



**Unit #5 – Multimedia – Flash Advertisement Project**  
**TGJ4M – Communications Technology, Grade 12**

**Project Description:**

- **Adobe Flash CS5** is an authoring tool used for producing high-impact Web experiences.
- In this project you will create an **interactive advertisement** in **Flash**.
- The **advertisement** must be a minimum length of **60 seconds** (720+ frames at 12 fps).
- The **advertisement** must be for a **fictitious product or service** that would be suitable to use on a **fictitious** company's web page (DO NOT ADVERTISE EXISTING PRODUCTS).
- The **interactive Flash** movie should demonstrate knowledge of **all Flash techniques learned in this course**.

**Materials:**

You will have access to the following materials:

- Adobe Flash CS5
- Photoshop (needed for the logo design and other graphic design work)
- digital cameras (needed for the credits page)
- digital video cameras (you may want to include video, you must still use Flash animations though)
- sound recording equipment (you may want to record your own dialogue)

**Flash Advertisement Examples:**

- *Car advertisement*
- *Video Game advertisement*
- *Snow Board advertisement*
- *Restaurant advertisement*
- *Tourism Advertisement*
- *University advertisement*
- *Television show advertisement*
- *Amusement park advertisement*
- *Movie advertisement*
- *Magazine advertisement*

**Deliverables, Due Dates and Marking Scheme:**

<b>Deliverable</b>	<b>Description</b>	<b>Due Date</b>	<b>Marks</b>
<b>Proposal</b>	A one page written description of the <b>chosen product or service, rationale and direction</b> (see handout).	Wednesday, November 23	/10
<b>Final Project Due</b>	<b>Final Project</b> marked with attached Rubric.	Thursday, December 15	/130
<b>Screening Day</b>	We will view each student's advertisement on this day.	Friday, December 16	<b>Total</b> <b>/140</b>

## Specifications:

The following specifications must be met:

1. The **total timeline** in your flash production must be **at least 60 seconds** (720+ frames at 12 fps) in duration (this includes the timelines of all sub screens).
2. Your stage must have dimensions of **750 pixels by 550 pixels** and run at **least 12 frames per second** (set this up in the beginning).
3. **One Main Introduction/Home Screen**
  - this will be the entry screen for your interactive advertisement
  - it will allow navigation to all other screens in the advertisement through buttons
4. At least **four subsections** or **screens** must be linked to the **main introduction screen** by **buttons**.
  - a) **animation screen**
    - used to sell the product or service
    - this needs to be a **high quality**, visually compelling flash animation to catch the consumers interest
  - b) **specifications screen**
    - product or service pricing, product size, models, options, etc.
  - c) **contact information screen**
    - names, address, phone, email, web page, etc.
    - provide an **HTML link** for the **email address** and **web page**
  - d) **credits screen**
    - credit yourself - **your name**
    - credit others - **sound, music** or **images** you used from other people or sources
5. Each **subsection** must have a **button** allowing the customer to **return** to the **main introduction screen**.
6. Your advertisement must incorporate **sound effects** and **background music** depending on the screen.
7. You need to design and display an **original logo** for your company or product in the advertisement.
8. You must have at least **five working buttons** to allow **navigation** through the advertisement screens.

## Flash Components that need to be included:

- **Flash drawn objects** and **symbols** (original)
- **Text objects** and **animation** (original)
- **Frame by Frame animation** technique
- **Motion Tween** technique
- Incorporation of **sound** and **music**
- **Buttons** for navigation (they must be customized with original images and sound effects)
- **Layers** (each object and screen should exist on its own **descriptive layer**)
- Incorporation of **action script** is **optional** (the programming language of **Flash**)

## For Submission:

Please submit your final portfolio package with the following items for evaluation on the due date provided:

1. Your **Proposal**, (see attached handout).
2. Your **FINAL Flash Movie**. The **FLA** and the rendered **SWF** file (name as “yourname fla”).

## Flash Advertisement Project Marking Rubric

### Final Flash Interactive Advertisement Marking Scheme

<b>Name:</b>	
<b>Communication</b>	
<b>Proposal</b>	
A written description of the chosen advertisement product or service, rationale and direction	/5
Grammar and Spelling	/5
<b>Flash Advertisement</b>	
Spelling and grammar were checked on each screen	/5
<b>Communication Total</b>	<b>/15</b>
<b>Thinking and Inquiry</b>	
<b>Color/ Design</b>	
Colors are consistent on each page	/2
Background is appropriate and not distracting from the content	/2
The interface make use of consistent menu conventions from screen to screen (slide to slide) like terminology, icons, positioning on the page, etc.	/2
The site shows evidence of creativity and originality in the visual design and layout	/2
Readability and legibility guidelines are followed (i.e. sufficient tone contrast between text and background, font size, doesn't use all caps, etc)	/2
<b>Company Logo Design</b>	
The logo is an well designed company graphic	/5
The logo is used effectively throughout the advertisement	/5
<b>Thinking and Inquiry Total</b>	<b>/20</b>
<b>Knowledge and Understanding</b>	
<b>General Organization</b>	
All files used to create the portfolio are stored in network folder	/2
The Flash files (FLA and SWF) are placed in the folder with your name	/2
<b>Layers and Library</b>	
Each layer is named with a descriptive name	/2
All symbols are organized and named in the library with descriptive names	/2
<b>Buttons and Rollover Effects</b>	
Flash buttons are saved with appropriate name as a symbol in the library	/2
Rollover effects for button(s) are created	/5
Text is easy to read on the buttons and rollover effects, and is consistent with portfolio color scheme	/5
<b>Tweens Used</b>	
Frame by Frame animation technique used effectively	/5
Motion Tween technique used effectively	/5
<b>Knowledge and Understanding Total</b>	<b>/30</b>

<b>Application</b>	
<b>Introduction/Home Screen</b>	
Introduction statement or description is included, and the navigation menu is placed appropriately	/5
<b>Animation Screen</b>	
An animation is included on the screen	/2
Animations are well thought out, creative, and add to the interest of the screen	/5
Animations function properly and stop when appropriate (not looping)	/3
Return to home button?	/1
<b>Specification Screen</b>	
Appropriate product or service specifications appear on the screen	/5
Return to home button?	/1
<b>Contact Information Screen</b>	
All contact information is on the credit screen (name, address, telephone numbers, web page, email)	/5
HTML link provided for email and web address	/2
Return to home button?	/1
<b>Credits Screen</b>	
All external media sources are credited properly	/5
You have credited yourself with the various aspects of the productions creation	/4
Return to home button?	/1
<b>Titles/ Title Bar</b>	
The titles are the appropriate size for each page	/4
The titles are easy to read and the colors are consistent with the advertisement color scheme	/4
The titles are placed consistently on each page	/2
<b>Graphics</b>	
All graphics are gifs or jpegs	/3
The use of graphics and icons contribute to the clarity of usability of the information	/5
<b>Overall Organization</b>	
It is easy to locate one screen from another	/3
There are no broken links	/2
Each screen does not require too much vertical scrolling	/2
<b>Sound Effects and Background Music</b>	
The use of background music contributes to the clarity of usability of the information	/5
The use of sound effects contributes to the clarity of usability of the information	/5
<b>Application Total</b>	<b>/75</b>
<b>Project Total</b>	<b>/140</b>
<b>Comments:</b>	

