

Magazine Promotional Ad Animation (Project Two)

Produce a **professional, interactive, dynamic** ad that will be used by your client for an e-mail campaign or as a pop-up from the client's website.

This is a continuation of your promotion of your product or service. The product or service must appear in some form at least once before the end of the ad. The characteristics of the product exhibited in the banner ad must resonate in this ad as well (ex. sophisticated; crazy; serious; playful, etc.). When the ad ends, the cover of the magazine must look like the original, and it must have a button that links to the magazine's website.

Must include:

- 204 x 264 pixel stage (vertical) (5)
- Magazine must be appropriate for the client (5)
- Page must look like the print magazine at some point (10)
- 10 second length **minimum** (10)
- *Effective* use of Type (5)
- *Effective* use of Color (means more than color of type or stage) (5)
- Photo or graphic (10)
- At least one Movie instance (Must have motion) (10)
- Shape tween (10)
- Ease-in and/or ease-out on at least one tween (5)
- 3 motion tweens with varied speeds, 1 motion tween must use type and graphics (20)
- Transparency change (10)
- Size change (5)
- Rotation (5)
- A three frame button with sound that connects to the magazine website (10)
- Magazine website must appear in new (second) window (5)
- Ad must be a continual flow of motion ending at the point where the magazine link button appears (5)
- On the work area (off stage) document each of the following items so they can be found quickly. **All** shape tweens (also indicate which are ease-in as opposed to non-ease-in tweens); motion tween with graphic; transparency change; size change; rotation; effective use of type, effective use of color; movie clip; use of photo or graphic; and the three frame button (10)

Save the movie as a .fla and as a .swf file.

Naming convention EXAMPLE:

Lastname-firstinitial-MagAd.fla (5)

Total Points 150

[Drop the documents folder into the hand-in folder for this class]