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

The purpose of the project is to work with animation and different types of graphics and to successfully work together as a team/group. You will learn the following things in Edge Animate a and illustrator during the project:

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- User Interface
- Working with vector graphic
- Working with bitmap graphic
- Working with objects
- Animation techniques
- Publishing for the Internet

3. Product aim

The banners and the landing page have to be published to a web site.

Banners
You have to produce 3 advertising banners. The three ad banners must have a consistent visual style, but may contain minor variations over the same theme. One should be able to recognize that they come from the same artist/band. The banners must make use of both bitmap and vector graphics. The 3 banners must match the following standard sizes:

- "Full banner" (468x60px)
- "Wide Skyscraber" (160x600px)
- "Medium Rectangle" (300x250px)

Landing Page

The landing page is the page which the banners link to. The purpose of this page is to provide further information regarding the artist/band and to encourage the user to buy concert tickets, merchandise, music the event, etc.

It is essential that the landing page maintain the same look and feel as the banners. The technical requirements are:

- HTML must be valid HTML5 or XHTML
- All layout and style must be made using CSS (placed as an external style sheet)
- Images and graphics must be optimized for web

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 (3-4 pages) of the process should contain

- Learning aims for the group
- An evaluation of what each of you have learned

Sample questions for your individual portfolio update:

- Did you reach your goals?
- What did you l earn about yourself?
- Did you make a serious effort?
- Is there anything in particular that you are proud of?
- Did you learn anything new?

5. Litteratur

- Adobe Edge Animate - http://it-ebooks.info/read/1252/
- HTML and CSS - http://www.w3schools.com/
- Adobe Illustrator: http://tv.adobe.com/watch/learn-illustrator-cc/what-is-illustrator/
- Adobe Edge Animate and Illustrator - http//tv.adobe.com

6. Hand in

The hand-in consists of 2 deliverables on Fronter (remember to hand -in as a group):

- Put the 3 functional banners on a webpage and create a link to this page in the hand-in folder on Fronter.
- Upload the groups written evaluation as a pdf-file.
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Furthermore, each individual group member must update their portfolio with their own presentation/reflection of the project.

Date of hand in: October 25, 2013, before 14:00.

The link and evaluation must be uploaded on Fronter: Hand-in > Banner project–2nd Project –1st semester (remember to hand-in as a group).

7. Feedback

The group's work will be marked as "approved" or "not approved" a long with a short comment within Fronter. Further feedback can be arranged if necessary.

The assignment is mandatory. Students who do not pass the assignment will not be allowed to take the final semester exam in January.

8. Requirements

- Group size should be three. Merete and Jesper decide the groups. See list on Fronter.
- The front page of the written evaluation must contain the following information (if the front page contains a picture or graphic where text would be disturbing, include a "fact sheet" as page 2 where the information appears. The front page must always contain the project title):
  - Project title
  - Project URL
  - Full names of group members and their e-mail address
  - Group number, class, year, names of your teachers
  - Signature of all group members