

ABSOLUT WEB BANNERS

COMM1790 – CORNELIA GUNAWIDJAJA – ME18CCG – WEB BANNER

For this assignment, we were tasked to create a series of web banners that promotes the Absolut Vodka product. I decided to implement them based on classic literature, where the designs in each banner takes inspiration from either the book cover or the actual story on the novel that it is based on. I chose this theme because I have a genuine interest in them and I feel like it would showcase the same level of creativity as Absolut's previous ad campaigns. Additionally, I had to ensure that all of the banners retains to Absolut Vodka's brand identity and guidelines.

All of the banners were made in Adobe Illustrator, where it is then compressed into the JPEG format with a resolution of 72 PPI in the RGB color mode. They all have a size of 300 x 600 pixels, also known as the half page banner.

ABSOLUT GATSBY

Size: 300 x 600 pixels

File Format: JPEG

Quality: 8 (Maximum)

Resolution: 72 PPI

Color Model: RGB

File Size: 104 KB

This web banner is based on the novel *The Great Gatsby* by F. Scott Fitzgerald, which concerns millionaire Jay Gatsby and the cautionary tale of his American Dream. The design of the banner was inspired by the theatrical poster of the movie adaptation based on the novel.





ABSOLUT HANDMAID

Size: 300 x 600 pixels

File Format: JPEG

Quality: 8 (Maximum)

Resolution: 72 PPI

Color Model: RGB

File Size: 45 KB

This web banner is based on the novel *The Handmaid's Tale* by Margaret Atwood, set in a dystopian society with a fundamentalist regime where women are treated as properties of the government. The design of the banner was inspired by the cover of the television show based on the novel, with the vodka bottle posing similarly to the character in the main poster.

ABSOLUT STREETCAR

Size: 300 x 600 pixels

File Format: JPEG

Quality: 8 (Maximum)

Resolution: 72 PPI

Color Model: RGB

File Size: 58 KB

This web banner is based on the *A Streetcar Named Desire* by Tennessee Williams, which tells the story of neurotic Blanche DuBois in the shabby but rakishly charming New Orleans of the 1940s.

The design of the banner is based on the famous quote taken from the novel: *"They told me to take a street-car named Desire, and transfer to one called Cemeteries, and ride six blocks and get off at—Elysian Fields!"* with the main door frame of the streetcar is shaped like the Absolut Vodka bottle.



ABSOLUT PLATH

Size: 300 x 600 pixels

File Format: JPEG

Quality: 8 (Maximum)

Resolution: 72 PPI

Color Model: RGB

File Size: 43 KB

This web banner is based on the novel *The Bell Jar* by Sylvia Plath, the intense story of a woman's descent into insanity as she scours through her life in New York.

The design of the banner is based on the storyline of the novel, where we see her *drowning* inside the vodka bottle (paying homage to the actual bell jar in the story) in a bustling city. The objects around the bottle are reminiscent of the causes of her descent into insanity in the story. I decided to use "Absolut Plath" instead of the book title as the novel itself is considered to be Plath's own semi-autobiography.



ABSOLUT WALDEN

Size: 300 x 600 pixels (Full Page Ad)

File Format: JPEG

Quality: 8 (Maximum)

Resolution: 72 PPI

Color Model: RGB

File Size: 50 KB

This web banner is based on the book Walden by transcendentalist author Henry David Thoreau, where he details his experience leaving his life in the city to live nearby Walden Pond for two years. The book acts as a reflection upon simple living in natural surroundings and a satirical criticism of modern life and living.

The design of the banner is based on the central message of the book, where the vodka bottle's shows a calm view of nature behind a dark image of a city/modern life.

