

MAKE YOUR OWN ONLINE ADVERTS WITH FREE SOFTWARE

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Photoshop

is a great tool for people who are in the graphic industry and are willing to spend a ton of money on it. However, if you want simple to use, free software that will help you to make your own online banners, then take a look at Beneton Movie GIF and the art free BannerSketch.

Free software download

Beneton Movie GIF is a simple to use tool that allows you to do all the basics of banner creation. This is fantastic for beginners and advanced users alike who want to put together a banner quickly and easily.



The interface is cleverly thought out with all the frames displayed at the bottom of the screen. The effects and a view window above that allow you to see everything in one space. The view window enables you to view the entire animation or see the individual frames while you edit them. How much of your paper work do you want to convert into electronic files? You may not

want to convert anything that is three years or older, for example. The specs are impressive as the software allows you to:

- Drag and drop effects onto the frame you want - there are 20 effects to choose from.
- Change individual frame properties.
- Save the banner in 48 file formats including BMP, GIF, PNG and AVI.
- Save and load a batch of frames.

There is also a built in image editor, which is not terribly sophisticated but has the basics to help you improve your banner pictures.

The downside

You still need to understand a few basics like how to compress photographs, what pixels are and how to size a banner. A good help guide would be useful for beginners. See more about this download at this link:

www.ilovefreesoftware.com/16/windows/image-photo/free-animated-gif-creator-beneton-movie-gif.html.

Free online tool

BannerSketch is a website tool that allows you to make your banners online. It is a good option if you do not want to make more than one or two banners and do not want to bother to download software.

This tool takes you through a four step guide to create your own banner, which is very nice for beginners.

Step one allows you to choose the banner size and template if you opt to use one of the premade banners.

There is a range of standard banner sizes to choose from. You just click on the correct one, eliminating the hassle of having to input the size.



Step two is where you add text and colours to the banner. You can:

- ➔ Set the number of frames you want to have.
- ➔ Choose how many lines of text you want on each frame.
- ➔ Add the text.
- ➔ Change the font.
- ➔ Change the text colours.
- ➔ Change the speed of the frames (cannot set different speeds for each frame).
- ➔ Change the position of the text.

Step three allows you to adjust the border size and colour.

The last step is a form with your email and your contact details and then your banner is created for you. You can sign up for their newsletter at this point or un-tick the option if you prefer.

As you create your banner it appears at the top of the page so that you can preview it through each step.

The downside.

Each page has a couple of adverts on it and they do not all load properly. However, it does not seem to affect the loading of the tools or the usability.

The fact that you have to input your details put me off, however, it is a free tool and they need to make money some way.

Go to www.bannersketch.com to use this tool.

Make your banner with these nine steps

1. Message

You may want to write a couple of lines of text to express the message before starting to create your banner. This will help you plan what you want to get from your banner.

2. Call to action

What do you want people to do? Most often you want them to click on the banner. This will direct

them to a link on your website. Have a special page that will then convert people. For example, direct people who link to your website to a page where they can enter a competition.

3. Pictures

Find images based on your message. Keep the images small because banners are often only accepted if the pictures are not too large.

4. Size

Design your banner to the right size. Get all the specifications from the website where you will be displaying the banner. You will need specifications for the file size and the width and height of the banner space.

5. Number of frames

Add one frame for each piece of the message. This will allow you to lead the user rather than force them to read a huge amount of information at once.

6. Add text and images

Add the text and images to each frame.

7. Choose colours

Choose the colours based on the colour of the images you have chosen or your brand colours. Then add background colours and change text colours if necessary.

8. Adjust timing

Watch the banner and adjust the timing to allow people to read everything without getting bored. Cater to the average reading speed.

9. Save the banner

Save your banner and send that as well as your link to the webmaster of the site where you want to advertise. 

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