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English 1102: HP2

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Project Proposal (for Creative Artifact)

Digital Advertisements Collage

We all experience an almost omnipresent force in the digital world: the digital advertisement. Digitals advertisements are present on almost all websites and have even recently been gaining intelligence to be more personalized to each viewer. The concept of the reality of digital culture that I want my creative artifact to explore is how are human personalities and culture expressed through digital ads. Some questions and feelings I want my creative artifact to evoke are how do I feel about digital advertisements and why do they attract my attention. Other questions also include what do personalized advertisements convey about myself and how accurate towards my interest and personalities are they? Feelings I want viewers to experience are transparency and increased awareness of digital advertisements. The tone that I want to use in my primary concept is a comical and semi-formal tone.

The appropriated elements that I will use in my creative artifice includes visual elements such as screenshots of the digital advertisements themselves, textual elements such as the messages on the digital advertisements, and video elements such as animations of GIFs of moving and graphic digital advertisements. Rhetorical appeals that I will utilize pathos for emotional appeal of different advertisements to invoke varying feelings in my audience, and logos to provide either visual statistics or facts or information on digital advertisements. Very little ethos will be utilized in my creative artifact. I might also implement repetition of similar phrases in advertisements, patterns of similar visual advertisements, and juxtaposition of digital ads and search or purchase history.