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Art 74

Reading 03

Infographics are a very interesting yet effective way to introduce branding to a customer or potential customer’s eye. I appreciate how these advertisements are artistically cool, yet are quite informative. I can see how these graphics are able to grab a broad audience as they can appeal to most people for their visually appealing colors and images. Though a target audience is ideal, I fully understand that reaching a larger audience is more effective way to brand and can tell why more companies have begun to do this.

The edited content makes the reader far more capable of understanding the meaning behind the advertisement. Additionally, depending on the content or concept behind the brand, marketers will use differing images to grab an audience’s attention. Triggering words such as “liberals” or “conservatives”, words that peak such an interest in this modern world, target an even broader audience. More so controversial images or pictures of specific people such as Kanye West grabs the eye of a potential consumer as he is a popular subject. Overall, I found this article very interesting as I learned more about the intrigue behind infographics.