

Animation Advertisement Banner

For this project you will create an animated advertisement banner about you, a class, a team, or department at Bowie. It can be about our "Advanced Animation" class if you want. It should be optimized when finished and uploaded to your portfolio. You can animate using Photoshop, Flash, Maya, or After Effects. Your final file should be a .gif, a .swf, or small movie file optimized under 1000KB (1 megabyte).

Go to Google and search for "Typography". Look at examples. Get a plan for your type style that you will make from scratch (unless using Flash bc you can break apart letters to modify your version). This project is a typography lesson so definitely make your own type unique. You are to combine art/design and type to create a unique banner using animation.

Visit our webpage, Banners, and view the student examples from the past. You may use one of those as your reference for motion. The goal is that you use an example banner and replicate 50% of it's motion on your own banner but using your own art & design creations. Use at least 2 principles of animation in your banner.

Save your example banner to the server by screen recording it using Quicktime or save it if it's a .gif. To screen record you will open Quicktime and go to FILE, Start New Screen Recording. Drag a box around the area to record the banner area. To stop the recording press ESC or go to the top right of the screen on the menu bar and click on the square. After stopping the recording, title it your last name, SAVE it to your computer and then turn it into the server so the teacher can see it to compare your final banner with it.

Criteria

Use principles of design (everywhere - 10%)

Use principles of animation (at least once - 10%)

Create your own typography (half of your type should be unique - 20%)

Animate it! (yes, in any way you like, but it should be similar to your example - 30%)

Make it loop. (yes, it continues forever - 10%)

Optimize it as a .swf or .gif (under 1000KBs - 10%)

Upload it to your portfolio (10%)

Ideas and Tips

*Use online image sources such as Creative commons licensed content.

*If using Flash type letters, break them apart, and modify them to make unique.

*You may download new fonts from websites such as 1001freefonts.com or similar

*If using Photoshop - animate your TYPE by using WARP and EFFECTS tweens.

Due in one week.

Get creative! Let Mr. Nourse know if you have any questions or need assistance at any time.