

## MMSP 140 - MidTerm Animation Assignment

### *Ad Banner or Animated Greeting Card*

#### Requirements

- Storyboard (drawn on paper) describing idea sequence
- Pitch (a few sentences that tell me what your idea is!)
- MOTION, CLASSIC, SHAPE, and FRAME by FRAME Animation Types
- Bitmap (1)  
*Animated Text (must be legible - both readable in animation < not too fast> and in scale / contrast)*
- Nice clear design, good use of color and text
- Clear informational design (For what you are 'advertising')
- Dimensions / Size of .swf found at: [http://icq.com/info/banners\\_spec.html](http://icq.com/info/banners_spec.html)
- .FLA and .SWF in folder with your name on it turned in

Ad Banner: 'sells' or 'promotes' idea or product (*YOU! could be the product*) through animation of visuals, words or combination of both. Idea/product should be revealed through a sequence of animations.

#### Choices for banner idea:

- You
- Real product
- Fake product
- Idea (political or similar)
- Etc.