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| --- | --- | --- | --- | --- |
| Website URL | Picture of animation being reviewed | Good Points | Not so good points | Extra comment |
| [www.pcmag.com](http://www.pcmag.com)  Animation: |  | * Colours * Layout * Text/Font * Graphics * Information what is being conveyed (said) e.g here they are promoting subscribing to their magazine on an ipad. * The link links with the website | * No Sound * No Video * Plain * Don’t understand well the objective of the advertisement | Very eye catching, as when you hover onto the animation with your mouse, the colours change. It has limited colour. |
| <http://www.pcpro.co.uk/?utm_source=thedotcom>  Animation: |  | * Flashy colours * Futuristic Layout * Moving Object and text * No need to hover on it, it changes automatically * Good Video | * No sound * Plain * Missing text, and pictures | Different layout from preceding advertisement  This one changes automatically |