

# An Efficient way of Developing Animated banners using Google web designer as compared to JavaScript

Shubham Waman  
Student of BVIMIT  
University of Mumbai

Prof. Nidhi  
Assistant Professor  
BVIMIT  
University of Mumbai

## Master of Computer Application (SEM VI)

Bharati Vidyapeeth's

Institute of Management and Information Technology

Navi Mumbai.



**Abstract**— Advertisements is a important sole in a person's life, Advertising plays a major role in today's society. As you watch Television in your home you see commercials in between shows or even hidden in shows that play on Television, when you look on your phone to read status updates on Instagram or Facebook you see advertisements. Google Web Designer is an advanced web application that lets you design and build HTML5 ads, images, videos, and other web content using an integrated visual and code interface. Using Google Web Designer's Design view, you can create content with drawing tools, text, and 3D objects, then animate it all on a timeline. Google Web Designer has a large central area for building your projects and editing code. The central area is surrounded by a toolbar, a tool options bar, a timeline, and a set of panels that let you modify elements, add components, add events, and more. Earlier we used to develop animated banners [4] using the conventional method Using JavaScript, It required a lot of hard work and time. We then found out that Google has introduced something called Google web designer. With Google web designer coding is made easy. It is a kind of automation.

This Research tell about the comparison of time between Google web designer and JavaScript.

**Keywords:** Online advertisement; Banner Ads; Animation; design; Google Web Designer; JavaScript

### INTRODUCTION

According to a 2019 Semrush study, Google's Display ads [4] network reaches more than 90% of all internet users. This means you can be confident that your target audience is sure to see your ads. But you might think it isn't easy to target the right audience through banner ads. This couldn't be farther from the truth.

Banner ads are quite effective in this sense, as they use programmatic advertising to reach audiences based on their profiles. They are also quite cost-effective, as you only pay for the impressions or clicks you get. That means, your marketing strategy is effective to the scale of near perfection. The only thing you need to consider is designing an ad that actually grabs attention and appeals to your

audience—which is what the rest of this blog is here to help you with.

Google Web Designer (GWD) with the development of information technology, the whole world is changing, and information is becoming the most active factors in all areas of society. Online advertising as a form of information dissemination is also popular and have millions of consumers around the world as a potential marketing goldmine.

Banner ads are made by Digital Technology integrated text, images, animation and even audio to introduce product's information or promote corporate, formatted with JPEG, GIF, SWF, etc.. It is the most popular type of Internet advertising as simple to create, easy to modify and low cost. This study examines which way is better to stimulate the desire of consumer to purchase to promote the business online.

You build animations in [1] Google Web Designer using key-frames, which define the starting and ending points of an animation. You set the properties of an animated element at each key-frame, and Web Designer handles the twining, or in-between transition, between the key-frames. Google Web Designer gives you the power to create beautiful, engaging HTML5 content. Use animation and interactive elements to bring your creative vision to life, and enjoy seamless

## literature survey

HTML5 ads are web banner ads that use HTML5 files, which have been developed in Google Web Designer. The purpose of this style of advertising is to offer a more interactive, attention-grabbing ad.

Before ads, website owners and advertisers used JavaScript to create animated advertisements. The big advantage that GWD banner ads are highly responsive, so the design looks great on any browser, operating system, or device.

## Feature scope:

Using GWD for banners offers many benefits: It's compatible with most browsers, mobile-phone friendly, good for branding, and efficient for HTML banner developer. GWD banners used to be popular many businesses are looking to hire an GWD banner developer.

## Standard sizes of animation banners

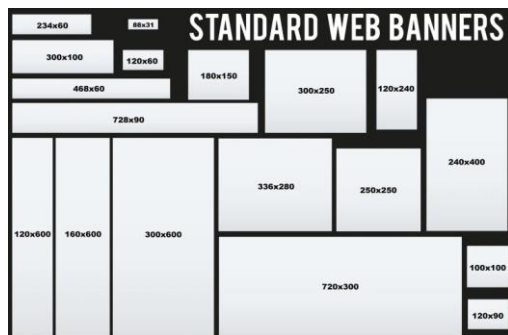


Figure 1.

- With Google Web Designer you can [8] build creative for content using the power of CSS3.
- Click the Quick mode icon on the right side of the timeline.
- Created and fully editable with Google Web Designer.
- Google Web Fonts used.
- Animation duration – 30 seconds.
- Responsive Ads Build - media rules into your ad unit to set the style and layout of your creative.

It takes more than knowing Google web designer to make a good banner developer. There are a lot of little things that can make a developer stand out above the rest, and their work speaks for itself. and hire the right developer for the job.

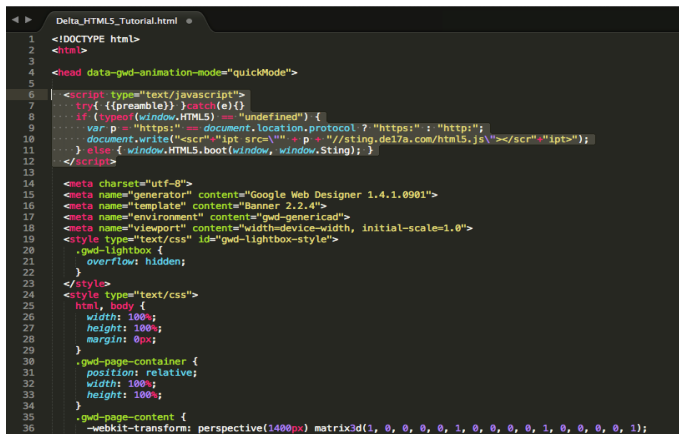
## How banner is time consuming when using JavaScript:

Earlier we used to develop animated banners using the conventional method. Using JavaScript [2]. It required a lot of hard work and time. For one dimension of banner it used to take 4 days. There are certain pieces of animation which was not even possible with JavaScript. We then found out that Google has introduced something called Google web designer. With Google web designer coding is made easy. It is a kind of automation.

To help other JavaScript developers who work in the world of advertising.

Banners take highest usage ratio in digital advertisements. And as you may also know, almost all published banners live in the iframe js element. It's the most secure way to keep external content in hosting environment. But it also brings some difficulties for banner designers as well as banner developers, such as:

- Not knowing how many redirects may occur until the last view.
- Not knowing how these redirects were used. It is hard coded section created with JavaScript.



```

1 <!DOCTYPE html>
2 <html>
3
4 <head data-gwd-animation-mode="quickMode">
5
6 <script type="text/javascript">
7   ...tr({(preamble)} )=scr(e){
8   ...if(typeof(window.HTML5) == "undefined") {
9   ...var p = "https:" == document.location.protocol ? "https:" : "http:";
10  ...document.write("<script src='"+ p + "//sting.del7a.com/html5.js'></script>");
11  ...} else { window.HTML5.boot(window, window.Sting); }
12 </script>
13
14 <meta charset="utf-8">
15 <meta name="generator" content="Google Web Designer 1.4.1.0901">
16 <meta name="template" content="Banner 2.2.4">
17 <meta name="environment" content="gwd-generated">
18 <meta name="viewport" content="width=device-width, initial-scale=1.0">
19 <style type="text/css" id="gwd-lightbox-style">
20   .gwd-lightbox {
21     overflow: hidden;
22   }
23 </style>
24 <style type="text/css">
25   html, body {
26     width: 100%;
27     height: 100%;
28     margin: 0px;
29   }
30   .gwd-page-container {
31     position: relative;
32     width: 100%;
33     height: 100%;
34   }
35   .gwd-page-content {
36     -webkit-transform: perspective(1400px) matrix3d(1, 0, 0, 0, 0, 1, 0, 0, 0, 0, 1, 0, 0, 0, 0, 1);

```

Figure 2.

Figure 2. Tell about we Require to Write code when Banner using JavaScript.

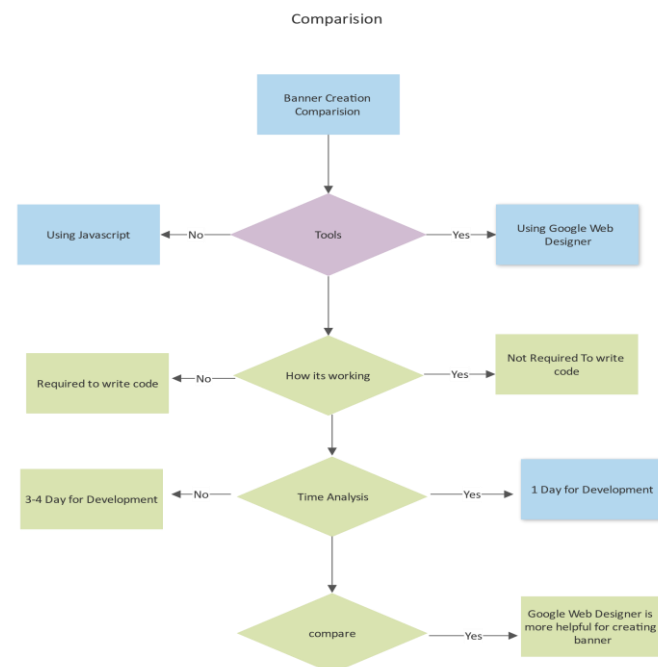


Figure 3.

Figure 3. Time Saving comparison Flowchart

## Google Web Designer Framework

Animations and 3D: Create animations by connecting scenes or using layers on a timeline. visualize 3D transformations by rotating objects and 2D designs along an axis.

Custom Design: Create you own [5] custom designs using the Shape, Pen and Tag tools, as well as the Gradient Editing tool.

Responsive Ads - Build media rules into your ad unit to set the style and layout of your creative, so a single ad unit can adapt to any screen size it shows up on.

Events- Set up events to make your creative react to the user's actions, even physical gestures like touch, rotation, or shaking on mobile devices. Use preset events, or build your own from scratch with JavaScript.

Static banners have fast download time and expression directly so that can be used in the website with a huge amount of information. Animated banners can be used in

Web banner design is among the most prolific forms of marketing used in today's online world and comes in all shapes and sizes. Web banner design is all about creating the most clickable banner ads possible.

Banner ads are advertisement images embedded on web pages that showcase a product or brand and link to the advertiser's website. Most companies use them in one form or another

Using JavaScript	Using Google Web Designer
<p>Using JavaScript is an old method</p> <p>It requires knowledge of JS and HTML and CSS</p> <p>It is time consuming</p> <p>It is not efficient</p>	<p>Using Google web designer Things are so easy.</p> <p>The tool is designed in such a way that you can easily create the animation as you want.</p> <p>The speed and efficiency has improved.</p> <p>The turnaround time has improved.</p> <p>The accuracy is improved.</p> <p>The client is satisfied eventually.</p>

Table 1.

Table 1. comparison between using google web designer and JavaScript

**Animations and 3D:** Create animations by connecting scenes or using layers on a timeline. visualize 3D transformations by rotating objects and 2D designs along an axis.

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Banner ads are advertisement images embedded on web pages that showcase a product or brand and link to the advertiser's website. Most companies use them in one form or another because they're an affordable, measurable and effective medium to increase brand awareness.

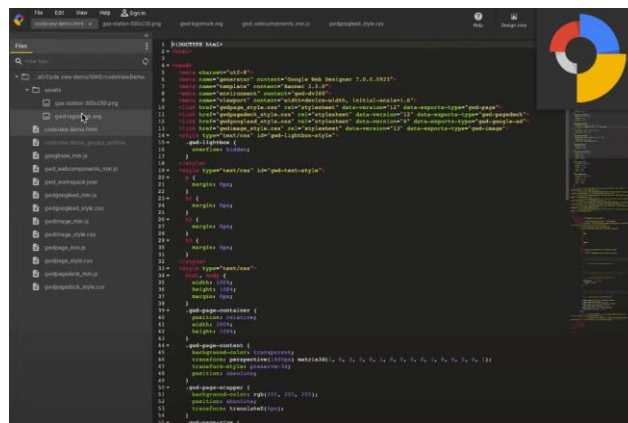


Figure 4.

Figure 4. we don't need to Write code when using google web designer

GWD will automatically open to the invitation state portion of the ad, with a tap-area element already placed. Import the creative for the invitation size and center it on the stage. Send the artwork to the back so that it is behind the tap area event. In the bottom left corner of the screen you will see a button that allows you to toggle back and forth between the invitation state and the expanded state. The expanded ad will automatically have a tap-to-close area in the top right corner. Next, add the artwork to the stage and send it to the back.

## Key benefits

Google Web Designer offers a free suite [6] of features to create interactive, responsive and animated ad creative. The tool can be used to create ads and banners that work on all mobile and desktop devices.

You can add in various components to your ads such as i Frames, maps, image galleries, YouTube videos and tap area features. You can customize your content to react to actions such as shaking and rotating on mobile devices.

With Google Web Designer [12] you can build creative for content through the Quick mode or advanced mode.

You can create animations and 3D content easily in either mode. You can also edit your own designs using the various content creation tools such as the Pen and Shape tools. All files and ad content can be shared through the native integration with Google Drive and published through the integration with Double-click Studio and Ad-mob.

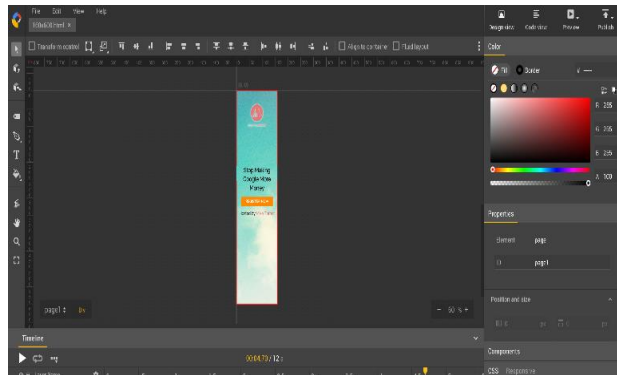


Figure 5.

Figure 5. simply add the element into GWD code automatically generated

based on user actions, or at specific points in time. For video ads, you can also edit video and audio clips. Google Web Designer's Code view lets you create CSS, JavaScript, [9] and XML files, and uses syntax highlighting and code auto-completion that makes your code easier to write with fewer errors. Google Web Designer is an advanced web application that lets you design and build HTML5 ads, images, videos, and other web content using an integrated visual and code interface. Using Google Web Designer's Design view, you can create content with drawing tools, text, and 3D objects, then animate it all on a timeline.

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