

Build Internet-Based Advertisements (IBA) in Photoshop

Due Date: 12/9/2016

Point Value: 30

Objectives:

After exploring the components of Internet-Based Advertising (IBA), students will utilize the provided Photoshop templates to create/develop an effective IBA. Students will display their ad on all four standard IBA sizes.

- Build one animated ad in Photoshop to be represented across the 4 standard Internet-Based Advertising Sizes (728x90, 300x250, 160x600 and 180x150).
- Use the Photoshop templates provided to layout your ads
- Use two type faces
- Stick with branding of product advertised
- Create a Call to Action
- Develop a Button for users to Click
- Develop Animation using proper timing and transition
- Save the PSD file
- Optimize the GIF file and make sure it is no more than 150kb in size

Submission:

- Save all four ads as PSD documents
- Save all four ads for Web as GIF files (150kb or lower)
- Submit all files saved to your OneDrive Account under Internet-Based Advertising

Other Resources

- [Photoshop Template Files](#)
- [Demo Instructions from class](#)
- [Submission Link](#)
- [Notes](#)
- [Optimize Images in Photoshop](#)

Grading Rubric

Categories of Performance	Peanut Butter Cups 10, 9	Snickers Bar 8, 7	Licorice 6,5	Pop Rocks 4, 3	Circus Peanuts 2, 1, 0
Design	Great layout, color choices, and style, showing thoughtfulness & creativity. No more than two type faces used. Included all the important components.	Good concept, design, style, no more than two type faces used. Included most of the important components.	Average design. Included some of the important components	Okay design. Included few important components	Design could be improved
Animation	Animation is subtle, smooth and the timing of animation is effective and readable.	Animation seems somewhat rigid but still effective and readable	Average animation	Okay Animation	Animation is distracting and/or too short/long and is not effective. Could be improved.
Final Product	All four PSD's and the Optimized GIF's (all are 150kbs or smaller) are submitted.	All four PSD's and the Optimized GIF's are submitted. Not all GIF files were optimized.	Not turned in correctly.	Not turned in correctly	File not turned in