Create A Web Banner
Combining Illustrator and ImageReady

Lamps To Go custom **lampshades** Sale on Floor Lamps

1. Create a 600 by 70 pixel rectangle and make this shape into a guide which is the size of your web advertising banner. Create a background, text and various appropriate vector images for your banner. You can either create all images in one layer and then Release to Layers under the layer options or create each object and background as a separate layer. When you Release to Layers, the layers get stacked (bottom objects become the bottom layer).

2. You can actually copy and paste Illustrator images into ImageReady but we will be exporting the file as PSD which can be opened into ImageReady with all layers intact.

3. In ImageReady you can duplicate frames within the Animation palette (if you don't see this go to Window..Show Animation. Try turning on and off some of the layers on each frame. You can also change the opacity of some objects on a frame and then use tweening to have objects gradually fade in or out. You can select layers and use the move tool (top right tool) to reposition objects. Again using tween would fill in between the objects (good for bouncing shapes). You will find the tween command under the Animation bar options.

4. Use the Play button at the bottom of the Animation palette to check out your animation (the square will Stop it). Adjust the rate at which each frame plays and how many times it will loop (keep it low). You can copy and paste frames and even reverse the order.

5. When you are happy with the animation (you can also preview in a browser within ImageReady) you Optimize the GIF inside of ImageReady. Save the Optimized version with the HTML or just the GIF if you want to import the animation into a web editor. Send me an email with the link to this assignment. Four **** awarded to more complex animations incorporating more than one animation or type of animation (various movement, opacity, objects turned on and off, etc.) Be careful though, animating will increase file size. Try to keep yours under 50KB.

Lab Evaluation

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