## PHOTOSHOP VISUALISATION #3

The third and final visualisation concept to be created in photoshop was another billboard advertisement that presented the Apple Pencil II and the corresponding keyboard in a realistic format. From the outset I wanted this visualisation to be distantly Apple and design it so that when a viewer looked at it, they instantly knew, it is an Apple promotion. This was achieved by ensuring the ad had a predominantly white background, among other things.

Initially an image of the product (created in Autodesk Inventor) was selected. This file was then opened in Adobe Photoshop, prior to it being edited.
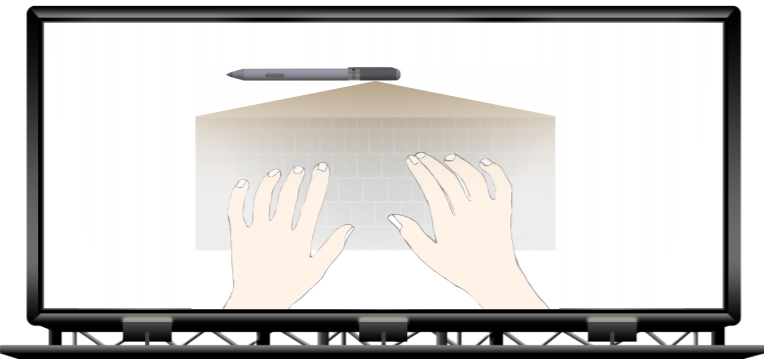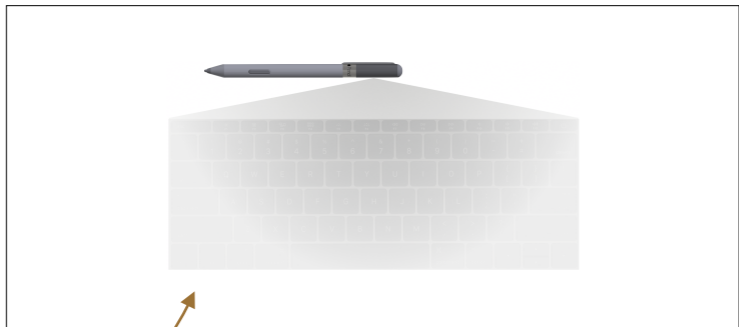
The photoshop concept is put onto a billboard structure to give an idea to how the ad would look in context.

The viewing perspective of the pencil, keyboard and hands have changed from a top view to an 'on-angle' view.
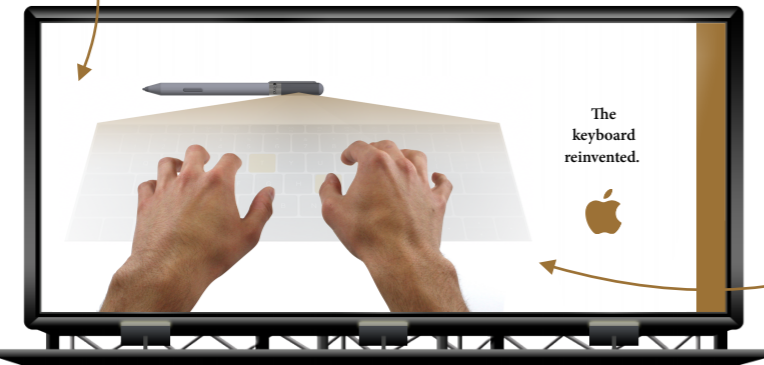
Realistic model hands, along with the brown colour and a motto were added to advertisement to create **3D form**.

The keyboard reinvented.

Created in Adobe Photoshop 2017. Billboard structures from: http://www.pngmart.com/image/2990

TARGET MARKET FEEDBACK

As designers, we want to ensure that an advertisement is highly effective in communicating with our intended message. To ensure this, running the photoshop visualisation concepts past my target market group was crucial. Rushing this process or no liaising with the target market could mean an ad doesn't connect with an audience as well as it could.

A survey was conducted where the closed group of 45 people were asked a handful of multi-choice and 'one sentence answers' to determine the effectiveness of each photoshop concept.

SURVEY 3 — RECEPTIVENESS OF THE THREE PHOTOSHOP VISUALISATION CONCEPTS

Q   SIMPLY, WHICH OF THE THREE CONCEPTS DO YOU FEEL WOULD SELL THE PRODUCT BEST?

Concept 1 (20%)   Concept 2 (42%)   Concept 3 (38%)

Q   WHICH CONCEPT IS MOST VISUALLY ENGAGING?

Concept 1 (13%)   Concept 2 (64%)   Concept 3 (23%)

The survey data clearly indicates that visualisation #2 was the most favoured advertisement. While this solution, in itself, would capture an audiences attention and spark interest about the Apple Pencil II, it doesn't comprehensively summarise what the pencil actually does and it doesn't give an insight into the holographic function of the design. Given this, I decided to carry forward Photoshop Visualisation #3 and further develop that as I think it will best promote the product (in its entirety) to the audience.

DEVELOPMENT OF PHOTOSHOP VISUALISATION #3

Photoshop Visualisation #3 was experimented with and further developed using the SCAMPER brainstorming method. This process allowed me to envisage new and alternate ideas.

S   Substitute
The Apple pencil shown could be substituted for the same pencil (expect it is detached into its seperate components).

C   Combine
The star like design (seen in photoshop concept #2) could be introduced into this billboard design.

A   Adapt
The right-hand side margin could be altered slightly in terms of size and colour.

M   Minimise / Maximise / Modify
The whole pencil keyboard device could be printed larger on the billboard in order to show the pencil in greater detail.

P   Put to Another Use
The billboard advertisement could also and additionally work as a social media advert.

E   Eliminate
The current motto, 'The keyboard reinvented' could be easily eliminated for simplicity reasons. No text, just the Apple logo could be more effective.

R   Rearrange
The angle that the keyboard & hands are shown, while subtle, are crucial to the promotion of the product. Rearranging this angle from an 45° angle to a top view angle could work to adverts advantage.