

Holiday Cheer

1. Why the design captures your attention in either a good or bad way. What part of the design attracts your eye first and why?

This particular design example captured my attention because of the simplicity and minimalism. Although the visual is subtle it still reflects a message and theme of celebration, and attracts a certain audience like myself. I am drawn to these types of ads and visuals because it inspires and reminds me that the simple things in life, like a nice seasonal wreath can add beauty to your home and into the holiday cheer.

As far as the design, I was attracted to the colors. Most notably, I favor the designer's use of color. The color of the wreath guided the color scheme for the background, words, and minor details like the string used to hang the wreath. The hue of purple portrays a light value that is subtle and not too overwhelming to the eyes. It brings a simple pleasure to my soul and a moment of fresh air when I view this ad.

2. What kind of emotion or feeling does the design convey? How does it do this?

The feeling I get from this design is 'simplicity' and 'celebration.' With the contrast of lighter color hues it doesn't take my breath away or lead my eye to one object or text, but rather sends a balanced emotion of getting into the 'holiday cheer' as I journey through the design.

3. Does this piece follow any advice from the 'works-every-time' layout? Are there any layout sins or virtues?

This piece does not follow the standard design of the 'works-every-time' layout, but has some noteworthy design virtues. Since this piece goes beyond the 'works-every-time' layout it does not have typical thumb space or margins. However, it seems to reflect great use of columns with a cohesive appeal between the images and fonts. It also captures my

attention in a subtle manner because of the proper arrangement of the images and font, which matches the theme and overall design work.

Although I am not the expert with design, I think this piece is proportionate and the layout is golden for this type of visual. The wreath is obviously the focal point, but the word “fresh” draws attention to me as well. Additionally, everything is in unison, from the font being the appropriate size without any inappropriate breaks in text, and the visual providing emphasis on the theme. From my perspective and analysis, it meets the five layout virtues, which is a benefit to me as the viewer because all my senses are triggered by this fabulous piece of design.

4. A discussion of at least three elements or principles of design that we have covered in class.

This piece expresses many beautiful elements and principles of design. However, the strongest elements and principles it encompasses are rhythm, shape, and unity. I chose these three elements because they all play a factor in their appeal throughout the design.

The first principle of design portrayed in this piece is rhythm. As mentioned, I was initially drawn to this visual because of the colors, which brings the point of color being rhythmic. The color of the wreath guided or inspired the designer with the font, background, and other objects. More “togetherness” is fostered by the roundness of the wreath and the use of round font styles. For example, the word, “fresh” is another attention-getter and is a rounder typeface like the roundness of the wreath.

Without unity, there is no rhythm and without rhythm there is not unity. These two principles work well together in this design work because of the great use of flow and cohesiveness among the objects and fonts chosen. From my perspective, the objects, such as the wreath and leaves, and the door used as the background are reflected in the font style. The unity of the colors, which were inspired by the wreath, provides consistency, cohesion,

and relative links to the overall design. These virtues of design allow everything to work together, bringing unity among the color scheme, font styles, objects, and spacing.

Although slightly mentioned in the element of rhythm, shape is another principle that brought rhythm and unity to the design. With a more inorganic use of shape, it is still visible within the objects, background, and font style. The circular shape of the wreath takes my eyes on a journey around the piece while always taking me back to where I started. It gives me the opportunity to flow through the entire design without jumping from one place to another. The simple background of the door expresses an element of symmetry and balance, which evokes complete rhythm and unity.