

**TASK 5: CREATING AN ONLINE/ E-BANNER**

**Objective**

Students are able to:

- Expressing their ideas in online banner

**Introduction**

Creating advertisement and post it on websites providing ad column may be one of the low-cost means to reach the consumer. Consumer may surely see such advertisement when he visits the website. VCI Portal provides advertisement column for companies aiming to promote itself or its product

**Instrument and Material Preparation**

- Laptop/ Computer
- Internet connection

**Activities**

No	Activities	Duration
1	VP and department staffs discuss about the online banner creation by performing the activities below: <ul style="list-style-type: none"> <li>▪ Reviewing the available advertisement column in VCI Portal then learn about the requirements so the company’s advertisement may be published in such column.</li> <li>▪ You should know that you must pay the accrued cost for the advertisement in a site for a period of time. Discuss with marketing and finance department for the duration and required cost of the advertisement.</li> <li>▪ Discuss about the type of information to be published in such advertisement banner, since it may only provide limited space. You may provide information about the company, featured products or attractive discount.</li> <li>▪ You may create animation in GIF in the advertisement column by combining several photos or videos. Use special software such as Adobe Photoshop or GIF service provider on the internet.</li> </ul>	15’
2	Direct all department staffs to create design from photos or pictures of company’s product. The intial design may be created in a blank paper.	30’
3	Send your advertisement desin in JPEG (photo) or GIF (animation) to the address provided in the advertisement requirements. Attach your desired or company’s website link. KVCI party will connect your advertisement to the link you send.	10’

**Output**

- Advertisement banner

**Internet Activity**

GIF service provider <https://giphy.com/create/gifmaker>