



GRAPHICS

FOR advertising



กราฟิกสำหรับงานโฆษณา



Dr.Mooktra Thongves

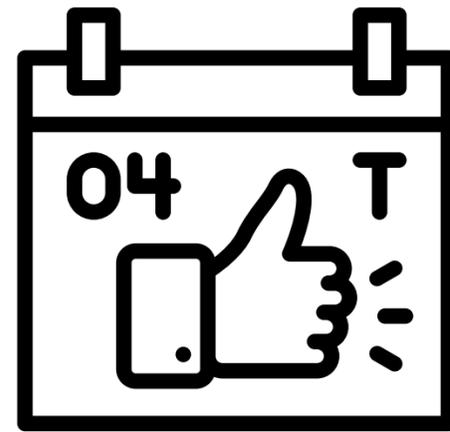


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WHY ARE THERE SOME YOU REMEMBER AND SOME YOU DON'T?



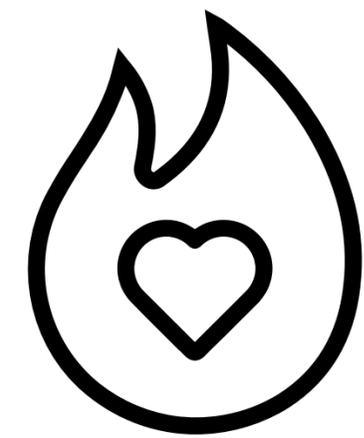
TEXT



TIME



LOCATION



INTERESTING



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Good ads are relatable

Graphic designers want the brand's intended audience to feel that the company or product is made for them.



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Good ads are memorable

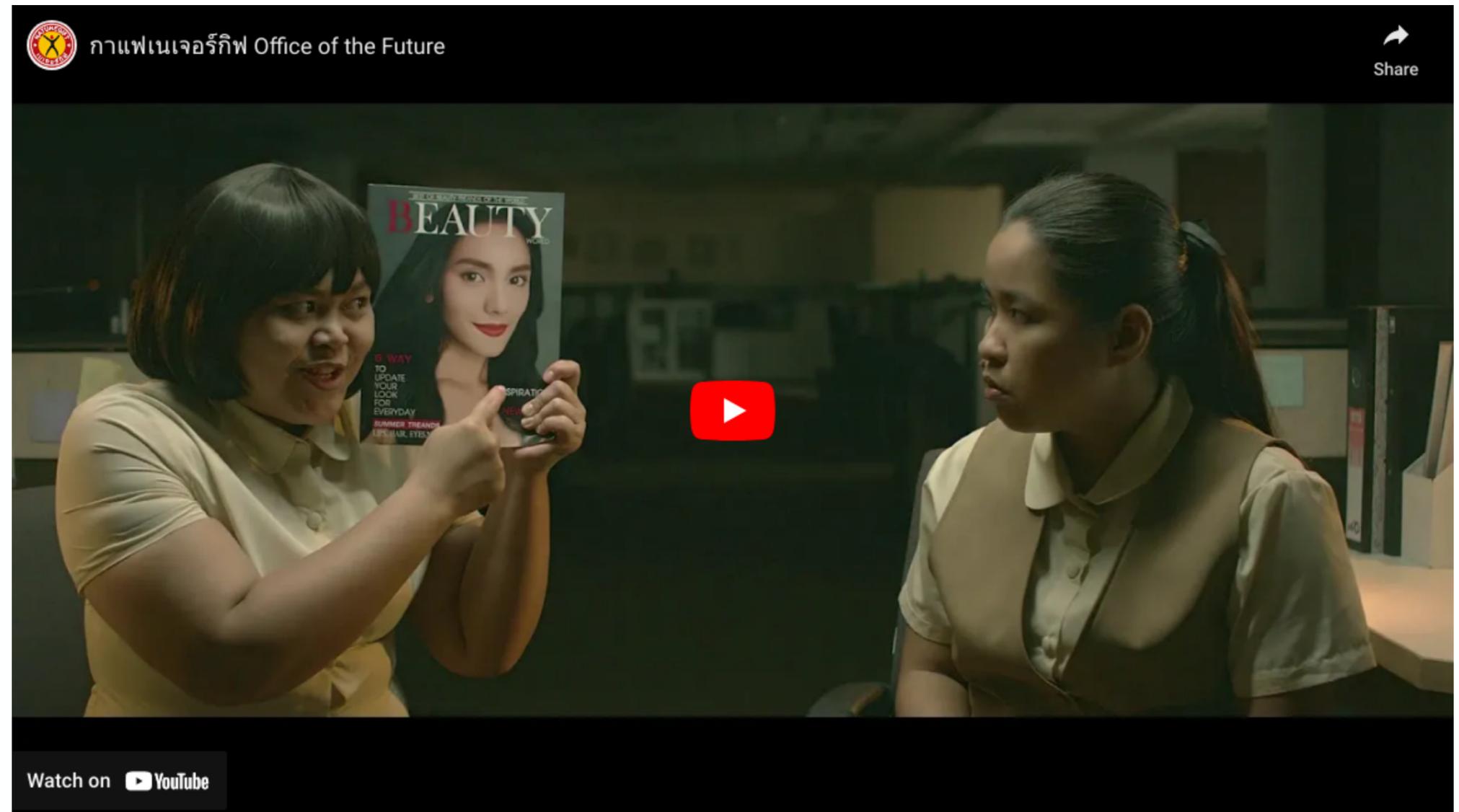
Some ads are memorable because they are annoying. Others became so pervasive that they became cultural icons. Others stuck with us because they evoked strong feelings.



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Good ads inspire trust

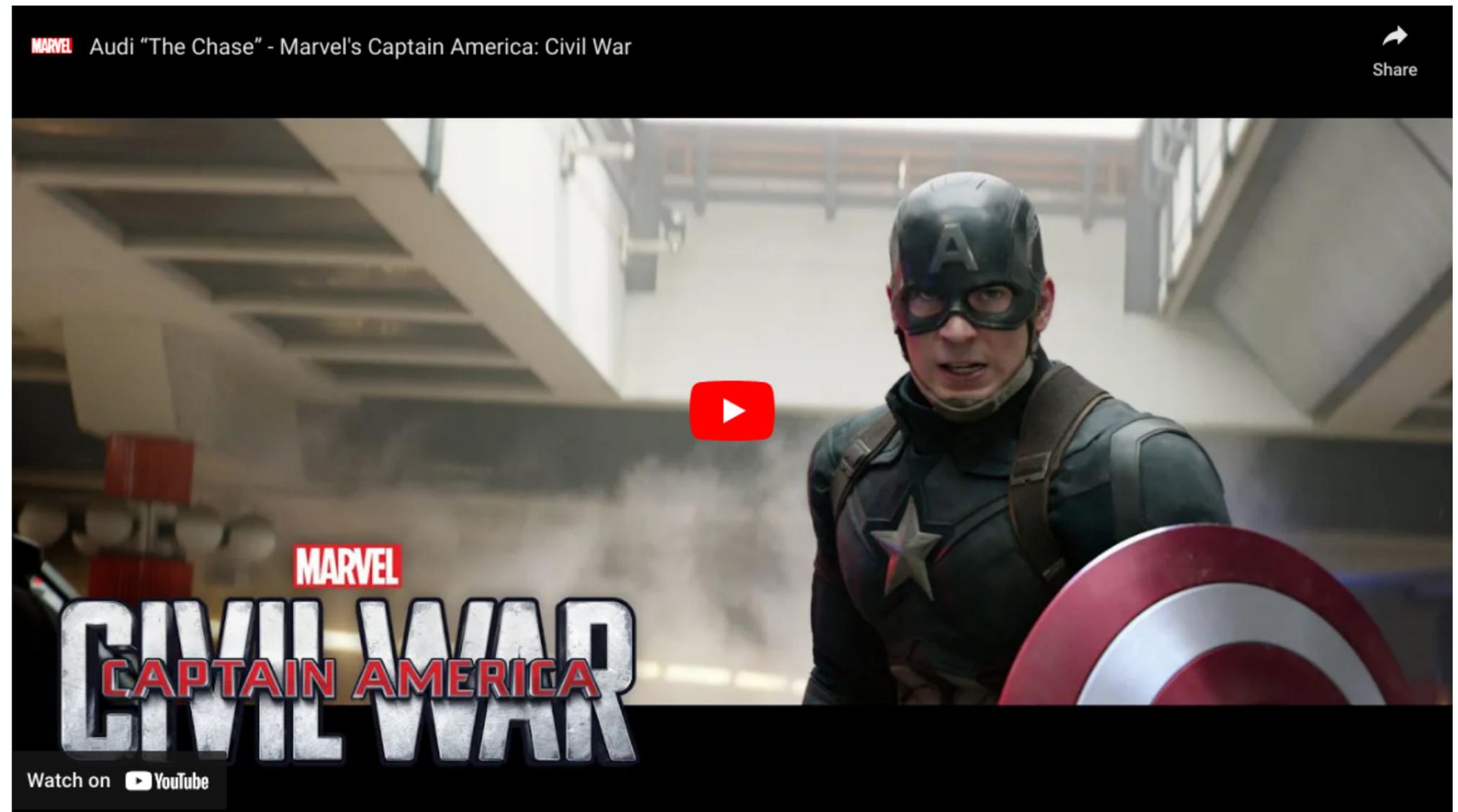
There is one key component of good advertising that every company should abide by: don't f***ing lie. It sounds obvious, but you'd be surprised at how many brands fabricate lies to make their products sound more interesting. If you have to lie about your products to appeal to your market, you need to rethink your business. Your ads should inspire trust. Your audience doesn't want to feel as though they are being distracted by a shiny object in order to buy a product or connect with your messaging.



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Good ads are invisible

It happens all the time: you're in the store or online shopping and you see a product that you don't remember seeing before, but it looks familiar. You just can't seem to remember where you've heard the name or seen the logo before. So what do you do? Look it up, of course.



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Good ads are valuable

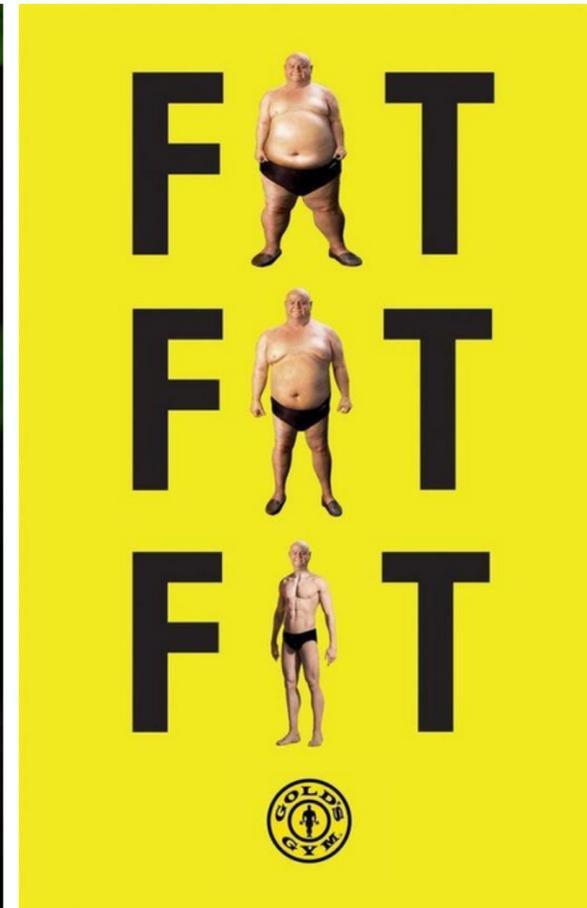
Ads should be easily digestible and understandable.

We can all recall ads that were pretty to look at but left us wondering what was being promoted. Was it a cologne? A bank? A jeweler? In the end, you may have become familiar with the logo or name of the company but had no idea why you should care.



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Good advertisement design has alignment



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Good advertisement design has repetition



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Good
advertisement
design has
contrast



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Good advertisement design has hierarchy

And you will read this last

You will read this first

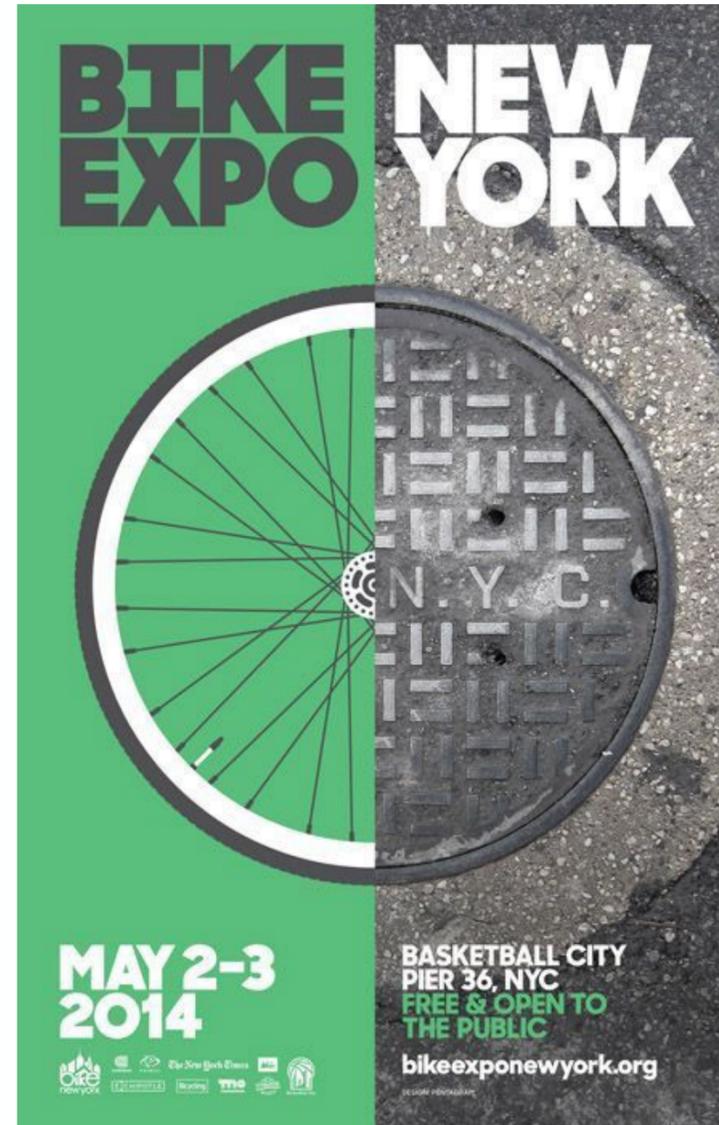
And then you will read this

Then this one



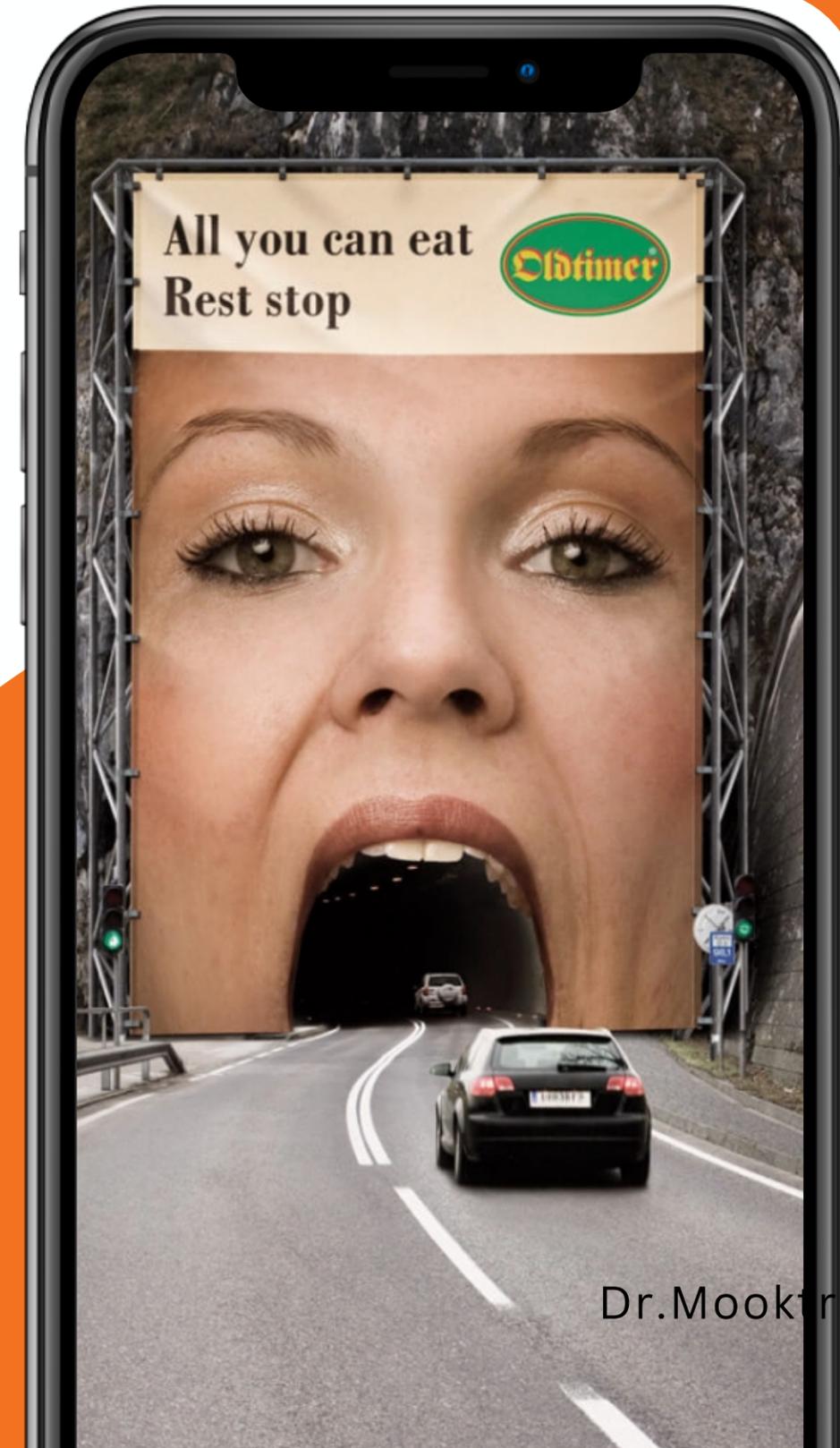
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Good advertisement design has balance



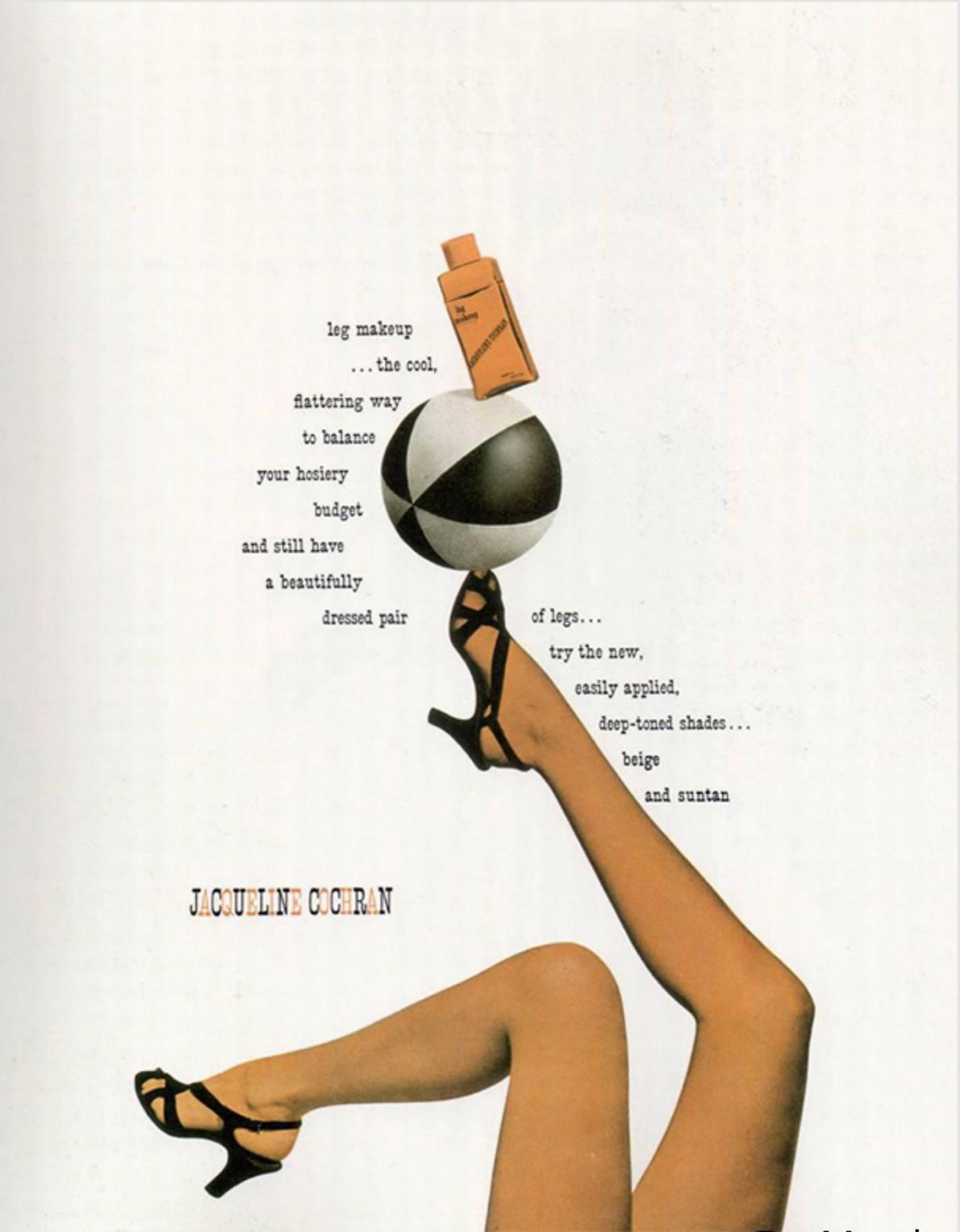
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Let's look at some examples from the masters:



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1. Paul Rand's Jacqueline Cochran Cosmetics Ad



leg makeup
... the cool,
flattering way
to balance
your hosiery
budget
and still have
a beautifully
dressed pair
of legs...
try the new,
easily applied,
deep-toned shades...
beige
and suntan

JACQUELINE COCHRAN



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2. Mohawk Airline Ad

We think so! We're sorry, ladies, these beautiful swinging SAKS designs are not for sale. But we do have seats for sale—about 11,000 every day. And there are three new economy ways of buying a seat on Mohawk Airlines*—\$25 WEEKENDS UNLIMITED; the popular fare that lets you fly to a host of Mohawk cities in the U.S. on Saturday and Sunday for one fare. \$45 LONG WEEKENDS UNLIMITED; adds Monday to Weekends Unlimited for only \$20 more. \$65 CONSECUTIVE EXECUTIVE; 5 days unlimited air travel Monday through Friday for a single fare. This last fare was designed for the man in your life. However, you can use it, too. (Just tell him how much you like it.)



Does Mohawk Airlines have the best dressed girls in the world?



Girl at left is wearing Mohawk's new summer customer service ensemble; next, the winter stewardess outfit; third, the winter customer service ensemble; and the new summer stewardess ensemble—the fleets in!

New Airline fashions created exclusively for Mohawk by

Saks Fifth Avenue

Mohawk Serves: New York • Boston • Buffalo • Philadelphia • Rochester • Washington, D.C. • Niagara Falls • Lake Placid • Syracuse • Albany • Glens Falls • Watertown • Providence • Burlington • Hartford • Springfield • Pittsburgh • Cleveland • Detroit • Erie • Worcester • Rutland • Poughkeepsie • Glens • Ogdensburg • Keene • Jamestown • Elmira • Corning • Ithaca • Binghamton • Schenectady • Utica • Rome • Plattsburgh • Saranac Lake • Massena • Westchester County • Islip • Bridgeport • New Haven • *Toronto • *Montreal. †Subject to official tariff revisions and restrictions. *Not good in Canada.



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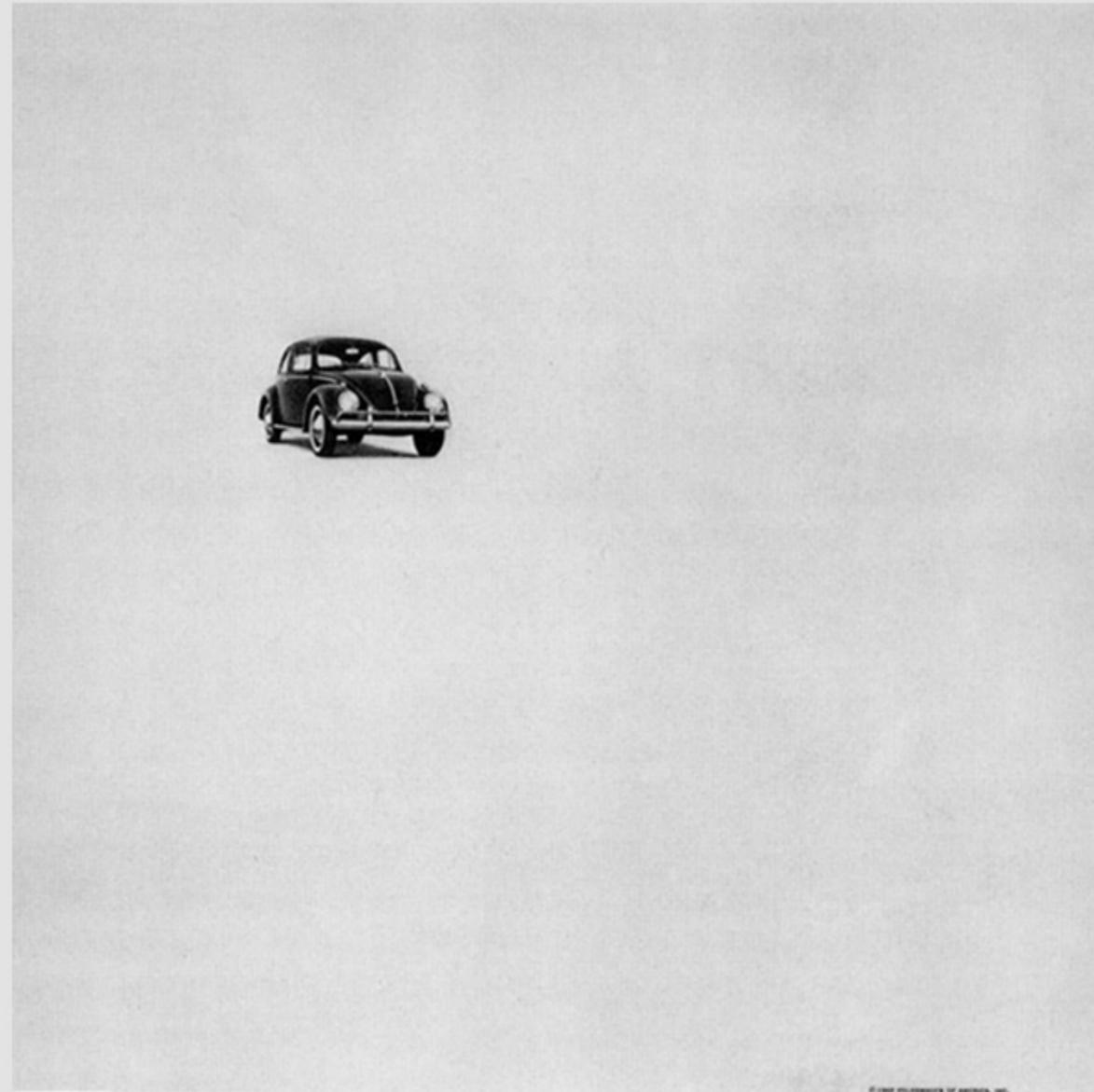
3. Billie Razor Ad



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4. Volkswagen Beetle Ad



Think small.

Our little car isn't so much of a novelty any more.

A couple of dozen college kids don't try to squeeze inside it.

The guy at the gas station doesn't ask where the gas goes.

Nobody even stares at our shape. In fact, some people who drive our little

flivver don't even think 32 miles to the gallon is going any great guns.

Or using five pints of oil instead of five quarts.

Or never needing anti-freeze.

Or racking up 40,000 miles on a set of tires. That's because once you get used to

some of our economies, you don't even think about them any more.

Except when you squeeze into a small parking spot. Or renew your small insurance. Or pay a small repair bill.

Or trade in your old VW for a new one.

Think it over.



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5. Hustle Energy Drink Ad



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6. Hinge App Ad



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6. Hinge App Ad

Fall in love.
Delete Hinge.

And destroy this ad while you're at it. No, really.

The dating app
designed to be deleted.*

Hinge



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7. Chobani Ad

Chobani. Oat

Almost Milk Mustache?



Almost Milk!

Creamy like milk. Without the dairy.



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8. Casper Ad



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9. Spotify Ad



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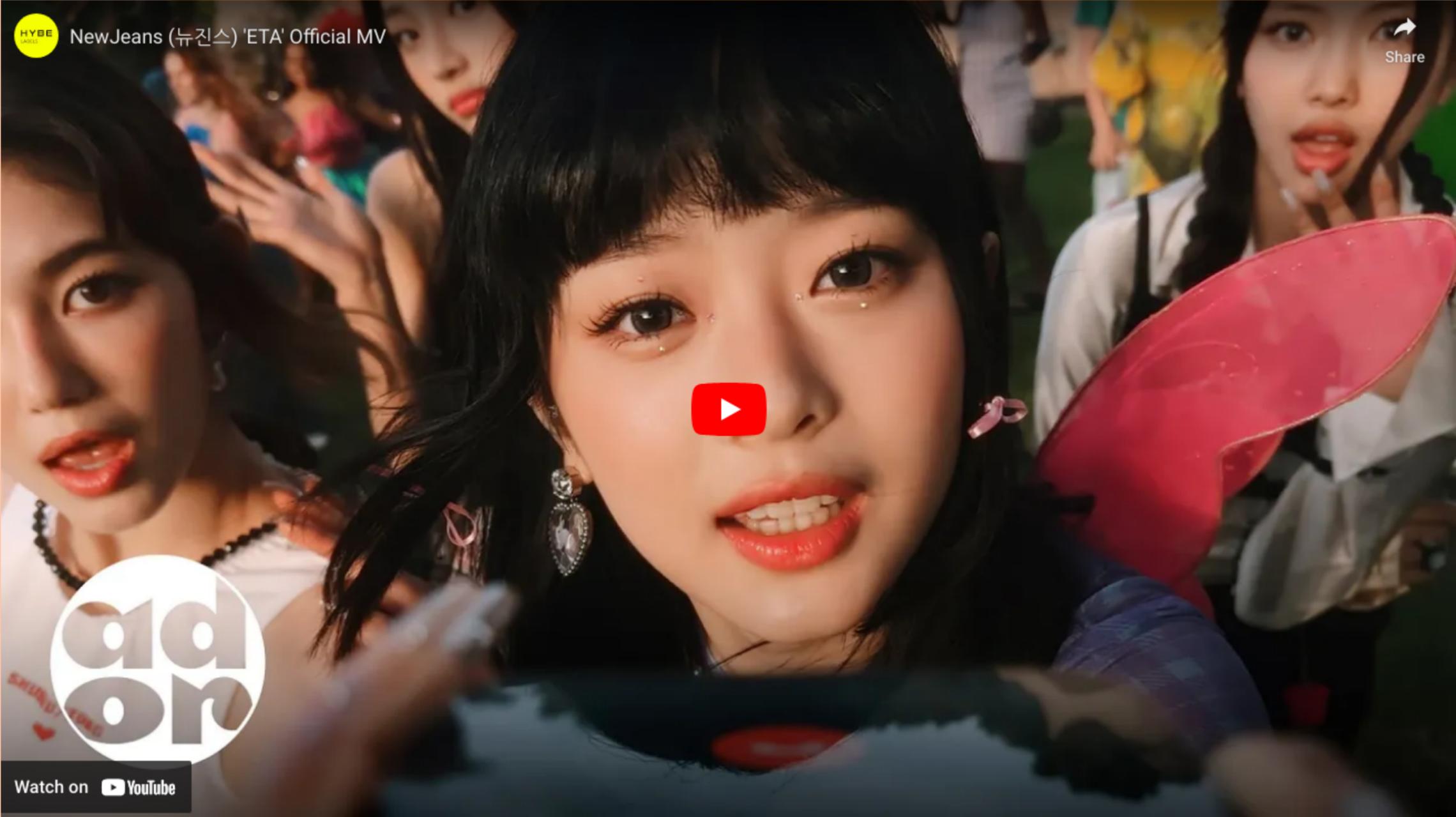
10. Apple Ad



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10. Apple Ad



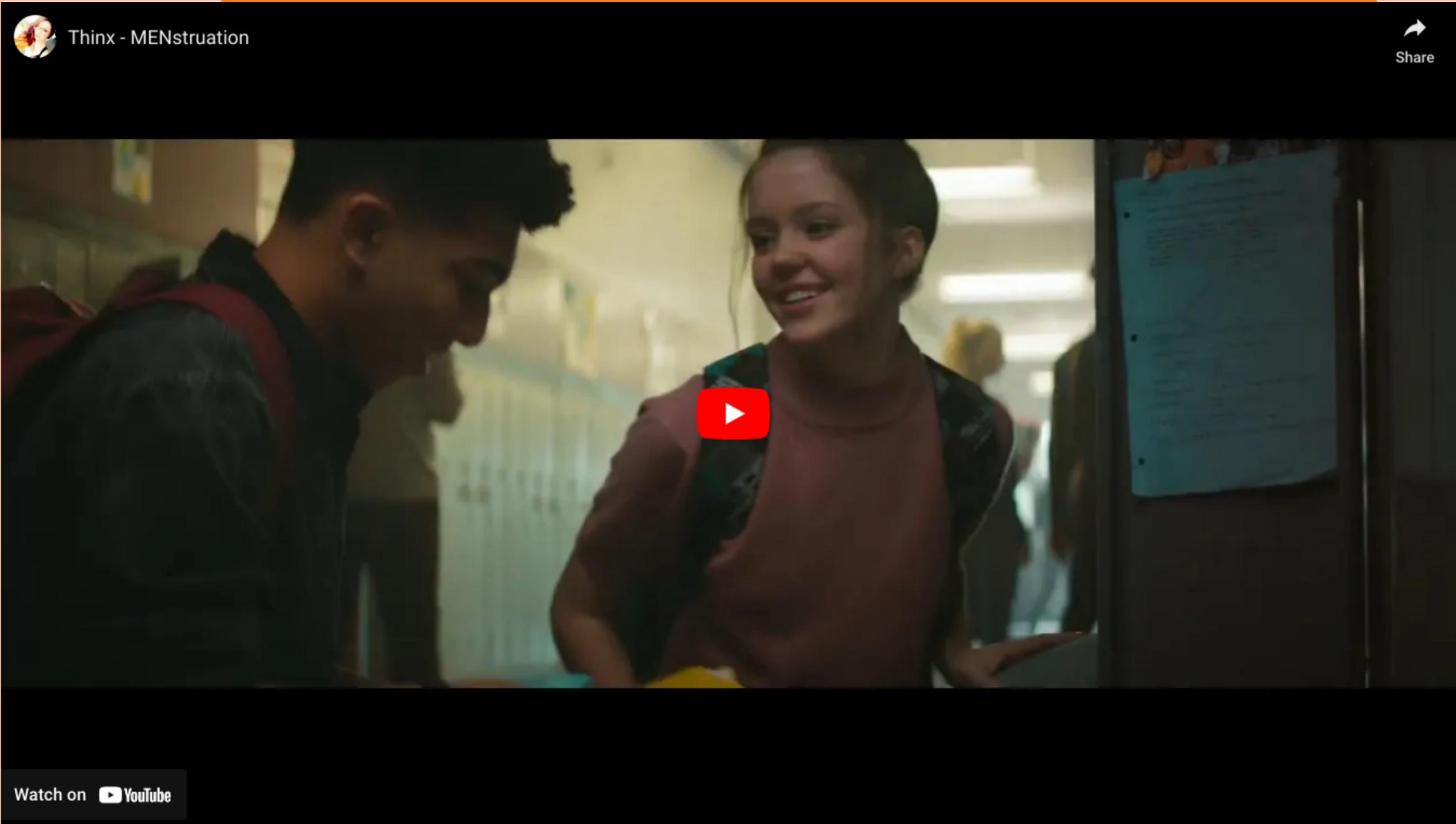
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11. Thinx Ad



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11. Thinx Ad



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12. KFC Ad



GUYS, WE'RE FLATTERED

KFC



13. Nike Ad





Q & A

Graphic Design For communication



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- 🌐 Line ID : mooktra
- ☎ 064-426-3229

Assignment

1. ให้วิเคราะห์หรืออธิบายแนวความคิดที่มาของ Ad ที่ชื่นชอบ 5 ชิ้น
2. Ad แต่ละชิ้น นศ.สามารถถอดวิธีการ หรือนำมาสร้างแรงบันดาลใจ
สามารถนำแนวทาง ,วิธีการมาพัฒนาประยุกต์ใช้
ให้ตัวเองต่อได้อย่างไรบ้าง อธิบายอย่างละเอียดและเห็นภาพ

นำเสนอ .PDF

งานเดี่ยว

นำส่งใน Google drive



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