

Web Banner Design

An effective banner design can make the difference between an unsuccessful and successful banner ad campaign. Banner advertising is by far the most popular and widespread form of advertising on the Internet, almost every website has some form of banner advertising on it. There's just no escaping the banner on the net.

Answer the following Questions on How to create an affective web banner.

1. Using Image Ready,?
2. What is the most effective type face to use for a web banner design?
3. What is the disadvantage for using Serif typeface?
4. Visual direction is important when designing your banner. View the samples provided, where should the starting point be on your banner? Where would you place a button or link on your banner?
5. Why is it important to avoid the edge of your banner with text or images?
6. Describe the benefits and disadvantage of a cluttered banner?
7. Describe the disadvantage of having too many special effects on your web banner?