PR 486 ASSIGNMENT 4:
SOCIAL MEDIA GRAPHICS

You've created a visual identity and a promotional poster for your company, and now it's time to get on social media. You will create a square avatar that can be used across various social media platforms (Facebook, Twitter, Instagram, etc.) and graphics for branded Facebook and Twitter pages. In addition to that, you will create a graphic and write text for a Facebook post, Twitter post, and Instagram post. Digital version of the assignment is due Thursday, March 30, by noon via Dropbox.

WHAT YOU'LL TURN IN:

- Digital versions of your files:
  - Avatar - 400 x 400 pixels
  - Facebook top banner - 820 x 312 pixels
  - Twitter top banner - 1500 x 500 pixels
  - Facebook graphic - 1200 x 630 pixels
  - Twitter graphic - 1200 x 675 pixels
  - Instagram graphic - 1080 x 1080 pixels
  - Mockup of Facebook post
  - Mockup of Twitter post
  - Mockup of Instagram post

As you do this assignment, think about what you want to promote visually about your brand on social media. Can you use your logo or some part of it as the avatar? Will it work in both a square and round orientation? For the Facebook and Twitter banners, do you want to promote a specific upcoming event, or do you want to design a general banner that will give

people an idea of your kind of vibe and music you represent? For the other social media posts, you can use the same content in the graphics, just make sure you design and arrange your elements in such a way that they are appropriate to the dimensions and orientations of each platform. And don't forget about the text for each platform!

SOCIAL MEDIA GRAPHIC SPECS:

These are the specific specs for your social media graphics. Please follow these carefully and label them as appropriate. Turn in jpg files of the avatar and top banners. (No native files needed for those three items.) For the mock posts, use the PSD templates provided and turn those in as PSDs.

- **Avatar:** 400 x 400 pixels. Make a square AND a round version. Remember, Twitter and Instagram avatars are round, so keep this in mind when you design.
- **Facebook top banner:** 820 x 312 pixels.
- **Twitter top banner:** 1500 x 500 pixels.
- **Facebook post:** Please use the provided PSD file. The image in your post is scaled down from 1200 x 630 pixels and should roughly fit in the rectangle. You may resize your avatar to fit the circle in the PSD template. There is no mandatory character count for the text in your post, but keep it relatively short, about the length of a tweet.
- **Twitter post:** Please use the provided PSD file. The image in your tweet should be scaled down to fit roughly in the provided rectangle (you can move it around if it doesn't quite fit). You may resize your avatar to fit the circle in the PSD template. Keep in mind your included text MUST be no more than 280 characters to comply with Twitter guidelines.
- **Instagram post:** Please use the provided PSD file. The image in your post should be scaled down from 1080 x 1080 pixels. You may resize your avatar to fit the circle in the PSD template. There is no mandatory character count for the text in your post, but keep it relatively short and sweet. (Instagram does allow for longer posts, but keep in mind that people only see a small snippet if they're scrolling through their feeds.) If you wish to create a photo gallery in Instagram, put the first image in

the mockup and then design all the others separately and include them separately. Just label which is 1, 2, 3, etc.

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label your folder and make sure your name is on it before you zip it.
- Go to the Dropbox link and click "Choose from computer." You will upload the zip file.
- Dropbox folder closes at noon on the nose on the deadline date. No late uploads will be allowed.