

VISUAL LANGUAGE ANALYSIS

“Blockbuster Marketing”

by Marketo

Page URL: https://www.columnfivemedia.com/work-items/marketo-blockbuster-marketing  
Image URL: https://s3.amazonaws.com/wp\_media-prod/app/uploads/2015/07/14160102/PR-009482\_Static\_D4\_V1\_wo-lh.png

Level of realism and detail/abstraction and simplification

Some of the graphics are photos from various movies (therefore very realistic)



Other icons are lower in detail (still a good amount), lacks the same level of realism



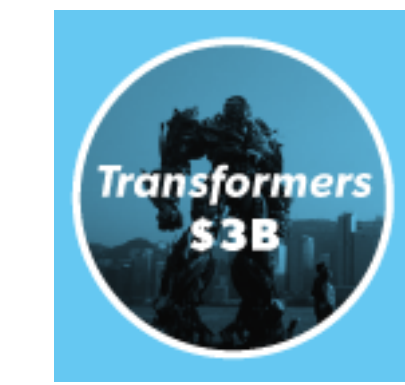
Lines weights & textures

Use of dots to separate section horizontal section into vertical sections

Larger dots used as title emphasis



Thin ring used around some photos



Simple thin lines used in the chart at the bottom



One rectangular photo has a thicker line around it



Quality of shapes (rounded versus angular)

Mixture of round and angular shapes, but simplified (some details are expressed as straight lines rather than depicting the full details)



Mostly angular



Mixture



Mostly round

Outlines versus fills versus fills + outlines:

Mostly black and white with a color to two added (depending on background color)  
Photos used are monochromatic to match the background of the section



B&W



B&W + Green



B&W + 2 colors



Monochromatic photo

Shading? Patterns? Gradients? Flat?

All icons are flat with no indication of 3D  
No texture besides the ones in the photos



Flat design even though box should be 3D



Icons show side view to keep flat design



Photos show texture

