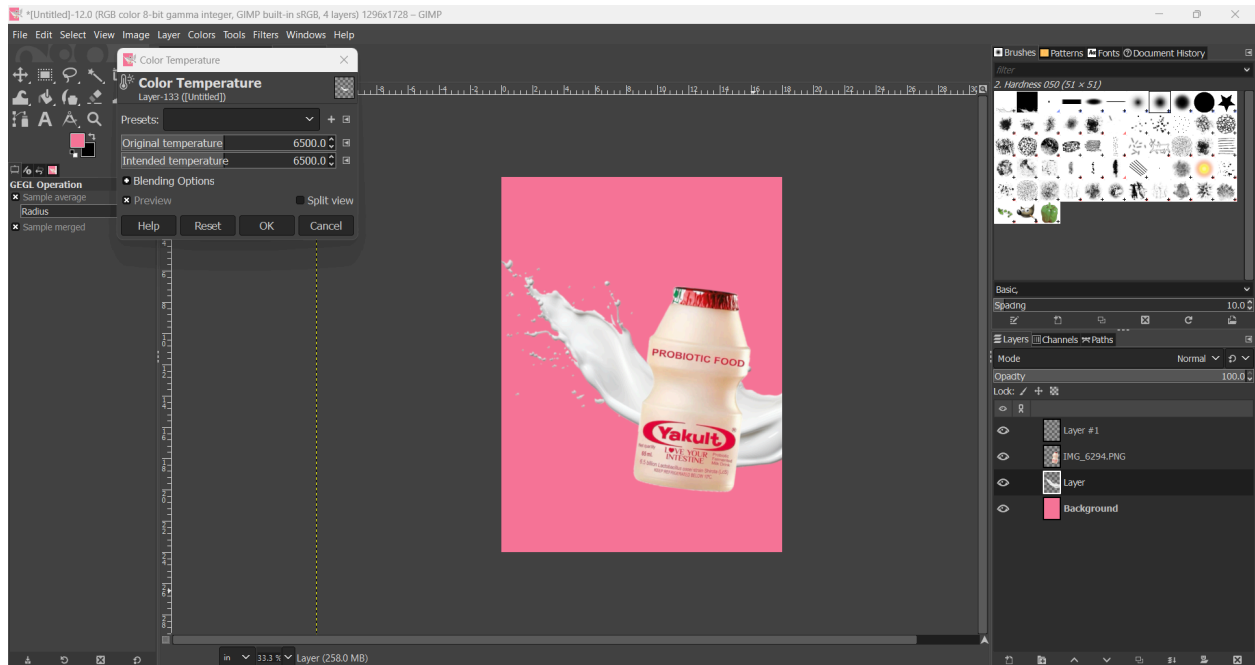


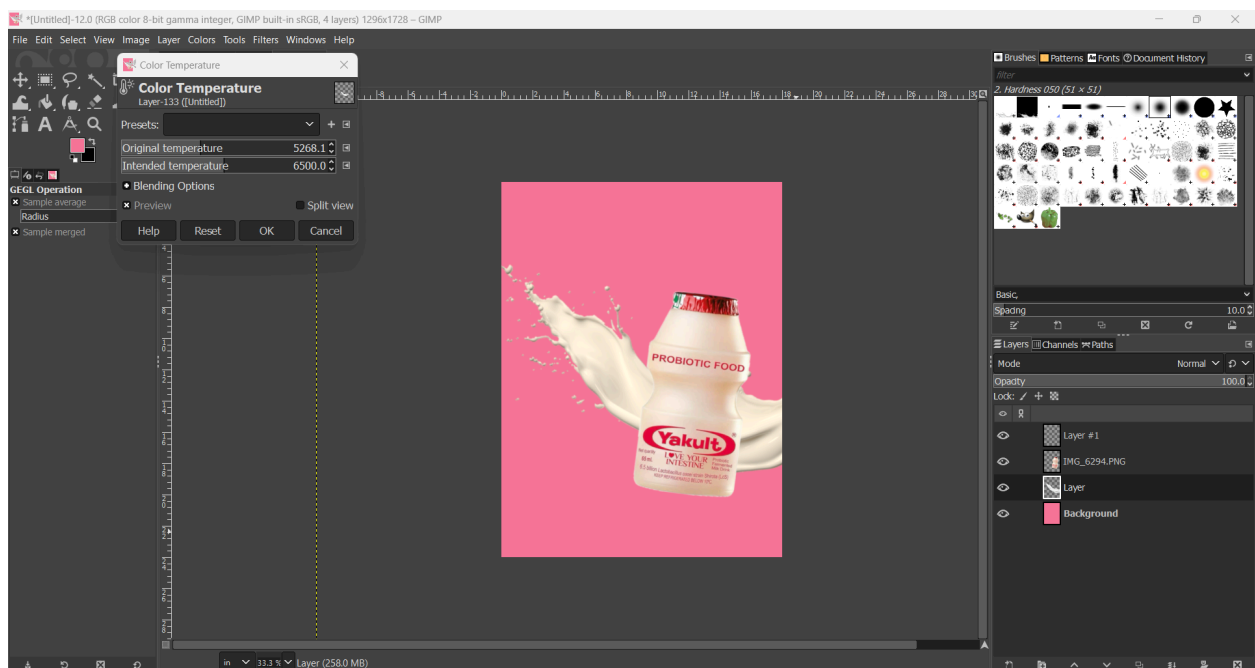
## **Creator's Statement**

### Introduction and Reflection

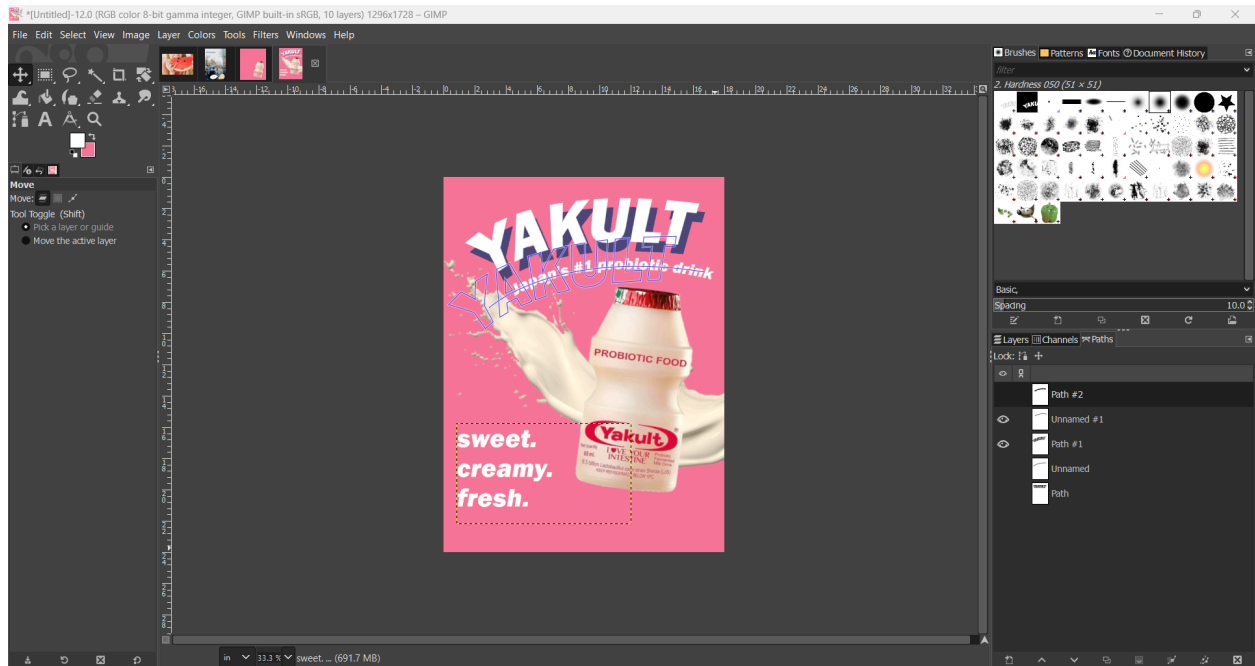
My visual argument, "YAKULT", aims to persuade viewers to be willing to try out this Japanese probiotic drink. It serves as an advertisement for the product, which can be posted on social media or printed as a poster to display in various locations. The audience I considered while making this encompassed people in the States who haven't heard of this drink before, and I imagined them seeing my advertisement online on social media platforms or on a poster in crowded areas. I knew that people, especially when scrolling through social media, have short attention spans and you have to capture their attention right off the bat to have an effective advertisement. This was a challenge I faced while making my argument—how to capture viewers' attention immediately to ensure that they would take those extra few seconds to look at the entirety of my advertisement, which would lead to them being willing to purchase or try this product. To do this, I first made sure I had appealing colors in my advertisement that would not clash and could contrast each other well. As a style choice, I used a bright pink in the background because I felt this would get viewers' attention quickly since it is an aesthetic shade, and I used white for the text since it would have a good contrast against the pink. I placed a purple copy of the text behind the white one as I thought the contrast value between the two would make the product name "Yakult" catch viewers' attention before the other text, serving as one of the main points of focus. To further ensure that I would catch viewers' attention quickly, I made sure to use minimal assets apart from the product image and aimed to use simplicity and a lower density of elements rather than having too much going on. I thought that a splash behind the product would draw viewers' attention towards the other point of focus—the product itself. I arranged the product name at the top and scaled it to a bigger size and I placed the product image in the middle in considerable size to draw viewers to these points of focus. I hoped that the contrast of the paleness of the product against the darker pink background would help viewers feel a proximity to the product image as the product served as the foreground. I also used repetition of words and alignment to draw viewers' attention to my descriptors of the drink's taste—I used three descriptors that I thought would sound nice when repeated in your head and aligned them stacked above each other and on the same indent to give a clean and simple look. In the end, I think my resulting argument fulfills my aspirations from when I started it and successfully solves the challenge I faced of catching attention. Looking at my advertisement, I think that it would be successful in stopping people for a few seconds, enough to fully take in everything shown—the product image, name, and descriptors.



I added the product image with a splash in the background. I wanted the splash to mostly match the color of the drink, so I used the color temperature tool to adjust the splash image's shade. I experimented and played around with this tool first to get the hang of it before committing to my final adjustment.



This is the result of the color temperature tool. Now, the splash is not white and instead is closer to the product's color.



I used the paths and text tool to curve the top section of text. First, I typed the text out. Then, I made a path of the curve I wanted the text to take and right-clicked the layer, selecting “text along path”. I created a layer on top of that and used “fill path” to create the final curved text. This was a challenge for me as I’m used to photoshop having its own curve text tool, so it took me a while to figure out these extra steps I had to take in Gimp to do the same thing. I also aligned the message about “Japan’s #1 probiotic drink” under the product name to make it aesthetically pleasing and consistent.