



BA (HONS) CREATIVE ADVERTISING	Year 2, Semester 1
MODULE: Digital Advertising	LECTURER: Caroline Jones
Multimedia Portfolio (project 2: Digital Advertising)	

Introduction

The fashion industry is undergoing a major digital transformation. It is imperative that fashion brands embrace these emerging technologies and find new ways to become responsive, eg Augmented Reality, Artificial Intelligences, Personalization, Customization.

<https://www.forbes.com/sites/bernardmarr/2022/10/14/the-top-five-retail-technology-trends-in-2023/?sh=328ec6d35beb>

Brief

Use After Effects (or other suitable animation software) to create a piece of digital communication for an existing fashion brand, either:

- Gymshark (logos provided by tutor), or
- A fashion brand of your choosing (discuss with tutor, student to source logo artwork, brand guidelines etc - not assessed)

Note:

- research new and emerging digital trends in fashion industry and brand communication, immersive advertising
- develop multiple storyboard ideas
- your paper storyboard ideas may be broader than your current software knowledge
- explore multimedia environment rather than static: timing, pace, movement, reveal etc.
- design and build an effective digital mockup or prototype at your skill level
- consider target audience and digital touch points, social media etc where your digital communication or advertising will be viewed or interacted with

Write a design rationale, which explains your digital communication, design choices and what it is you are trying to achieve.

Collate research, concept development and rationale as you progress through the multimedia projects, this will be compiled into your digital multimedia portfolio for assessment. Emphasis and weighting is on practical output in this module.

See Digital Advertising project brief on Moodle for full details and Summative Deadline.