

Aleex Martinez

Matthew Lange

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In Rolling Stone: Issue 1359 the ad for "Grammy Nominee J. Balvin" has elements of hierarchy, contrasts, composition, anchorage, and denotational. The hierarchy of the ad plays a lot with weights and having multiple fonts. On the top, it's bold to showcase the consideration for voting J. Balvin and the strokes add an element of design. The pullout quote is balancing with the image by being small and having dim colors, it's not distracting the anchorage. All of the description in the ad leads to denotational.

Denotational is shown in J. Balvin's ad. "Grammy Nominee: J. Balvin" is shouting, it's not easy to avoid. It's the first thing that catches your attention with the image of J. Balvin as well. Under that description, "Best Urban Music Album: JOSE." The word "JOSE" is bold and stretched because they're promoting the album. Having all different fonts makes the ad more entertaining.

Having a full body picture of J. Balvin in the center creates a pathway of where to look first and last. It tells a story of the concept for the ad. The colors set a tone of luxury and victory for the Grammys. In the background, there's a gradient of black, gold and white to show resemblance of the Grammys. The lighting bolt in his name sums up his identity, he's bold, loud, sparking and his music electrifies his fans. Especially, he collaborated with big artists like Cardi B, Bad Bunny, DJ Khaled, Selena Gomez and more. Those big artists helped him get a bigger following through his social media and his music.

The Universal Music Group logo is in the bottom right corner to now catch all the attention. Though this will give the readers an idea of where he signed with. Also, the clothes that he's wearing emphasize his personality as an artist and person. The shirt is tropical and bright. Also, his tattoos show he's an extrovert, doesn't care what people think about him, he likes to be in the center of attention.

Ads have a purpose in print and digital. There were choices of selecting these colors, fonts, composition, clothes, and environment. When the deliverables are finalized, when designers see ads they should ask themselves questions. It creates a relationship between the consumer and the ad while the story is being told.