

Image Editing Mini-Project: Create a Banner

A banner is a wide, short image that typically goes at or near the top of a website to supplement the branding. It can represent the company, the products, the services, or even the *feeling* that the client wants the web visitors to have.

Here are 3 clients to choose from. Use your own creativity, a good photo editor, and properly licensed non-attribution stock photos to help you create a great banner for the client's homepage. For extra guidance, follow the rubric at the end of this document.

1. This client is called "Bitty Baby Boutique" and they sell hand-made baby clothes, blankets, bibs, and other cloth accessories for infants. They use the whole rainbow of colors and a wide variety of cartoon animals in their fabric prints, but the tags they put on their products are lemon-yellow with dark orange text.
2. This client is called "Warrior's Wellness of Wilmount" and they offer peer support services to active and veteran members of the armed services in the City of Wilmount. Many members of the group are combat veterans with PTSD, and they meet every week as a support group. Their meeting place is the fellowship hall at a local church, but they welcome anyone regardless of faith.
3. This client is called "Frontier Foundations" and they create sprawling homes in rural areas. The average square footage of their homes is 7,000, and the lots are all at least 4 acres. Due to the rural locations, these homes have full reinforced basements to protect against weather, theft, and other threats. The prices range from 2 to 10 million dollars, and many of the people who buy these homes own their own businesses or have family wealth.

Requirement	Minimal	Good	Exceeds Expectations
The banner is an appropriate size.	The image has horizontal proportions (i.e. wider than tall).	Meets "Minimal" level and also fits between the minimum dimensions of 1000-by-30px and the maximum dimensions of 1600-by-600px.	Meets "Good" level and also looks ok at smaller sizes (e.g. 400px wide for small mobile devices)
Respect Intellectual Property	Others' images were used.	Royalty-free non-attribution images were used.	There is a record somewhere of exactly where the images came from, even though attribution is not required.
Make Appropriate Image Edits	The image(s) were modified.	Multiple images or drawing tools were used to enhance the overall image.	Multiple images and drawing tools were used to create one seamless image.
Represent the Client	This is a subjective requirement. Does the banner use imagery that matches the description? Does the banner evoke a feeling that you would associate with that client's product or goals? Overall do you think the client will like the banner, based on what you know about them?		