

Course activity – Edge Animate and communication



Once you have started making a media production, the initial problem is often to get the good and simple idea that can be developed into a story.

It is often a help with your further “shaping” of the story, if you imagine a communication situation, with a possible and desirable audience

When you start up a project, be aware that:

- someone is going to see your production
- someone must catch your message and understand what it is all about

You may have many brilliant ideas, but if you fail to plan how to communicate those ideas in the right way to a relevant audience, your ideas have little chance of surviving.

Communication planning

The elements for a good communication plan are among others:

- Purpose:
- Investigate the project's background
 - Make a list of the target audience's needs and expectations the product should meet
- Sender:
- Define the sender role and the created image of the sender
 - Consider user identification and find a suitable sender role
 - Consider the client's image – will it support the message?
- Target audience
- Make user profiles
 - Gather any relevant statistics
 - Study interesting blogs on the web where your target audience is to be found
- Message
- What do you want the target audience to conclude?
 - A message should not be a question
 - A good message is inspirational for those who hear it
- Media
- The media for this course activity is already defined. You need to upload an html page with a banner on Fronter
- Communication environment
- Search the Internet for similar products – how are they compared to yours?
 - Study relevant blogs and communities to investigate the target audience's opinion of similar products
 - Analyze competing products with the purpose of identifying room for improvements; i.e. what is it they lack to achieve customer satisfaction?



Requirements for the assignment:

1. You must design a banner for a product of your choice. The product should be promoted to a specific target audience. You define the target audience
2. Document your communication planning (write the steps in your planning) and upload it as a pdf file on Fronter in the folder called Course activity – Adobe Edge & Communication
3. You must use Adobe Edge and Photoshop in your banner (as an alternative to Photoshop, you can use Illustrator or both)
4. The banner, which size you decide (must be a standard size¹) must be put on an webpage and uploaded on Fronter in the folder Course activity – Adobe Edge & Communication

The course activity is individual and the assignment is mandatory. Within 14 days you will get a feedback from me (Merete Geldermann Lützen) whether your assignment is approved or not.

¹ <http://www.bannercreator.nu/banner-size.html>