

**Subject: Web Design-I**  
**Subject Code: BWDE-126**  
**Teacher: Bakhtawar**



# **Introduction to Web Graphics**

**i. Web Banners**

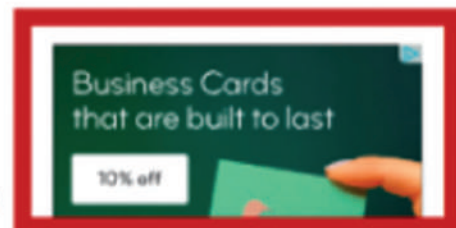
**ii. Introduction to animation with GIFs**

**iii. Navigation Buttons**

**iv. Vector-based animation and interactivity with Flash**

# Web Banners

A web banner or banner ad is a form of advertising on the World Wide Web delivered by an ad server. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. In many cases, banners are delivered by a central ad server. When the advertiser scans their logfiles and detects that a web user has visited the advertiser's site from the content site by clicking on the banner ad, the advertiser sends the content provider some small amount of money (usually around five to ten US cents).[citation needed] This payback system is often how the content provider is able to pay for the Internet access to supply the content in the first place. Usually though, advertisers use ad networks to serve their advertisements, resulting in a revshare system and higher quality ad placement.



Kansai, Japan Itinerary: Exploring Osaka, Nara and Mie using the  
Kintetsu Daibun Bus!

## **Customer Interest:**

Web banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted to the viewer's interests. Behavior is often tracked through the use of a click tag. Many web surfers regard these advertisements as annoying because they distract from a web page's actual content or waste bandwidth.

## **Tracking Behavior:**

Web banners differ in that the results for advertisement campaigns may be monitored real-time and may be targeted to the viewer's interests. Behavior is often tracked through the use of a click tag. Many web surfers regard these advertisements as annoying because they distract from a web page's actual content or waste bandwidth.

## **Ad Blocker/Proxy server:**

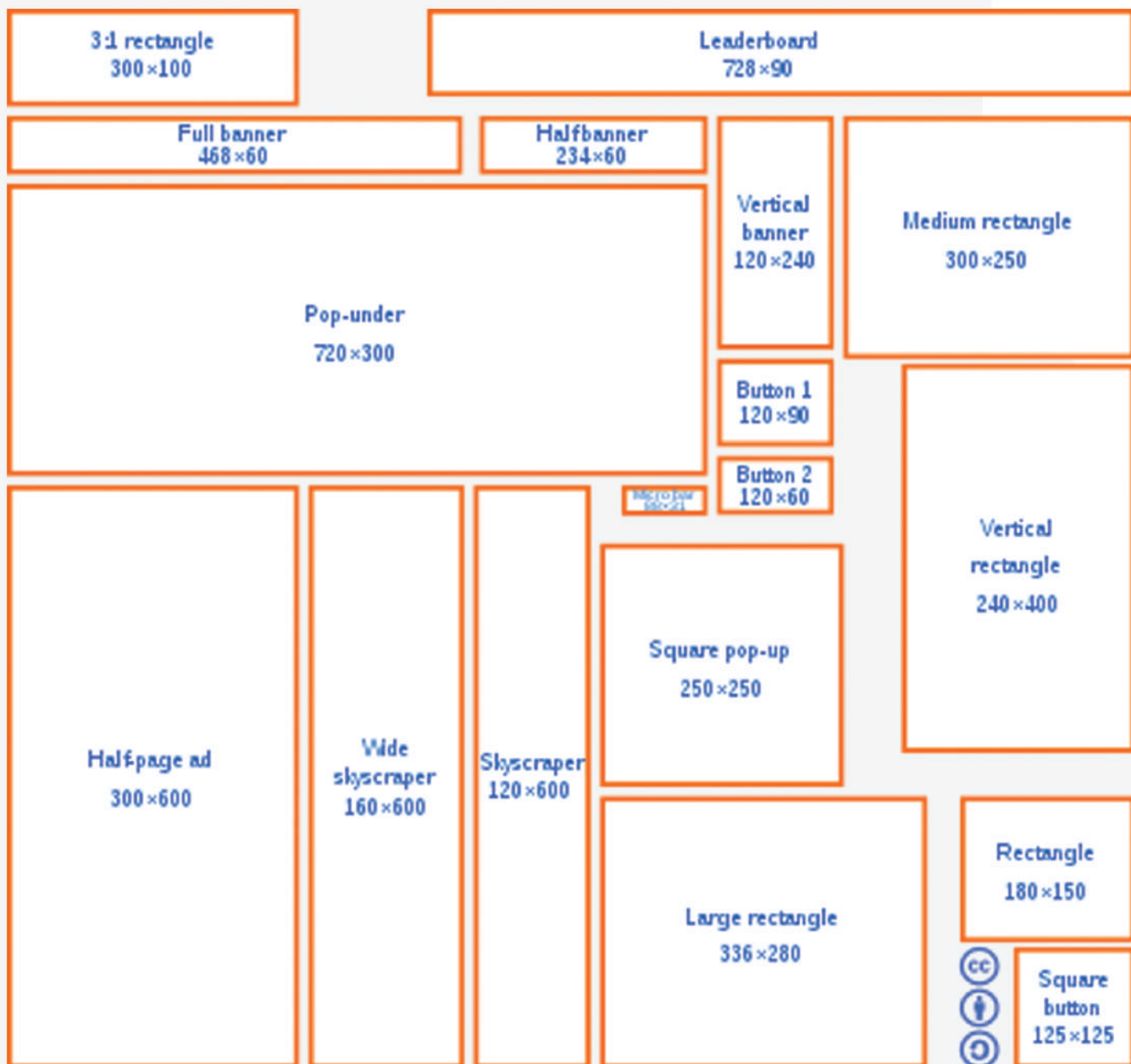
In some cases, web banners cover screen content that the user wishes to see. Newer web browsers often include software "adblocker" options to disable pop-ups or block images from selected websites. Another way of avoiding banners is to use a proxy server that blocks them, such as Privoxy. Web browsers may also have extensions available that block banners, for example Adblock Plus for Mozilla Firefox, or AdThwart for Google Chrome and ie7pro for Internet Explorer.

## **Standard sizes:**

Ad sizes have been standardized to some extent by the IAB. Prior to the IAB standardization, banner ads appeared in over 250 different sizes.[16] However, some websites and advertising networks (outside the Eurosphere or North America) may not use any or all of the IAB base ad sizes.

The IAB ad sizes are :





## **Banner ads:**

Banner ads are image-based rather than text-based and are a popular form of website advertising. The purpose of banner advertising is to promote a brand and /or to get visitors from the host website to go to the advertiser's website.

Banner advertising is known to be one of the **most popular forms** of advertising online.

TechCrunch

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BY THE BC Cancer Foundation

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## Dick Costolo Takes Twitter CEO Role So Evan Williams Can Focus On Product

By NG Sengler  
8 hours ago

26 Comments

Twitter COO Dick Costolo has just taken over as CEO of Twitter from current CEO and co-founder Evan Williams. Twitter confirmed today.

In a post on the matter, Williams writes the following:

The challenges of growing an organization so quickly are numerous. Growing big is not success in itself. Success to us means realizing our potential as a profitable company that can retain its culture and user focus while having a positive impact on the world.

(This led to a realization as we launched the new Twitter. I am excited while pushing product direction. Building things is my passion, and I've never been more optimistic about what we have to build.

This is why I have decided to ask our COO, Dick Costolo, to become Twitter's CEO.

Got a tip? Building a startup? Tell us

After that it PAYS YOUR BUSINESS.

Most Popular

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**THESE ARE DISPLAY ADS**



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SHOWS CHEFS RECIPES RESTAURANTS VIDEOS

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New on FoodNetwork.com



EGGS ANY TIME  
Ready to Elevate Any  
Meal? Add an Egg



BRING IT ON, BLIZZARDS  
5 Ways to Eat Fresh  
Snow



MORNING GLORY  
The Fluffiest  
Pancakes On the Road

Home / Recipes & How-Tos / Fried Chicken

# Fried Chicken

Display Ads —



460 Reviews



Recipe courtesy of **Alton Brown**

SHOW: *Good Eats*

EPISODE: *Fry Hard 2: The Chicken (Fried)*

+ SAVE RECIPE



Total Time:  
40 min

**SKIP THE SWIPE**  
PAY WITH YOUR SMARTPHONE

1. HOLD
2. SELECT
3. CONFIRM

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## FN DISH

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### 'Hangry' Has Officially Made It Into the Dictionary

Merriam-Webster's wordniks have given the informal adjective their official blessing.



By: Amy Retor



sorendis, sorendis

It seems only yesterday - although it was, in fact, **three years ago** - that the **hangry** was added to the Oxford Dictionaries. Now the word has made it into Merriam-Webster Dictionary.

**Hangry** is an informal adjective **meaning**, "irritable or angry because of hunger, but of course you already knew that because, as Merriam-Webster noted in a announcement, "new words are added to the dictionary only when they have already been used by many people—often initially by specialists or subculture.

It's worth noting that **hangry** is one of more than 840 words Merriam-Webster is bringing into its official mix.

Several of those words are food related. Such as? Well, you can now drink a **chug** and eat some **zuke**, as well as dip a chip in some **guac**—loaded with **avo**, naturally.

#### WHAT'S COOKING



Our 10 Most-Popular Recipes Right Now

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& Growth  
With Emojis

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a Leader

2018 Gartner Magic Quadrant  
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- Money
- Sports

updated 11:57 PM EDT, Thu August 14, 2014

Make CNN Your Homepage

EDITOR'S CHOICE

Michael Brown - Iraq - Robin Williams - Aquaman - Ariene Martel - Female fugitive caught - David Gregory - Pope Francis

BREAKING NEWS

# Police plan to reveal officer's name

Example of ReTargeting Ad...

I went to their site and now they are targeting me to return to their website.

## Chief: Group named wrong man

Police in Ferguson plan to release Friday the name of the officer who shot Michael Brown, a source told CNN's Julian Cummings.

FULL STORY

- NEW Why no dashcam video?
- NEW See slaying's chilling aftermath
- Video shows Brown's body
- Head of security: 'How would I feel?'
- Opinion: Ferguson, take back power

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# THE SIXTIES



The Sixties

THE LATEST

- Wife: Williams had Parkinson's disease
- Loved ones Williams left behind

CRISIS IN THE MIDDLE EAST

## Why intervene in Iraq

## Display Ads

SECTIONS SEARCH

U.S. INTERNATIONAL W.J. ESPAÑOL

TOYOTA Let's Go Places

The New York Times

Wednesday, April 6, 2016 Today's Paper Video 40°F Today +55%T

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ELECTION 2016

### Wisconsin Goes to Cruz, Raising Chance of Fight at Convention

By JONATHAN MARTIN and MATT PLUMMER

Senator Ted Cruz's victory, capping a difficult week for Donald J. Trump, makes it more likely that the race will not be settled until July.

- Watch Cruz's Speech

### Sanders Extends His Winning Streak

By AMY CHAZKIN

Senator Bernie Sanders cut into Hillary Clinton's delegate lead as his message of economic populism continued to resonate.

1003 Comments

Republicans		Democrats	
Cruz ✓	48.2%	Sanders ✓	34.5%
Trump	35.1	Clinton	43.2
Kasich	14.1	Other	0.3

11:00 AM ET 100% reporting 100% reporting

Republicans Democrats

LEADER

- Cruz
- Trump

THE PANAMA PAPERS' Web of Corruption

The leaked files reveal an industry that flourishes in the gaps of international finance.

- Brink: Donald Trump Won't Leave Us Alone
- Taking Note: How Donald Trump Lost Wisconsin

ROOM FOR DEBATE

### Refuge for Afghan Allies Is the United States responsible for those fleeing from a resurgent Taliban?

- Friedman: Impossible Missions
- Op-Ed: Mosquito vs. Mosquito
- Falk: Don't Send Your Kids to College. At Least Not Yet.
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THE CROSSWORD

### Play Today's Puzzle

A passenger who got behind the steering wheel of an Uber car so that the driver could not lead the police on a highway chase in central New York, the State Police said.

During a presentation on digital security, the architect of China's "Great Firewall" was forced to use location-masking software to