DECLARATION

I hereby declare that, the project work entitled "Animation and Graphics for Advertisement" carried out by me for "DiGi09" is my original work. To the best of my knowledge and belief it contains no material previously published either written by another person or material which to a substantial extent has been accepted for the award of any other degree or diploma of the university or other institute of higher learning. Except where due to acknowledgement has been made in the text.

NAME: MISS. MINAL PRAKASH BHALKAR

ROLL NO. : 01

SIGNATURE:

DATE: 04-08-2021

COLLEGE OF NON-CONVENTIONAL VOCATIONAL COURSES FOR WOMEN

(CNCVCW)

CSIBER, KOLHAPUR.

<u>**CERTIFICATE**</u>

This is to certify that, **MINAL PRAKASH BHALKAR** Of Bachelor of Multimedia (B.M.M.) IV have satisfactory completed the project entitled **"ANIMATION & GRAPHICS FOR ADVERTISEMENT"** in partial fulfillment of Bachelor Degree in Multimedia under Shivaji University, Kolhapur, for the academic year 2020-2021.

Dr. A. R. Kulkarni

(M.Sc., PhD, MMEI, RQP, LEAD AUDITOR (EMS))

(Principal)

Miss. Dhanashri Kamble   **Mr. Gurunath Topkar**

(Project Guide)   **(Co-ordinator)**

(External)

ACKNOWLEDGMENT

I have great pleasure in the submission of this project entitled **"Animation and Graphics for Advertisement**" in partial fulfillment of Bachelors of Multimedia (B.M.M.)

While submitting this project report, I take this opportunity to thank those directly and indirectly related to project work. Without their active co-operation and guidance, it would have been extremely difficult to complete this task in time.

As the outset, I keep in record my deep sense of gratitude towards my project guide **MR. Dhanashri Kamble** who guided me, right from initial stage of project and offered me several valuable suggestions for developing this project in a systematic and presentable manner.

I am also thankful to our Faculty Members, **Dr. A. R. Kulkarni,** Principal and **Dr. R. A. Shinde**, Secretary and Managing Trustee for their support throughout my project work.

DATE : 04-08-2021

PLACE : kolhapur   **MINAL PRAKASH BHALKAR**

ABSTRACT

The project titled **"Animation and Graphics for Advertisement"** covers the details about the work that has been done for the DiGi09 advertising company.

In this project the creative work done for DiGi09 is shown in depth. The information about the company, the clients that we worked for, the concept behind each creative image is explained in this project. Most of the work is done for the digital platforms like websites, facebook, instagram, twitter, whatsapp business and other.

For designing the creative posts, mainly two software are used; Adobe Photoshop, Adobe Illustrator. Photoshop is raster based software, while Illustrator is vector based and are mostly used for the purpose of designing.

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INTRODUCTION

Introduction

DiGi09 is an advertising agency providing multi-dimensional solutions in Digital and Social media. The project "Digital Marketing Graphics For Advertisements" is based on promotion of company.

- ## DIGITAL GRAPHICS:

A digital graphic is an electronic image that can be used for a variety of different things, however the image does not always have to be used on electronic devices as it can be printed and used.

A graphic is an image or visual representation of an object. Therefore, computer graphics are simply images displayed on a computer screen. Graphics are often contrasted with text, which is comprised of characters, such as numbers and letters, rather than images.
Computer graphics can be either two or three-dimensional. Early computers only supported 2D monochrome graphics, meaning they were black and white (or black and green, depending on the monitor). Eventually, computers began to support color images. While the first machines only supported 16 or 256 colors, most computers can now display graphics in millions of colors.
2D graphics come in two flavors — raster and vector. Raster graphics are the most common and are used for digital photos,

Web graphics, icons, and other types of images. They are composed of a simple grid of pixels, which can each be a different color. Vector graphics, on the other hand are made up of paths, which may be lines, shapes, letters, or other scalable objects. They are often used for creating logos, signs, and other types of drawings. Unlike raster graphics, vector graphics can be scaled to a larger size without losing quality.

- ## SOCIAL MEDIA DESIGNING:

Social media design is visual content used in digital marketing. Whether it's your Facebook profile, Twitter background, Google+ header or graphics for timeline posts and blogs, social media design is an important element to incorporate.

Designing your cover image according to your brand guidelines or company colors is a great step to create your brand awareness and make it look professional.

Once your business profile looks like a well-established brand it is time to take care of the content you are posting. Post graphics is an image attached to the post. Its main purpose is to attract user attention and read what you actually shared.

- ## DIGITAL MARKETING:

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its

development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops.

Components of digital marketing

Digital marketing spans across a massive network of digital touch points that customers interact with many times a day. To properly utilize these channels, you need to have an understanding of each.

- **Paid search.** Paid search, or pay-per-click (PPC) advertising, typically refers to the sponsored result on the top or side of a search engine results page (SERP). These ads charge you for every click and they can be tailored to appear when certain search terms are entered, so your ads are being targeted to audiences seeking something in particular. These ads can be extremely effective, as they rely on data gleaned from individuals' online behaviour and are used to boost website traffic by delivering relevant ads to the right people at the right time. These ads also involve retargeting, meaning that depending on the customers' actions, marketing automation tools can craft unique, personal cross-platform ads.

- **Search engine optimization (SEO).** SEO is the process of optimizing the content, technical setup, and reach of your website, so that your pages appear at the top of a search engine result for a specific set of keyword terms. Using SEO can drive visitors to your site when they display

behaviour implying that they're searching for relevant products, which can be a game changer considering that 90% of people searching haven't formed an opinion about a brand yet (Status Labs, 2018). While PPC and retargeting have their place, organic online traffic earned through search engine optimization has enormous influence on search rankings and, by extension, organic site traffic. By using keywords and phrases, you can use SEO to massively increase visibility and begin a lasting customer relationship. SEO is defined as increasing a website's rank in online search results, and thus its organic site traffic, by using popular keywords and phrases. Strong SEO strategies are hugely influential in digital marketing campaigns since visibility is the first step to a lasting customer relationship.

- **Content marketing.** Effective content marketing is not outwardly promotional in nature, but rather serves to educate and inspire consumers who are seeking information. When you offer content that is relevant to your audience, it can secure you as a thought leader and a trustworthy source of information, making it less likely that your other marketing efforts will be lost in the static. In the age of the self-directed buyer, content marketing gets three times more leads than paid search advertising, so it's well worth the additional effort.

- **Social media marketing.** The key to effective social media marketing goes far beyond simply having active social media accounts. You must also be weaving social elements into every aspect of your marketing efforts to create as many peer-to-peer sharing opportunities as possible. The

more your audience is inspired to engage with your content, the more likely they are to share it, potentially inspiring their peers to become customers as well.

- **Email marketing.** After more than two decades, email is still the quickest and most direct way to reach customers with critical information. Today, successful email campaigns must be incredibly engaging, relevant, informative, and entertaining to not get buried in your customer's inbox. To succeed, your marketing emails should satisfy five core attributes. They must be trustworthy, relevant, conversational, coordinated across channels, and strategic.

- **Mobile marketing.** Mobile devices are kept in our pockets, sit next to our beds, and are checked constantly throughout the day. This makes marketing on mobile incredibly important—two-thirds of consumers can recall a specific brand they have seen advertised on mobile in the last week—but mobile is also very nuanced considering its intimate nature. SMS, MMS, and in-app marketing are all options to reach your customers on their devices, but beyond that, you must consider the coordination of your marketing efforts across your other digital marketing channels.

- **Marketing automation.** Marketing automation is an integral platform that ties all of your digital marketing together. In fact, companies that automate lead management see a 10% or more bump in revenue in six to nine months' time. Without it, your campaigns will look like an unfinished puzzle with a crucial missing piece.

Marketing automation software streamlines and automates marketing tasks and workflow, measures results, and calculates the return on investment (ROI) of your digital campaigns, helping you to grow revenue faster. Marketing automation can help you gain valuable insight into which programs are working and which aren't, and it will provide metrics to allow you to speak to digital marketing's efforts on your company's bottom line.

COMPANY PROFILE

COMPANY PROFILE

DiGi09 :

DiGi09 is a digital marketing & media agency. DiGi09 committed to meeting your company's needs.

DiGi09 built features to cover your customer Satisfaction including Graphics, Advertising, Promotions, Web Appearance. These are the 4 key metrics that lead to Get Searched. Whilst most Companies just focus on acquisition (SEO, PPC, Email Marketing, Social Media

etc.) the only way to unlock your true Growth potential is to optimize all 5 metrics, simultaneously.

DiGi09 is best in SMS Marketing, Digital Marketing, Branding & Identity, Social Media Marketing, Motion Graphics & Video Advertising.

DiGi09 is the digital marketing provider. DiGi09 is introducing a digital platform where every business, person or service provider get its own digital identity. Digi09 providing least advertising platforms like social media advertising, sms marketing, whatsapp marketing, etc.

COMPANY (DiGi09) SERVICES

Digital Marketing

Social Media Marketing

Social Media Consultant

Documentary videos

Logo motions

Promotional Videos

Bulk Messaging

E-mail Campaigns

DESIGNING AND CLIENT WORK

Softwares used for Designing:

PHOTOSHOP -

Adobe Photoshop is a raster graphics editor developed and published by Adobe Inc. for Windows and macOS. It was originally created in 1988 by Thomas and John Knoll. Since then, the software has become the industry standard not only in raster graphics editing, but in digital art as a whole. The software's name has thus become a generic trademark, leading to its usage as a verb (e.g. "to photoshop an image", "photoshopping", and "photoshop contest") although Adobe discourages such use. Photoshop can edit and compose raster images in multiple layers and supports masks, alpha compositing and several color models including RGB, CMYK, CIELAB, spot color, and duotone. Photoshop uses its own PSD and PSB file formats to support these features. In addition to raster graphics, Photoshop has limited abilities to edit or render text and vector graphics (especially through clipping path for the latter), as well as 3D graphics and video. Its feature set can be expanded by plug-ins; programs

developed and distributed independently of Photoshop that run inside it and offer new or enhanced features.

ILLUSTRATOR –

Adobe Illustrator is a software application for creating drawings, illustrations, and artwork using a Windows or MacOS computer. Illustrator was initially released in 1987 and it continues to be updated at regular intervals, and is now included as part of the Adobe Creative Cloud. Illustrator is widely used by graphic designers, web designers, visual artists, and professional illustrators throughout the world to create high quality artwork. Illustrator includes many sophisticated drawing tools that can reduce the time need to create illustrations.

How Adobe Illustrator is Used

Adobe Illustrator is used to create a variety of digital and printed images, including cartoons, charts, diagrams, graphs, logos, and illustrations. Illustrator allows a user to import a photograph and use it as a guide to trace an object in the photograph. This can be used to re-color or

create a sketch-like appearance of a photograph. Illustrator also makes it possible to manipulate text in many ways, making Illustrator a useful tool for creating postcards, posters, and other visual designs which use text and images together. Illustrator's ability to place text around a curve is especially useful for artists creating logos. Illustrator is also used in designing mock-ups which show what the website will look like when it's completed, and creating icons used within apps or websites.

PREMIERE PRO –

Premiere Pro supports high resolution video editing at up to 10,240 × 8,192 resolution, at up to 32 bits per channel color, in both RGB and YUV. Audio sample-level editing, VST audio plug-in support, and 5.1 surround sound mixing are available. Premiere Pro's plug-in architecture enables it to import and export formats beyond those supported by QuickTime or DirectShow, supporting a wide variety of video and audio file formats and codecs on both MacOS and Windows. When used with CineForm's Neo line of plug-ins, it supports 3D editing with the ability to view 3D material using 2D monitors, while making individual left and right eye adjustments.

Premiere Pro can be used for all common video editing tasks necessary for producing broadcast-quality, high-definition video. It can be used to import video, audio and graphics, and is used to create new, edited versions of video which can be exported to the medium and format necessary for the distribution. When creating videos using Premiere Pro, various video and still images can be edited together. Titles can be added to videos, and filters can be applied along with other effects.

Premiere Pro was very well received at launch in the film and video industry, seeing use in films such as Superman Returns, Dust to Glory (for video capture processing), and also in places such as Madonna's Confessions Tour.

Promotional Posts for DiGi09 & their clients

Theme Graphics for DiGi09 and their clients:

Social Media Covers & Website Slider for DiGi09 & their clients –

Social Media Posts –

SIZE: 1080 X 1080 Pixels

COLOR MODE: RGB (for digital)

FONTS USED: Poppins, Arial

SIZE: 1080 X 1080 Pixels

COLOR MODE: RGB (for digital)

FONTS USED: Poppins, Arial

SIZE: 1080 X 1080 Pixels

COLOR MODE: RGB (for digital)

FONTS USED: Poppins, Arial

SIZE: 1080 X 1080 Pixels

COLOR MODE: RGB (for digital)

FONTS USED: Poppins, Arial

Screenshots of Animated Graphic Ads for DiGi09 & their clients–

CONCLUSION
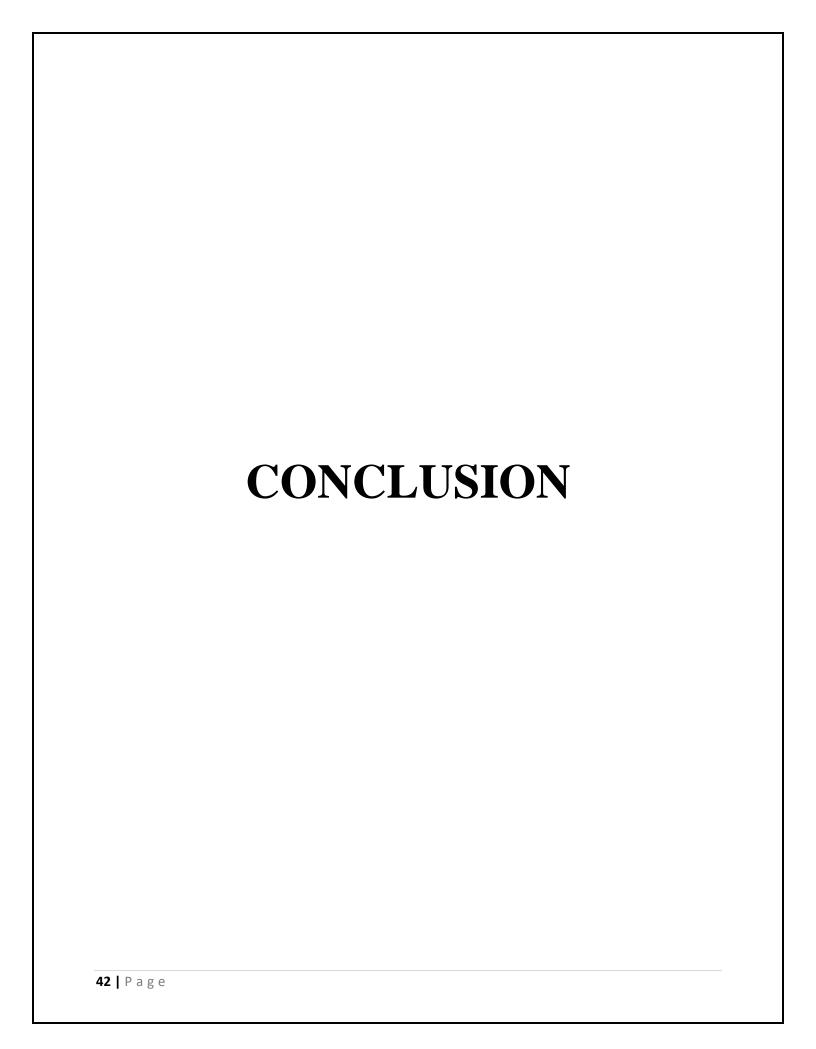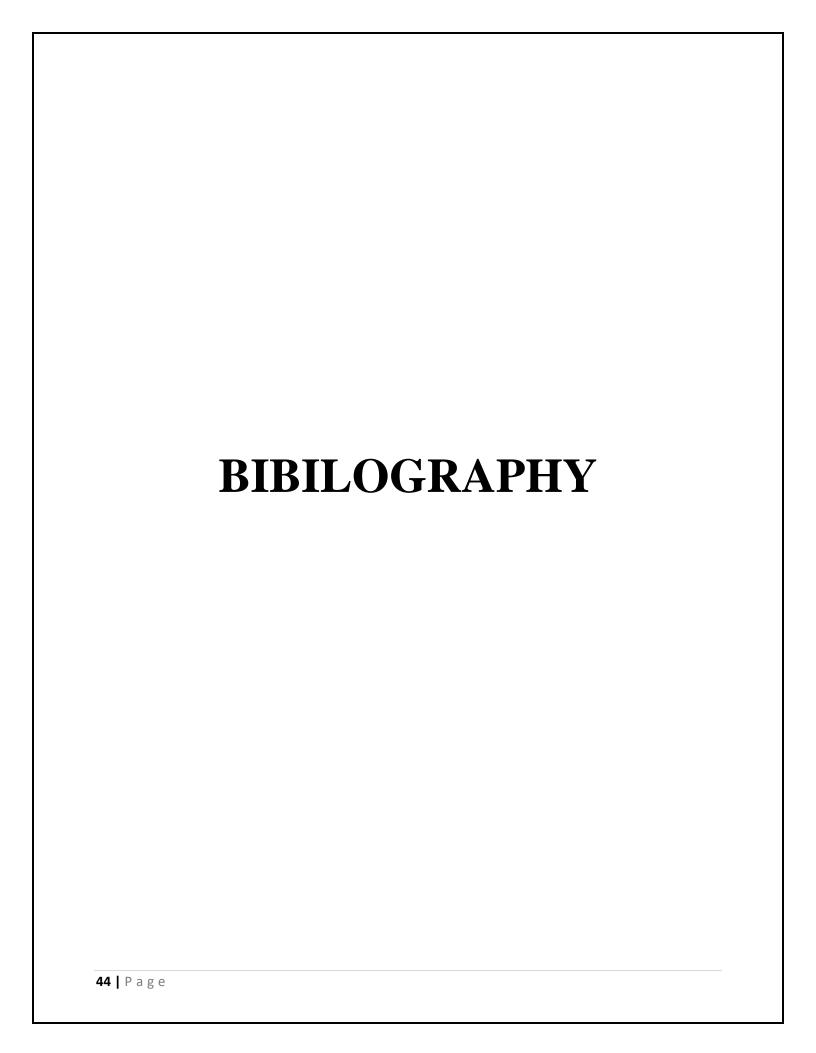
CONCLUSION:

I have successfully completed the project on graphic designing in corporate branding and social media marketing. I have used Premiere Pro, Adobe Photoshop and Adobe Illustrator to complete this project.

The project, "ANIMATION & GRAPHICS FOR ADVERTISEMENT" is based on digital advertisement. The work included in this project is done by me for the digital platforms as well as in graphics format like Facebook, Instagram, Whatsaap, Websites. The work done is mostly for the profile of DiGi09 company. These creative images help in the promotion of the company as well as help to keep the audience connected.

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