

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 an avatar that can be used across various social media platforms (Facebook, Twitter, Instagram, etc.) and graphics and posts for two social media platforms of your choice. Digital version of the assignment is due **Thursday, Mar. 28, by noon** via Dropbox. There will be no in-class presentation for this assignment.

WHAT YOU'LL TURN IN:

- Digital versions of your files:
 - Square version of avatar - 400 x 400 pixels
 - Circular version of avatar - 400 x 400 pixels (cropped as a circle)
 - **Two** graphics for social media, correctly sized and turned in as native files (aka AI or PSD files).
 - Copy / caption accompanying your social media graphics (unless you did an Instagram Story, then there would be no caption). You can put this in a separate document.
- A writeup explaining why you chose the social media platforms you did for your promotion and why you designed what you did.

As you do this assignment, think about what you want to promote visually about your brand on social media. Here are some things to think about:

- Can you use your logo or some part of it as the avatar? Will it work in both a square and round orientation?

- For social media, do you want to promote a specific upcoming event, or artist? Can you remix your poster in a different size and format for your social media content?
- Do know you can use the same general graphic elements across both posts, but make sure you take into consideration the size and orientation required for your social media platform — don't get lazy and do a lazy crop or squish a horizontal graphic into a vertical space via distortion.
- Please keep in mind the character limitations or other text limitations for your platform of choice. (For example, Instagram limits hashtags to 30)

SOCIAL MEDIA GRAPHIC SPECS:

These are the specific specs for your social media graphics. Please label your files as appropriate. You only need **two** social media graphics from this list (besides the avatar). Please pay attention to the sizes listed!

- **Avatar:** 400 x 400 pixels. Make a square AND a round version.
Remember, most avatars are round these days, so keep this in mind when you design and crop to a circle. This can be either a PSD or an AI file.
- **Facebook post:** 1200 x 630 pixels
- **Twitter post:** 1200 x 657 pixels
- **Instagram post:** 1080 x 1080 pixels. If you wish to create a photo gallery in Instagram, design all of them separately and just label them in the order you intend for them to show up — add 1, 2, 3, etc. to the file name.
- **Instagram story:** 1080 x 1920 pixels

UPLOADING INFORMATION:

- You will turn in your files via Dropbox upload.
- Before you upload, clearly label all your items and make sure everything is packaged properly!
- Don't forget your caption info and your design explanation!