

## **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 29, by 11 a.m. via Dropbox.

### **WHAT YOU'LL TURN IN:**

- Digital versions of your files:
  - Avatar
  - Facebook top banner
  - Twitter top banner
  - Mockup of Facebook post
  - Mockup of Twitter post
  - Mockup of Instagram post

### **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. 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 880 x 440 pixels. 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.)

## 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. (This link only allows individual files to be uploaded, not an entire folder, which is why you need to zip the folder first.)
- Dropbox folder closes at 11 a.m. on the nose on March 22nd. No late uploads will be allowed.