



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

SWANSEA - ABERTAWE

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

Introduction

What draws your attention to a banner ad? Which ones would motivate you to click on them? Why?

At one in 1,000, the average click-through rate for banner ad is very low, however research shows that banner ads can have a positive impact even without click-through, so reimagine the medium and, get your audience to take notice and click!

Brief

Use Animate CC to create banner ads for your chosen brand (to be negotiated with tutor).

- Create and adapt for banner ad sizes (use standard banner sizes including horizontal banner and vertical skyscraper, see sizing sheet).
- Demonstrate your banner ads as .SWF files

Note:

- utilise multimedia environment rather than static: timing, pace, movement, reveal etc to interact with audience
- consider hierarchy of text/meaning/use of space
- keep it simple rather than overly complicated, you will only have a short time to engage audience
- you will need to design and build an effective solution at your skill level
- your paper storyboard ideas may be broader than your current software knowledge
- a call to action should be incorporated into design
- context: consider your target audience and target websites where your banner ad will be viewed

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

**Develop multiple storyboard ideas, start to build content, bring with research to next session.
BRING PROJECT PROGRESS TO EACH SESSION.**

Collate your banner ad research, concept development and rationale as you progress through the multimedia projects, this will be compiled into your multimedia portfolio digital/visual for assessment.

Formative deadline for Banner Ads – 31.10

See Digital Advertising project brief for Summative Deadline