INTERACTIVE DESIGN/ADVANCED DESIGN FOR THE WEB
PROJECT 1

SOURCE FILES (.AI OR .PSD FILES)

Please note: If you worked in Illustrator, you could have one file with multiple art boards that are different sizes.

OPTIMIZED WEB READY FILES

that are the correct dimensions, color model, file type, and file size.

A PDF FILE TO PRINT YOUR BANNERS FROM (HIGH-RESOLUTION.)

A template for the print file is on Blackboard. You should place high resolution images from the source files into the print file!

FINAL PROJECT FILES TO TURN IN:

PRODUCT	PIXEL SIZE	FILE SIZE	ANIMATION
STANDARD SIZES			
1 Big Box	300 x 250	40k	Yes
1 Skyscraper	160 x 600	40k	Yes
1 Half Page Ad	336 x 600	50k	Yes
1 Super Leaderboard	900 x 90	40k	Yes
FEATURE BARS, TITLES, ETC.			
1 Article Level Tiffany Tile	200 x 60	5k	No
1 Home Page Markets Tile	88 x 31	5k	No
1 Home Page Travel Tile	336 x 60	10k	Yes
MOBILE			
1 iPad App Banner (horz)	1024 x 90	100k	Yes
1 iPad App Banner (vert)	768 x 90	100k	Yes
1 Smart Phone & Mobile Web	320 x 50	15k	Yes
EMAIL			
1 Email Banner	600 x 600	65k	No

Turn in a CD clearly labeled with your name and date containing the following files:

- optimized web banners listed above
- source files (Photoshop and/or Illustrator)
- presentation file along with high resolution support images
- process notebook with all research, roughs, comps, etc. (PDF is preferable.)
- make sure your CD disc is in a protective envelope clearly labeled with your name

File	Type
▼ 📁 FirstInitialLastname-ProcessBook	Folder
📕 FirstInitialLastname-ProcessBook.pdf	Adobe PDF document
▼ 📁 FirstInitialLastname-SourceFiles	Folder
FirstInitialLastname-88x31.psd	Adobe Photoshop file
FirstInitialLastname-160x600.psd	Adobe Photoshop file
FirstInitialLastname-200x60.psd	Adobe Photoshop file
FirstInitialLastname-300x250.psd	Adobe Photoshop file
FirstInitialLastname-320x50.psd	Adobe Photoshop file
FirstInitialLastname-336x60.psd	Adobe Photoshop file
FirstInitialLastname-336x600.psd	Adobe Photoshop file
FirstInitialLastname-600x600.psd	Adobe Photoshop file
FirstInitialLastname-728x90.psd	Adobe Photoshop file
FirstInitialLastname-900x90.psd	Adobe Photoshop file
FirstInitialLastname-1024x90.psd	Adobe Photoshop file
▼ 📁 FirstInitialLastname-Template	Folder
📕 FirstInitialLastname-Template.pdf	Adobe PDF document
▼ 📁 FirstInitialLastname-WebFiles	Folder
FirstInitialLastname-88x31.jpg	JPEG image
FirstInitialLastname-160x600.gif ●	Graphics Interchange Format
FirstInitialLastname-200x60.jpg	JPEG image
FirstInitialLastname-300x250.gif ●	Graphics Interchange Format
FirstInitialLastname-320x50.gif ●	Graphics Interchange Format
FirstInitialLastname-336x60.gif ●	Graphics Interchange Format
FirstInitialLastname-336x600.gif ●	Graphics Interchange Format
FirstInitialLastname-600x600.jpg	JPEG image
FirstInitialLastname-768x90.gif ●	Graphics Interchange Format
FirstInitialLastname-900x90.gif ●	Graphics Interchange Format
FirstInitialLastname-1024x90.gif ●	Graphics Interchange Format