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Ales for Sale!

The Ad Design Issue
April, 2023

THE AD DESIGN ISSUE

The first known advertisement appeared around 3000 BC in Egypt on papyrus. From carvings, papyrus and flags to newspaper, TV and influencer ads on social media, advertisements have had quite the journey. Most importantly, we buy stuff because we notice the ads. We notice the ads because of visual communication and design. In the Ad Design Issue, we will explore visual design in advertisements throughout the ad evolution.

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BUY 1 GET 1 FREE BUY 1 GET 1 FREE BUY 1 GET 1

WORLD'S FAIR



Come
One
Come
All!

New York
1939 AMERICAN EXPO

IN RETROSPECT - HISTORY OF ADVERTISEMENTS

The known advertisement was from around 3000 BC on a piece of papyrus found near the Thebes River in Egypt. The questionable ad was an announcement that enquired about a missing slave, along with information about offers on woven cloth.

The advert displayed information according to a hierarchy of urgency. Kind of like the visual design rules that modern UX/ UI designers follow. Carvings, flags, shop signs and graffiti that increased sales of the business owner kind of became a norm in the Roman Empire, Pompei and other major civilisations.

While the primary purpose of these little epithets about products or services were meant to inform, they were no stranger to aesthetics. Imagine one of those ancient-era marketplaces that you might see in a period film or *Assassin's Creed*. Those marketplaces had rows of shops. If each shop put up their own sign, it was obvious that they would have to compete with each other for attention.

Enter design! How else do you grab the viewer's attention? Using reeds and inks of different colours and even little doodles of the product became a thing. Needless to say that without the "control + z" feature to undo errors, the first draft was also the final file.

But oh how all that changed when Johannes Gutenberg invented the printing press (please refer to the previous KTA Magazine - The Print Issue). Many European gazettes started printings advertisements to finance these publications in the 18th century.

Soon enough classified adverts began competing for attention. This is where the concept of focus keywords being bold and decorative was properly explored. The title, body and tiny footnotes helped catch the reader's attention, keep them hooked for the important information and give them caveats that didn't really disturb the overall aesthetic of the ad.

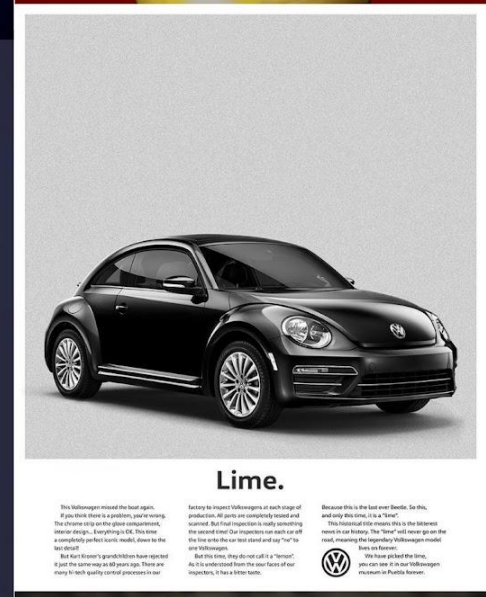
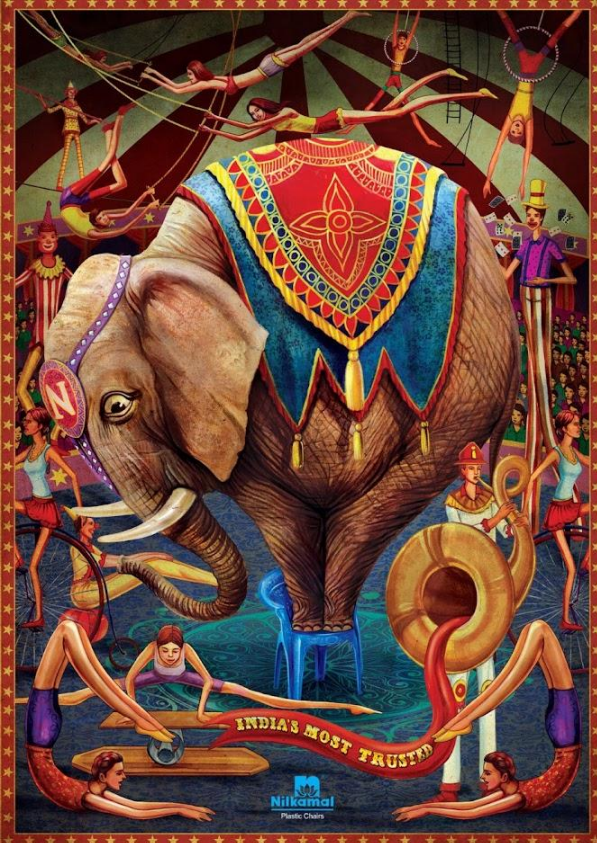
The three dominant media between the 18th to the 20th century of the Industrial Revolution were signboards, print ads and of course radio jingles. Sound design was explored using sounds like "yummm" if the ad was about a delicious jelly. Sad voices before using the product and happy commentary and jingles once the product was used. This era is when advertisements absolutely kidded it with visual communication and sound design.

Purpose of Design in Advertisements - NCP

- Noticeability - Make the ad attractive enough to be noticed
- Comprehension - Make sure the audience understands the message of the ad
- Persuasion - Persuade the audience to buy the product and become consumers

That's it! These are the three pillars on which the advertisement industry is built.

SALE! SALE! SALE! SALE!



3-2

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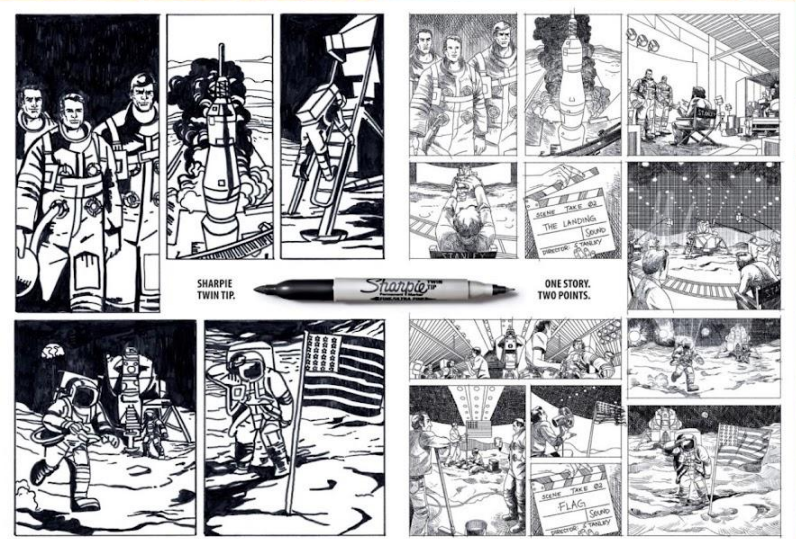
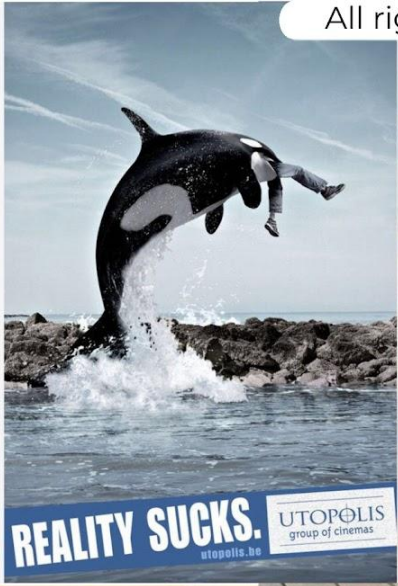
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Great for dunking.

My friends told me, "TJ, you're gonna be the big some day." Must've been the milk. About 15% of your height is added as a teen and the calcium and vitamin D can help. Will drinking a cool glass of milk make you the hottest scorer in town? Hey, it couldn't hurt.

got milk?

LOVE IT. HATE IT. JUST DON'T FORGET IT.

Peter's Original Pickled Onions

The Original Peter's recipe was developed over 100 years ago. The traditional way is our unique recipe using a blend of strong molly vinegar and spices to give a deep tang, distinctive flavor and that all important crunch.

54g e 230g

Best Before End

See lid

THE **Marlboro** WEEKEND

20 FILTER CIGARETTES

Marlboro JULIEN

Now the world's No. 1 selling cigarette.

Leo Burnett 2.1353

Think small.

Our little car isn't as much of a novelty as you think.

A couple of dozen college kids each in a VW Beetle is a lot of fun. It's the fun of the car, not the car itself. It's the fun of the car, not the car itself. It's the fun of the car, not the car itself.

Remember that when you think of a car, you should think of a Volkswagen Beetle. It's the fun of the car, not the car itself. It's the fun of the car, not the car itself.

Remember that when you think of a car, you should think of a Volkswagen Beetle. It's the fun of the car, not the car itself. It's the fun of the car, not the car itself.

NIKE

ABSOLUT Country of Sweden VODKA

40 PROOF

IMPORTED

ABSOLUT PERFECTION.

HE CAN'T RUN IN '88. BUT YOU CAN.

The Constitution prevents the President from running again. But nothing's keeping you from running. Because this year, there are more road races to choose from than ever before. At Nike, we should know. We sponsor hundreds of races every year, including many of Runner's World's top-ranked events. Everything from the Cascade Run Off to the Freeze Yer Burns Run in Twisp, Washington. Seriously. For a list of the races we sponsor, just drop us a line: Nike Road Racing Dept., 9000 Nimbus Dr., Beaverton, OR 97005.

So if you're looking for a little competition, we're looking for a few runners. And guess what? You're nominated.

love from mcd

THE SATURDAY EVENING POST 11/13/27

Like everything else

Toothbrushes have been MODERNIZED

It is just as easy to have the best available care for your teeth—and to enjoy the best results.

Modern toothbrushes such as those shown here are even easier to use than an old-type, clumsy one (many of which are still sold). It makes correct brushing easy—and really brightens teeth.

The famous Dr. Warr's Toothbrush modernized home care of teeth. It is 20% to 30% smaller than the standard size type brush.

And has the correct, unusual shape that permits thorough cleaning for every tooth, every surface, every crevice.

Bristle groups are wide-spaced in open rows—accurately trimmed. They clean teeth more thoroughly, and are easily rinsed after using the brush. To have a clean brush is important.

Your druggist has Dr. Warr's new toothbrushes for every member of your family.

Brush always away from the gums, toward cutting edges of the teeth. When correct action, use caution. Do this every day. Use Dr. Warr's brush—because it was designed to make correct brushing easy. And now, in Dr. Warr's Tooth Past, you have the second modern aid to cleaner, brighter teeth.

Each set does get a new brush—no dentures do. Because after that much service we repair the cleaning and polishing action of even these finest modern brushes.

With each purchase of the Dr. Warr's Toothbrush, your druggist will give you—Free—a big size tube of the internationally successful Dr. Warr's Tooth Paste.

Dr. Warr's TOOTH PASTE

Dr. Warr's TOOTH PASTE

PENETRATES AND CLEANS EVERY CRVICE. POLISHES EVERY SURFACE.

See how this correctly shaped modern brush cleans every tooth, and repairs cracks, chaps, the gums, and makes us well as tooth.

© W. M. Co., 1927

CREATIVITY IN ADS THROUGH THE DECADES

In ad design, creativity has been like water. It changes to take the shape of the container. Similarly, adverts have changed every time the medium changed. Print, letterpress and illustrations were the top tools. With radio, talented music composers were suddenly making ads about 1800 numbers and “pa ra pa pa pa - I’m Lovin’ It!” for McDonald’s. But when Television sets entered the picture (pun intended), it was suddenly sound + visuals. This was like opening Pandora’s box of capitalism.

Print Ads

This is when letterpress and printing plates were predominantly used for newspapers and magazines. Silkscreen printing was common for poster advertisements. The design in these advertisements has fonts and illustration styles that were popular at the time. Drop-shadow, hatching details and the clever use of colour grabbed the audience’s attention and successfully delivered the ad’s message. Even in social media ads today, the format of product title + tagline + product image is the formulaic hit that can never go wrong.

Creative Goals: Cohesive elements with an easy too understand design that provides the necessary information.

Radio Jingles

The purpose of sound design in a radio jingle was simply a catchy hook. It is especially when little kids would have the jingle stuck in their head, that the advert was successful. Imagine how the “I’m lovin’ It” jingle reminded kids to pester their parents into buying them a happy meal. This is perhaps the best example of selling through sound.

Creative Goals: Using composition and sound design to increasing recall value of the product with a catchy jingle.





Television Commercials

Remember the “Got Milk?” Commercials if you’re old enough? Or even the Hot Wheels commercials. This is where visual arts had the chance to demonstrate product use like never before. Sure illustrations of kids brushing their teeth on old posters were compelling. But, when you saw a kid play with G.I. Joe - The Real American Hero or Michael Jordan run in Air Jordans, all you wanted to do was buy the product. Even grown-ups wanted to smoke a cigarette like the Marlboro Man or little girls wanted to play with the latest Barbie.

Cinematography focused on happy customers using the product only to become happier. I mean, the Marlboro cowboy took up the whole screen looking and cool and whatnot. You could almost blame his swag for making smoking look cool and the millions of lung cancer cases that followed. Like it or not, this was “demonstration” at its finest. We see so much of this in influencer advertising today.

Creative Goals: Use creative visuals to captivate the viewers and increase. The allure of the product.





Web Advertisements

This was more like the “Dark Age” of advertisements. The reason? Pop-up Ads! Never before had advertisements been so invasive and irritating. This sometimes even translated to an unwarranted dislike of the product and a lack of appreciation of the visual style, if any.

However, this time and new medium wasn’t all bad. Web page advertisements were sometimes incredibly clever. The colours and fonts of the brand, along with their visual styles were so seamless that branding design started to really take off at this time. The models in a Coca-Cola advertisement wore reds, the visuals were preppy and the text was all in-line with the visual style of the brand. This was a clever branding technique that was picked up from television ads.

Creative Goals: Provide information and a hook offer that makes the consumer click to buy.

Social Media and Influencer Ads

“Hi, guys! So a lot of you have been asking me about my skincare routine.”

Surely, many of you have heard these words somewhere on your social media feed and have been immediately annoyed by it. To promote clean and fresh skin, the influencer would have a clean wall background with twinkle lights, a clean white desk that displayed the products and strategic lighting that made their faces almost glow. This is how influencer advertisements made visual design a “vibe.” You bought the product because the video made you feel like you wanted to have that same perfect skin or because it gave you a feeling of luxury.

Influencers made it their constant job to sell a certain lifestyle. The visual style of the photos and videos on their social media feed was like a never-ending advertisement. Every now and then, the pictures were sprinkled with product ads.

While we may roll our eyes at the influencer culture, it is perhaps something that started back when we saw our favourite actress or football player use their star power to sell us a perfume bottle.

Creative Goals: To get a person with a considerable following to creatively demonstrate the use of a product.

Sponsored Content

What is more capitalist than a company asking you to buy their product?

Two companies asking you to buy their product!

A company collaborates with a social media content maker and voila! There are two commercial figures asking you to buy a product or sign up for an online class. Sponsored content is seamless visual direction. Sometimes, you don’t even know it is an ad until David Beckham tells you to buy the Oreo that he has been eating throughout his interview.

Visual communication tries to make the product demonstration seem as real as possible these days. It should look like David Beckham really likes Oreo’s and isn’t paid to eat it on camera. After all, some of the best designs are inconspicuous.

Creative Goals: Using sketches or creative imagery to increase product awareness and celebrity consumers for brand value.



Liked by artists and others

know_thy_art Advertisements Today



THE FUTURE OF DESIGN IN ADVERTISEMENTS

AI Advertisements

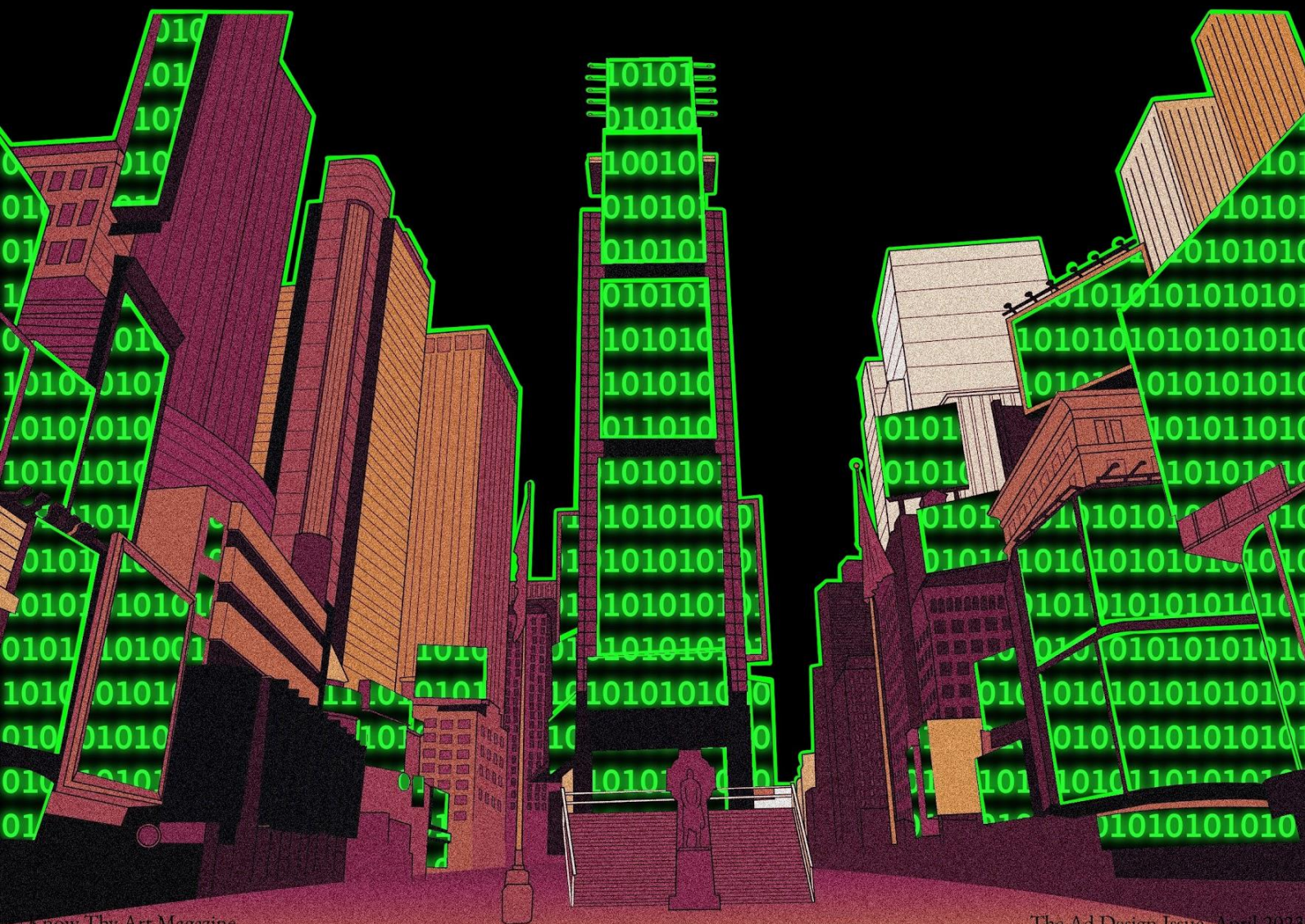
Since everything is going the AI route these days, advertising is no different.

While it is still human beings who design most of the ad concept and messaging, AI provides scaffolding for the visuals.

Image advertisements on social media can easily be rendered on AI with a visual style that is simply typed into a search box. The designer will use the image as a place holder for elements, characters and overall visual outcomes that they will design themselves.

Similarly, in video production, you can easily make mock up clips of the ideas you want to go with. The best thing about this is you spend the bare minimum to test an idea. You can see if the visual style that sounded so good on paper actually looks good in the flesh. If not, simply discard it and continue with AI drafts until you find the right style.

In the creative process of ad design, AI is used mostly to cut costs and production time. Branding and styling have never been easier.



SENSEI SPEAKS

“ Big ideas come from the unconscious. This is true in art, in science, and in advertising. But your unconscious has to be well informed, or your idea will be irrelevant. Stuff your conscious mind with information, then unhook your rational thought process. ”

DAVID



ILVY

FACTY FACTORSON

- In 2023, the cost of a Super Bowl commercial of 30 seconds is \$7 million.
- In 1963, the State Mutual Life Assurance Company approached a man named Harvey Ball to design an icon for their campaign to boost company morale. That icon was the smiley face. You can thank Harvey Ball endlessly for the emojis you use today but he was paid just \$45 for his work.
- Did you know that the cheese on a pizza in a commercial is most likely glue and the ice cubes in cola are probably acrylic cubes. This makes it easier to photograph and it looks appetising for longer shoots.





KNOW THY ART - ADD TO CART

Cricut Compact and Portable DIY Joy Machine for Quick Vinyl
(Cricut Joy Machine)

<https://cricut.com/en-us/cricut-joy>

FREEBIES

Procreate Label Shape Brushes

Sign-up for the Know Thy Art monthly newsletter to get access to our freebie page. Download all art and design goodies from the archives and those yet to come.

Sign-up here: www.knowthyart.com

(You're sure to find a sign-up form somewhere on the page)

Meta Socials: @know_thy_art



ASK THE EDITOR

How do you decide the placement of elements like logo, title and tagline on a poster advertisement?

- *Charlie*

Sydney, Australia

Generally, in a poster ad for print or web, the product image should be big and demand the viewer's attention. After this, it is the logo or product name that should be the focus. And the third and final element should be the tagline. If there is a disclaimer, price or discount announcement that should be the smallest.

Now that you have established the sizes, the positioning should be easy. The product image should generally be at eye level and in the center. You can take a piece of paper, hold it in front of you and then close your eyes for about 5 seconds. When you open your eyes, you will realise that your attention most likely goes to the center of the page with a slight nudge toward the top. And that's it! That is where the product image is best placed. Once you have the sizes and the placement of the most important element, which is the product image, positioning the rest should be easier.

Look at print ads and notice sizes and placement of elements. The more you surround yourself with good work, the better you are likely to get with your own projects. In design, the focus should always be the message you want to communicate. Ask yourself if the ad you have made communicates the message and intention to the viewer. But of, course, once you become a pro, that is when you can even break the rules of ad design like a true artist.



SNEAK PEEK OF THE NEXT ISSUE

The Film Issue

Acting, music, lighting, photography, screenplay, creative writing, sound design, editing, direction, phew! So many creative fields have to come together to make a single conglomerate called a film! Did you know that concept art, graphic design, illustration and many other design fields also went into making a movie? Explore art and design in film with next month's Know Thy Art magazine's Film Issue.

LIGHTS

CAMERA

ACTION



