

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:

	<pre>#cookieArea { height: 325px; }</pre>	<pre>#geicoArea { position: relative; top: 0; left: 0; height: 19%; } (#legalInfo unformatted)</pre>
<p>The choice is yours, and it's simple.</p> <p>Why enjoy just one cookie when there's a whole stack in front of you?</p> <p>The same goes for car insurance. Why go with a company that offers just a low price when GEICO could save you hundreds and give you so much more? You could enjoy satisfying professional service, 24/7, from a company that's made it their business to help people since 1936. This winning combination has helped GEICO to become the 2nd-largest private passenger auto insurer in the nation.</p>	<pre>#infoArea { height: 140px; }</pre>	
<p>Make the smart choice. Get your free quote from GEICO today.</p> <p>GEICO</p> <p>geico.com 1-800-947-AUTO Local Office</p>		

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:



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```

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.