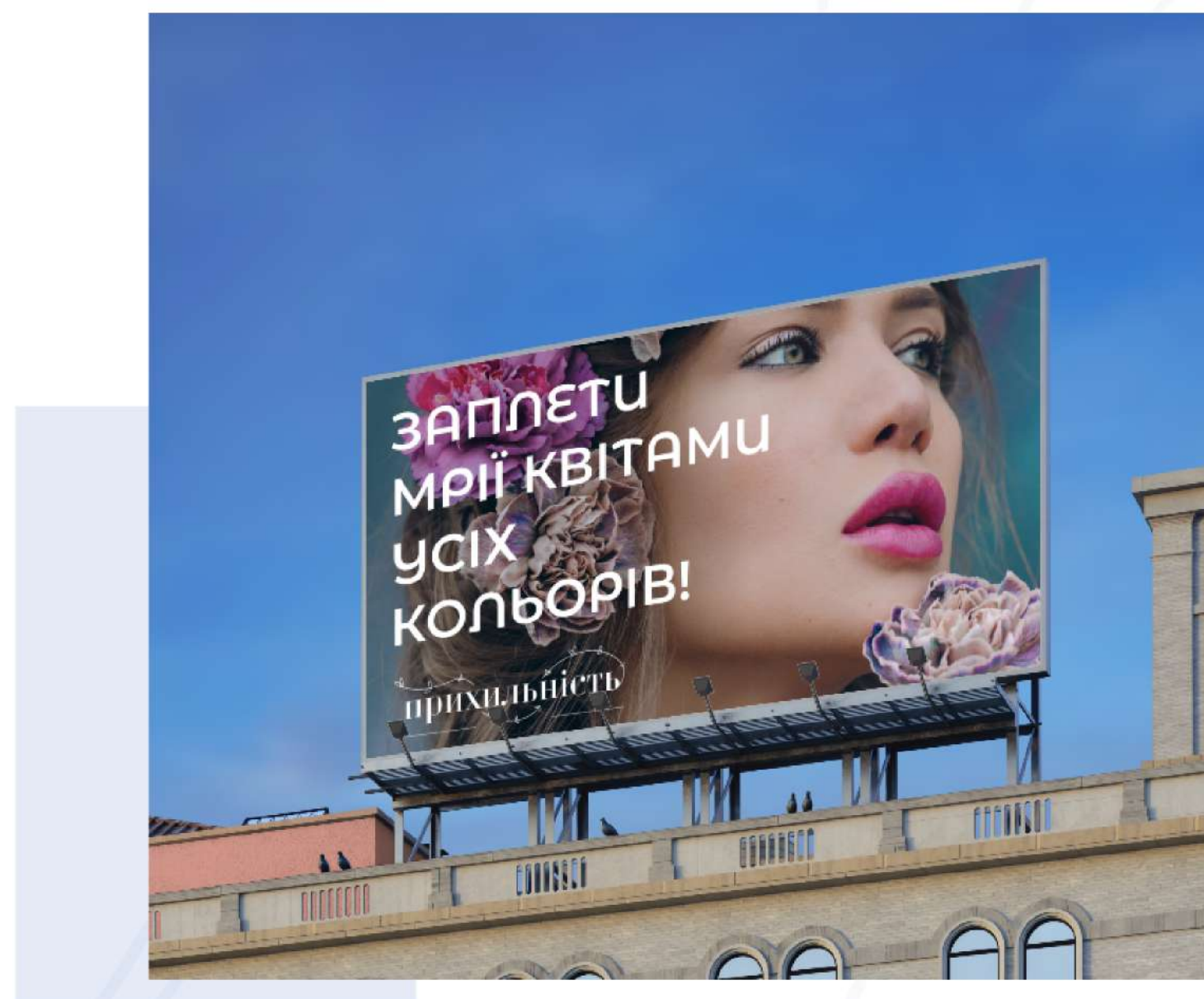




DESIGN OF ADVERTISING BANNERS

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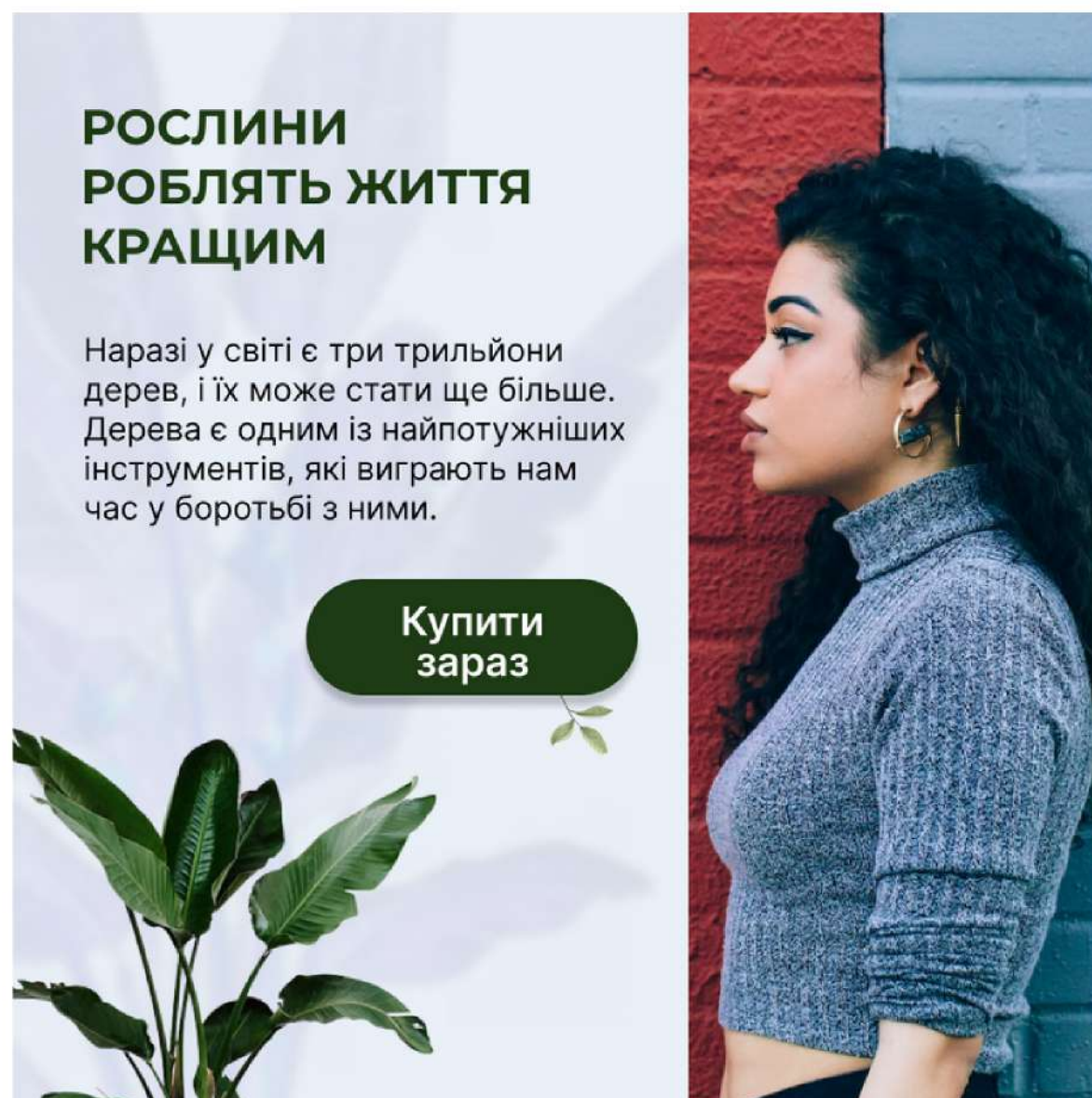
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ABOUT



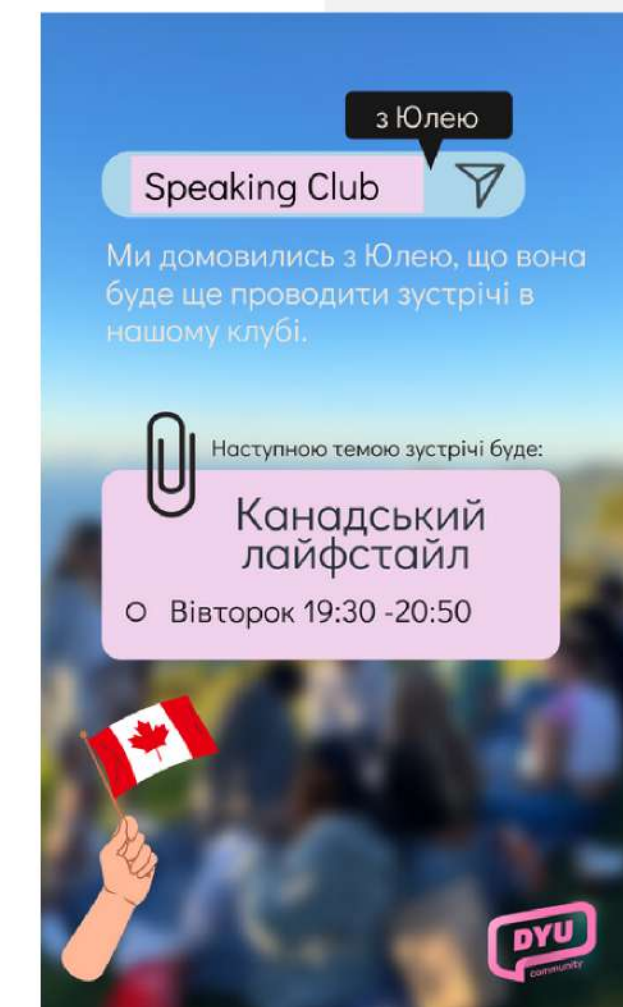
The main purpose of creating advertising banners is to attract the attention of the target audience to a specific product, service or brand. They are an effective marketing and advertising tool, and are used in online and offline environments.

01.



STYLE

I choose the minimalist style of advertising banners - this is a design approach that uses a minimum of details and elements to convey a message or idea. The main purpose of such banners is to focus attention on the main message and evoke the maximum emotional and intellectual response from the audience. The main features are simplicity, cleanliness and clarity.

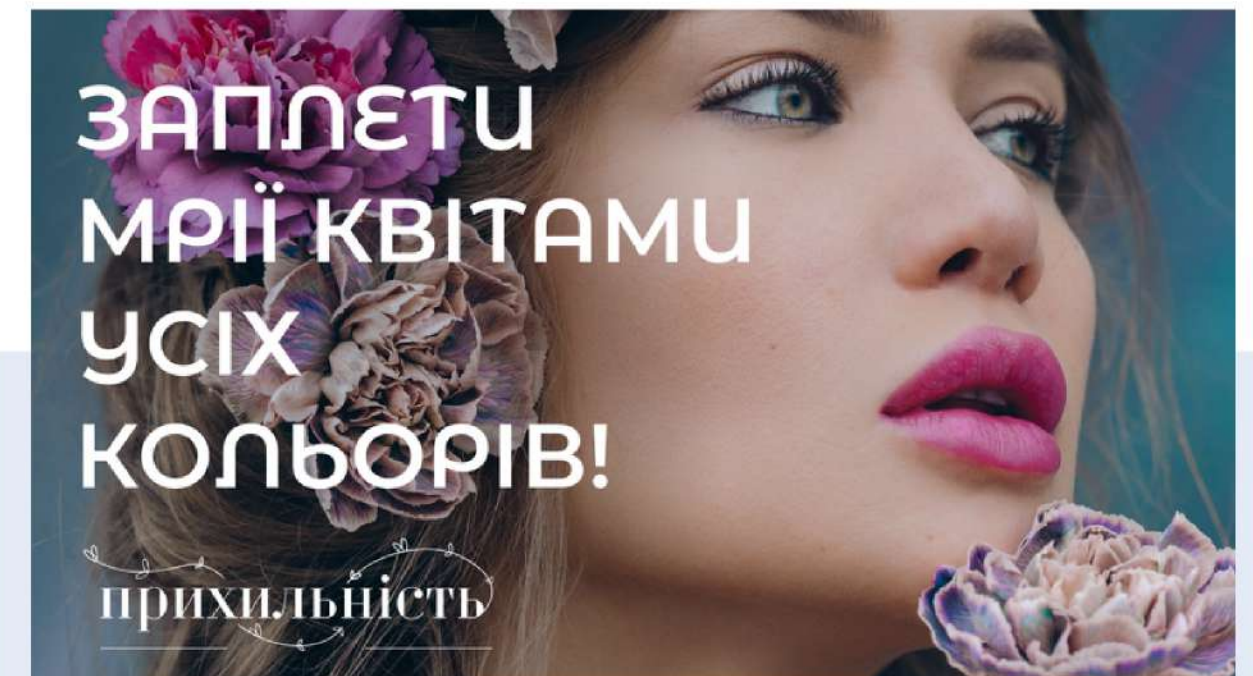


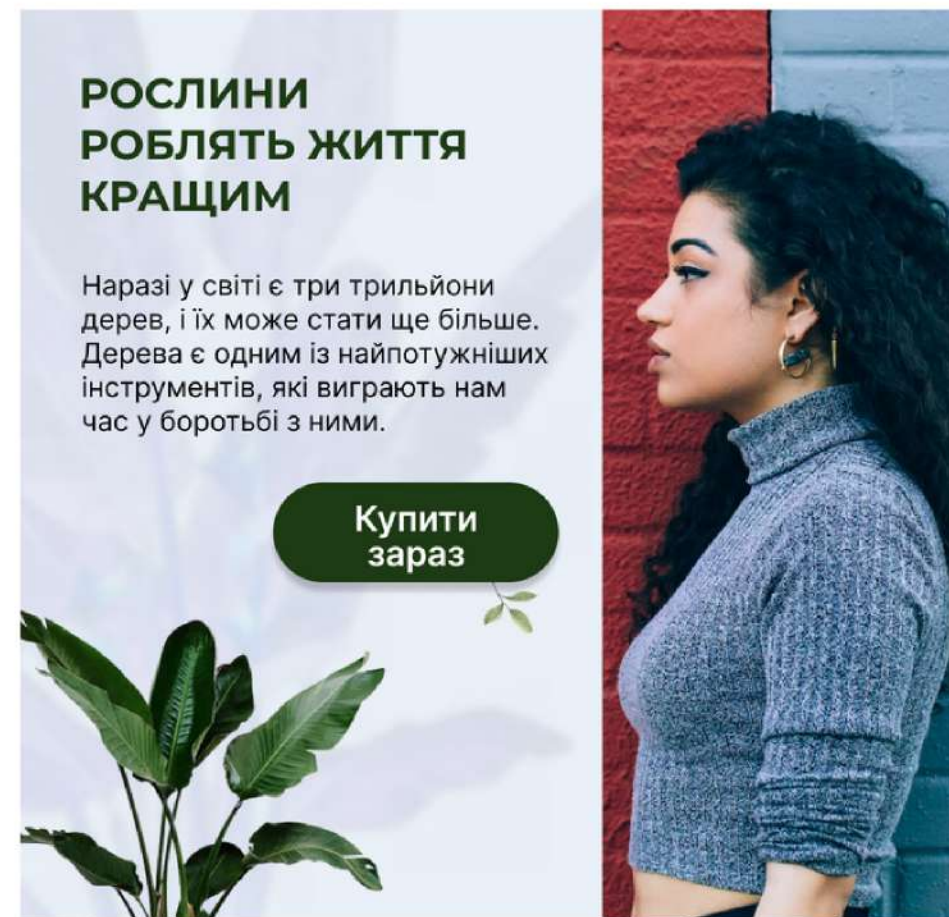
WORK

The task for the **first advertising banner** was to create a simple and clear design. The center of attention should be the name of the furniture company and the slogan. The background should be minimalistic, which is soothing to the consumer's eye.

For the **second advertising banner**, the main task was an advertising appeal. The banner was designed for a flower shop, so the background image of a girl in flowers was a good fit.

02.





Advertising banner for a post on Instagram.

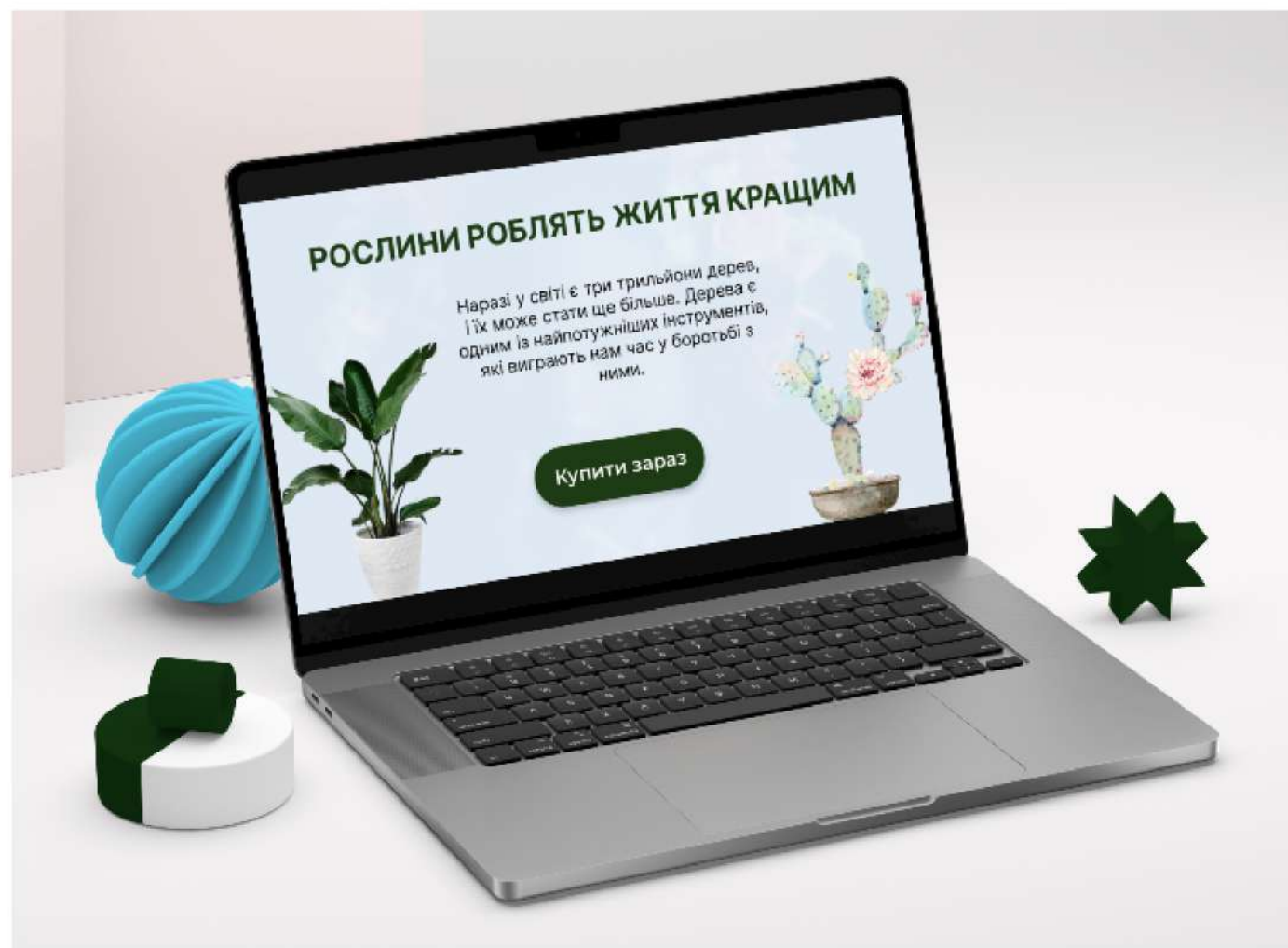
Banners were created as part of the educational process at graphic design courses.



Advertising banner for a Facebook post.

PORTFOLIO

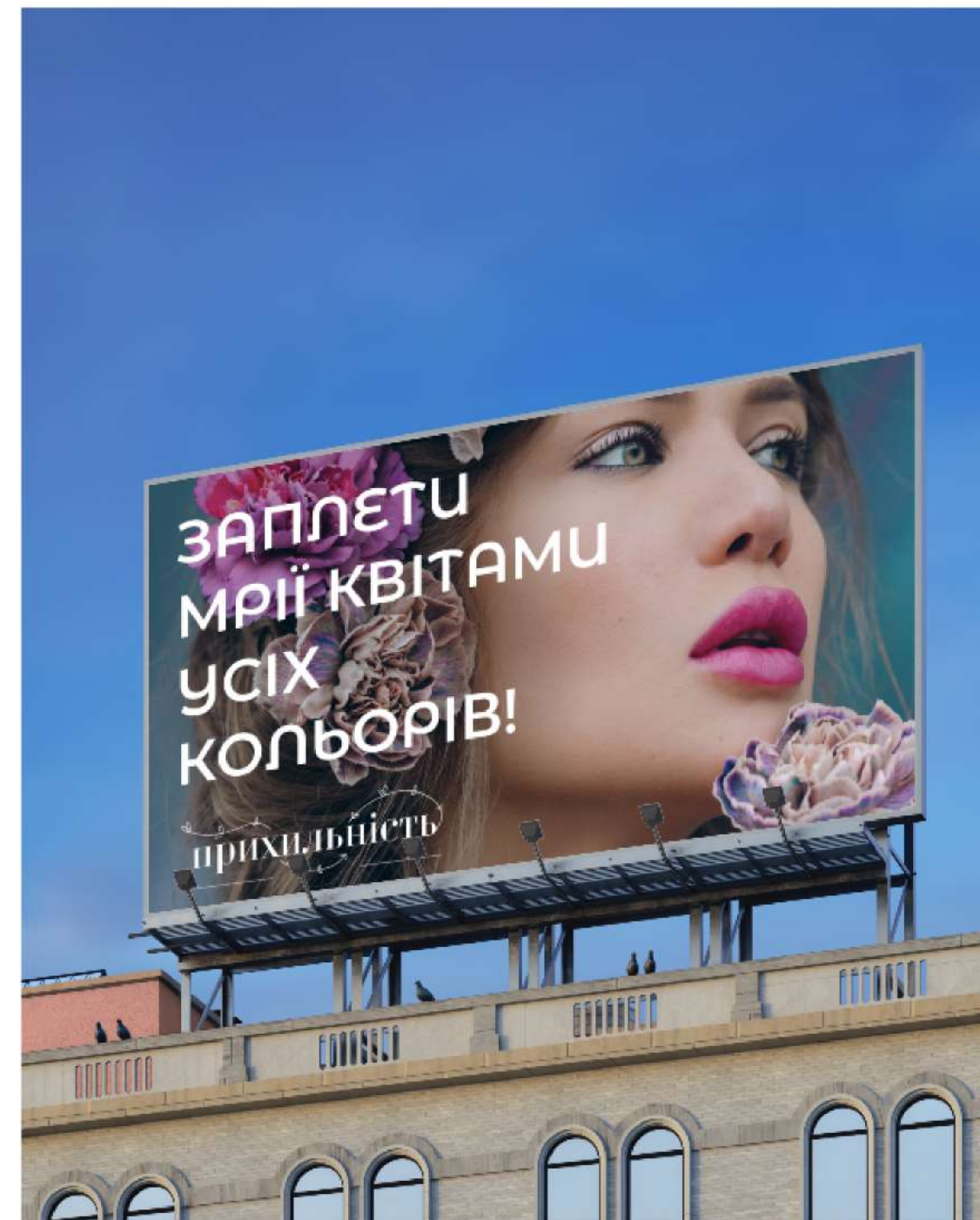
The appearance of advertising banners on social media.



03.



The appearance of advertising banners on billboards (outdoor advertising).



THANKS!



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04.