

Promotion Banner Ad

Produce a professional and dynamic banner ad for a website. This is the first effort in the promotion of your client. The characteristics of your product must resonate in this ad (ex. sophisticated; crazy; serious; playful, etc.).

This is the first project for your client. Keep in mind that the client you choose can be the same in the pop-up ad and the promotional website.

For the banner ad, focus on one aspect of your client — for example, your company is have a special promotion or sale or an event they want people to attend.

The banner must include all of the following:

- (10 points) 468 pixels by 60 pixels stage
- (20 points) Length — 10 seconds (ABSOLUTE LENGTH)
- (10 points) **Effective** use of Type
- (5 points) **Effective** use of Color (more than colored type or the color of the stage)
- (20 points) Scanned or downloaded graphic (bitmap) This cannot be used for the color requirement)
- (15 points) Frame by frame animation
- (15 points) Shape tween
- (10 points) URL or telephone number, address, company name or logo, date of event or sale
- (10 points) On the work area (off stage) document your use of color, type, bitmap, motion tween and shape tween of the items above so they can be found quickly.)
- (5 points) Save the ad as a .fla using the following naming configuration
Lastname-firstname-banner.fla

120 Points Total

Turn in to the drop box folder

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