Good vs Bad Advertisement Design
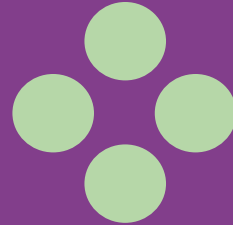
By Archie Iglesias :)

Core Design Elements

- _Variety:_ Art of managing visual contrast.

- _Unity:_ to be able to understand a graphic through organization of compositional parts.

- _Hierarchy:_ arranged visual order to display importance, emphasis, movement, etc.

Advertisement #1

-From Healthline and Noom in 2025

-Found on Instagram

Advertisement #2

-From Panera in 2025

-Found on Instagram
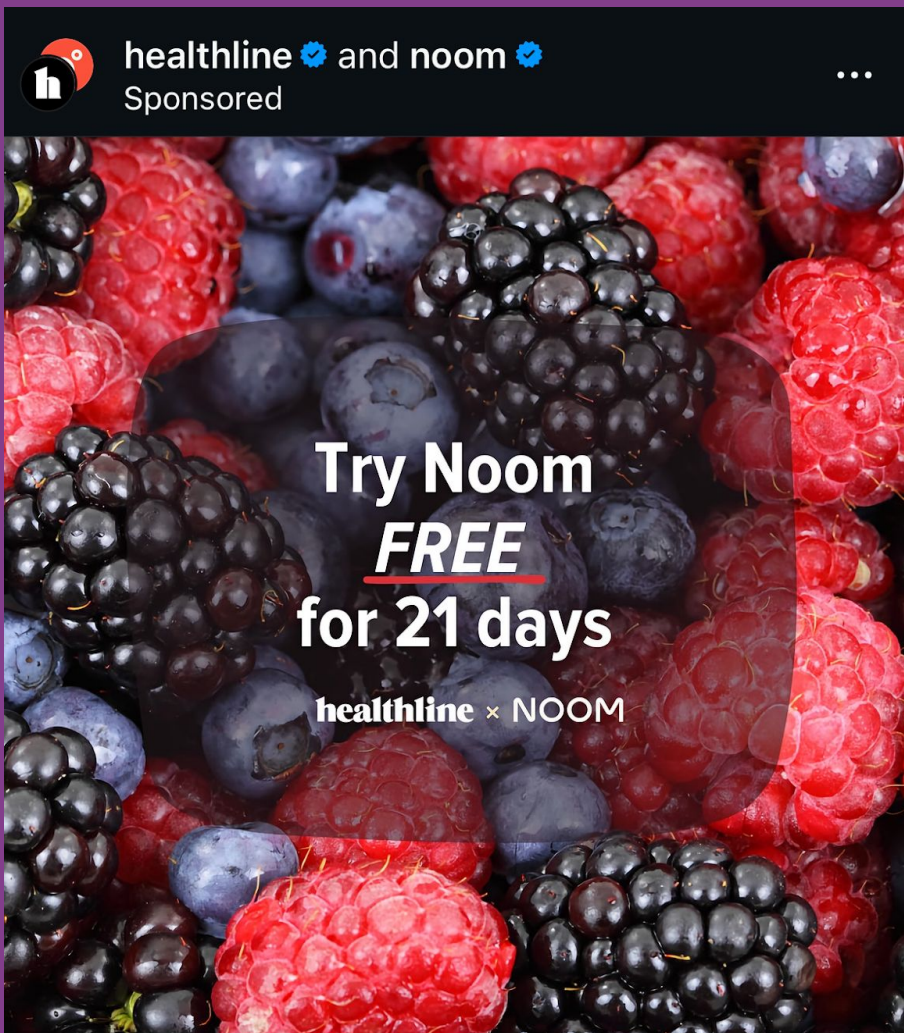
BAD Design

Variety: Text all same size, font, and color

Unity: Only one part of the graphic is "designed", technically unified as there are few elements of design used

Hierarchy: Text is small and nothing on the graphic seems important

Extra: Graphic feels very cluttered, doesn't explain what the ad is for or how to access the free trial, doesn't stand out

GOOD Design

Variety: Text different fonts and colors, contrasting colors in the image

Unity: The composition of the photo (the women and the drinks/drink logos)

Hierarchy: The deal draws the viewer's attention, along with the drinks. The smaller texts are read later so that you don't get drawn away from the purpose of the ad.
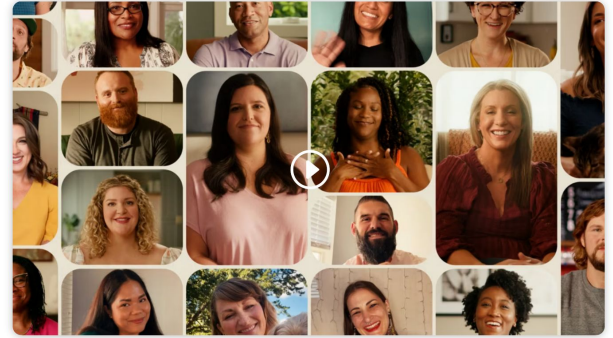
Extra: Fun, eye catching colors. Clearly explains the purpose of the ad.

Context

These two advertisements both seem to be targeted towards young adults or older. They seem to also target women, shown by the images and purposes of the ad.

Noom is a health and weight loss app, typically shown being used by women. **Healthline** is an online health information website. **Panera** is a casual restaurant chain, and while their content is targeted towards women, women are showcased in the advertisement, along with a pleasing bright color palette.

Here's what real Noom users are saying:

myPanera®
We love our members!

EVERY VISIT GETS YOU CLOSER TO
REWARDS, SURPRISES & more!

healthline

NOOM

Wrap-Up

Variety, unity, and hierarchy are essential in graphic design to ensure that your design is appealing and eye-catching. A design that lacks these elements may not attract the attention that an ad with these elements will.

Questions (choose either!):

1- What would you change about the Noom ad to make it a more effective advertisement?

2- What do you think the Noom ad did well? What do you think the Panera ad did poorly?

Try Noom *FREE* for 21 days

healthline × NOOM

Sip ALL SEASON

$3/MONTH FOR 3 MONTHS

UNLIMITED SIP CLUB

Offer valid 11/19 - 12/2/25. Monthly plan promotion for new members only. Taxes and terms apply.

Thank you!!!!!!!!!!!