

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.

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

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 printed in color at full size and need to also 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*