Flash Banner Assignment

Create a Flash ad for one of the companies / products / organizations listed below…. Keep in mind your target market. Your object is to get them to visit the company's home page and find out about the product or service. This ad will be embedded into a web page as apart of your final portfolio. This assignment is important both for your portfolio and for building your Flash skills.   As always, try and **make it look as professional as possible**.   This is another seek your own level assignment….so show off your skills and creativity.

A Flash ad gets readers' attention in a good way—it gets the viewer interested in your product/service with hopes that you will click on the banner to visit the hyperlinked website. It does not have to convey very much hard information, other than telling readers you exist and they'll benefit by knowing more about you.   Your ad can be humorous, suspenseful, scary, shocking, etc. but must be school appropriate.   Take a look at the many examples on the web or visit **www.webbyawards.com** or bannerinspiration.com.

Flash ads mix animated words and images to attract the eye. But animation distracts as well as attracts, potentially annoying readers unless they think the distraction provides something valuable to them. How can you make a distraction an attraction? This is where your taste, wit, creativity, and skill come in.   To do this exercise, begin with the message (the rule in advertising is 10 words of less on the screen at a time) you want your audience to hear.

- Set the document properties to a size to one of the advertising template sizes.
- Bitmap graphics can be used (does not have to be all original work). Can be .jpg, .gif, .bmp, etc.
- Running time: Max 10 - 15 seconds
- Must include Sound
- Must be exported as an SWF and placed on your weebly with an appropriate link to the company site by _____

Companies / Products / Organizations

| -MADD (impaired driving) | -Stop Smoking | -Apple | -Ford |
| -Nike | -L'Oreal | -Port High | -NHL |

Flash Project Rubric

	Exemplary	Proficient	Intermediate	Novice
Advertising Information & message	Text, graphics, and video, are balanced; each is used to convey ideas uniquely and clearly; all media enhances the viewer's understanding of the topic	Text, graphics, and video, are used to convey ideas clearly; all media enhances the viewer's understanding of the topic	Some text, graphics, and or video are not used to convey ideas clearly; some media does not enhances the viewer's understanding of the topic	Text, graphics, or video are under or overused and do not support the viewer's understanding of the topic
Content Objective	A clear description and objective for the animation is communicated to the viewer in a manner that is easily understood	A clear description and objective for the animation is communicated to the viewer	Some parts of the animation do not communicate a clear objective or purpose	The objective or purpose is unclear
Work Habits	The student uses class time wisely while working toward personal best, puts in extra effort, helps others and uses outside time if necessary. Perfect attendance.	The student uses class time wisely while working toward personal best.	The student is sometimes off task and is willing to settle for less than personal best. Some class time missed	The student is repeatedly off task and is willing to settle for less than personal best with frequent lates and absences
Software Proficiency	Above and beyond the basics. Student discovered new items. Interactivity incorporated to get audience engaged	Strong knowledge of the program(s) displayed. Professional in appearance.	Limited knowledge of the program(s) displayed. Not something you would see on a website.	The very basics of Flash and or Photoshop practices are displayed.