**Lesson 11: Banners**

**The Set Up:**

***Preparation:***

Read through the information below to gain a better understanding of how to use online and local banner creation software. Then, complete “The Doing” activity at the end of this lesson.

**The Learning:**

***Review: Inserting Images in HTML and CSS***

HTML – Insert images as elements

* <img src=“file.ext” alt=“Image Title” width=“px” height=“px”>

CSS – Insert images as div.class background-images

* div.image { background-image: url(“file.ext”);

***Banners***

A banner is a graphic image (which is frequently combined with text) that announces the name and identity of a website. A website’s banner is meant to be the first thing to catch a visitor’s eye. Because of this, it is typically located at the very top of the page (withing <header> tags, above the nav bar), spans across the entire width of the page, and is fairly large in size. A site’s banner (or a slightly modified version of the banner) might be present on each and every page of the site, or only on the home page (depending on its size and complexity). Since a banner reveals the overall identify of a website, it is critical that the design scheme used in the banner matches up with the site’s overall content and design. A saavy banner-maker is able to consider a website’s communication variables (central idea, audience, purpose and context) and combine them with the elements (color, line, spacing, typography, shape, texture, etc.) and principles (crap) of design. A major part of any well-designed website is its banner.

***Banner Makers***

Just as there are a variety of different image editors with varying degrees of functionality vs. affordability, there are several different banner makers available to you. In fact, quite often, image editors and banner makers are one in the same. You could use any of the programs/web 2.0 tools you used to edit your images in the previous lesson to build your banners (since a banner is, really, just an image file with text added into it), or you could use more specialized banner-making sites like:

* [www.banner.fotor.com](http://www.banner.fotor.com)
* [www.bannerfans.com](http://www.bannerfans.com)
* [www.canva.com](http://www.canva.com)

The programs we will be focusing on are Photoshop (which you used when editing your images during the last lesson), Banner.Fotor (which is cost-free, hassle-free, and very simple to use), and Canva (which has both free and premium options, requires email signup – use your school email – and gives you access to beautiful graphics, fonts, and design palettes).

***Banner Size & Copyright-Free Images***

Just like you would with any web graphics, it is important to use only original OR copyright-free artwork within your banners. It is also important to be aware of the size specifications you set for your banner. Be sure that, before designing any banner, you know exactly where it will be going on your webpage, and how wide and high it needs to be in order to fit properly within this location. Just like any other type of web graphic, banners should be measured in terms of pixels.

**The Doing:**

***Banner Examination***

Examine Others’ Banners: Search the internet to find 3 websites that feature well-made banners. Record their name, URL, and an analysis of what makes the banner “well-made” in the chart below. When typing your analysis, consider how well the banner:

* Reveals the site’s name and identity (think: content)
* Suits the site’s communication variables (think: central idea, purpose, audience)
* Is designed according to CRAP (think: contrast, repetition, alignment, proximity)
* Suits the site’s overall design scheme (think: colors, spacing, line, texture, etc.)

Some great types of sites to check out are those dedicated to news (ex. CBC), magazines (ex. Seventeen), and photography (ex. Mark Willis Photography).

|  |  |  |
| --- | --- | --- |
| Website Name | URL | Analysis |
|  |  |  |
|  |  |  |
|  |  |  |

***Banner Making Assignment***

Create 3 Banners:

1. Create Your Own Banners: Design a banner for the “Exotic Animals” page we have been working on throughout the semester using each of the following programs (therefore, you will end up with a total of 3 banners). **Size each banner to be 1575px (w) x 360px (h).** Save each of your banners inside the “images” folder within your “css\_images-banners” folder.:
   * Banner.Fotor
   * Canva (requires email signup – use school bpsdedu email address)
   * Photoshop

Select Your Favorite:

1. Select your favorite banner, then use it to replace the “Exotic Animals” header inside the “css\_images-banners.html” website. You may choose to do this by inserting your banner as an HTML Element or as a CSS background-image within a div.class (see the “refresher” at the top of first page in this document for more details).

THE HANDING IN

Save your work, and close Dreamweaver. Rename your “Lesson10-11\_Images-Banners” folder to that it includes your name, then hand in a copy of the entire folder to Ms. Hammond’s Shared > Hand In > Interactive Websites > css\_images folder.

THE ASSESSMENT

|  |  |
| --- | --- |
| **3 Example Websites** are:  -selected –cited –analyzed in detail | /3x3=9 |
| **1 of YOUR banners is**:  -visually appealing and appropriately sized –suited to theme -added to site | /3x3=9 |

***Comprehension Question:***

* What is a banner?
* Where are banners located, in terms of a) space, and b) tags?
* What are some popular banner-making sites?
* Why is knowing the width of your website important when designing a banner?