WSUV DTC 336 Fall 2019

Instructor – Chris Dreger Sept. 10, 2019

**Assignment 2 – Interactive Animated Branched Advertisement**

***2 ideas, 1 Storyboard Due Sept. 17 (sec 1) or Sept. 18 (sec 2) \****

***Final working Interactive Ad (1 ad in 3 dimensions) Due Sept. 24 (sec 1) or Sept. 25 (sec 2)***

Create in Adobe Animate (you can hand code/script it if you prefer in HTML5 / JS / CSS):

1. Create a branched interactive animated ad:
   1. At least 2 click choices which go to separate results and different conclusions.
2. This can be for any product or service or company, real or imagined. This can also be a PSA (Public Service Announcement). Do not make it a spoof of an ad, but comedy can certainly be used as a device for a real ad.
   1. Be very clear with yourself what exactly the ad is selling and consider the motive – imagine someone is paying for your work and for the ad placement. That person or company wants the ad to make money, or in the case of a PSA, they want to see a result in public knowledge or action.
   2. **Do not make a variation of an existing ad campaign**. Be completely original. You may use an existing image of a product including the package design and logo, but don’t use any existing slogans or approaches.
3. Consider
   1. What is it you are offering?
      1. Is it clear?
   2. Who is your audience?
      1. Talking to the wrong people is throwing money away. They’re not buying and if they click on your ad, you pay for them to realize they’re in the wrong place.
   3. What are you asking of the viewer?
      1. What action? A click? A sale? A visit to a physical location? A login/sign up form for membership? Riot? Mayhem? Whirled peas? To view another ad?
4. Create a brainstorming bubble map to fully understand your subject. (required but not to turn in)
5. Create 2 different ad approaches/pitches, and be prepared to explain both in class.
6. Sketch out a flowchart and/or storyboard. \*Required and due next week. Be prepared to present your work and ad pitch.
   1. Create some thumbnail sketches for composition structure ideas.
      1. NOTE: ‘sketches’ or other drawings may be done digitally, even directly in Animate. This is the best method for economy of work, and clarity.

Topics we covered in class:

* Ad concepts
  + General Creative Process steps for any commercial art piece.
* Ad specs: Where will your ad appear?
  + Using IAB specs and Animate ad templates.
    - <https://www.iab.com/newadportfolio/>
  + Using Google guidelines for interactive ads:
    - <https://www.techwyse.com/blog/infographics/google-display-ad-dimensions-cheat-sheet/>
  + iPhone ad specs:
    - <https://developer.apple.com/news-publisher/News-Ad-Specifications.pdf>
* Converting your project from a Flash Player project to an HTML5 project. File>Convert to…
* Code snippets
  + Using the correct code snippets for your project type.
  + Stopping and Starting and jumping around the timeline.
  + Making a click open up a new web page/url.
* Breaking apart text.
* Importing images or Illustrator files into Animate

**When finished animating, check out File>Publish Settings for export options.**

Remember

Links:

Warning: some ads contain more interactivity than we’ve covered.

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

Adobe Help and guidelines:

<https://helpx.adobe.com/animate/using/best-practices-advertising.html>

<https://helpx.adobe.com/animate/using/add-interactivity-code-snippets.html>

<https://helpx.adobe.com/animate/how-to/convert-flash-ads-to-html5.html?playlist=/ccx/v1/collection/product/animate/topics/publish/collection.ccx.js?ref=helpx.adobe.com>

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

virtual camera

<https://helpx.adobe.com/animate/how-to/virtual-camera.html?playlist=/ccx/v1/collection/product/animate/segment/designer/explevel/advanced/applaunch/orientation/collection.ccx.js?ref=helpx.adobe.com>

interactive mobile ad examples:

<https://adwords.googleblog.com/2015/12/trial-run-ads-interactive-interstitials-beta.html>

EMAIL me with any questions.

Rubric

* Presentation:
  + 2 Ideas 10
  + Storyboard – clear images, text, and explanations 20
* Final Ad (works in a browser):
  + ‘story’, flow, conclusion. 20
  + Clear Call to Action 10
  + Interesting/appropriate Animation 15
  + Your ad branches into 2 options and a third when appropriate 15
* You turned in your: 10
  + .fla file
  + The complete working web file which may include:
    - HTML file
    - JS file
    - CSS
    - An Images folder