identity. Use brand colours and fonts along with playful animation to draw attention to important messaging in the ad.

Methodology

Following the style guide, I created a range of designs in Figma by arranging the images and design components provided. For my animated component I designed a wavy shape to highlight key words in the ad, while referencing the Mediaocean brand. I assembled my designs with HTML and CSS in CodePen, matching the layout of my figma designs. I imported my wavy shape as an SVG from Figma and used the DrawSVG plugin with GSAP to animate an SVG mask - one that reveals the shape and one that hides it - to create a playful handwriting effect. I used a GSAP timeline to order the timing of the animations.
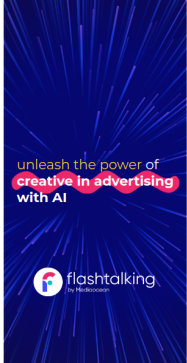
Frame 1

Bridge the gap between creative and media

Size: 300x250	Size: 300x600	Size: 970x250	Size: 320x50
Link to CodePen animation	Link to CodePen animation	Link to CodePen animation	Link to CodePen animation

Frame 2

Unleash the power of creative in advertising with AI

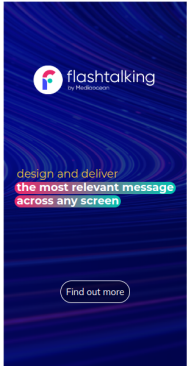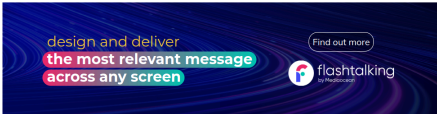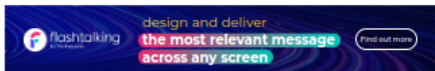|			
Size: 300x250 [Link to CodePen animation](#)	Size: 300x600 [Link to CodePen animation](#)	Size: 970x250 [Link to CodePen animation](#)	Size: 320x50 [Link to CodePen animation](#)

Frame 3

Design and deliver the most relevant message across any screen
CTA: Find out more

Size: 300x250 [Link to CodePen animation](#)	Size: 300x600 [Link to CodePen animation](#)	Size: 970x250 [Link to CodePen animation](#)	Size: 320x50 [Link to CodePen animation](#)