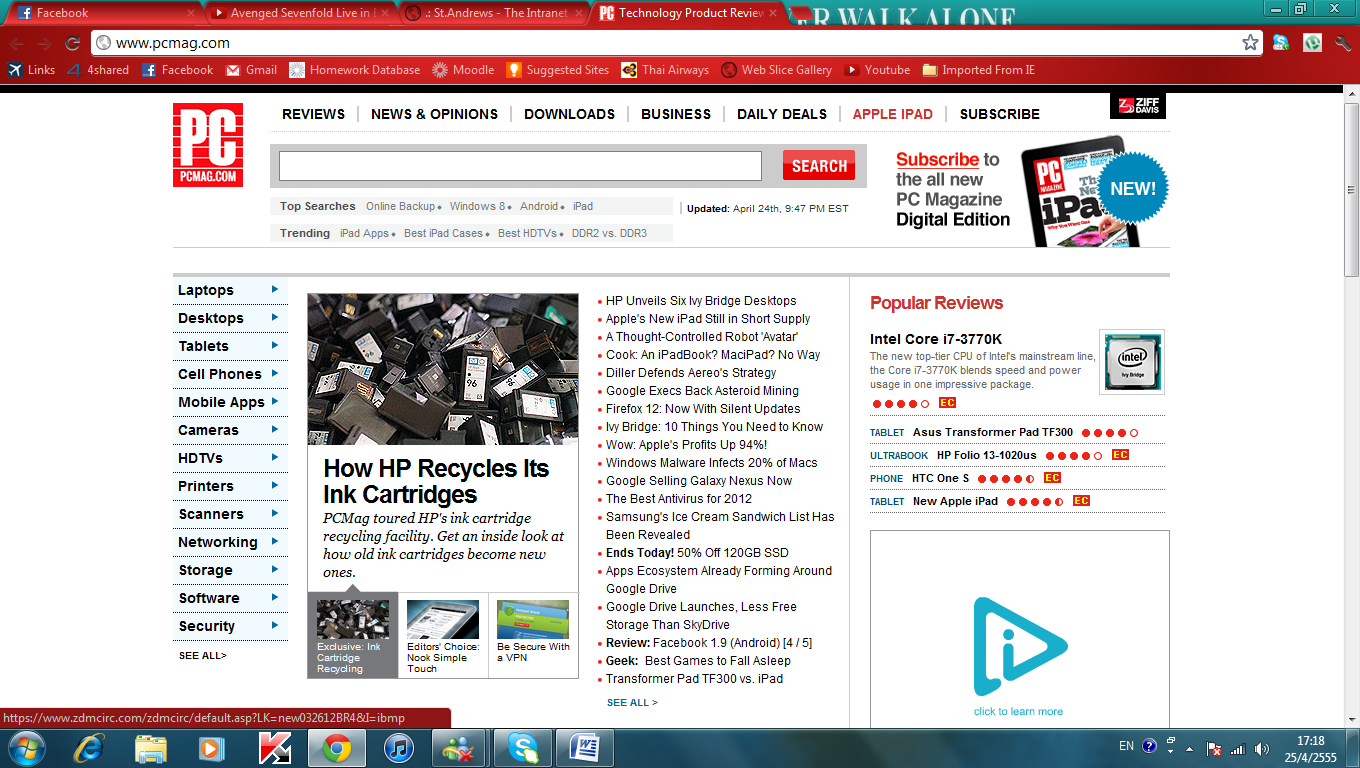
Computer Shop Animation

www.pcpro.co.uk

For another animation in the website, it is an advertisement for Microsoft. The layout and colour is very interesting. Two things I like about this is the colour which is calm but eye-catching and the style of animation which is very smooth. The thing I don’t like about this is that when advertisement finishes, it stops and to run it again, you need to refresh the page.

If I were to choose which one I liked more, I’d say the advertisement for Microsoft because it looks high technology and too simple like the first animation.

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As you can spot the differences in these two screenshots, the colours of the word ‘subscribe’ and ‘new’ have different colours. When the mouse curser is on the animation, the word ‘subscribe’ will turn red and the opposite will happen when we take the mouse curser off it. There are advantages of this such as, it will be eye catching and will make the reader be willing to click on it. For a disadvantage, it may make the reader confused.

http://www.pcpro.co.uk/?utm\_source=thedotcom