Interactive Design/Advanced Design for the Web

Project 1

Project Title   Advertising Banners

Project Description   Banners are the primary creative form of web advertising and are part of most organizations and businesses advertising budget. The banners usually appear at the top or sides of a web page, and often link to the home page of the advertiser or a specific page tied to the message of the banner. Banners that include an interactive or advanced technology, such as streaming video, and are beyond the usual gif (or animated gif), and jpeg formats are known as rich media. The banner ads (graphics) must strictly adhere to certain file formats and size. The size of the file is limited so that the graphic will display quickly. The Internet Advertising Bureau have established standard sizes and websites such as WashingtonPost.com follow their guidelines.

Project Goals   Research and select a group/organization that has music, dance, or theater performances. You will create ad banners for a performance(s). I encourage you to use someone real! Decide what section of Washingtonpost.com that your banner campaign should run in and explain why in your creative brief. Think about the environment your banners are being displayed in.

Read the following online articles about web ad banners:
Insights for the industry from the Interactive Advertising Bureau
http://www.iab.net/insights_research/industry_data_and_landscape

Washington Post Advertising
http://advertising.washingtonpost.com/index.php/audience
http://www.washingtonpost.com/wp-adv/media_kit/adspecs/index.html

Communication Arts Interactive Design Annual
http://www.commarts.com/interactive/

You will need to rework the ad for **all** of the listed sizes.

Ad Type	Pixel Size	File Size
Horizontal		
Billboard	970 x 250	250k
Smartphone Banner	300 x 50	50k
Leaderboard	728 x 90	150k
Super Leaderboard	900 x 90	200k
Vertical		
Standard	300 x 600	200k
Portrait	300 x 1050	250k
Skyscraper	160 x 600	150k
Tiles		
Medium	300 x 250	150k
Financial	120 x 60	50k
Feature Phone		
Small Banner	120 x 20	5k
Medium Banner	168 x 28	5k
Large Banner	216 x 36	5k

A template for your comprehensive images is provided. Banners are to be clearly captioned with the product name and pixels size. We can print this in class and it is best to use your high-resolution source files/images and **NOT** your optimized web banners for print presentation. If you use your optimized images for the web they will be pixilated.

The finals will be saved in PDF format and uploaded to the class' Blackboard group For all projects your PDFs should use the following naming conventions. Your First initial and Lastname – Class – ProjectNumber > *FLastname-ART263-Project1.pdf*

▼ 📁 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