MOTION GRAPHIC DESIGN FINAL PROJECT: PROMO/AD CAMPAIGN

Assignment: To create a promo/ad campaign for a client that can be used online (and possibly offline too, ie. TV) using Adobe Flash. Use your own graphics that you design/create from scratch. Formally, your final piece must be no less than 15 seconds and no more than 2 minutes. Most television ads are either 15, 30, or 60 seconds long. You must include 1) audio (ie. music, narration, and/or sound effects) 2) type animation, and 3) a logo/branding animation.

Ideas for potential contexts:
- Promotional product animation – commonly found on company home pages or product front pages, where motion graphics are used in combination with audio to concisely introduce a product or to communicate a primary message.
- Animated banner advertisement – Size/dimensions can vary depending upon the page design/layout for which the user will view it. These typically have a call-to-action at the end (ie. a large button to press that will take the users to a micro-site) in addition to the logo/branding/tagline.
- Step-by-step informational/educational animation – commonly used to explain how to use a new product or service. “How to do X. Step 1, lorem ipsum…”

Deliverables, Project Timeline and Important Dates:
- Week 6 – Project ideas are due
  We will have a brainstorm discussion.
- Week 7 – Creative brief and storyboards due
  We will have an informal critique.
- Week 9 – Visual tests + story reel due
  We will have an informal critique.
- Week 11 – 1st drafts due.
  We will have an informal critique.
- Week 13 – 2nd drafts due.
  We will have an informal critique.
- Week 15 – 3rd drafts due.
  We will have an informal critique.
- Week 16 – Final project is due.
  We will have a formal critique.

Purpose/Objective:
- To go through the full creative design process for cinematic time-based projects.
- To integrate images, type, motion graphics, digital video, sound effects, and music into a unified concept.
- To effectively defend course work conceptually.

Format: There are two major parts to the assignment:
1. HTML (Flash + HTML) page displaying the final project.
   - A single HTML page that contains the animation on it. Please use SWFObject to place your swf into your html page and be sure to provide a fallback for non-flash devices.
2. Exported Video (.mp4) file
   - To be exported from Flash and handed-in via a url on your class web page.