

## Lynnette Beatty's Website

# Ad Pizzazz

👤 labeatty 🕒 March 21, 2020

■ Advertisement, Blog, Design, Reverse Engineer Post

◆ Advertisement, Alignment, Color, Contrast, Design, Proximity, Repetition, reverse engineer, typography





This Barilla advertisement was created by Y&R, Italy. The photographer was RumbleFish.

The featured image, “Street Lights” was taken by Jose Francisco Fernandez Saura and can be found at <https://www.pexels.com/photo/street-lights-802024/>

## The Original Advertisement

The original advertisement as displayed above shows the effective use of design principles. It’s simple style sends a

powerful message to the reader. The advertisement has the



them to want focus their attention on the message of the ad.

## Analysis of Design Principles

The design principles used in this ad are contrast, repetition, alignment, and proximity. Together they create a dramatic effect that showcase a quality product. This ad campaign was well planned and executed. Each of the design principles used in this advertisement will be addressed separately.

### Contrast



The contrast in this advertisement sets a dark blue background against the golden color of the pasta. The white typography also pops off of the page against the blue color. The contrast in this design creates a 3D look as the pasta shoots up out of the ad. The circular arrangement of the pasta mimics the look of fireworks.

### Repetition



The design element of repetition ties the overall effect together. In each corner the black shadows provide a dramatic look and creates a focal point which draws the reader into the ad. The repetition of the white typography sends a united message to customers.

## Alignment



The design for this ad was center aligned. Its purposeful placement of all items on the page in the center creates focus for the reader. It draws the eye to look at the pasta,

then down to see the "Barilla" brand, and then to read "The



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product.

## Proximity



This ad campaign makes use of the principle of proximity. The brand name is in close proximity to the slogan, “The choice of Italy”. The placement of these two items near each other ties them together. It is effective in relaying the message that Barilla is the preferred pasta in Italy.

## Anaylsis of Color



design. The blue background with the dark corners give this ad the look and feel of a night sky that has been illuminated by fireworks. The colors are bold and contrasting. The dark background allow the pasta, brand name, and typography to leap off the page into the readers mind. The overall effect creates an impression that will be remembered.

## Analysis of Typography



This design uses three different fonts styles. The words, “HAPPY NEW YEAR”, are written in a sanserif with all capitol letters. This sends the message that Barilla pasta is something that should be celebrated. The Barilla company logo has a bold, italicized sanserif font. The white letters on the red background draw attention to the brand. The phrase, “The choice of Italy” is written in a script font. The white lettering looks elegant against the dark blue background.

## Replacement Ad



Photograph and design by Lynnette Beatty. The company logo is by Barilla.

This new advertisement has the same dimensions and design layout as the original Barilla ad. Although the subject matter is different, in both ads, the focus is on pasta. Creating an ad campaign in this way allows for one design to be swapped out for another. It would enable making a change to a magazine spread a simple task. Designing

money.

## Analysis of Design Principles

This new ad uses the same design principles as was used in the original ad. It mimics the design style for contrast, repetition, alignment, and proximity. How these principles are applied will be illustrated separately.

### Contrast



The “nest” of pasta “eggs” contrast nicely against the dark blue background. The white letters in the typography show up well and are easy to read. The contrast on the page pushes the pasta forward so it will draw attention.

### Repetition





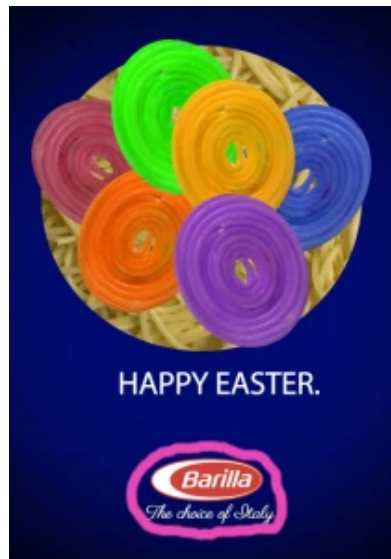
Just like in the original ad, the dark shadows are repeated in each of the four corners. This likewise creates a focus on the items in the center of the page. The repeating white color of the font styles work together to send a message to the reader.

## Alignment



The alignment of the items on the page match the alignment in the original ad. Everything is center aligned. This helps the reader see the pasta and focus on the

message.



This new ad also uses the principle of proximity. The company logo is located just above the words, “The choice of Italy”. This helps the reader know that the two items are related.

## Analysis of Color



Enticing color is effectively used in this ad. The “eggs” pop out of the page and demand attention. It makes a person

want to pick up one of the colorful eggs and slide it into

corners create a focus on the center of the page. The contrast also allows all of the pasta and typography to be seen easily. This new colorful ad creates a beautiful design that will be remembered by readers.

## Analysis of Typography



The font styles used in this new ad are similar to the ones used in the original ad. The words, “HAPPY EASTER”, are in all caps and use a sanserif font. The company name is also sanserif, but is bold and italicized. The motto underneath it has a script typography that looks fancy. All of the white lettering really stands out against the dark blue backdrop.

## Conclusion

A well planned ad campaign will be effective in drawing potential customers if it incorporates the principles of design, color, and typography. It is also beneficial to structure the advertisement so that it could be replaced, if

necessary. These advertising layout strategies will create

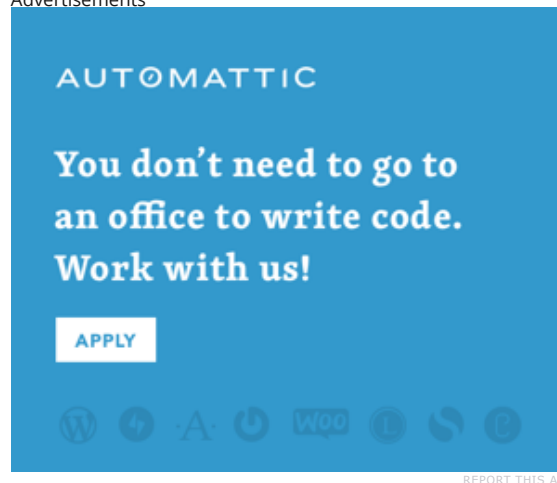


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