

**ADV 3662 Interactive Animation**

**Instructor:** Genevieve Hitchings

**Designer:**

**Reviewer:** \_\_\_\_\_

**Project Feedback**

A good PSA campaign focuses on service to the public. The goal is to create a compelling central message, clearly presented with a simple call for action.

To be handed in at the end of next class:

1. What is the banner ad about? What is the proposed message?

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2. Who is the target audience?

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3. Does the banner make sense to you from beginning to end?

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4. If you were to click on the ad what would you expect to learn?

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5. What is the call to action? Do you feel it is effective? Would you be inclined to click?

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6. Where would this ad appear to effectively accomplish its mission?

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**CHECK LIST: Commitment to Refine Product**

- \_\_\_ Attention to detail within composition
- \_\_\_ Presentation is clean and professional
- \_\_\_ All content has been proofed and contains no grammatical/ spelling errors
- \_\_\_ Attention given to maintaining quality of photos (PNG or JPEGs –resized in Photoshop)
- \_\_\_ Type is readable and legible

\_\_\_ Design is well thought-out and feels complete -> Move into production

\_\_\_ Design needs fine-tuning. Explain: \_\_\_\_\_

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