



:: finalassignment

digitalmultimedia
due :: week 17

TIME-BASED MULTIMEDIA PROJECT: AD CAMPAIGN

Assignment: To create an ad campaign for a client that can be used both online and offline (ie. TV) using any combination of media and multimedia software. You can use stock video library footage, your own video footage, still photography, or graphics that you design/create from scratch. Formally, your final piece must be no less than 15 seconds and no more than 2 minutes. Most ads are either 15, 30, or 60 seconds long. You must include 1) audio (ie. music, narration, and sound effects) 2) type animation, and 3) a logo/branding animation. Upon approval, you can continue to develop one of your earlier projects as your final project.

Deliverables, Project Timeline and Important Dates:

- **Week 7 – Project ideas in the form of a synopsis are due.**
We will have a brainstorm discussion.
- **Week 8 – Film treatment/storyboards due.**
We will have an informal critique.
- **Week 10 – Visual tests + story reel due**
We will have an informal critique.
- **Week 13 – 1st drafts due.**
We will have an informal critique.
- **Week 15 – 2nd drafts due.**
We will have an informal critique.
- **Week 17 – Final project is due.**
We will have a formal critique on this day to look at the completed projects.

Purpose/Objective:

- To go through the full creative design process for cinematic time-based projects.
- To integrate images, type, motion graphics, digital video, sound effects, and music into a unified concept.
- To effectively defend course work conceptually.

Format: There are three major parts to the assignment:

1. **Exported Video (.avi, .mov, or .mp4) file**
 - To be handed-in via a url on your class web page.
2. **HTML (or Flash+HTML) Microsite displaying the final project.**
 - Microsite does not need to have all ART 222 projects on it. It can be only the final project video.
3. **Custom DVD Interface**
 - To be handed-in as a video DVD.
 - DVD must contain all class projects within it.