

# > web banner

## > objective(s):

Students will create an animated web banner advertisement that includes imagery and typography.

## > curricular focus:

This lesson emphasizes utilizing movement effectively for visual impact. It also focuses on working in a unique design shape (extreme horizontal).

## > principles of animation:

type here

## > specifications:

save as: Web Banner\_LastnameF

### dimensions:

Leaderboard Ad: 1456 pixels by 180 pixels (this is double actual size)

Medium Rectangle: 900 pixels by 750 pixels (this is triple actual size)

frame rate: 20/sec

## > instruction:

• introduction to web banner advertising tips

### 1. catchy phrase/slogan

Arouse the interest of the viewer and entice them to click on the banner. The punch line should be a small phrase, just a few words and should be visually appealing (correct usage of colors and fonts).

### 2. additional copy

Spend time thinking about what would interest the surfer. Keep it short and simple. The text should support the banner punch line and be informative and practical. Consider providing a benefit for clicking on your banner. For example, "Do you want more traffic?" or, "Need help with taxes?"

### 3. relevant imagery

Pictures displayed in the banner need to be relevant to the products/services being offered. Using deceptive imagery will make the visitor who clicked on the banner leave the site before making a purchase.

### 4. include logo and URL

If the purpose of the ad is brand building, it is advisable to include BOTH the logo and the web site address in the banner. For other types of banners, you might include both, but make sure that they don't dilute the banner punch line or copy. In such cases, it's best to keep them together and small on one side of the banner.

### 5. click here!

Statistics show that the best call to action on a web banner is the trite phrase "Click here". Its very presence increases the click-thru rate. The phrase should be displayed 2.5-3 seconds at the end of the banner and can itself be animated (blinking, changing colors, etc.). Name of product and sales incentive are also present.

### 6. size matters

Keep file size to a minimum. Banners are displayed at the top of web pages and should load before the visitor has a chance to scroll down. Optimizing an animated GIF banner by decreasing both the number of colors used and vertical color change reduces file size. GIF images contain only 256 colors and compression works best when the image has large areas of single color. Photos are complex and result in large file sizes. Either avoid the use of photos in animated GIFs or keep the animation to a minimum if photos are employed.

### 7. duration

A typical web surfer spends less than 10 seconds looking at the top of a web page. Thus, a web banner has to display all its content in around this time. The call to action, should be displayed within this time frame.

### 8. color usage

Use bright colors. Blue, yellow, and green banners have a higher CTR (click through rate) than black & white banners. Use red sparingly unless part of the company's color scheme.

*continue instruction on page 2*

# > web banner

- review examples of professional web banners as well as previous student projects  
Web Banner Examples and Web Banner Projects folders
- review creating a storyboard  
a storyboard is a series of thumbnail sketches that show a progression of motion or animation  
pictures usually also have text that helps explain details that cannot be determined from the picture alone  
see examples in the Storyboard Examples folder

## > procedure:

- review web banner fundamentals and tips for success  
(see instruction above)
- select web banner topic (product, seller and sales hook) and approve with instructor
- complete the Web Banner Plan and submit to instructor  
save as Web Banner Plan\_Lastname.doc
- perform image research  
find needed images for web banner (product and logos)
- create thumbnail storyboard and approve with instructor  
print Web Banner Storyboard from page three of lesson plan  
be sure to select only this page to print, not entire lesson plan (go to Range and enter "3")  
plan your motions carefully!  
make sure motions have a purpose and aid the viewer in seeing/understanding the content  
animations should be enhancing, not distracting  
text should move opposite the direction a person reads so the eye doesn't have to "chase" the text  
text should never move left to right  
remember that "Click Here" must appear at the end of the animation
- begin work on computer
- save web optimized version  
set animation to "Forever"  
go to the Animation pane and in the bottom left corner, change "Once" to "Forever"  
go to File: Save for Web and Devices  
change to GIF and set colors to 256

## > requirements:

- file specifications are adhered to
- last frame includes "click here" button", product name, sales incentive and retailer logo  
- minimum 3.0 seconds
- catch phrase/slogan and additional copy are simple but impactful to surfer
- animations and transitions are smooth and seamless
- use of color is attention getting and unifying (no white backgrounds)
- font selection matches mood and is highly readable
- total duration is 12.5 seconds or less
- banner is an effective advertisement that captures the surfer's attention, clearly explains what the sales incentive is and entices him to hyperlink to main site

# > leaderboard storyboard

> name: \_\_\_\_\_

> **objective(s):**

Draw your storyboard for your leaderboard ad in the boxes provided below. You do not have to draw each individual "frame" of your animation. Simply provide a sense of major elements and transitions in as many boxes as it takes to effectively do so.

# > medium rect. storyboard

> name: \_\_\_\_\_

> objective(s):

Draw your storyboard for your medium rectangle ad in the boxes provided below. You do not have to draw each individual "frame" of your animation. Simply provide a sense of major elements and transitions in as many boxes as it takes to effectively do so.

