Dillon Godwin Design

☰ MENU

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Capture The Design

Capture the wild. **Jeep**

Advertising Agency: Publicis, Montreal, Canada

Creative Directors: Nicolas Massey, Carl Robichaud

Art Director: Bogdan Truta

Copywriter: Michael Aronson

Illustrator: Bogdan Truta

Photographer: Getty Images

Original Ad Analysis

Design

Capture the wild. **Jeep**

The designers used many elements of design and were able to make it very simple. They aligned the grill and image in the middle of the ad. Then they put the caption, logo, and Jeep in the bottom right corner. For proximity they put the caption, logo, and Jeep right next to each other. And for contrast they darkened the jeep grill and were able to make the background image and contents pop out more.

Color

There isn't much color in the ad. But the color that they do use pops out and you can see it very well. They use black, white, and a tan color. The color of the text matches the color of the image in the grill. It pops out and guides your eyes.
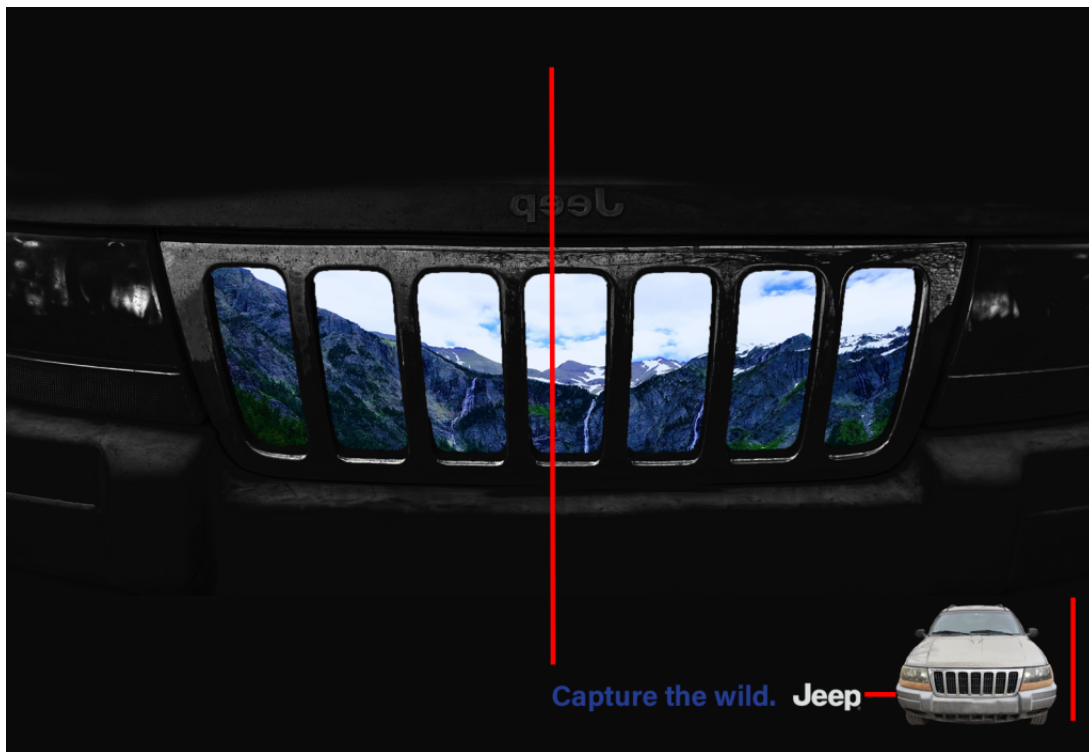
Typography

Jeep is a registered trademark of Chrysler Group LLC, used under license.

Capture the wild. Jeep

The ad only uses one type of typography. They use a Sans Serif for the caption and the Jeep logo is also a Sans Serif.

New Ad Analysis

Design

When I made this ad I tried to use the same designs. The only things I changed were the type of Jeep, the image in the grill and the color of the font. I also kept the same font and alignment.

Color

I used the same design for the color. I used a blue that goes with the picture behind the grill. I also darkened the Jeep grill to go with the original.

Typography

When finding a font, I tried to use the same type of Sans Serif. So I tried getting it as close as I could.

Conclusion

When designing my own ad I tried to get as close to the original as possible. I chose to do a Jeep ad was because I have a Jeep and I like the company. I took a picture of my Jeep and darkened it and also used my own picture of nature. I used the same alignments, font, and Logo. I think that this ad got pretty close to the original.

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