

DAILY DESIGN DISCUSSIONS

Week 2

MONDAY

What is being sold here?

How can you tell?

Is it an effective ad?

Who would this ad appeal to?

Please be very specific and use details to fully explain statements.



TUESDAY

What/Who is this advertisement depicting?

How can you tell?

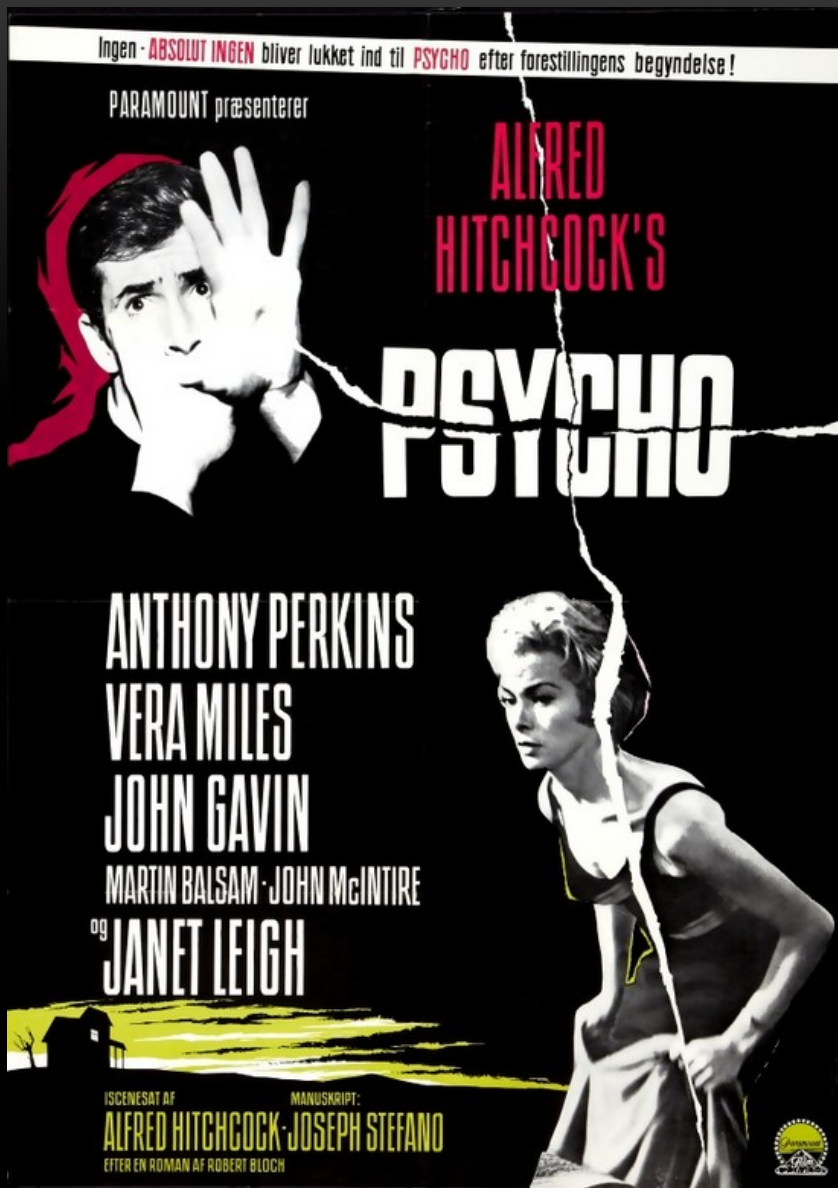
What gives it away?

Why would the Lego company use this as an advertisement?



IMAGINE





WEDNESDAY

This is one of the original Psycho campaign poster.

When was it made?

Why would it be considered risqué for the time?

Describe the type of movie this is going to be, just from looking at this poster. (if you have, pretend that you have not seen it.)

THURSDAY



- Describe this advertisement to someone who is blind. Make sure to use rich detail and lots of adjectives.

FRIDAY

What is this ad selling?

Do you find it attention getting?

What makes this ad unique?

How could you improve it?

