# BANNER Advertising

## Course Description

Creating compelling and beautiful Web and App banner advertising is becoming a must for all eMarketing professionals, whether animated or static.

Our bespoke Banner Ad course uses 2 components of Adobe software, Adobe Animate and Adobe Photoshop to create HTML 5 Creative, Gif and SWF banners all industry standards.

This training course is bespoke, giving you the opportunity to tailor the content to your exact requirements. If you need a starting point, use the course outline below as a guide. The important thing to remember is that it's your course - tell us your goals and we'll help you achieve them.

If a new user, the outlined course will take you to a point where you can storyboard and create a fully optimised, click-able ad that complies to Advertising Bureau Standards. Everything is covered from the concepts of page weight, file optimisation, alternative content, clickthroughs, animation, typography and an integration of both Photoshop and Animate.

If a more advanced user, please use this outline as a start point and tailor it to suit your exact requirements.

The course runs from 9.30 am to approximately 4.30 pm.

### Understanding Banner Specs
Interactive Advertising Bureau
Advertising Banner Specs & sizes
File Types & Delivery
Alternative content
Delivery to hand held devices
ClickThroughs
Story Boards

### Working with Animate
Creating Animation
Time Lines
Layers and Layer Folders
Frames, Keyframes
Shape Tweening
Classic Tweening
Motion Tweening
Animating Position, Pace, Timing,
The Motion Editor
Motion Presets
3D Motion

ClickThroughs
Buttons Symbols
Simple ActionScript
Code Snippets
Linking to URLs

Publishing
Bandwidth Profiling
Metadata
Optimising Images

Overview of HTML 5 Content
Options
Native Animate Documents
HTML 5 & CSS 3
Frame Rates
File Weight

Integration with Illustrator and Photoshop
Work Space

Previewing
Testing
Publishing
Working with Assets
Bitmaps and Images
Shapes & drawing tools overview
Groups and Primitives
Components

Typography (text)
Symbol Theory
Library Pannel
Properties and Property Inspector
Creating and Editing Symbols
Symbol Instances
Colour Effects
Blends, Filters
Transformation

# BANNER Advertising

**Working with Photoshop**
Animation
Animation/Movement
Using the animation palette
Tweening and animation
Creating animated banner ads

Cropping images

Layers
Creating & Organising Layers
Applying Effects to Layers
Distributing/Aligning elements

Optimising Images
Specifying image size
Comparing and previewing images
Creating JPEG, PNG-24, PNG-8 & GIF
Creating transparent & matted images
Scalable Vector Graphics
HTML 5

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