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ABOUT THE PROMO SITES

Several styles of web-design are used for building sites in modern conditions. One of the styles is the promo site. It is a very demanded and popular style.

Promo site is otherwise called a presentation design. Although the promo sites can be different in appearance they have common signs:

- Numerous graphics: photo, illustration, background effects;
- Graphics are the primary, and the content is secondary;
- Usage of metaphors;
- Advantage of advertising content;
- Non-existance of external advertising. The promo site, which is often one big advertisement, absolutely does not require competitors.

Creating presentation design requires a great deal of knowledge and creativity from the designer. For such design you need to think of something special. The designer must have a list of advertising object descriptions, its features and quality. For example, the designer wants to create a promo site that advertises Korean cars. For customers Korean does not associate with high

quality. The designer must change the old conception of the products, for example: "Korean - it is almost Japanese but cheap" [1].

The work on the promos site starts not by creating a modular grid, but by formation of a conception. Otherwise there is a risk that the site will be of a standard kind.

After formation of the concept, a modular grid should be composed, which consists of blocks. The places on the blocks should be spotted for content and graphics. The number and layout of the blocks depends on what type of information and how much information should be posted on the site. The modular grid is built according to principle of central symmetry. The blocks are symmetrical in relation to the center (Pic. 1). A modular grid may be different. In any case, the site should be easy to understand and convenient for users.

After creating a modular grid it is needed to work with the graphics. The designer must collect photo materials. Make them retouching. In addition, decorative fonts will be used. The photo that is most important must be put in a visible place and take a large area.

The next step is to work with content. It is possible to use a non-standard font and a suitable colour for the menu. The contents should be placed in blocks. Each text area can be designed according to taste. Customers easily understandd if some of the texts have different styles of font titles, and the parts of texts are decorated with images.

Footer is placed in the lower part of the site. It usually contains service information, advertising slogan, contact phone number, e-mail and other.

In order to make the site easy to understand the user should know what the site will do when pressing a mouse button. When moving the mouse on the button, it is desirable to get tips, additional photos or new pages [2].

The commercial potential of promo site can be judged from two sides: from the position of designer and from the site advertiser.

The designer gets more money for the promo site than from the business-style site. If the designer does the promo site well and interestingly, rather than the information design, then it is desirable to choose the specialization of the presentation design
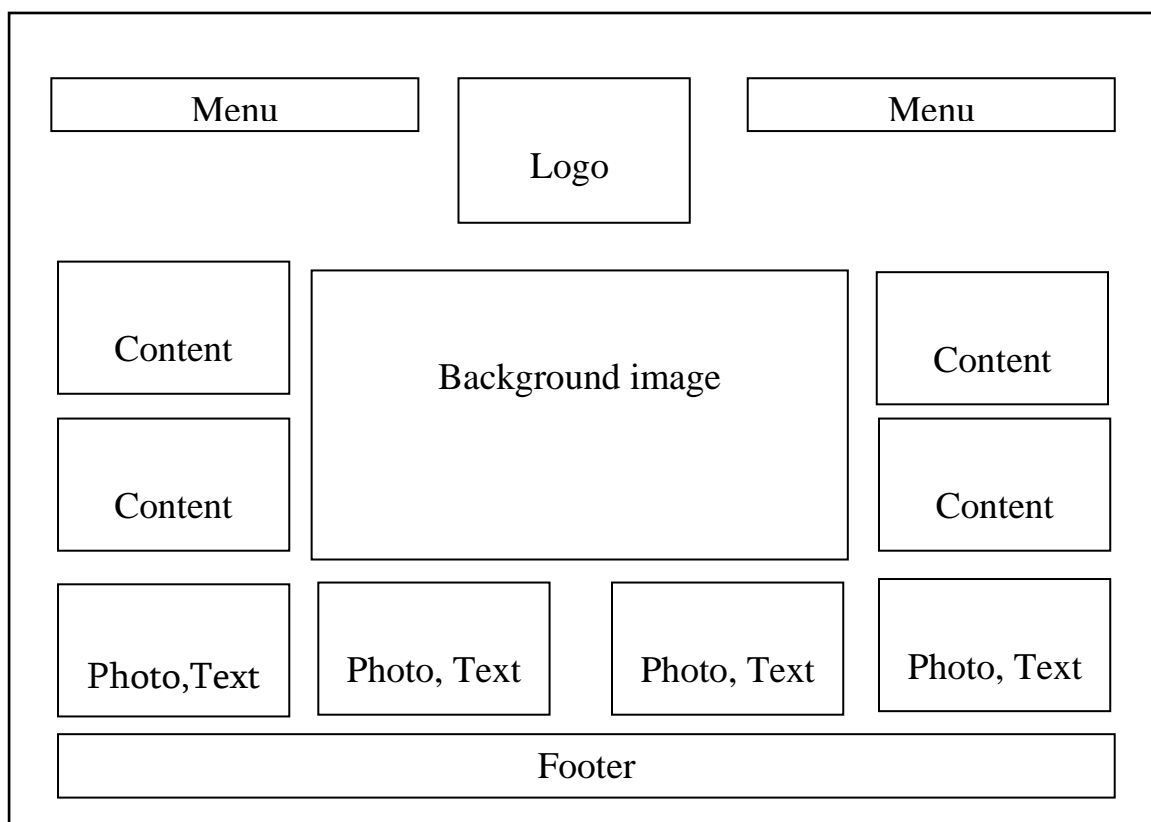
Pic. 1. Layout of site

On the other hand, promo sites are needed by the advertisers. The promo site does not often sell goods as it is possible through internet-shoppers. But it serves to make the customer feel positive about the trade mark and the

company. Promo sites are created for specific products. For example: for cars, mobile phones and other [3].

Popular sites with presentation design are:

http://www.gotmilk.com - promotes milk products that are produced by one of California's companies.

http://www.family.co.jp/company/csr.html.htm - site of a Japanese company FamilyMart, which dedicated to its attractions and children's exhibitions.

http://www.moscow.megafon.ru - is made using flash technology.

http://www.burodata.ru - produces complex services: financial sector, insurance company, online shop, medicine and others.

The article discusses the issues of creating popular promo sites in modern conditions. The main features characteristic to it are formed. There are tips on what the designer should focus on.

References

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2. Boulton M. Designing for the Web URL : https://designingfortheweb.co.uk/. (Address date: 25/05/2019).

3. URL: https://webflow.com/ . (Address date: 25/05/2019).