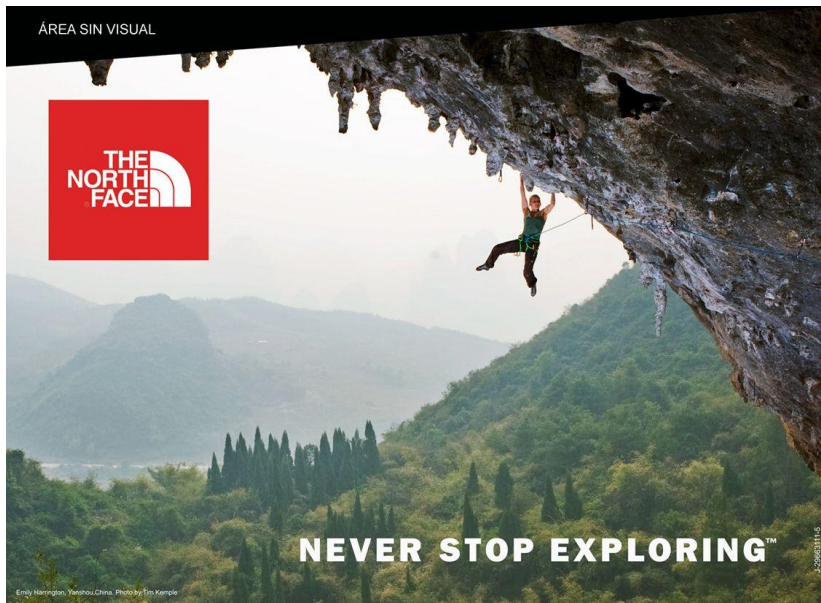


**Ben Bamford**  
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**Critical Analysis**



1. This ad uses elements such as lines, texture, and typeface to convey a message of adventure. Lines in the cave are used to lead the eye from the edges of the rock, through the rope to the climber. The element of texture is used within the rock and the trees to give the advertisement a rugged, outdoor look. Like the image, the typeface is bold and striking, conveying a sense of power.



2. This advertisement uses elements such as color, shape, and line to convey a message of solitude. Colors are mostly damp and dull in this image which conveys a sense of realism and isolation while the shapes lead the eye to a lonesome hiker. Similarly, the lines found in the river lead to the hiker,



3. The primary design element in this advertisement is the bright, striking green color that is seen throughout the entirety of the image. This is used to convey a message of fear and play into Monster Energies' ad campaign "Release the Beast". The text also works to convey this message as it is very thin, scratchy, and looks like it is from a horror movie. Jagged lines are present in the monster logo in the bottom right corner, which also conveys the same message.



4. Again, color is being used to give a warm, forest-like feel. A primary element of this image is the composition, which leads the eye from the out-of-focus hiker on the right to the hiker in the foreground, who is wearing brightly colored Arc'Teryx clothing. The element of texture is also present in the moss, which adds interest to the image.



5. A primary design element in this advertisement is the center composition of the Sprite bottle, which while breaking traditional rules of composition (Rule of Thirds) provides a sense of dominance over the frame. The hollow, colorless typeface is used to play into the advertising slogan present in the image, and the dull colors around the frame reflect that as well.