

Web Advertisement

Create 2 animated ads for your brand

Web ads can be seen daily across many different websites. Web ads attract internet users with their use of image, text and movement. Consider your brand, your audience and your goals when creating these small but effective ads.

Research your target market and decide where your ad may get the most viewers. What site would you place your ad on?

How will you use your branding elements to attract customers?

Create 2 animated GIFs or MOVs

Utilize your branding elements and the elements & principles of design.

Leaderboard Size - 728px x 90px RGB 72dpi

Skyscraper Size - 160px x 600px RGB 72dpi.

note: If you want to create your ads in different sizes that is ok

Each Ad must have:

Name of company and logo

Tag line

One short sentence that explains/describes/promotes

Consistent brand colors

1 Photograph or 1 Illustration

1 Button/Clickable area

IMPORTANT!!! SAVE your files as PSDs so you can edit them later!

To test your gif SAVE your files as File>Save for Web>Preset>GIF> Lastname_Leaderboard.gif and Lastname_Skyscraper.gif.

Typical Banner Sizes:

<http://designerstoolbox.com/designresources/banners/>

Tutorial videos:

How to make a gif ad using frame animation

<https://www.youtube.com/watch?v=8eRMzz8as8A>

How to make a gif ad using video timeline:

<https://www.youtube.com/watch?v=qd8ciaAuAx4>

Working with video in Photoshop:

<https://helpx.adobe.com/photoshop/using/new-video-features-photoshop-cs6.html>

Slowing Video down

<http://design.tutsplus.com/articles/2-ways-to-create-a-slow-motion-video-effect-with-photoshop--psd-32801>

