

ABSOLUT VODKA

WEB BANNER ASSIGNMENT

Sophie Riordan

ABSOLUT FICTION.

When analysing the previous advertisements for Absolut Vodka, it was clear that the brand produced very creative and unique advertisements. Absolut's branding consists of applying a range of different themes to their bottles in a way that is appealing and engaging with their target audience. From the research I undertook into the branding of 'Absolut Vodka', I was able to apply some of these findings to my own web banner designs.

Therefore when choosing my theme I decided to go with 'Absolut Fiction'. I decided to choose this theme as it covers a wide range of films/books which allowed me to try out a range of ideas, before creating the final designs. The variety it provided also allowed me to create a range of designs which appeal to a wide variety of people, making it universal.

Each of the designs were initially created in Illustrator before being transferred to Photoshop, where I added the text and made any final changes.

The size of each of my web banners is 300 x 600 pixels, as I chose to make it a full page ad.



“IT”

SIZE: 300 x 600 pixels (Full page ad)

FORMAT: JPEG

COMPRESSION: Lossy

RESOLUTION: 72 DPI

COLOUR MODE: RGB



“PETER PAN”

SIZE: 300 x 600 pixels (Full page ad)

FORMAT: JPEG

COMPRESSION: Lossy

RESOLUTION: 72 DPI

COLOUR MODE: RGB



“BATMAN”

SIZE: 300 x 600 pixels (Full page ad)

FORMAT: JPEG

COMPRESSION: Lossy

RESOLUTION: 72 DPI

COLOUR MODE: RGB



“STAR WARS”

SIZE: 300 x 600 pixels (Full page ad)

FORMAT: JPEG

COMPRESSION: Lossy

RESOLUTION: 72 DPI

COLOUR MODE: RGB