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There are some things you just can't afford to gamble with.

When you get a cavity, there's no second chance.
That's why it's important that you know that more dentists recommend Crest for fighting cavities than all other toothpastes combined.
It's a point that's made rather dramatically when you consider that Crest has prevented 523 million cavities since its introduction in 1955.
There are, of course, no sure things in your battle against cavities. But at least Crest helps put the odds in your favor.

The dentists' choice for fighting cavities.



Crest has been shown to be an effective cavity-preventive dentifrice that can be of significant value when used in a consistently applied program of oral hygiene and regular professional care. Council on Dental Therapeutics, American Dental Association. © 1987

This advertisement in this magazine ad is a toothpaste ad that is the brand of Crest. When taking a look at the way this advertisement is being displayed we can see how the main focus of the theme has to do with teeth. The way these teeth are designed, giving them the looks of the domino makes it pretty interesting in terms of art direction. Especially with the quote on the bottom too. What makes the quote and the image an interesting combo is that the quote *There are some things you just can't afford to gamble* makes the overall image give a whole new meaning to it. One would have never thought about comparing gambling to a dentist. Now that such an image like this being advertised is a thing now, it takes it all into a new ball game. What has come into my mind when examining the characteristics of the pictured object is that since these two teeth are designed as dominos, in a way, the design can also look like cavities too. Cavities are normally black and seeing how the person behind this work has used dominos may have been a lot more specific than I have thought. For the environment, it seems like the setting is pretty much an empty table. It gives the feeling of fear or perhaps anxiety. It's like it has this ability to give you fair warning in a unique way. Now for the layout of this advertisement. The layout is pretty bold and straight forward. It gets the viewers to focus on the big picture while they make their way in observing the rest of the advertisement. When it comes to the typography of the advertisement, I'm not so sure on what kind of font style it is, however, the choice of font is pretty good for it gives the vibe of being clear and straightforward. In terms of the interaction with the form, the interaction is most likely between the viewer, the set of teeth and the Crest toothpaste. For the image style and composition of the entire advertisement in general, it's one of those kinds of advertisements that you don't really see too much. What I like about the way this advertisement "speaks" is a way that isn't too intimidating, yet it isn't beating around the bush. The style of the image is perfect for it gives the feel of one of those classic paintings (dogs

playing poker). The composition of the advertisement is also good too for it gives the advertisement more personality. I would also like to bring up the description of the advertisement. What the description is all about is that it provides more of a “backstory” to what the whole entire concept is all about. It’s important to provide some background information as it can change the tone of design in general. Of course, while going through the description of the advertisement, it doesn’t necessarily ease the tension of it being a bit scary.

Thinking about the way Barthes uses these interesting terms when describing said images, when it comes to the linguistic message for this specific advertisement, I would like to believe that this advertisement is expressing itself in a way that has a mixture of both intimidating and calm. It’s indeed a strange combo, however it seems to make the most sense in this scenario. When I look at this advertisement, I can already see the non-coded iconic messages and that is the domino teeth. It’s pretty much a visible set that represents what it is signifying in reality. The only difference that doesn’t make the image completely real are the designs on the teeth. As for the coded iconic messages, we can clearly see from the advertisement that the set of teeth is telling a story regardless if there were any quotes or descriptions. For instance, seeing the advertisement that talks about the importance of taking care of your teeth has already shown that the message is easily understood and the image represents a clear relationship between what it’s advertising and the viewers. The denotative and connotative aspects for this advertisement is that the denotative is the main idea of the whole concept that gives a direct and firm meaning towards it. The connotative aspects are the quotes and the description that the advertisement has displayed. Overall, the effectiveness of the advertisers’ rhetoric is strong since it gives a clear message to the viewers and also stating the outcomes of terror when you disregard your dental hygenes.