



## FINAL ADVERTISING SOLUTION

After extensive design work, a final advertising solution was created in Adobe Photoshop. This billboard advertisement would, as per the brief, assist in influencing the target market around the purchase of the Apple Pencil II.



### 3D FROM

The pencil has a shadow below it which defines the object and indicates its 3D form.

### DETAIL

Details such as the 'Apple Pencil' metal ring is shown on the billboard.

### SIMILARITY

The gold theme is not only constant throughout the folio but subtle gold tones exist within the advert.

### CONTRAST

A contrast in colours and broken up space creates visual interest and makes the design pop.

### ANGLE

The 45° angle of the pencil, keyboard & hands are simulating an 'eye level' perspective.

### COLOUR

The tanned model hands (with yellow undertones) are inline with Apple adverts and are visually appealing to the eye.

### SPACE

The white & 'spacious' background is distinctively and iconically Apple. An audience should immediately realise it is an Apple advert.

### FIGURE FIELD

The incorporation of negative space in the advert emphasises and highlights the Apple logo.

## DESIGN IN CONTEXT

As the influential design folio came to a close I placed the final advertisement into several real-life contexts. I used the distort, perspective and vanishing point tools in Adobe Photoshop to superimpose my billboard advertisement onto real life electronic billboards. This process allowed myself and clients visualise how the design would look before it was actually produced.



The advertisement here is superimposed on a huge billboard in Times Square (NYC). This billboard is distinctively different to its surrounding advertisements.



The mock-up billboard here is superimposed onto the Bull Creek Station billboard. This billboard looks over the Kwinana Freeway (northbound) and is seen by hundreds of people everyday.

## COMMUNICATION MODEL

The communication model was considered throughout the course of the influential portfolio and impacted on decisions made around the final advertisement solution. What is distinctively clear in the Times Square billboard in particular, is that any noise in the promotion of the Apple Pencil II is eliminated due to the simplistic and spacious design. In the NYC billboard, the surrounding busy, colourful and detailed advertisements do not detract from the Apple advertisement. How noise fits in and impacts on the communication is displayed below.

