

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. Who is the target audience?

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

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

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

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

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: _____
