

WEB ANIMATION ASSIGNMENT LIST

NOTE:

For all assignments:

The only media you can use for your assignments must be your creation: **NO** downloading pictures/video/artwork. **EVERYTHING** used in your assignments must be created exclusively by **YOU**. The only exceptions will be audio (you can use audio from a published commercial) or a company logo. You are permitted to use pictures that **YOU** have taken or video filmed by **YOU**. Quality of pictures/video produced by **YOU** must be of high quality (excellent light, framing, resolution, audio, etc).

Assigned Week 1

First Banner assignment: Due Week 2

Create an animated banner:

- 970 X 90 or 468 X 60 or 728 X 90
- Animated GIF.
 - Complied in a Power Point Presentation

Use Photoshop or Flash or any graphic software that will produce an animated GIF file format.

Assigned Week 2

Take Over Ad Assignment: Due Week 3

Create two animated Banner ads Along with 2 static ads, all for one specific company:

- First Animated Banner(Horizontal):
 - 970 X 90 or 468 X 60 or 728 X 90
- Second Animated Banner (Vertical):
 - 240 x 400 or 120 x 240 or 160 x 600 or 120 x 600 or 300 x 600
- First Ad:
 - 300 X 250 or 250 X 250
- Second Ad:
 - 240 X 400 or 366 X 280
- Must have each file converted to an animated gifs or static gifs, respectively.
- All Files must have:
 - CTA
 - Logo
 - Value Proposition
 - Clearly defined Frame (Border)
 - All files must be under 40k
 - Complied in a Power Point Presentation

Use either Photoshop or Flash or any graphic software that will produce an animated GIF file format to create the ads.

Assigned Week 3

Midterm: Due Week 5

Power Point Presentation

- Create a 15 second Animated Ad or Product Demo (**exactly 15 seconds, no more, no less**).
- Must contain Persuasive Advertising Techniques in a thoughtful and professional way.

- You may use SOME (not all) Live Action video that YOU shoot, but it MUST be of high quality:
 - Good Lighting, Good Sound, Good Acting.
- You can use a sound track of an existing commercial, but everything else should be of your creation, no copying characters, staging, products shots, etc., from the original commercial.
- End your commercial so that the last frame contains vital purchasing information. NO BLACK FRAME!

Video Size:

HD 1280 X 720 or 1920 X 1080, reduced to 600 X 360

Assigned Week 3

Commercial Analysis: Due week 4:

- Watch one TV show (not On Demand or YouTube, but on broadcast TV).
- Note the time and day of program.
- Pay careful attention to the commercials and fill out supplied form.
- Record the program (DVR) if possible to be able to pause and rewind.

Assigned Week 5

Intro: Due Week 7

Create a Animated Logo Intro for your final Portfolio Reel that reflects your Brand:

- 7 to 10 seconds in length
- Animated Logo
- Sound/Music
- Video Size: HD 1280 X 720 or 1920 X 1080, reduced to 600 X 360

Assigned Week 7

Final: Due Week 11

Create a 30 second Commercial/Product demo (**EXACTLY 30 seconds**) Plus a 15 Second (**EXACTLY 15 seconds**) and 10 Second Ad (**EXACTLY 10 seconds**)

You do not have to make 3 different Ads

Create the 30 second commercial, then edit it down to 15 and 10 seconds.

Suggestion:

- Plan your 30 second commercial to be edited:
 - Separate the commercial into sections of 10 or 5 seconds.

Video Size: HD 1280 X 720 or 1920 X 1080, reduced to 600 X 360

Assigned Week 7

Final Project Worksheet: Due Week 9

- You have to Download the Treatment either from Brightspace or professoregg.com.
- Do not fill it out in a browser, you MUST fill it out and save it in Adobe Acrobat.
- Upload the treatment to the Brightspace Submission Folder

Fill out the Final Project Worksheet explaining your final project:

- What product/service are you selling?
- Who is the target audience?
- What TV shows/times would you see your commercial airing?
- Is your commercial is going to be Logos, Ethos or Pathos?
 - Explain why you chose that strategy.
- Which Persuasive Advertising Techniques are you planning on using?
 - How and why are you using them?