**Preplanning Guideline: Animated Banner Ads**

Project Details:
- **Project:** Animated Banner Ads - The Salvation Army Prince George
- **Student:** Emeliza Ducos
- **Course:** WEGD 231
- **Assignment Date:** 10-30-25
- **Project Period:** Sept 10 - Oct 30

---

1. Sketches/Wireframes

Banner 1: Volunteer Campaign (728 x 90px - Leaderboard)
- **Layout Description:**
  - Left: Circular photo of smiling volunteer
  - Center: "MAKE A LOCAL IMPACT" headline in white text
  - Right: Red "Volunteer with us today!" CTA button + Salvation Army shield logo
 - Background: Navy blue gradient to light gray
- **Sketch:**
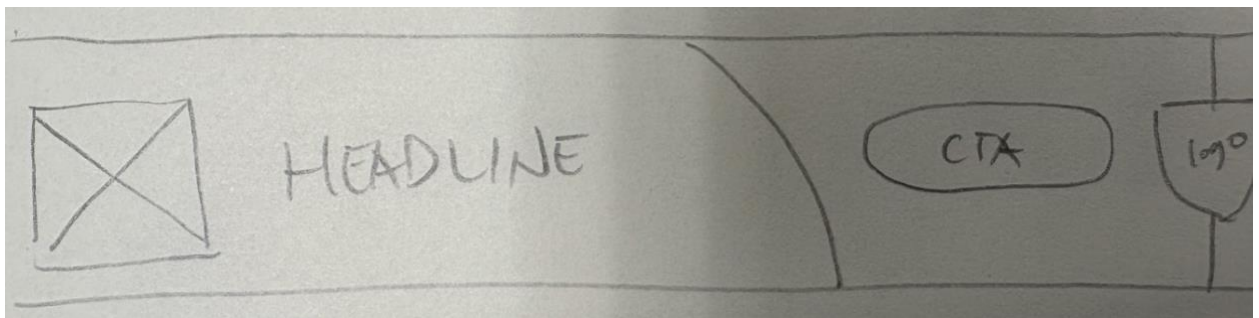
Banner 2: Donation Campaign (160 x 600px - Skyscraper)
- **Layout Description:**
  - Top: "GIVE HOPE TODAY" headline (navy + red text)
  - Subheading: "Support local families in need"
  - Middle: Red "DONATE TODAY" button
  - Bottom: Photo of person holding donation box
  - Bottom corner: Salvation Army shield logo on navy background
- **Sketch:**
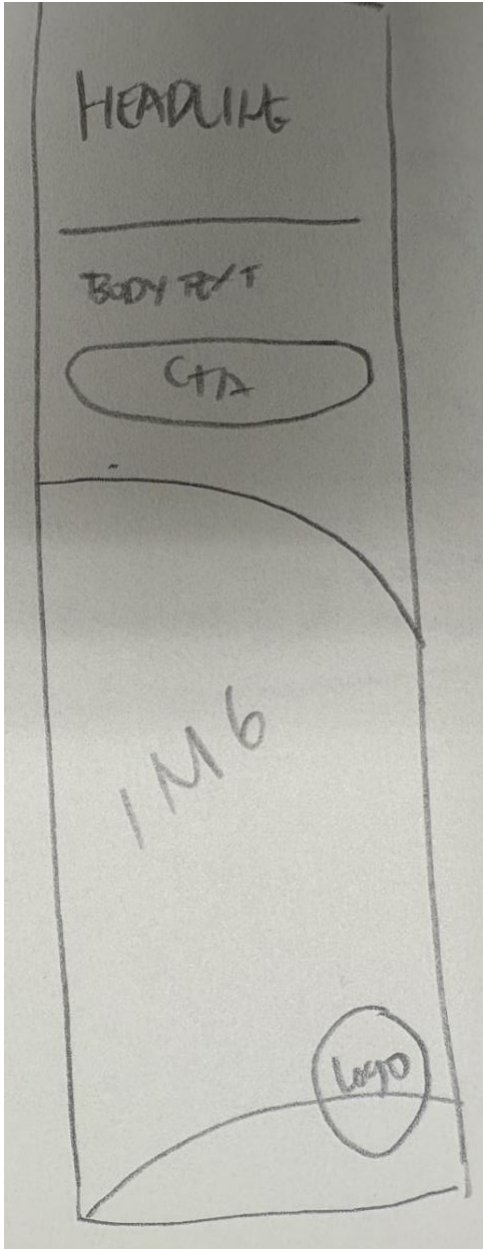
Banner 3: Red Kettle Campaign (300 x 250px - Medium Rectangle)
- **Layout Description:**
  - Top left: "BELLS ARE RINGING" headline (navy + red text)
  - Top right: Golden bells with red bow illustration
  - Subheading: "Join our Red Kettle Campaign"
  - Center: Red "DONATE TODAY" button
  - Bottom: Red kettle with Salvation Army logo
- **Sketch:**

---
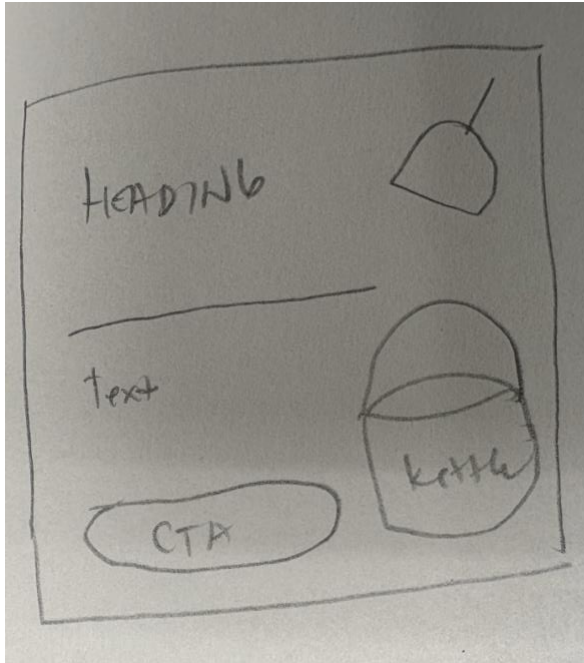
2. Timeline/Schedule

- **Week 4 Sept:** Research & Concept Development (Audience research, competitor analysis, initial sketches)
- **Oct 1-7:** Design Phase (Finalize wireframes, create static banner designs, select imagery)
- **Oct 8-14:** Animation Development (Create animations, implement transitions and effects)
- **Oct 15-21:** Landing Page Integration (Build custom landing page, embed banners, test functionality)
- **Oct 22-28:** Testing & Refinement (Cross-browser testing, optimization, final adjustments)
- **Oct 30:** Final Submission (Project delivery with all assets and documentation)

---

3. Copy/Messaging

- **Banner 1: Volunteer Campaign**
  - **Headline:** MAKE A LOCAL IMPACT
  - **Body Copy:** None (visual-focused)
  - **CTA:** Volunteer with us today!
- **Banner 2: Donation Campaign**
  - **Headline:** GIVE HOPE TODAY
  - **Body Copy:** Support local families in need.
  - **CTA:** DONATE TODAY
- **Banner 3: Red Kettle Campaign**
  - **Headline:** BELLS ARE RINGING
  - **Body Copy:** Join our Red Kettle Campaign
  - **CTA:** DONATE TODAY

4. Color Palette

- **Red:** #C8102E (Primary CTA)
- **Navy Blue:** #1E3A5F (Primary Text)
- **White:** #FFFFFF (Background)
- **Light Gray:** #E5E5E5 (Secondary BG)
- **Brand Consistency:** Colors match official Salvation Army brand guidelines.

5. Typography

- **Primary Font:** Sans-Serif (Clean & Modern)
- **HEADLINES:** Bold, 24-32px, All caps for impact
- **Body Copy Text:** Regular, 14-16px, Sentence case
- **CTA BUTTONS:** Bold, 14-16px, All caps, white on red
- **Hierarchy:**
  1. Main headline - largest, bold, navy or white
  2. Supporting copy - medium, regular weight, navy or gray
  3. CTA button - bold, all caps, white text on red background

6. Technical Specifications

Banner	Dimensions	Format
Banner 1: Volunteer	728 x 90px (Leaderboard)	HTML5
Banner 2: Donation	160 x 600px (Skyscraper)	HTML5
Banner 3: Red Kettle	300 x 250px (Medium Rectangle)	HTML5

- **Software/Tools:** Adobe Animate, Adobe Illustrator, Adobe Photoshop
- **Animation Guidelines:**
  - Loop: Maximum 3 times, then static final frame
  - Frame rate: 24-30 fps for smooth animation
  - Clickable area: Entire banner links to landing page
  - Accessibility: Ensure readable text contrast ratios (WCAG 2.1 AA)

Project Proposal: Animated Banner Ad Campaign for The Salvation Army Prince George

1. Project Overview

This proposal outlines the creation of a series of three animated banner advertisements for **The Salvation Army Prince George**. The campaign aims to drive key actions: **volunteer recruitment**, **general donations**, and participation in the **annual Red Kettle Campaign**. The project will be completed as a student assignment for the **WEGD 231** course.

---

2. Objectives and Goals

The primary goal is to produce professional, high-impact animated digital advertisements that align with The Salvation Army's brand guidelines.

- **Campaign Objectives:**
  - Increase local volunteer sign-ups.
  - Encourage year-round financial donations.
  - Maximize participation and donations during the Red Kettle season.
- **Technical Goal:** Deliver three unique animated banners optimized for standard ad network specifications (file size, duration, format).

3. Deliverables and Specifications

Three distinct animated banners will be developed, each focusing on a specific campaign:

Banner Name	Dimensions	Format	Key Message/CTA
Volunteer Campaign	728 x 90px (Leaderboard)	HTML5/CSS3	**MAKE A LOCAL IMPACT / Volunteer with us today!**
Donation Campaign	160 x 600px (Skyscraper)	HTML5/CSS3	**GIVE HOPE TODAY / DONATE TODAY**
Red Kettle Campaign	300 x 250px (Medium Rectangle)	HTML5/CSS3	**BELLS ARE RINGING / DONATE TODAY**

- **Software:** Adobe Animate, Adobe Illustrator, Adobe Photoshop

4. Project Approach and Strategy

The project will follow a structured design and development process, focusing on clear messaging, strong visual hierarchy, and smooth animation to maximize click-through rates.

Design Strategy:

- **Color Palette:** Strict use of Salvation Army official colors: **Red (#C8102E)**, **Navy Blue (#1E3A5F)**, and **White (#FFFFFF)** for brand consistency and trust.
- **Typography:** Clean Sans-Serif font with bold, all-caps headlines to ensure readability and impact.
- **Layout:** Layouts are simple and action-oriented, featuring compelling imagery (volunteers, donation boxes, red kettle) and a highly visible **Call-to-Action (CTA)** button.

5. Timeline

The project will be completed over a four-week period, aligning with the course schedule:

Dates	Phase	Key Tasks
Sept Week 4	Concept & Research	Audience analysis, competitor review, initial sketches/wireframes.
Oct 1-7	Design Phase	Finalize wireframes, create static layouts, select/optimize imagery.
Oct 8-14	Animation Development	Implement animations, transitions, and effects for all three banners.
Oct 15-28	Integration & Testing	Build placeholder landing pages, embed banners, cross-browser testing, optimization, and final adjustments.
Oct 30	**Final Submission**	Project delivery with all assets, documentation, and technical notes.