

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.


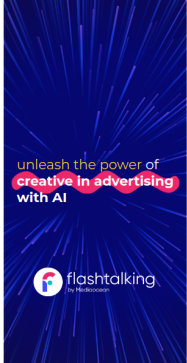


Frame 1

Bridge the gap between creative and media

 A square advertisement with a dark blue background featuring a wavy, light blue pattern. The text 'bridge the gap between creative and media' is centered, with 'creative and media' in a red pill shape. The Flashtalking logo is at the bottom.	 A vertical rectangular advertisement with a dark blue background featuring a wavy, light blue pattern. The text 'bridge the gap between creative and media' is centered, with 'creative and media' in a red pill shape. The Flashtalking logo is at the bottom.	 A horizontal rectangular advertisement with a dark blue background featuring a wavy, light blue pattern. The text 'bridge the gap between creative and media' is centered, with 'creative and media' in a red pill shape. The Flashtalking logo is at the bottom.	 A small horizontal rectangular advertisement with a dark blue background featuring a wavy, light blue pattern. The text 'bridge the gap between creative and media' is centered, with 'creative and media' in a red pill shape. The Flashtalking logo is at the bottom.
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 2


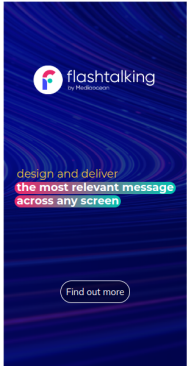
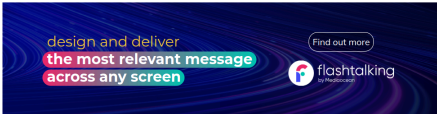
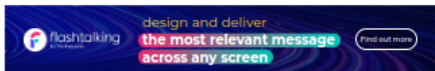
Unleash the power of creative in advertising with AI

 A square ad creative with a dark blue background featuring a radial burst pattern of light blue lines. The text 'unleash the power of creative in advertising with AI' is centered, with 'creative in advertising' highlighted in a red cloud-like shape. The flashtalking logo is at the bottom.	 A vertical rectangular ad creative with the same radial burst background. The text and logo are positioned lower than in the 300x250 version.	 A wide horizontal rectangular ad creative with the radial burst background. The text and logo are positioned in the upper left.	 A very wide, thin horizontal rectangular ad creative with the radial burst background. The text and logo are positioned in the upper left.
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

 A square ad creative with a dark blue background featuring a radial burst pattern of light blue lines. The text 'design and deliver the most relevant message across any screen' is centered, with 'the most relevant message' highlighted in a red cloud-like shape. A 'Find out more' button and the flashtalking logo are at the bottom.	 A vertical rectangular ad creative with the same radial burst background. The text, button, and logo are positioned lower than in the 300x250 version.	 A wide horizontal rectangular ad creative with the radial burst background. The text, button, and logo are positioned in the upper left.	 A very wide, thin horizontal rectangular ad creative with the radial burst background. The text, button, and logo are positioned in the upper left.
Size: 300x250 Link to CodePen animation	Size: 300x600 Link to CodePen animation	Size: 970x250 Link to CodePen animation	Size: 320x50 Link to CodePen animation