



# Daily Design Discussions

Week 6



# Monday



- This ad is from a campaign by the world wildlife federation.
- What is it trying to say?
- Who is this ad meant to appeal to?
- How do you feel about not seeing an animal in a world wildlife federation ad?



# Tuesday



- This is a concert poster for the black keys.
- Describe the elements that you think are needed to create a concert poster.
- Does this poster have those elements?
  - Please explain.

# Wednesday

- Give this ad a good slogan.
- What is this ad selling?
- How does it catch the viewer's attention?
- Is there anyway you could make it better?





# Thursday

- What is the message of this ad?
- What emotion of the viewer does this ad draw on?
- Write down 3 words that you could associate to this ad, explain why you chose each.



Friday

- Compare these 2 Dracula posters...

