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office hours:
mwf: 09:00–10:30am
tu/th: 2:00pm–5:00pm
or by appointment

Fri 2.7 - OP 1224
review project #2

Fri 4.1 - OP 1224
flash intro + element
class critique

Project #2a + 2b

Animated Web Site Introduction and Flash Interactive Element

The Objectives

- To gather and utilize research
- To study the different methods of creating web ads & content
- To understand how differing browsers can affect web design
- To identify how people react to targeted online content
- To explore narratives + story telling

Project #2a

Create an animated 30 second web site introduction using Adobe Flash that is based on the web site created in project #1 appropriate to the target market/audience.

The Process: First, determine the purpose of the introduction and then who the target market is. Create storyboards that demonstrate how the introduction progresses through time. The introduction must adhere/relate to the initial design set in project #1.

The Format: The 30 second introduction must be submitted in both swf and original fla formats. The introduction must be 640 x 480 pixels and the final swf file must be under 65k in file size to be bandwidth friendly or a loader must be built to let viewers know approximate download times.

and

Project #2b

Create an Adobe Flash element for the web site created in project #1 appropriate to the target market/audience. The element must be approved by the instructor prior to beginning any work.

The Process: First, determine the purpose of the element and then who the target market is. Create storyboards/sketches that demonstrate how the element progresses through time or how users will interact with it. The element must adhere to the initial brand/standards set in project #1.

The Format: This will be entirely up to you. If the element isn't bandwidth friendly a loader must be built to let viewers know approximate download times.