

# Web Advertisement

Utilizing patterns of eye motion, devise ad for a hot sauce company to appear on a well-crafted web page.

A New Orleans hot sauce company is unveiling a new blend for Halloween 2007:  
*King Voodoo.*

They plan on targeting the 20-something age group, placing the ad in a press release on their site.

- The ad will be appear 360 pixels wide x 576 pixels tall.
- Their logo has been uploaded to Course Server
- A folder of stock images has been provided on the Course server.

## elements required:

Headline: Get Spooked  
Secondary text: [three sentences of Greeking]  
Closing Text/Footer: Click here for more information

## Follow these steps for the project:

1. Open a basic HTML page in Dreamweaver.  
Save as project3.html. In browser window title type: Get Spooked.
2. Insert a table:
  - table width: 360 pixels || 3 rows || 1 column
  - border thickness, cell padding & cell spacing = 0
  - adjust the content alignment to horizontal: left, vertical: top
3. Modify Page Properties:
  - assign a background color for the page
  - all margins should = 0
4. Insert elements from sliced image into table.
5. Save and upload HTML and images to server.
6. Screen capture “live” page [open apple + shift + 3] and print off.
7. Open index.html and create link to project #3.

