ADPR 3520
GRAPHIC COMMUNICATION
Instructor: Kristen Smith

Create an animated GIF

Objectives:
• explore social media and digital design
• demonstrate an understanding of Photoshop to create animation
• display understanding of the relationship between concept, message, audience and
  positioning
• demonstrate, in a small space, the principles of design we have studied

Assignment:
Create an animated gif in Photoshop to accompany a post on Twitter, Facebook or
Instagram. First choose an event or product to promote. You can also choose an editorial
illustration to accompany an article. We will look at examples of these in class.

Think about graphics that will command attention and relate to the subject and to the
audience. If words are part of your gif, make sure the most important words are large
enough to be read at a small size.

Resources & Process:
We will look at examples in class, *but you will also need to research social media posts
and gifs on your own.* What works well and what doesn't? How much movement is too
much? How large is the type relative to the image? How heavy is the type? What color
combinations are successful or off-putting? How complex is the photo or artwork? How
much information is included?

Choose your event or product or article and think about your message and who the
audience is. You can create a slogan or headline or you can simply state the facts. If you
choose an editorial illustration, you may not use words at all.

Watch these videos:
• YouTube video by Rosemary Barker called "Creating an animated gif in Photoshop
CC": https://www.youtube.com/watch?v=dGqrvDKGWXQ
• Lynda.com video by Julieanne Kost in the class Photoshop CC 2015 Essential Training
https://www.lynda.com/Photoshop-tutorials/Creating-animated-GIF/372339/414472-4.html

Set-up in Photoshop:
We will do this together. For this project, we'll work in pixels instead of inches. Our color
mode will stay RGB. Choose only one social media platform and use the sizes below.
Twitter—use 440 x 220 pixels
Facebook—use 1200 x 630 pixels
Instagram—use 1080 x 1080 pixels for a square or 180 x 566 for landscape

MAP your project:
You will need to do this in either Microsoft Word or in an InDesign document:
1) *Message:* What is the main message of your graphic? What are you trying to
   accomplish? Will a post accompany your graphic? If so, what is it?
2) *Audience:* Who is the audience for your message?

3) *Positioning:* What are some design decisions you made based on your research into successful gifs and social media graphics and given the limited amount of space? How are those decisions right for your audience? What decisions did you make about how to incorporate movement into your graphic?

Deliverables:

Create a folder with your last name in it. Something like "Smith_social". In the folder please include:

1. your Photoshop file with layers (i.e. don't flatten the layers)
2. a gif of your project
3. a Word or InDesign document with your MAP information
4. if you were inspired by social media graphics you found online please include them in the folder also.

Since this project is meant to be viewed online, I will grade it that way and you do NOT have to provide a printout.