

**Whoa!**

**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 many layout sins it portrays. Personally, I am drawn to a piece of art, design work, or visual based on the readability, uniqueness, and how well the message gets across to the viewer in a straightforward manner. When I first saw this design piece I thought to myself how cluttered it is and the ‘information overload’ I received. For these two reasons, I began to analyze what made me feel this certain way and took a closer look at what the designer was really trying to get across.

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

As I mentioned above, the feeling I get from this piece of design is tension and information-overload. The designer may have felt pressured to include every little bit of information about the “Hawaii Academy” fitness program. There are multiple logos that state the same information in various places throughout the visual and it does not allow the viewer to flow through the information provided. I feel that a lot of the information and too many visuals (e.g.; pictures, titles, logos) were included for such minimal space.

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

This visual follows and reflects some of the design elements of the ‘works-every-time’ layout, but is limited. For example, it includes thumb space along the boarder of the page layout and has somewhat of a column layout for information about what the

Hawaii Academy Program offers. Other than that, the rest of the visual portrays many layout sins.

The most notable layout sin is the visuals. There are five visuals with an unnecessary outline under each picture that is not the same font as the body or title. In fact, there are over eight fonts in multiple colors and sizes. Additionally, the information overload is reflected in the multiple headlines, making it difficult to distinguish which “enlarged” font at the top of the page acts as the headline. Unfortunately, this designer felt obligated to get their point across in multiple formats. The information, visuals, and headline(s) are repeated throughout the advertisement when it could have been mentioned once in one form of media (e.g.; picture, text, or logo).

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

The principles of design are another element that is visible, but needs closer consideration and alterations. Space, is one element that could be improved to allow breathing space and less tension throughout the advertisement. Another element of space is the lack of negative space because of the information and visual overload. Therefore, my eyes do not flow through the ad in a rhythmic manner.

As my eyes move through the ad it is difficult to capture the designers ultimate purpose. With the multiple logos and lack of unity among the pictures and body, I can't help but feel disturbed completely overloaded. Had the designer chose one strong visual, the body and headline would become more appealing and important. Ultimately, as a viewer, I do not know what is important. As a result, I am stuck with the feeling, “well...what's the message?”