

ART 4908-01

INTERACTIVE DESIGN 1

FLASH BANNER ADVERTISING

BRIEF:

Create a Flash based advertising for a web site that is non-distracting to the viewer. The add must include the provided information as well as have subtle movement to capture the viewers attention. The banner advertising must be a button.

OBJECTIVES:

- ▶ Visually creative advertising that is not distracting to the page.
- ▶ To familiarize yourself with the design conventions using Flash.
- ▶ To create subtle movement using Flash.

PROCEDURE:

SIZE:

728 x 90 px

SUBJECT:

Find a banner that you would like to redesign.

INFORMATION:

Use the provided information from the original banner ad.

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

Spring 2007
Course #47871

M+W, 12–1:50pm
SPE 17

CONTACT INFO

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READINGS

Chapter 5
Web Style Guide