WSUV DTC 336 Fall 2019

Pre-Assignment #2

Assignment #2 will be given to you next week. It will be created either in Adobe Animate, or you can hand code one if you prefer. (HTML5 / JS / CSS). Animate can write simple code for you and you can create great art and animation in it.

1. Do your own research on Interactive web ads in addition to these articles.

2. Read: Examples of notable and interactive internet ads.

NOTE: some of these require the Flash Player to see. Use a browser that allows you to allow the Flash Player to operate.

NOTE: some of these ads are European ads, which can be quite racy compared to US ads. View at your own discretion.

<http://digitalsynopsis.com/inspiration/50-incredibly-creative-online-banner-ads/>

some notable ads on this page:

fedex

drink machine

pringles

amnesty \*

audi

red car insurance

Gatorade

Beer goggles

Golf game \*

MacDonalds

Soiled cursor

Ikea

Orcon

Lipton

***Below:*** These aren’t traditional ads but show the interactivity possible through Animate and/or HTML5, CSS, JS and other tools.

<https://chekhov.withgoogle.com/alive>

[http://species-in-pieces.com/#](http://species-in-pieces.com/)

animals endangered great vector morphs and illustrations.

The link below has some great basic advice about advertising - not interactive ads but good nonetheless:

<https://www.canva.com/learn/banner-ads/>

A good article:

<https://www.forbes.com/sites/gabrielshaoolian/2016/04/08/effective-banner-designs-real-world-examples/#2f00d8f5741d>

Below has a good animated ad:

<https://dribbble.com/shots/2107157-Document-workflow>

Next week you will create your own Interactive ad for a company, product, or service. It can be commercial or a PSA (public service announcement).

3. Start brainstorming ideas after reading the content and articles above.

Your ad will be a branching interactive ad (click on one option and go somewhere, or choose the other option and go somewhere else). See the Pringles ad for an example, but your ad will only need 2 possible branches, not the many in that ad.

4. Familiarize yourself with Adobe Animate by going here:

<https://helpx.adobe.com/animate/tutorials.html>

We will be using only some of the features of this program. I will teach you these features next week.

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Things to remember about creating your ad:

You may fall in love with your first idea. It may not be your best idea, so think of other approaches.

Ask someone if your ad message makes sense, is clear, and asks the user to do or believe something. Ask me if no one else.

This is an ***animated*** ad. Animation should factor in on your decision on what to advertise.

* Think of aspects of products that will animate well;
  + Cars – wheels turn, stereo can make it shake, up down over hills and valleys, etc.
  + Liquid pouring
  + Bubbles rising and popping
  + Gears, planets, records, turning
  + Eyes looking somewhere

This article is more long winded than me, and makes 50 good observations about internet ads. Keep in mind that most of these can apply to animated ads too. <https://www.canva.com/learn/banner-ads/>