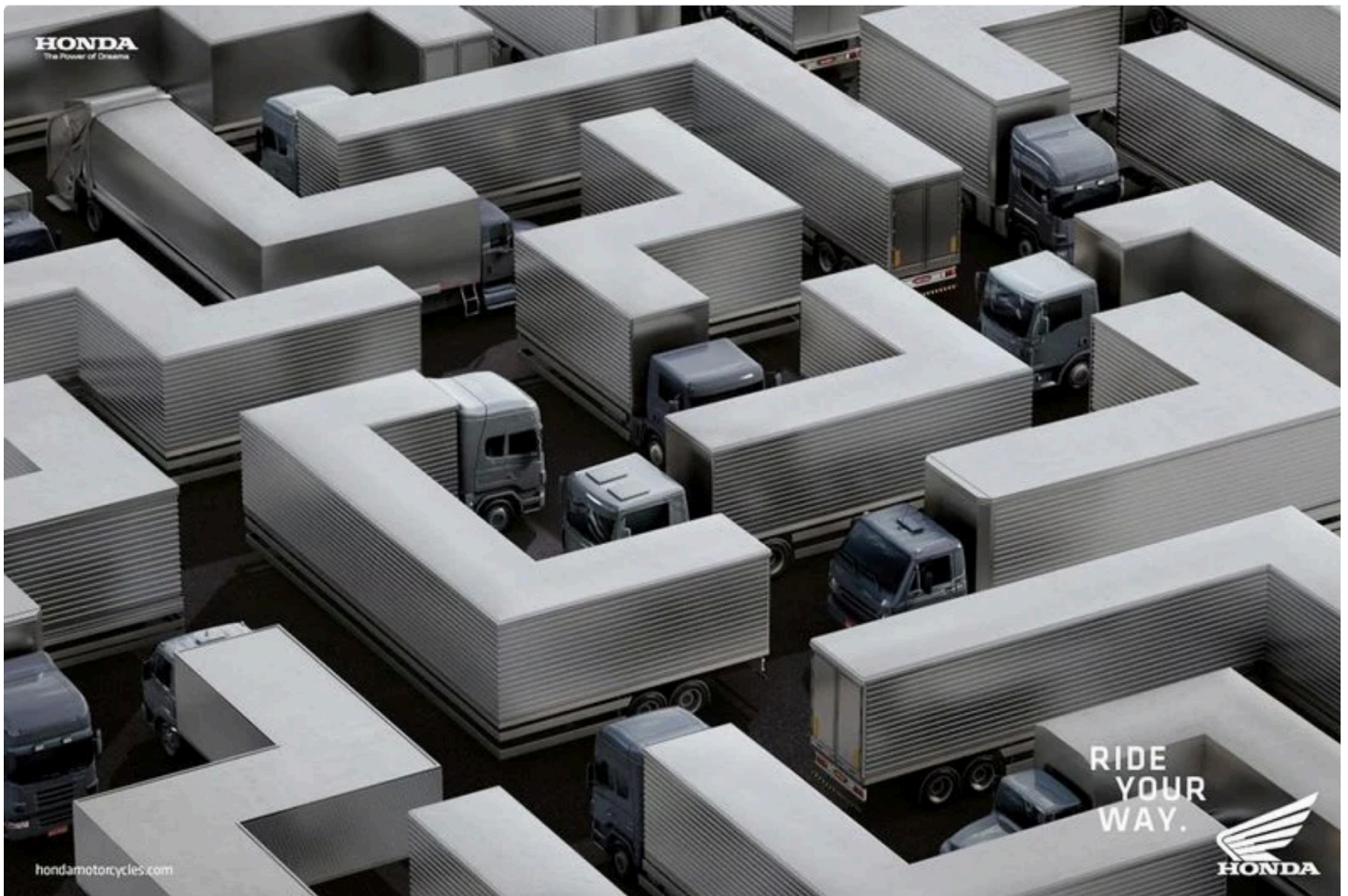


PERCEPTION



DEPTH OF MEANING

SENSATION




DEPTH OF MEANING

EMOTION



DEPTH OF MEANING

INTELLECT



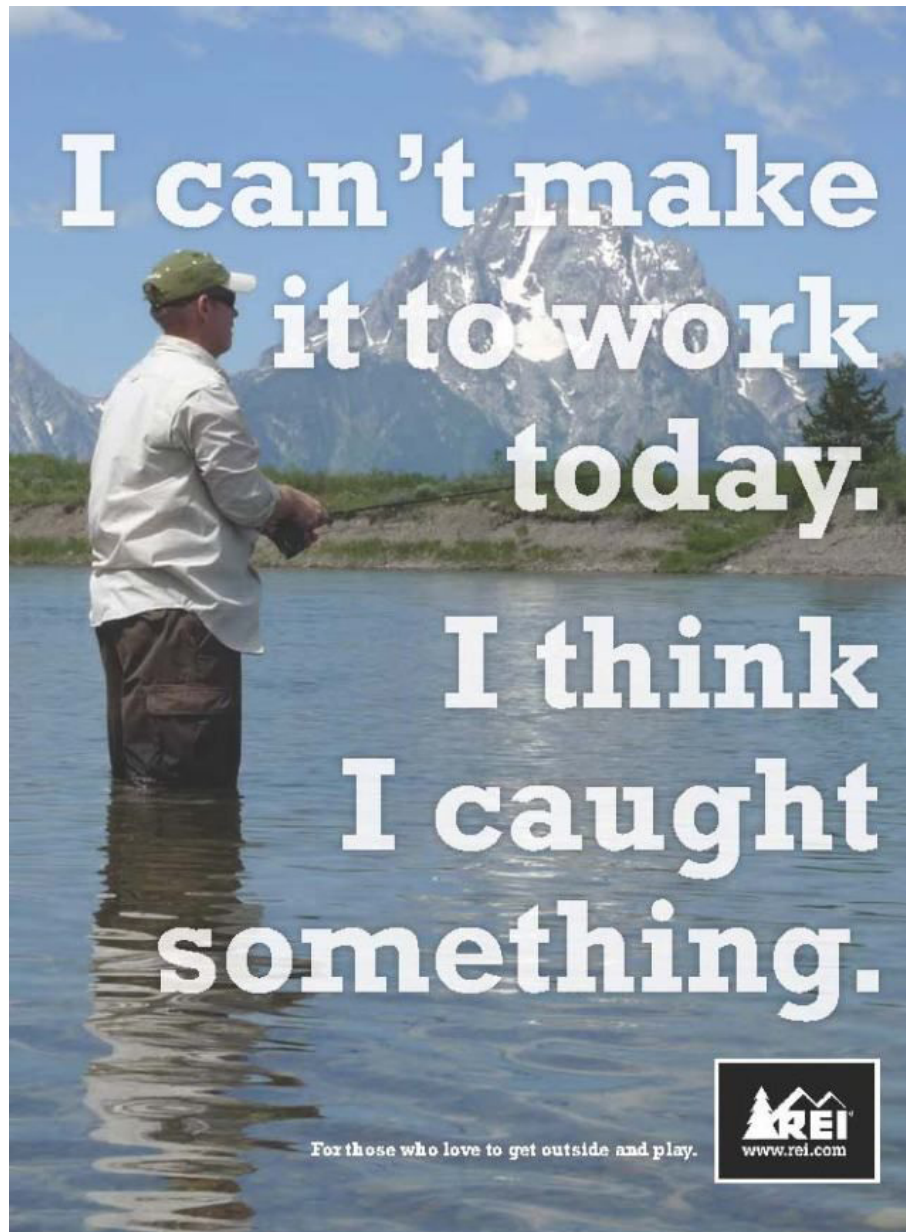
Solve lunch first.
Introducing **The 12™**, made with seasoned Canadian chicken breast, fresh tomato and crisp lettuce.



© 2016 McDonald's

DEPTH OF MEANING

IDENTIFICATION



DEPTH OF MEANING

REVERBERATION

Memories are made of this.
(Remember those days?) (Days to Remember.)



After mixing
BOIL UP
BISTO
for GRAVY &
ALL MEAT DISHES
Thickens, colours & seasons
GRAVY, SOUPS,
STEWES ETC.

BISTO
FOR GRAVY

DEPTH OF MEANING

SPIRITUALITY



FOR SOMEONE
YOUR BLOOD
IS THE BEST
HOLIDAY GIFT
EVER

THANK YOU



MERRY CHRISTMAS & HAPPY NEW YEAR

DEPTH OF MEANING

CONCLUSION

Perception - Perception is the way to describe the visual elements of an image. This can include color contrast imagery and visual hierarchy. This can be how someone can perceive the work.

Sensation - Sensation describes the physical reaction gut reactions one has to the work. "Such images have the power to either repulse or arouse the audience's curiosity."

Emotion - is an appeal to the viewer's emotions rather than logic and reason. Examples of emotions that can be conveyed are love, trust, confidence, and fear.

Intellect - This is an appeal to a viewer's brain. Creative, witty and often funny phrases are used to make the viewer think. The meaning of the ad isn't front and center rather has to be explored. This introduces a level of audience participation and can often be regarding.

Identification - This is an appeal to one's psychological desire to belong to a group, whether it is an organization or a movement.

Reverberation - Nostalgic imagery or imagery that resonates with the viewer.

Spirituality - This is employed when a work's moral and artistic qualities converge to deliver a message.

Ishaat Hossain
Christopher Liao
Anchal KC
Elijah Castra

DEPTH OF MEANING