

For my ad assignment, I picked one of a series of print ads done by a group advocating for better gun control. The group is called, Moms Demand Action. The ad uses a lot of the techniques we have covered in class so far. The first thing which stands out is the alignment of things within the ad. The children are clearly in the center of the page, and interestingly enough centered pretty much from top to bottom as well as from left to right. They are visually clear and focused while the rest of the room is somewhat muted. They are also centered between the rocking chair and the American flag which are both symbolic and I will address later. The girls are both wearing colors which emphasize their youth and innocence, one girl is in pink while the other girl is in yellow. The color palate of the rest of the room is rather dull adding to its muted effect, and making the girls stand out more. Guns come in many shades now, but this gun is black as well as huge, making it very salient against the yellow of the girl's shirt.

There is a large American flag on the left side of the ad, cueing viewers to think about American values and principles. The flag balances the rocking chair on the other side of the picture. A rocking chair is symbolic of what a mom might sit in while holding a young child on her lap and reading her the Little Red Riding Hood, the book which is in the ad. There is repetition in the vertical lines of the American flag in the picture, the book shelves and the rocking chair. These vertical lines are in contrast with the bright horizontal stripes which the little girl on the left is wearing. This contrast makes her stand out even more.

The type at the top of the page is in large white capital letters, centered and against a black backdrop. It is the second thing, after the picture of the two little girls, that your eye is drawn too. The bottom line, "guess which one," is in a red which echoes the red of Little Red Riding Hoods cap in the book, and is somewhat similar to the red stripes in the American flag as well. The contrast of the red type from the white type makes you read the words firmer and stronger than the words in white type. The type at the bottom of the page is smaller, so you're not drawn to it until after you see everything else. It is answering the question which is in large red type at the top, and the small size is meant to provide a delay between when you soak up the picture, read the question, and then finally get the answer. The Mom's Demand Action words at the bottom right of the page are large and next to a large exclamation mark, which again has the same red used above, filling the dot at the end of the mark.

Overall this ad does a very good job of getting your attention using two very innocent looking girls holding a giant assault rifle in a classroom. But it uses all the subtle techniques mentioned above to even further emphasize the point it is trying to make.