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[Linguistics](#), [English](#)



1990 Dial Soap Vintage Ad-Rough Daft 1990 Dial Soap Vintage Ad-Rough Daft Many advertising agencies have now adopted the online methodology of advertising. This new method requires that the agencies create robust and attractive websites that will attract the attention of the will be customers. Several properties make a convenient online advertising agency. These properties include but are not limited to; a good choice of colour, use of attractive images and the use of formal and appropriate fonts. This three are, however, critical to a website's design, and must make a reflection of the customer so that the customer will be interested, in what the website is advertising. This paper discusses the website of an advertising agency to find out what effects the company has employed in the website to make it attractive to the customer.

Use of colour

The choice of colour gives the first impression of the website to the customer. The advertising agency has to employ a basic, but professional design such that the website will have a moral and attractive layout (Plummer et al, 2007). The colours must have a strong contrast. This website has employed proper mixture of colours, which make the website have an attractive, classic design (Plummer et al, 2007). The colours that the website uses are three brown, white and black. The only different colour that the website employs is where the advertisements are displayed at the centre of the page. These colours are separated appropriately so that the contrast is valid to the function of the site.

Use of Images

The website has employed the classic moving images that flow in with the

advertisement. This brings in effect of a quality website design. The images move in a manner that indicates professionalism, this is such that images are not nagging the customer as he/she browses through the website (McGrath, 2008). The images are also hyperlinked so that when a customer likes an item in display he or she just has to click on the image and is switched to the webpage that has the items details (McGrath, 2008).

Font

The website employs the use of a suitable font that enables a customer to read whatever is on display without any hindrance (McGrath, 2008). One should not have to struggle to read thing that are displayed in a website, the website designers have to incorporate an appropriate font that will make the website use without requiring magnification. This website is an excellent example of a website that has employed quality fonts to pass across the message (McGrath, 2008).

Conclusion

The use of appropriate colour, images, and font has a drastic effect on the customer's impression of the website. All the above elements have to target the required audience (McGrath, 2008). The visitors who tour the website are able to determine what this website offers and how these customers can benefit from the website (McGrath, 2008). This website employs all the above factors so that it has an excellent flow, and it appeals to the customers. The use of colour, font and bright images are the critical factors that have to be looked at when designing a reputable website, for a professional website these are basic requirements that have to be critically analyzed for the website to meet the requires audience needs (McGrath,

2008). However, this website has met these needs well such that the website is clear on what it offers to the customer by the good use of font, colour and moving images.

References

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Plummer J. T et al. (2007.). The online advertising playbook : proven strategies and tested tactics from the Advertising Research Foundation. Hoboken: Wiley cop.