



HTML5 Banner Development Exercise



#SuperFresh

Animated Banner - 300x250



Prompt

Develop a 15 second 300x250 animated banner that follows the storyboard on the following page.

Guidelines

- You should expect to spend no more than 4 hours developing this banner
- The completed banner should weigh no more than 200 kilobytes
- The animation should have a duration of 15 seconds
- Use only the images provided in this folder [[Google Drive](#)]
- Use Green Sock for animations [[cdn](#)] [[documentation](#)]
- Don't use any other JavaScript or CSS libraries (e.g. Don't use jQuery, animate.css)

Delivery

Once completed, zip your banner up and mail it to Cari.Gilbert@mccann.com. Include any necessary instructions for running or viewing your ad bundle.



Start on a close up shot of the cup



Pan down and zoom in slightly to reveal the Craft logo on the cup



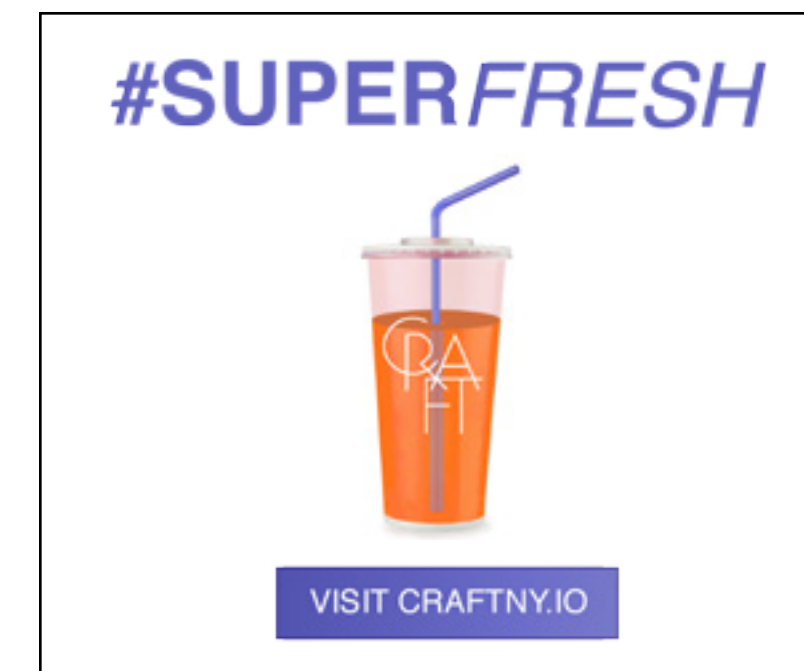
Pan slightly left, while zooming to reveal the lower half of the cup, then begin to pan toward the top right



The cup pauses at the top right
"Craft Banners are super refreshing" fades in



Zoom out and see the full cup. End line animates in:
First "#Super" in the center, then moving to the left to allow room for "Fresh"



The CTA appears, linking to <http://craftny.io>
The liquid in the cup appears partially drank

** Bonus: Add fizzy animated bubbles