ASSIGNMENT
Design an online marketing campaign for a Florida city. The campaign, targeted at potential tourists, will include animated web banners and an intro webpage. The primary focus will be to advertise the main attractions in the city.

REQUIREMENTS
1. Select any city in Florida such as Key West, Orlando, Fort Lauderdale, Panama City, St. Augustine, Tallahassee, etc... and research the main attractions in the city. Miami and Miami Beach are NOT to be used (Coral Gables, Hialeah, etc. are OK).
2. Find images of said attractions and the city via the internet, stock photo sites, magazines, etc... Retouch the images as needed to meet your design. You will need a minimum of 7 different images for the campaign.
3. Create 20 preparatory thumbnail sketches to plan your layout. The slogan for the banners and website will be “Visit YOUR CITY” (i.e. Visit Key West, Visit Tampa, etc.)
4. Create animated web banners for your campaign. Use some of the images you have selected as well as the slogan. The animations should be between 4-5 seconds long. They can loop if desired.
5. Create the home page for your city. It must have the following:
   A nameplate banner with the slogan and a great visual.
   A navigation bar with the following links:
      Home, Attractions, Accomodations,
      Calendar of Events, Contact, Directions.
   An animation for the main content. Use all of the images you have selected as well as the slogan. The animation should be 10-15 seconds long.
   A bottom footer with the following:
      Links for a Site Map, Privacy Policy, About YOUR CITY and below the links Copyright information.

MECHANICAL SPECIFICATIONS
Please adhere to the following guidelines:
All files will be in RGB at 72 ppi.
Banners- Width X Height
   Medium rectangle- 300px X 250px
   Rectangle- 180px X 50px
   Leaderboard- 728px X 90px
   Wide Skyscraper 160px X 600px
Home page- 800px X 600px

Suggested Homepage Layout:

| NAMEPLATE BANNER |
| NAVIGATION BAR |
| MAIN CONTENT (ANIMATION) |
| FOOTER INFO |