



**CALIFORNIA STATE SCIENCE FAIR  
2005 PROJECT SUMMARY**

<b>Name(s)</b> <b>K. Armin Samii</b>	<b>Project Number</b> <b>J1721</b>
<b>Project Title</b> <b>The Most Attractive Banners</b>	
<b>Abstract</b> <b>Objectives/Goals</b> Of all the banners on the internet, only few are effective. The rest just sit there unnoticed or are so annoying that viewers have no intent on clicking on them. The purpose of the experiment is to figure out which banners are effective and which are irritating or are overlooked. To find out, the location, color, size of text, and whether or not to use animation are the tested variables. <b>Methods/Materials</b> In order to conduct this experiment, the following took place. First, the test was created using Macromedia Fireworks MX# and Macromedia Dreamweaver MX 2004#. Fifty subjects were tested with this test. Another test was then created with the order of the images in the Colors and Font Size Tests reversed. Next, fifty more subjects were tested for results. Lastly, the data was analyzed using Microsoft Office Excel#. <b>Results</b> The most effective location for banners was the top. During the first Colors Test, black (which was the color closest to the top of the page) was most effective. When the Colors Test was reversed, red (a color close to the top) was the first noticed. The largest font (which was closest to the top of the page) were most attractive during the first test. The second test showed that the second to largest font (50pt) was most effective. The 50pt font was near the top of the page. Animated banners were extremely effective. <b>Conclusions/Discussion</b> Using the collected information, many facts can be concluded about banners. The most effective location for banners was the top. Bold (dark) colors which were near the top of the page were most noticed. Large fonts were the most attractive, as long as they were near the top of the page. Larger objects are not as effective as animated objects are. Using this data, advertisers can use ads on the internet, feeling confident that people will go to their sites.	
<b>Summary Statement</b> The purpose of my experiment is to figure out which banners on the web are the most effective and noticed first.	
<b>Help Received</b> Friend helped find experimental subjects; Teacher gave overview and guidance throughout project.	