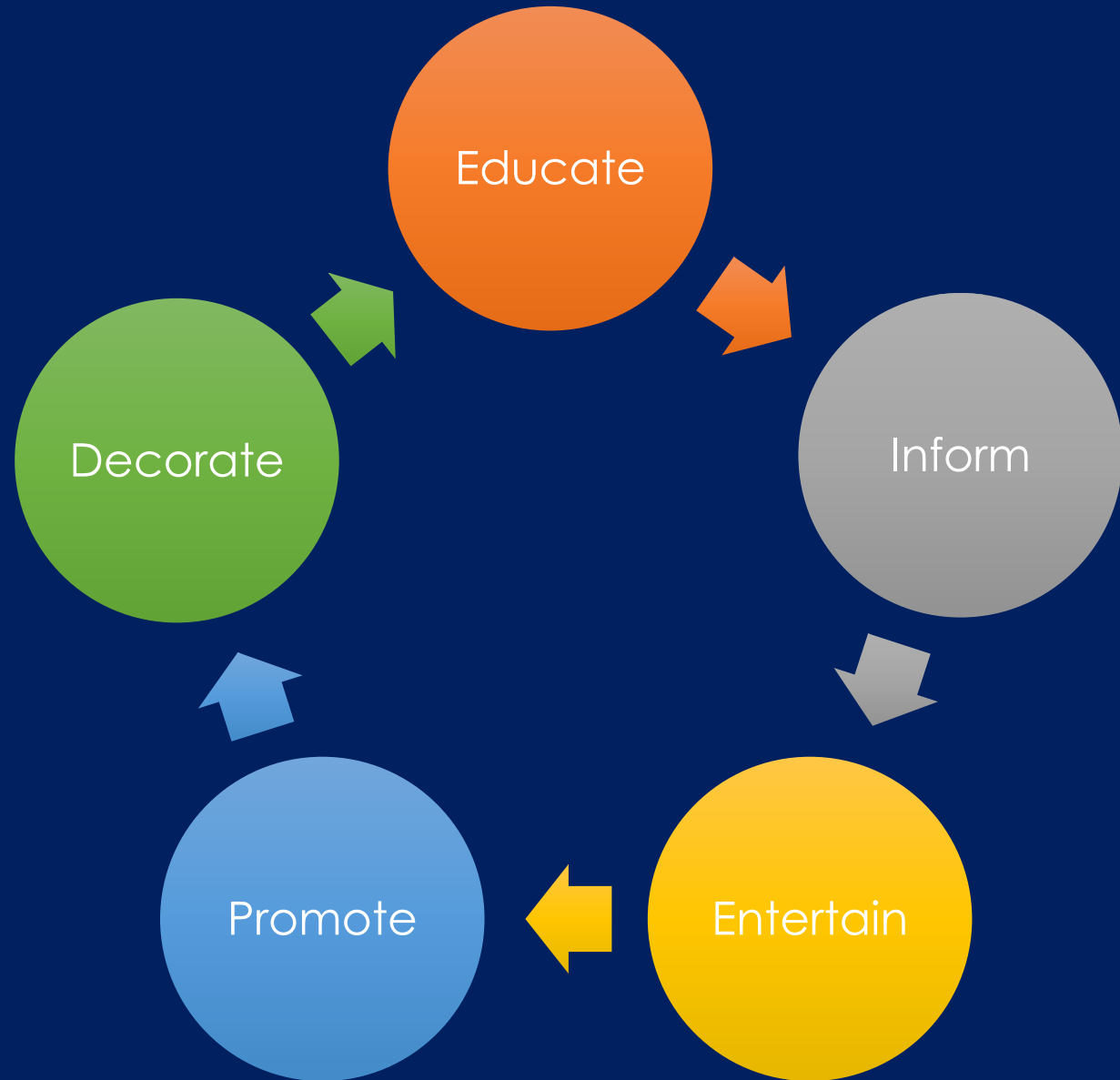




To investigate the use of specific design techniques  
To evaluate these techniques used to appeal to an audience



# Traditional Purpose of Design



# Traditional Forms of Persuasion

Ethos

A form or argument based on a character or authority

**EG:** A Celebrity, Someone in a uniform, "professionals"

Pathos

A form or argument based on emotions  
Fear...Desire...Sympathy...Anger... Avarice

**EG: Fear-** Get this or? **Desire-** Sex Appeal

**Empathy-** Sad Kids, Cute Animals

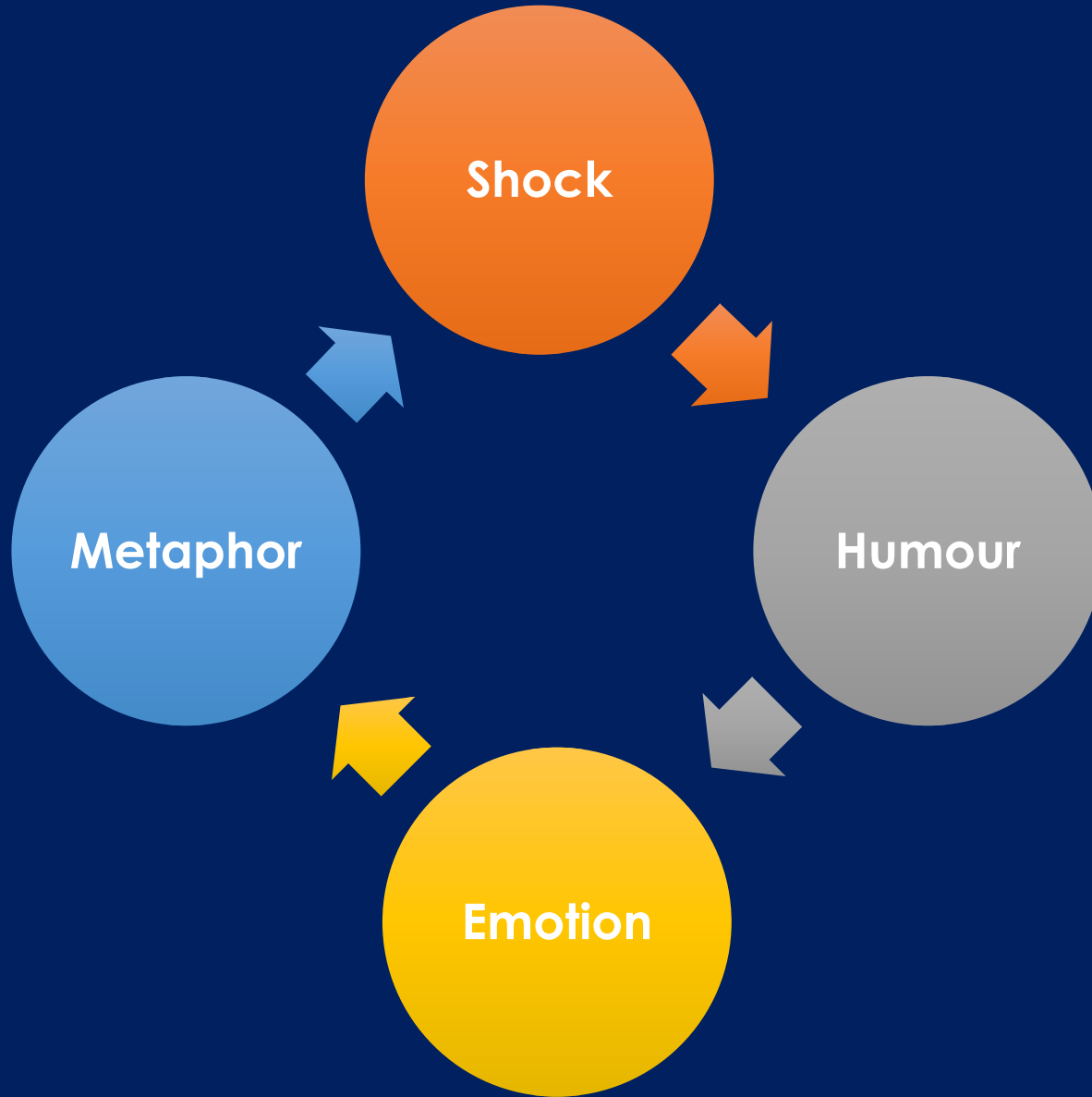
**Hunger-** Delicious looking food- heat radiating off...juicy.. better than real life

Logos

A form or argument based on facts or figures

**EG:** Facts, Percentages , Wordy, Lots of information, Charts, Figures

# ATAR DESIGN Forms of Persuasion







MANIFESTO

Oser est un art

YVES SAINT LAURENT



Hangover is dangerous.





CREATIVITY FORGIVES EVERYTHING





**NIVEA**  
*night*



Guy + more guys + "Ja, but how do you know it hurts?" =

That's why we insure women.

First for Women Insurance Company Limited is an authorised financial services provider (FSB licensee number: 15261).



**1st for women**

Car | Home | Business | Life Insurance



**If they're not listening,  
maybe you're not either.**

Every interaction with youth is an opportunity to shape their future.  
It takes patience, and access to the latest tools and resources to understand their development.

[ontario.ca/steppingstones](http://ontario.ca/steppingstones)



 Café

GE Café Refrigerator  
with hot water dispenser



ENTRANCE

EXIT

 WeightWatchers®







**OREO**

NEW DOUBLE LAIT



# Campaign Analysis

Select which **CAMPAIGN** uses specific types of audience appeal

**WHY?**

You must be able to articulate your rationale

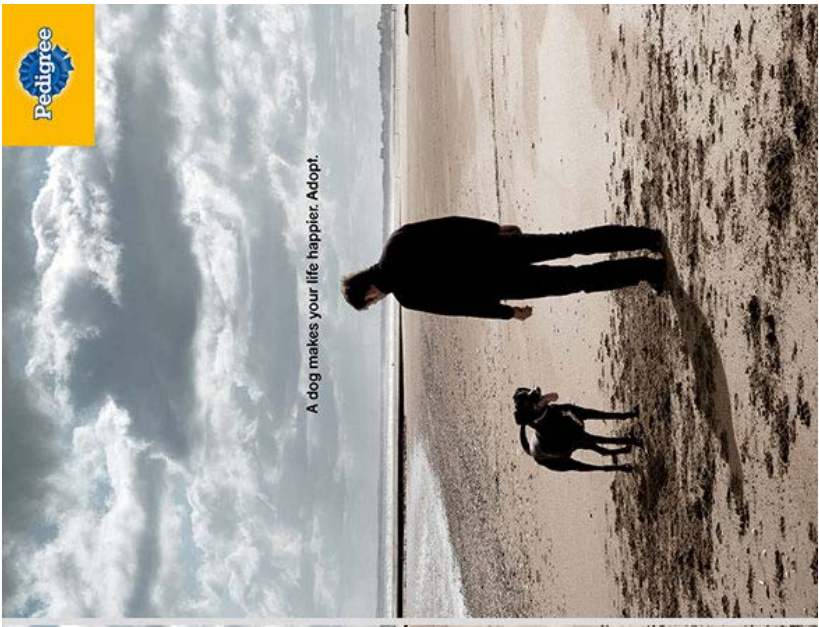
Include application of your **Design**

**Toolkit :**

EG. Design Elements, Principals, Visual Hierarchy

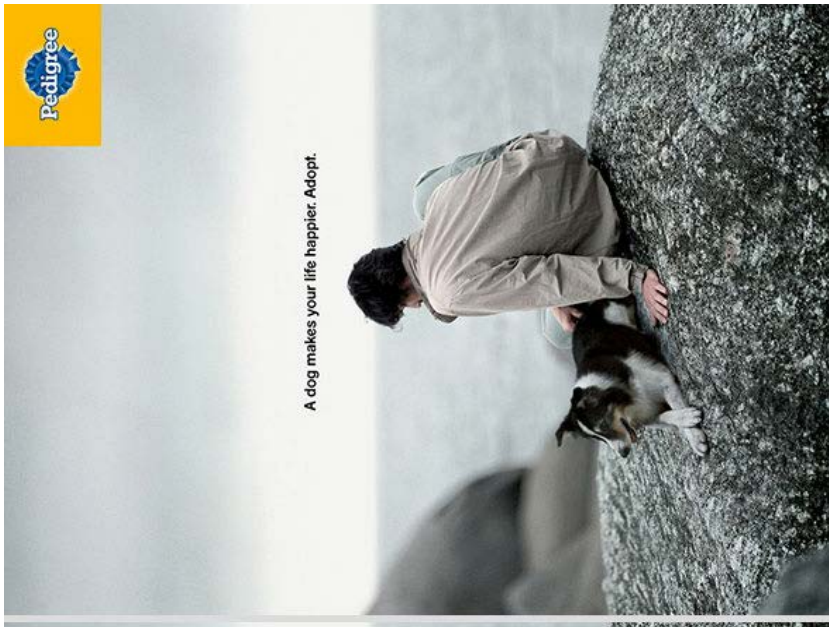






A dog makes your life happier. Adopt.

Pedigree



A dog makes your life happier. Adopt.

Pedigree





UNFORTUNATELY  
OVER 3 MILLION PEOPLE IN FRANCE  
WILL KEEP ON THINKING THAT THIS IS AN AD FOR A



HELP US MAKE ILLITERACY THE NATIONAL CAUSE OF 2013  
Sign the petition of the National Agency for the Fight Against Illiteracy in France on [www.illettrisme2013.fr](http://www.illettrisme2013.fr)

ALMOST  
**10%**  
OF THE PEOPLE  
IN FRANCE AGED 15  
TO 30 YEARS OLD

WILL UNFORTUNATELY  
KEEP ON THINKING  
THAT THIS IS AN AD FOR A



**Luxury Resort**

HELP US MAKE ILLITERACY THE NATIONAL CAUSE OF 2013  
SIGN THE PETITION OF THE NATIONAL AGENCY FOR THE FIGHT AGAINST ILLITERACY IN FRANCE ON [ILLETTRISME2013.FR](http://ILLETTRISME2013.FR)

UNFORTUNATELY

3 MILLION PEOPLE  
IN FRANCE WILL KEEP ON THINKING


- that this is
- an advertisement

MASCARA

HELP US MAKE ILLITERACY  
THE NATIONAL CAUSE OF 2013.  
Sign the petition of the National Agency  
for the Fight Against Illiteracy in France  
on [www.illettrisme2013.fr](http://www.illettrisme2013.fr)

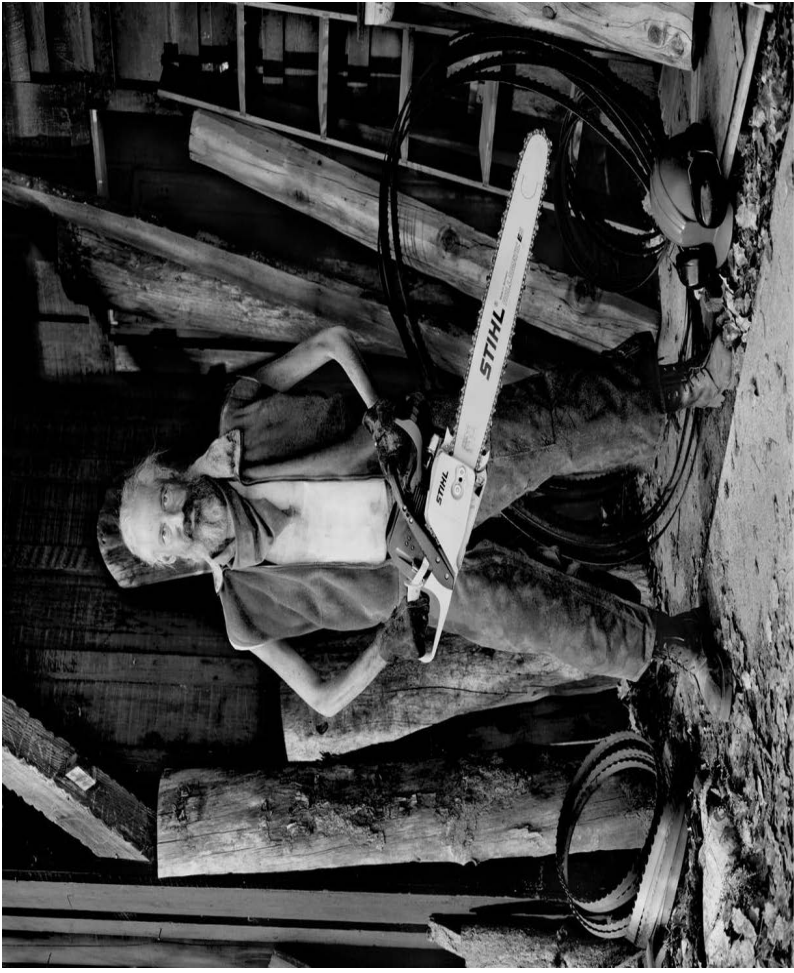
UNFORTUNATELY, OVER 3 MILLION PEOPLE IN FRANCE  
WILL KEEP ON THINKING THAT THIS IS A POSTER FOR



A FILM  
WITH

DRAGONS

HELP US MAKE ILLITERACY THE NATIONAL CAUSE OF 2013  
SIGN THE PETITION OF THE NATIONAL AGENCY FOR THE FIGHT AGAINST ILLITERACY IN FRANCE ON [ILLETTRISME2013.FR](http://ILLETTRISME2013.FR)



ALL THE MUSCLES YOU NEED. **STIHL**®



ALL THE MUSCLES YOU NEED. **STIHL**®



1,59€  
WHY PAY MORE?



1,59€  
WHY PAY MORE?



★  
STAR  
MODELS



YOU  
I ARE  
NOT A  
SKETCH  
SAY NO TO ANOREXIA.

★  
STAR  
MODELS



YOU  
I ARE  
NOT A  
SKETCH  
SAY NO TO ANOREXIA.

ONE CHILD IS HOLDING SOMETHING THAT'S BEEN BANNED IN AMERICA TO PROTECT THEM.  
GUESS WHICH ONE.

We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?  
MOMSDEMANDACTION.ORG

**MOMS DEMAND ACTION**  
FOR GUN SENSE  
IN AMERICA

ONE CHILD IS HOLDING SOMETHING THAT'S BEEN BANNED IN AMERICA TO PROTECT THEM.  
GUESS WHICH ONE.

We ban the game dodgeball because it's viewed as being too violent. Why not assault weapons?  
MOMSDEMANDACTION.ORG

**MOMS DEMAND ACTION**  
FOR GUN SENSE  
IN AMERICA



For any Hair Type

Für jeden Haartyp.  
GARNIER  
FRUCTIS



Für jeden Haartyp.  
GARNIER  
FRUCTIS









You can't get any closer to the news.

Know all about it.



You can't get any closer to the news.

Know all about it.