Bo Lenhardt – Net-Centric Computing – Ad Imitation project – 2/9/17

Introduction

We were told to find a printed advertisement and replicate it using HTML and CSS styling. The ad I chose was for Geico. Here's the original and my attempt:

(obviously not perfect, but c'est la vie)

Description

First, to help deal with the number of different pieces of text I divided the whole pages into a bunch of sections:


```
#cookieArea
{
    height: 325px;
}

#infoArea
{
    height: 140px;
}
```

```
#geicoArea
{
    position: relative;
    top: 0;
    left: 0;
    height: 19%;
}
```
(#legalInfo unformatted)

Probably one of the hardest parts was formatting the small pieces of text describing the benefits of the insurance. Their class is also shown:

```
.cookieInfo
{
    position: relative;
    text-align: right;
    font-size: x-small;
    width: 63px;


    margin-bottom: 52px;
    padding-left: 30px;
}
```

Also, I spent a very long time attempting a font for the Geico logo, but eventually just captured an image and used it for both instances:


```
<img id="cookieGeicoImg" src="imgFolder/geico.PNG">

    .

    .

    .

<img id="geicoImg" src="imgFolder/geico.PNG">
```

Conclusion

This was a much more difficult assignment than at first glance. Feedback from peers working on this assignment with me also agreed that it was much more difficult to exactly imitate a layout than thought. Even my final product has visible differences between it and the original, although very obviously an imitation of the other. This was an excellent assignment for forcing students to research tools for CSS and HTML and how to implement them, however, I would definitely recommend more time to complete this assignment.