

Bader Almutairi

Nicole Enchen

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vagn

The various shapes and objects in the image are located in different positions in the image. The most important objects are positioned at the centre while the supporting shapes and objects are placed on the surroundings. The main object is also placed in a horizontal bearing which has the effect of giving the object a strong sense of the stability. The surrounding objects on the other hands are diagonally placed towards the central object. Diagonal objects exude energy and dynamism in the image. They depict movement. It is because of the surrounding shapes and objects that the object at the centre exudes an even stronger feeling of stability. The logo of the product could have however been placed at the top left position of the image. This is because the upper half of a picture is a place of triumph, freedom and happiness. When you are high up, you are in a stronger tactical position and able to see any forthcoming danger as opposed to being at the bottom, where you are vulnerable because you cannot see what is above you. Therefore placing the logo at the bottom makes it weak and in a position that is not strategic. If it was placed at the top, it would have a higher pictorial weight and would get more attention.

How do you know?

Don't generalize

The caption that is placed at the bottom left however is okay because objects placed at that position feels grounded. It is viewed as being close to the earth which in this case can be

translated to mean it is real. It also has the effect of having more weight and that's why it is close to the earth and not high because the gravity is working on it.

The color of the sea has a calming effect which gives a feeling of relaxation. Because many people go to the sea for relaxation and when you see the color of the sea it seem soft. The color not strong on eyes and when you see it you feel like freedom. The color is appealing. The sea also gives a feeling of coexistence. The island on the background gives the feeling of a rough texture. This depicts a rough terrain but it could also depict comfort amid chaos and confusion. The island and the ship are placed on the upper side of the picture. This gives the island and the ship more clarity in the image.

The author however has made a great effort to position the most important elements at the centre. This is where the centre of attention is usually located at. The movement at lower side of the poster is the opposite of the calm and tranquility on the upper side of the poster. The ocean has curved edges which signify the feeling of embrace and protection. The color choice is also ideal as blue is a calm color. Because it make you feel realx.

The size of the fish is small. This is because the size of an object signifies its weight and importance. It is therefore critical that the fish are smaller than the main object otherwise they would have grabbed more attention than the main object. Since we also associate objects according to the colors we see similar to them in the surroundings', the sea seems to have surrounded half of the main object. The other half of the object is also placed with the surrounding brightness all over it. Color grabs more attention than shapes and it is important to ensure the color used is ideal. This poster makes good use of contrasting colors. For example the upper half of the poster is bright and sharp while the lower half is dark, and soft.

This employs the principle of contrast. It reaches out to our emotions because when we see sharp and bright objects, we get the feeling of motion and feel more alert while when we see dark and soft colors we get more relaxed as we associate darkness with the night and sleep.

There is also overlapping objects in the poster. By overlapping, one object covers part of the other object. This has the effect of making the overlapping objects seem like they are connected to one another or seem like they can be used interchangeably. This would be different if the two objects were placed in separate positions. It would suggest that the two objects operate independently.

Good interpretation,
but it would be
stronger with
quotes from the
reading
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