



Assignment #2: Dynamic Banner Ads

Due Date • Tuesday, March 6th, 2012

Grading • 15% of your final mark

Description – Read Carefully

- From the topics below, you are to choose one topic and create two banner advertisements to be used on the web. After Effects will be the tool of choice. Both advertisements shall vary in size (see listing below) and include one banner style and one skyscraper. Look and feel should be similar throughout.
- Products: Video Store, Publishing Company, Children's Novel, Fashion Magazine, Conspiracy Theory Blog, Shoe Company, Video Game

Details

- Animated Ads:
 - > Frame Rate - 24 fps
 - > Internal Files - named and organized
 - > Length - 10 seconds minimum
 - > Effect - 1 minimum
 - > Text - used in title safe area
 - > Mask - used in comp
 - > Audio - background music/sound effects
 - > Final File Sizes - 500k maximum
- Final Products:
 - > Files - AEP file only
 - > Files - FLV and SWF

Sizes Available - 2011: Interactive Advertising Bureau (IAB) recommended sizes:

- Banner and Button: 120x60, 88x31, 120x60, 728x90
- Skyscrapers: 300x250, 180x150, 300x600, 300x250, 160x600

Important Information

- You may either use your own photographs or stock photography, which may only be downloaded from www.morguefile.com or sxc.hu.
 - Research other banner ads to help you in this assignment.
- Suggested link: <http://sixrevisions.com/design-showcase-inspiration/banner-ads-examples/>