

Assignment 4: Mimic a Print Advertisement

Introduction: Find a simple advertisement in print. Write HTML and CSS to mimic the look of that page as closely as possible while also making adjustments that are allowed by the web. For example, if an image is found at the lower right corner of the page it should be displayed at the lower right corner of the window and remain there as the window is resized.

Narrative: I replicated an online advertisement for Spectrum Internet (the above image). To accomplish this, the html for my replica (bottom image) is divided into four separate items, with

each being positioned beside each other. The first is simply the Spectrum Internet logo. The second contains the “Get lightning-fast Internet speeds at an unbeatable price” text beside it. The third section contains the price details, which make use of multiple font size and family changes to position the text

```
<div id="Item3">
  <div class="SmallPrice" id="Dollar">
    $
  </div>
  <div class="LargePrice">
    29
  </div>
  <div class="SmallPrice" id="Details1">
    99<span class="SmallText">/mo</span>
  </div>
  <div class="SmallText" id="Details2">
    for 12 mos<span class="newline">when bundled*</span>
  </div>
</div>
```

properly. The fourth and final section contains a different Spectrum logo, above a “SHOP NOW” button and the asterisk details.

All content is text, other than the two logos. All formatting was handled with CSS text formatting and div positioning. For example, the third div, labeled as Item3, contains the third section of the image, which is the large “29” as well as the

Reflection:

The most difficult aspect of the positioning was the exact locations for each of the four main divs. The exact positioning took quite a bit of eyeballing, but the result seems accurate. In addition, the exact font for the “29” in the third main div is different from all the other text. Instead of the usual Calibri, I used Tahoma, which appears much more accurate.

This assignment, much like the others, displays the utility of layout in CSS. I was able to almost perfectly replicate this online advertisement with two images, several font changes, and some containers to position it all in. It’s remarkable how much can be accomplished through CSS formatting even though the html only contains text.



Index.php

```
<!DOCTYPE html>
<!--
To change this license header, choose License Headers in Project Properties.
To change this template file, choose Tools | Templates
and open the template in the editor.
-->
<html>
  <head>
    <meta charset="UTF-8">
    <title>Spectrum Internet</title>
    <link rel="stylesheet" href="Main.css">
  </head>
  <body>
    <div id="Item1"></div>

    <div id="Item2">
      Get <span id="bold">lightning-fast <span class="newline">
        Internet speeds </span></span> at an unbeatable price
    </div>

    <div id="Item3">
      <div class="SmallPrice" id="Dollar">
        $
      </div>
      <div class="LargePrice">
        29
      </div>
      <div class="SmallPrice" id="Details1">
        99<span class="SmallText">/mo</span>
      </div>
      <div class="SmallText" id="Details2">
        for 12 mos<span class="newline">when bundled*</span>
      </div>
    </div>

    <div id="Item4">
      <div id="SpectrumImage"></div>
      <div id="ShopButton">
        SHOP NOW
      </div>
      <div class="SmallText" id="Restrictions">
        Restrictions apply*
      </div>
    </div>
  </body>
</html>
```

Main.css

```
body {
  width: 728px;
  height: 90px;
  background-color: rgb(39,112,172);
  border: 2px solid black;
```

```
        color: white;
        font-family: calibri;
    }

    #Item1 {
        position: relative;
        left: 4%;
        top: 20%;
        width: 135px;
        height: 53px;
        background: url("images/spectruminternet.png");
        background-size: 135px 53px;
    }

    #Item2 {
        position: relative;
        left: 26%;
        bottom: 45%;
        font-size: 18px;
        line-height: 20px;
        font-family: calibri;
    }

    #Item3 {
        position: absolute;
        left: 52%;
        top: 24px;
        width: 200px;
    }

    #Item4 {
        position: absolute;
        left: 79%;
        top: 20px;
        width: 103px;

        background-image: url("images/spectrum.png");
        background-size: 103px 30px;
        background-repeat: no-repeat;
    }

    #bold {
        font-weight: bold;
    }

    .newline {
        display: block;
    }

    .SmallPrice {
        font-size: 24px;
        font-family: calibri;
        font-weight: bold;
    }

    .SmallText {
        font-size: 10px;
        color: lightblue;
    }
```

```
        font-weight: normal;
    }

    .LargePrice {
        position: relative;
        left: 15px;
        top: -40px;
        width: 75px;
        font-size: 64px;
        font-weight: bold;
        font-family: tahoma;
    }

    #Details1 {
        position: relative;
        top: -105px;
        left: 97px;
        font-family: tahoma;
        font-size: 18px;
    }

    #Details2 {
        position: relative;
        top: -107px;
        left: 97px;
    }

    #ShopButton {
        position: relative;
        top: 32px;
        background-color: rgb(245,166,38);
        font-size: 14px;
        font-weight: bold;
        line-height: 27px;
        letter-spacing: 1px;
        border-radius: 3px;
        text-align: center;
        height: 27px;
    }

    #Restrictions {
        position: relative;
        top: 38px;
        text-align: center;
    }
}
```