MKTG 342 Internet Marketing
Website Design Assignment 5
Due: 11:59 PM November 9, 2012

Creating a .jpg image
Create a new folder within your Labs folder titled images
Open Microsoft Word and find a clip-art image related to the Internet and save it to your images folder (the file type must be .jpg)
Open Adobe Photoshop
Open the clip-art image you downloaded and change image size to 1.5 inches by 1.5 inches
Open a new image width = 5 inches and height = 1.5 inches and white background
Return to clip-art image and use marquee tool to select and copy image to the left end of the blank image you created
Select the horizontal typing tool and center and place the following text in the white blank area (be sure to check the font size and color):

Internet Marketing
MKTG 342
We're all about E-commerce

Save the file in your images folder titled as header1.jpg
Create a new html page and insert and center the image file titled header1.jpg
Set the alternate text for the image to header .jpg graphic
Set page title to Website Development Assign 5 and save the html file as WDA5.htm
([See example top graphic](#))

Before midnight on Friday, create your own .jpg and insert it underneath the header1.jpg image on the WDA5.htm page

Creating an animated .gif
Create a new image blank 468 pixels wide by 60 pixels in height with background set to white
Change the size of the clip-art image to 60 by 60 pixels
Insert your re-sized clip-art image onto the left end of the new blank
Open the layers box to the right (or Windows, Layers) and click on Layer 1
Select the horizontal typing tool and center and type the word **We're** immediately to the right of the clip-art image
In the Layers box click on Layer 2
Next open a new text box and type the word **all** and then click Layer 2
Next open a new text box and type the word **about** and then click Layer 2
Next open a new text box and type the word **E-commerce** and then click Layer 2
Make all layers invisible except the foundation (layer 1)
Open Animation (Frames) and use tweens to create a new frame and make the first word (we're) visible
Use tweens to create a new frame and make the second word visible
Use tweens to create a new frame and make the third word visible
Use tweens to create a new frame and make the fourth word visible
Set delay for the first four frames to 0.5 seconds
Set delay for the fifth frame to 2.0 seconds
Set loop to forever

Save for Web & Devices under the file name banner1.gif in your images folder
Insert the animated .gif file in WDA5.htm underneath header1.jpg and set alternate text to animated .gif banner
([See example middle graphic](#))

Before midnight on Friday, create a different animated .gif and insert it underneath the banner1.gif image on the WDA5.htm page

Creating a transparent .png
Open a new image width = 5 inches and height = 1.5 inches and transparent background
Select the horizontal typing tool and center and type your name in black using at least a 30pt font
Save the file in images folder in .png format as transparent1.png
Insert the transparent .png file in WDA5.htm underneath the animated .gif file with alternate text set to Transparent .png
Set the background color in WDA5.htm to #009900
([See example bottom graphic](#))

Before midnight on Friday, create a different transparent .png and insert it underneath the transparent1.png image on the WDA5.htm page