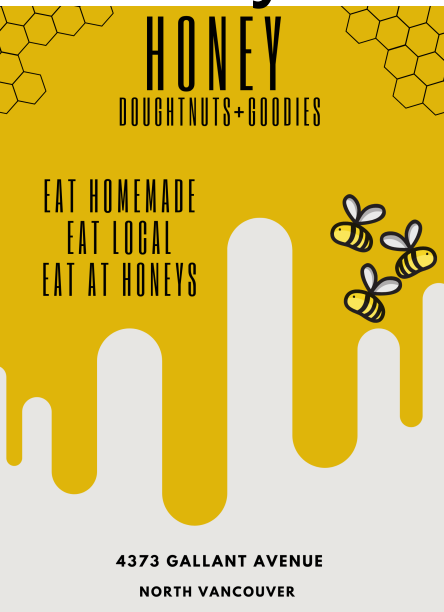
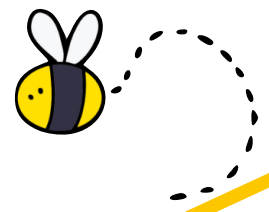


Honey's Ad Reflection.



Reflecting on the process of this project helped me understand my own thought process to come up with creative ideas. Looking and critiquing advertisements these past few weeks gave me ideas on what not to do for my ad.

When I think about the driving question “How does what we hear, read, and see influence us” I think about all of the things that I’ve learned from working on my advertisement journal. Our project was asking us to create an advertisement for a local business of our choice. Understanding the products and culture of the business while using the messages that they wanted.

When it came to building knowledge and understanding, it was important to use all the resources we could such as looking at their online website and Instagram page. Another way to understand the needs of the business was to phone and email them. My business wanted us to focus on breakfast, lunch, donuts, and drinks and including them in my ad.

When I reflect on all the drafts we worked on as a group and the drafts I made myself, I noticed that they were all similar in different ways. While we were making all the drafts I learned there are many different creative ways to persuade an audience. Different colours, text, and images can be used to influence an audience in different ways.

For the ad that I made up top I was thinking of the name of the business which is “Honey Doughnuts & Goodies”. I used word association to get ideas that relate to honey such as bees, honeycomb, and a yellow theme. I also thought about what I’ve learned from doing my advertisement journal. I considered what techniques they used to attract viewers such as colour, images, text, and phrases. In my ad I tried to show the consistency of honey by showing how it is thick and dripping down. Some feedback I have for myself is to make the font more bold, and make the address bigger so it’s easier to see.

Sharing this ad with my group and comparing it with their ads was helpful because he gave me ideas on what I can improve on. One thing that might be helpful to add is to show more images of the food Honey Doughnuts & Goodies sells. I like the advertisement because its simple, it has a clear message, and use of bright colour.

Working on this project has helped me have a better understanding of how advertisements use certain techniques and appeals to influence their targeted audience. Understanding this helped me create my own affective ads.

