

## HTML5 Banner from A to Z («ADOAN3»)

In this specialization course, you will learn how to successfully create HTML5 banners in Animate CC and avoid pitfalls – from data sizes to ClickTag integration to export templates.

**Duration:** 2 days

**Price:** 1'600.–

**Course documents:** Digicomp courseware

### Content

Since Flash is no longer supported as a format, rich content campaigns – i.e. advertising media that go beyond simple image or GIF formats – require HTML5 as the output format. **Adobe Animate CC is the ideal universal authoring tool for HTML5 animations.** The big challenge is to establish unified and efficient procedures for the different requirements (AdServer) and banner formats, so that the planned banner campaign is a success. This is exactly where this course comes in.

- Interaction of Animate CC and HTML5 banner
- Dealing with the most important functions using practical examples
- Basics HTML5 banner in Animate CC
- Design and animation of HTML5 banners in Animate CC
- Preparation for upload to AdServer
- Animation techniques for banners
- Integration of ClickTags (Click Tracking)
- Replay Loops (3x Loop)
- Further requirements for advertising media
- Export Templates
- Essential tips and tricks
- Implementation of independent projects: Assessment, planning and implementation

### Key Learnings

- Understanding the basics of HTML5 banners in Animate CC
- Creating and designing advertising media for Animate CC
- Understanding and applying ClickTag Integration / Click Tracking
- Understanding data size limitations: Strategies and Solutions
- Understanding and implementing requirements for AdServer specifications
- Realising and recycling animations
- Implementing projects independently

### Methodology & didactics

Informative, exemplary and practice-oriented teaching sequence, participation workshop («Hands-On»)

### Target audience

This specialization course is aimed at creatives who would like to take over the implementation of their projects for themselves in the future and want to offer services from a single source. This also applies to media professionals (web designers, graphic/print designers, polygraphs, flash user marketers, journalists, infographics, motion designers, etc.) who want to efficiently implement digital advertising media in Animate CC. Also suitable for publishing agencies who want to offer their customers the conception and production of HTML5 banners as a service and implement them in-house.

# Requirements

Basic knowledge of Animate CC is required. We recommend that you attend the following courses or equivalent knowledge:

- [Adobe Photoshop CC – Basic \(«PHOTM1»\)](#)
- [Adobe Animate CC – Basic \(«ADOANI»\)](#)
- [Adobe Illustrator CC – Basic \(«ILLUM1»\)](#)

## Additional information

### Info about the room equipment

Our courses take place on Windows or Apple devices. On request, we will be happy to provide you with an Apple computer in Zurich, Bern and Basel. Please let us know in advance by sending an e-mail to [info@digicomp.ch](mailto:info@digicomp.ch). You can also bring your own laptop.

For virtual participation, we recommend the use of an additional monitor (not just a laptop) so that you can fully follow and participate in the lesson.

### Adobe CC Software

The Adobe Creative Cloud Software will be fully available in the classrooms during the course. However, it is not possible to use the software via Digicomp licenses from home during the course.

## Further courses

- [Web Publisher \(«9PWEB»\)](#)

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/publishing/adobe/workshop-html5-banner-from-a-to-z](http://www.digicomp.ch/courses-media-communication/publishing/adobe/workshop-html5-banner-from-a-to-z)