			1	5	10	15	20	25	30	35	40	45	50	55	60	65	70	75	8

Sound
Invisible Button
Animation 1
Bitmap
Illustrator file
Background

14   12.0 fps   1.1s

FLASH

Advertising banner for an artist/band

1. Introduction

An arbitrary record label wants to promote an artist / band towards a specific audience. It is up to you to choose an artist/band. It can be anything from Hansi Hinterseer of AC / DC to Bruno Mars.

2. Purpose

Focus: Does it work? Does it match the band's music style and and does it match their fans

You will learn the following things in Flash and illustrator
- User Interface
- Working with vectorgraphic
- Working with bitmapgraphic
- Working with objects
- Animation techniques
- Publishing for the Internet

3. Product aims

You have to produce three ad banners. The three ad banners must have a consistent style expression, but be variations over that theme. One should be able to recognize that they come from the same artist/band. The banners must have the right size, you have to use both bitmap and vector graphics. The banners have to be published to a web site.

4. The process

It is important that everyone in the group contributes to all parts of the solution as learning is the primary aim of the project.

Your written evaluation of the process should contain
- Learning aims for the group
- An evaluation of what each of you have learned

Sample questions for your portfolio update:
- Did you reach your goals?
- What did you I earn about yourself?
- Did you make a serious effort?
- Is there anything in particular that you are proud of?
- Did you learn anything new?

Multimedia Designer, 1st Semester, Sep. 2010

NORTH

5. Literature
- http://www.freeopenbook.com/flash8-bible
- http://www.worqx.com/color/itten.htm
- Notes to Flash på fronter

6. Hand in
- Friday 15 October, 12.00.
- The final link must be uploaded on Fronter: *Hand-in > Banner project*.
- Individual descriptions of learning / process must be uploaded to the portfolio. It is a condition for feedback.

7. Feedback

Presentation and feedback in plenum, October 26 from 8.40 – 11.15. Each group prepares a short (5-7 minute) presentation in which they present their project in the plenum. Participation in the presentation is mandatory. If you fail to attend the presentation, you must hand in a 3 page written report based on the project.

8. Requirements
- Group size should be three. Merete and Jesper decides the groups. See list on Fronter.

NORTH