

## Advertisement Design

**Zoe Lubag**

**3B (4)**

The messages of the two posters are somehow related to one another. You can see from the first poster an open oil tank, with the oil showing like a whale, and the second poster shows a mic, mimicking a cage with a bird inside. Both posters show interesting designs and sincere messages.

The first poster is informing us that the West North Pacific Gray Whale is at risk mainly because of the oil and gas that is constantly spreading in our waters. The second poster is conveying a message that states that people or everyone should have freedom of expression or be able to say their own opinions without being stopped by others.



The two posters are made using computer graphics. The first poster is balanced because the distribution of the objects or elements are arranged around a central point which captures the viewers' eyes. Smooth and rough lines and edges are used to express and show the image of a whale.

The first poster puts emphasis on the whale and oil that would surely catch the viewer's attention. The design of the poster creates unity in all parts. The second poster shows bright yellow wall paper with a mic that has a rough texture trying to imitate a cage with a bird inside it. The distribution of the object, color, and space are equal and is pleasing to the eyes. It seems to put emphasis on the mic imitating a cage that represents the people that are continuously being stopped from voicing out their own opinions. The first poster shows a warning while the second poster shows a message that people should arouse people's awareness. In my opinion, the second poster gives a more impactful message because of the bright yellow background and unique design, which are more eye-catching.

In conclusion, both posters successfully convey the message they want to share. Both

posters are amazingly made and convey a beautiful message to the viewers.