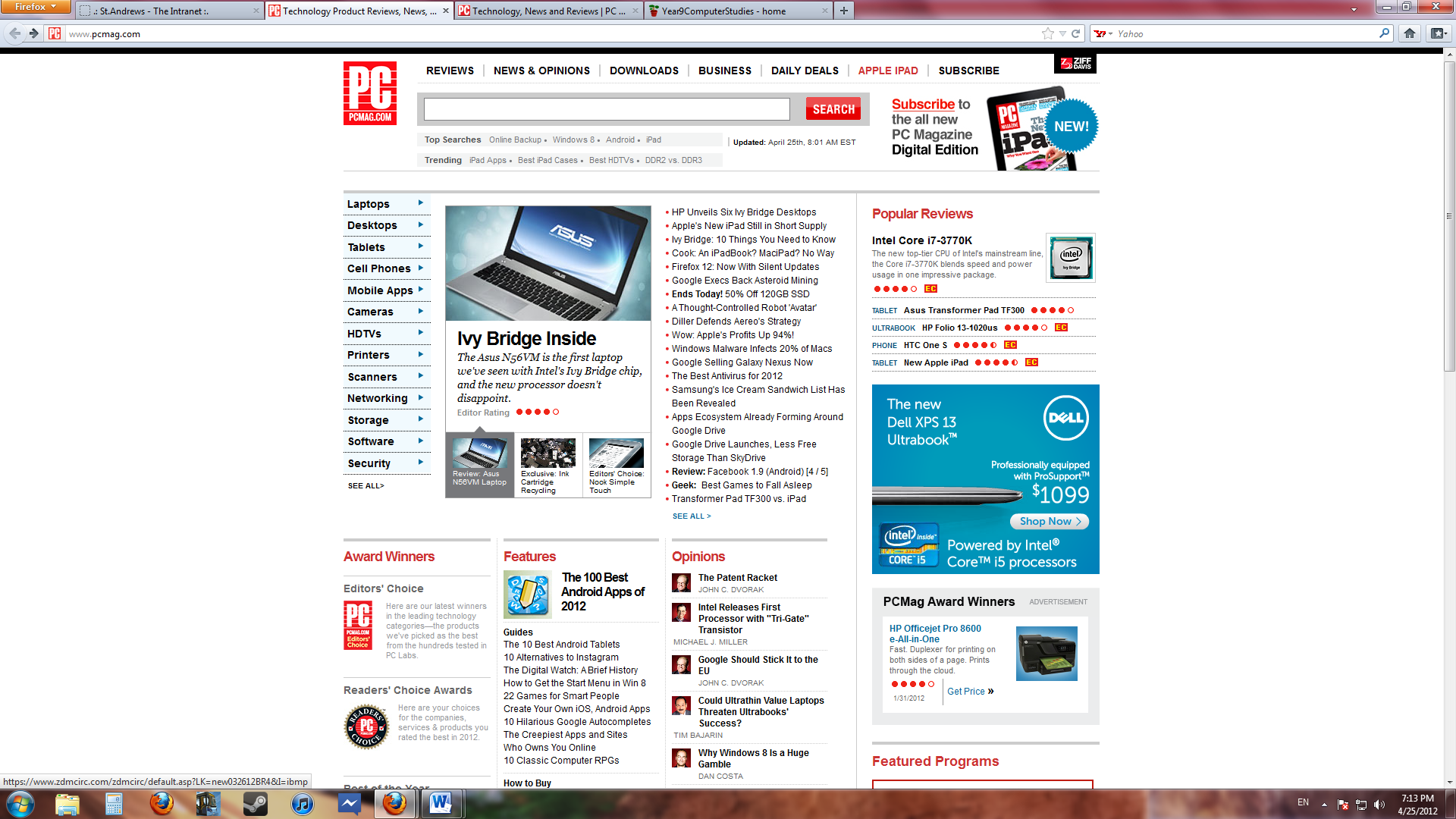
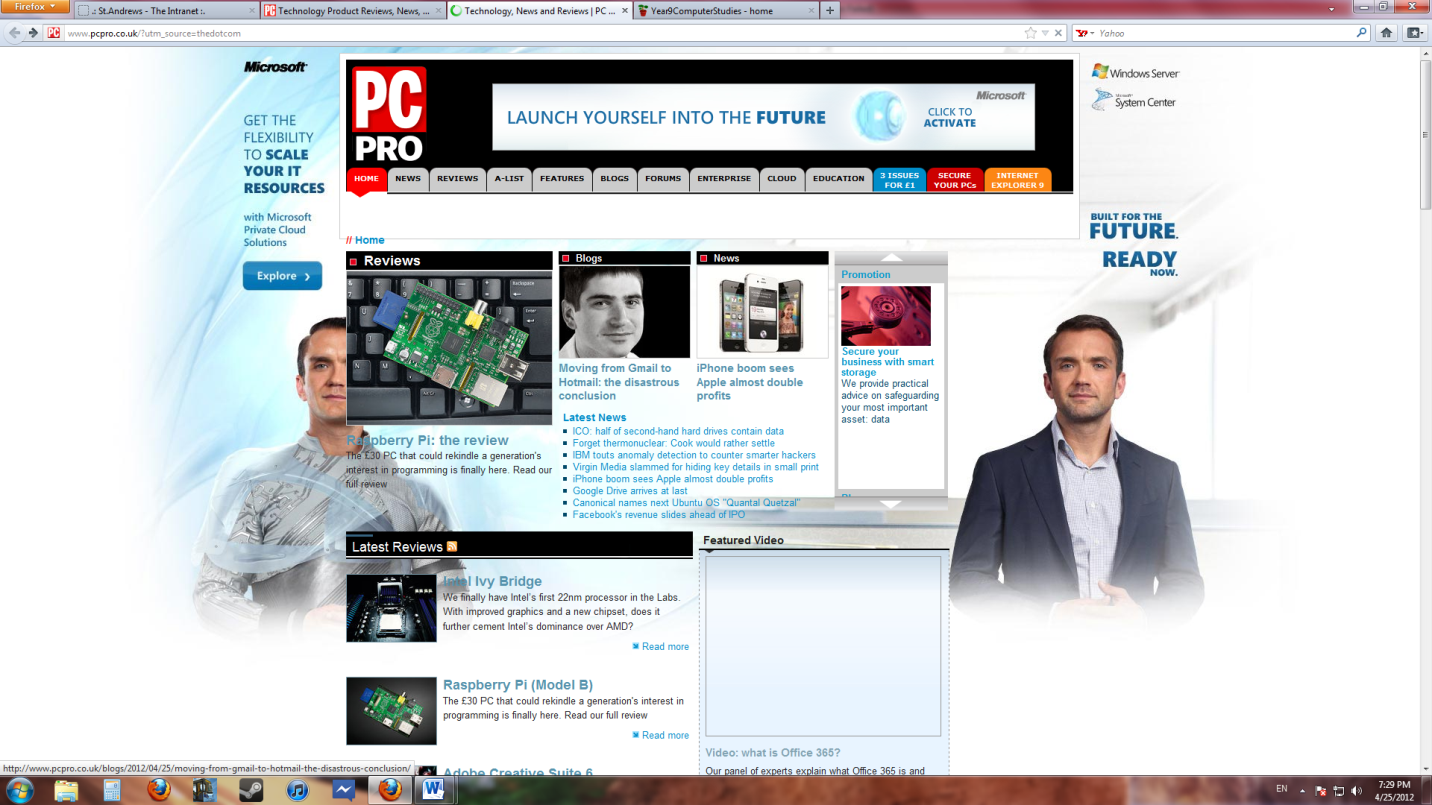
Computer shop Animation

This is the PC Magazine’s advertisement. This image on the left shows the screenshot of the animation. You will be able to see the difference between both of them in colours. The first one is when the mouse cursor is not around but the second one is when your mouse cursor is on it which will make it changes the colour.

The good thing about this is that when your mouse cursor is around it, it’ll make the people looking at it feel interesting and wants to click it. The other good thing of it is that it is eye catching and attracts the people looking at it because when they scroll the mouse pass it, they’ll spot that something has changed or they feel that it’s cool and they will come back and check it out.

The bad thing about it is that it may make the people looking at it confused. It may also make them feel that something is wrong with their computer.



Overall, I like the Microsoft’s advertisement animation more that the PC Magazine’s one because it seems more professional by its changing and the phrases it writes is very attractive and eye catching. I think the PC Magazine’s advertisement is boring and is too simple for me.

This is the screenshot of Microsoft’s advertisement. It changes very smoothly into different phrases.

The advantage of it is that it makes people stop and read all of it. The other good thing about it is that it’s very interesting which will make people want to click it.

The disadvantage of it is that it takes longer time to change and some people might be bored. The other bad thing is that the animation stops after a while.

Karan 9S