

Recommended Banner Production Workflow

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A master of each banner template for each size should be created and approved by the marketing and creative stakeholders. These will serve as the foundation for creating all of the final banners and insure the smallest amount of total time and work required during the individual banner creation process. This means that there will be 1 approved master banner template for each unique banner dimension to be deployed i.e.(728x90, 300x600, 750x800, 320x50, etc.). The process of building the master banner templates begins after the banner design and artwork receives final approval from the managing departments.

Step 1: The very first master banner template will be built for the dimensions of 300x250. This master banner template code will strongly influence the final graphic layout and animation code of all other banner master templates. This will take between 4 to 6 hours to develop the code and tweak it to perfection. This is an iterative process of developing code & animation, reviews, change requests, and so on.

NOTE: The review processes may take between 2 to 6 hours due to the many stakeholders that is required to participate and comment.

Step 2: After the very first master banner template of 300x250 has been approved it is time to build all the other masters templates for each unique banner dimension. This step will take between 2 to 4 hours, including change requests, to create 1 new master banner template for each of the other sizes. i.e.(728x90, 300x600, 750x800, 320x50, etc.). After they have been developed, they must all be approved by stakeholders before moving on the the next step.

Step 3: This next process should not start until after all master banner templates have been approved by all stakeholders. Then the developer can build out the full collection of deliverable banners. The developer will use the previously built master banners templates to build the deliverable banners. This process could take up to 2.5 hours to complete the building of each additional banner for delivery. There will be several reviews during this process.

NOTE: Special attention needs to be paid to the 320x50 and smaller banners to ensure they will have the highest quality graphics. Both the designer and the developer need to talk and experiment a bit before finalizing its master artwork for these sized banner. These banner sizes may require a significantly different coding strategy than the larger banners depending on the graphical design. The larger the images and text are, the easier it will be to maintain image quality of the final banner.

Step 4: Packaging the deliverables includes, folder and file re-organizing & cleanup, image size reduction & editing, banner duplication and renaming, testing and approval, files compression(zip), uploading. Manually completing this step could take up to 4 hours.

This step can be automated. Once completed it will reduce errors and time required to complete packaging process. Shell scripts can be created to do much of the packaging. It will take 16 hours of time to complete the creation of the necessary code. This new automation process will significantly reduce the amount of time it takes to correctly package the files for delivery.

Below is a calculation of how many calendar days, based on an 8 hour work day, it should have taken to complete the Track 2 banner production cycle. We did it a lot faster because we worked over 8 hours per day and on weekends.

TASK TO BE COMPLETED		Total Hours
Number of different banner sizes (masters)	6	26
Total number of banners	36	75
Hours to create 1st Master	6	
Hours to create non-1st masters	4	
Hours to create each deliverable	2	
Average Hours for review & feedback	3	
Average Number of reviews per Step	3	
Total hours needed for reviews		36
Hours required for packaging	4	4
REQUIRED DAYS TO DELIVER BANNERS		17.625