

I chose an ad from a Game Informer magazine for my project. I think this ad is well designed and it is clearly specific to this magazine's audience.

COMPOSITION

This ad runs horizontally across the page, though its orientation is vertical.

WHAT MY EYE SEES FIRST

My eyes land on the teeth first. Not only do they create visual interest, they also take up the center of the page.

WHERE MY EYES GO NEXT

My eyes then go to the yellow target resting on the bottom set of teeth. After the target, I see the pack of cigarettes, and lastly, I see the text in the bottom right.

THE BASIC MESSAGE

This ad is trying to convey that cigarettes are bad for you. It uses its harmful effects on teeth to illustrate this. The ad's coloring and illustrations definitely carry the mood of the message.

DESIGN HELPS EYE FLOW THROUGH PAGE

The ad definitely flows from the teeth downward, so your eyes end up at the text.

I think it's really neat how they used the target to lead you to a cigarette 'missile', which leads your eye to the pack of cigarettes, which makes you read the content. I wouldn't have even known the ad was making me read it before this class!

HOW SPACE IS UTILIZED

I think the space is utilized conservatively. There is very little text, and the bulk of the ad is composed of images that give you the gist of the ad even if you don't read the blurb at the bottom. If there is one part I don't like, it would be the bar at the top. I think that was only added so you get the feeling of a video game.

HIDDEN GRID/UNDERSTRUCTURE

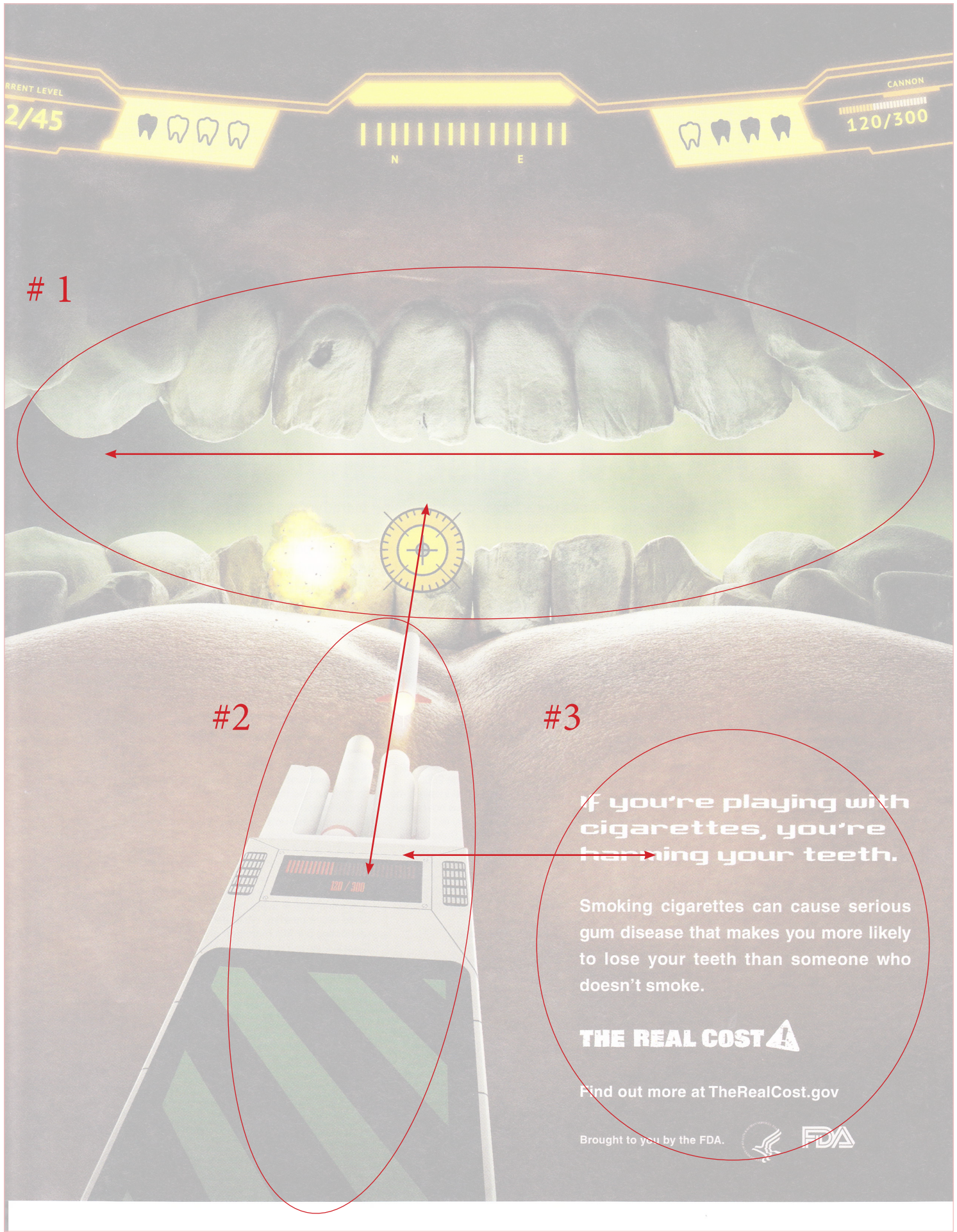
This was definitely designed with a grid. The teeth and mouth opening compose the middle third section of the ad. The bottom third is utilized for the messaging.

COLOR'S IMPACT

The background image is mostly tints, which creates a gritty, realistic feel. The mouth, cigarette pack and teeth are all darker colors, and the bright yellow target in the middle of all the tints immediately catches your attention. The bar at the top is also bright yellow, which makes you look at it, but I looked at it last when I first scanned the page.

MOST POWERFUL DESIGN PRINCIPAL

I think depth is the most powerful principle in this ad. The ad starts from a distance (the teeth) and brings the viewer forward to the cigarettes and text.



1

#2

#3

If you're playing with
cigarettes, you're
harming your teeth.

Smoking cigarettes can cause serious
gum disease that makes you more likely
to lose your teeth than someone who
doesn't smoke.

THE REAL COST 

Find out more at TheRealCost.gov

Brought to you by the FDA.



