

Web Animation

Banners

First Assignment (Due Week 2)

Design and create a Web Banner

Must Contain:

- Company Logo
- Value Proposition: A promise of value to be delivered and acknowledged and a belief from the customer that value will be appealed and experienced. Take up most space, first thing attracted to.
- Call To Action: button, or some type of graphic or text meant to prompt a user to click it and continue down a conversion funnel. The main goal of a CTA is a click.

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