

Assignment 4: Mimic a Print Advertisement

Introduction: For this project I was instructed to find a physical advertisement in a magazine or paper and recreate it on a webpage. Although the content could be stored in a PHP file, all the styling had to be done with a separate CSS file. It had to be as close as I could get it to looking exactly as it was on the paper. Fonts, symbols and even the format of all the letters needed to match as close as possible for me.

Narrative: To begin with I chose an advertisement for a window and doors installation company called "Andersen" that I found in a newspaper my friend had. I chose it because it was the perfect combination of difficulty and ease I wanted for my project. As I looked at it I could see that all I could get by with only getting a copy of the company's logo and then I could reproduce all the remaining decorations myself in CSS. This is what I believed would be a nice blend to test my skills as there were also multiple fonts and spacing between pieces of the content that were going to help me show off what I know.



Figure 1: The original on paper



Figure 2: My recreation

The first thing that I would like to mention is that for my project I needed to get the logo and none were available that had a transparent background to show off the gradient box I made as you can see in the side by side above. It turned out very well and did not require any real time spent to finish

because I have a hobby editing photos which made it almost a break from the real work. The next piece that I want to move your attention to is the green gradient box in the top left of my recreation because it was completely made in CSS. The code to make it can be seen in the text box to the right. I had to make its position absolute because I needed it to not affect the rest of the content. Then I sent it behind everything by changing the box's **z-index** less than

zero which was what all the other content was. The final real challenge that set me back was finding fonts that exactly matched the ones I seen in my ad. Because it was a physical piece of paper I could not highlight the text and then use it to search what it was I had to manually look at every font style in word

```
#left_corner {
    position: absolute;
    background: linear-gradient(to right,
    seagreen, white);
    z-index: -1;
    margin-top: -10px;
    margin-left: -4px;
    width: 17%;
    /*height: 214px;*/
    height: 18.6%;
}
```

and compare by eye. This led to some fonts not being the same and others, like the phone number, matching but never reaching the exact boldness needed.

Reflection: My recreation was not perfect and most that flaw is because of my lack of knowledge I could not get the font for the phone number to widen or bold enough to reach the ratio that the original had. I know for a fact that I found the correct font because of the top of the number one and inside of the three. I tried bolding it as much as CSS would allow and yet it still did not get as thick as I wanted. Thus, the phone number did not reach the same length past the nine in the above address as it does in the add. But because I sized the rectangle container to have the same ratio as it really does, I could not move things around at that point and fix the phone number. The white space to the left of the logo and to the right of the right-most text also do not match up with the real ad. Because of how I first positioned the right column of text by floating it to the left caused an overlapping whenever I resized the whole container.

-----The Following is all my CSS Code-----

```
/*
  Created on : Feb 9, 2017, 12:20:54 PM
  Author      : Dylan Storts
*/

table {
  /*the ad's ratio is 1:4*/
  width: 1000px;
  height: 246px;
  border: 3px solid grey;
}

td {
  width: 50%;
}

#left_corner {
  position: absolute;
  background: linear-gradient(to right, seagreen, white);
  z-index: -1;
  margin-top: -10px;
  margin-left: -4px;
  width: 17%;
  /*height: 214px;*/
  height: 18.6%;
}

#logo {
  background-size: contain;
  width: 456px;
  height: 100px;
  margin-left: 4%;
  margin-bottom: 10px;
  margin-top: -18px;
  z-index: 1;
}

#p1 {
  font-size: 175%;
  margin-left: 4%;
  margin-top: -20px;
  margin-bottom: 16px;
  font-weight: 600;
  font-family: Century Gothic;
}

#discount {
  color: #f06000;
  font-size: 120%;
  font-family: arial;
}

#perm_link {
```

```

margin-left: 10%;
font-family: Copperplate, "Copperplate Gothic Light", fantasy;
font-size: 140%;
font-style: normal;
font-variant: normal;
font-weight: 600;
}

#address {
float: right;
clear: right;
margin-top: 0px;
margin-bottom: 0px;
font-size: 170%;
font-weight: 600;
font-family: Century Gothic;
line-height: 30px;
}

#phone {
float: left;
clear: right;
margin-top: 0;
margin-bottom: 6px;
font-family: Tw Cen MT Condensed, "Tw Cen MT Condensed Extra Bold";
font-weight: 900;
font-size: 48px;
font-stretch: ultra-expanded;
}

#hours {
float: left;
clear: right;
margin-top: 0;
margin-bottom: 0px;
font-family: Copperplate, "Copperplate Gothic Light", fantasy;
font-size: 120%;
font-style: normal;
font-variant: normal;
font-weight: 600;
line-height: 24px;
}

#you_link {
float: right;
clear: right;
margin-top: 2%;
margin-bottom: 0;
margin-right: 20%;
font-family: Copperplate, "Copperplate Gothic Light", fantasy;
font-size: 140%;
font-style: normal;
font-variant: normal;
font-weight: 600;
}

```

-----The Following is all my HTML code-----

```

<html>
  <head>
    <meta charset="UTF-8">
    <title>Recreation: "Andersen.."</title>
    <link rel="stylesheet" href="CSS\Recreation.css" alt="">
  </head>
  <body>
    <table id="border">
      <tr>

        <td>
          <section id="left_corner"></section>
          
          <p id="p1">
            PermaView wil save you <span id="discount">15% off</span>
            any quote presented from any Andersen installing dealer
          </p>
          <a id="perm_link">
            WWW.PERMAVIEW.COM

```

```
        </a>
    </td>

    <td>
        <p id="address">
            561 Schrock Rd. (west of Huntley)
            Columbus, OH 43229
        </p>
        <p id="phone">
            614-436-8226
        </p>
        <p id="hours">
            Hours: Monday-Thursday, 9AM-5PM;
        </p>
        <p id="hours">
            Friday, 9AM-Noon; Saturday, 10AM-Noon.
        </p>
        <p id="hours">
            Other Hours by Appointment.
        </p>
        <a id="you_link">
            YOUTUBE.COM/ANDERSENEXPERTS
        </a>
    </td>

</tr>
</table>

</body>
</html>
```