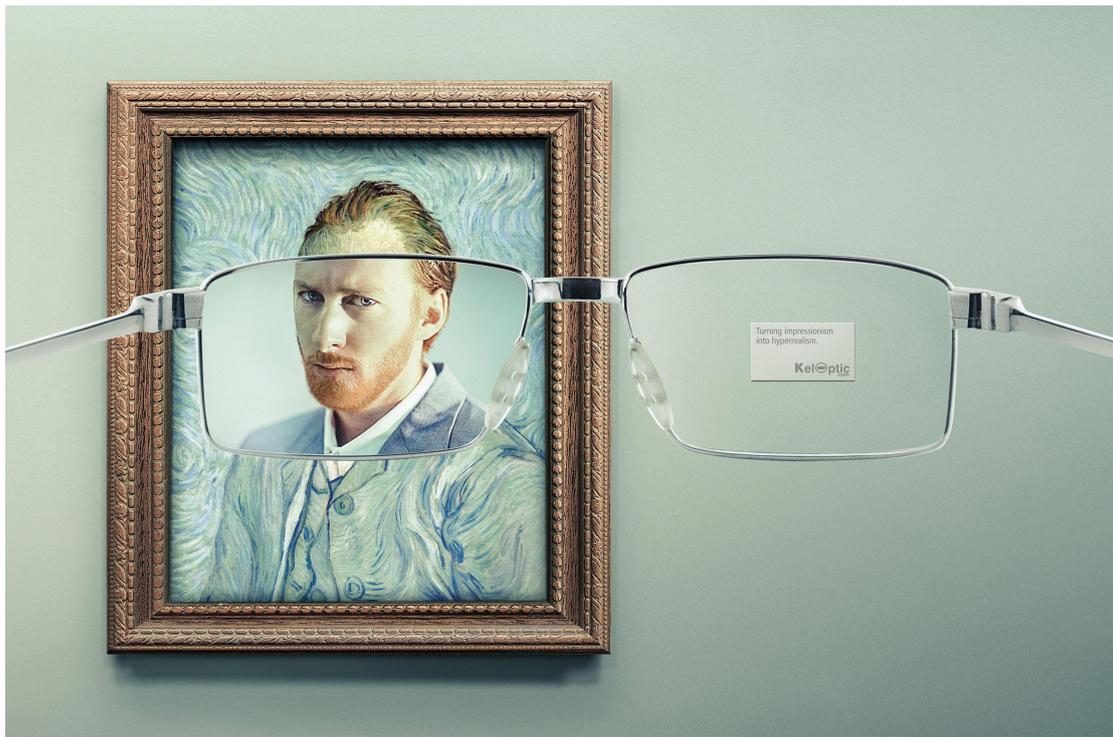


Yiqiang Wang

COMD3504-OL69

Professor Lange

04/10/2022



Second Paper

This advertisement is from kelOptic, a French glasses company, to promote its products. It contains a lot of information. When you look at it carefully, you will find that it is very excellent.

There are not many non coded iconic messages in this advertisement, only five. The non-coded iconic message that accounts for the largest proportion of this ad is a

Van Gogh self-portrait with a classical and exquisite wooden frame. This self portrait is mainly blue-green, with a small part of red and brown. Because I have seen Van Gogh's self portrait before, this self-portrait belongs to the non-coded iconic messages for me. Other non coded iconic messages include: a white rectangular information board on the right of the self portrait with black text; In front of the self portrait and introduction board is a pair of square glasses with metal spectacle frame; In addition, there is a light green background. The above are four kinds of the non-coded iconic messages, and there is a special kind of the non-coded iconic message, which is the content of the self-portrait seen through glasses, it is a man in a blue suit jacket and white shirt, he has red hair and beard, slightly frowning brows and blue eyes looking into the camera, these are the non-coded iconic messages of the painting.

After watching this advertisement roughly, I began to think deeply about the coded iconic messages in this advertisement. Van Gogh is a well-known impressionist painter. The characteristic of Impressionism is not to focus on details, but to draw the overall effect by relying on the painter's own impression of things. Therefore, Impressionist paintings are very different from things in reality, but they can better highlight the painter's inner world. The painting in the advertisement is Van Gogh's impressionist style self-portrait, but unlike the normal version of the self-portrait, the designer used glasses to superimpose the van Gogh self-portrait that the original rough and without much detail transform into a clear and detailed realistic style painting. Seeing the paintings through glasses also conveys to the audience that the customers of kelOptic company are artistically literate. Therefore, if you wear

kelOptic's glasses, you can indirectly show that you are also artistically literate. In addition, I think the scene of this advertisement is like a museum. The museum is a place for collecting works of art and items of great significance. In the museum, we can learn a lot of knowledge, and in the advertisement, we can see things more clearly through glasses, which may mean that we need to observe carefully in order to find more details when studying and studying history.

The lingual message of this advertisement is the slogan "Turning impression into hyperreality", which well highlights the theme of this advertisement. Impressionism and hyperrealism are two very different painting styles. The main feature of Impressionism is that painters draw the feelings and impressions of things in their hearts as a whole, and do not care about the details. The feature of hyperrealism is that painters restore 100% of the things they see in their eyes with a brush. The details in the painting are almost the same as those in reality, which is difficult to distinguish with human eyes. These two very different "words" appear in the same sentence, forming strong contrast, attracting the attention of the audience, and also highlighting the characteristics of kelOptic glasses to make the blurry to clear. In addition to the slogan of the advertisement, there is also the logo of kelOptic company to express that this advertisement belongs to kelOptic company.

In addition to a lot of information, this advertisement is also excellent in typesetting and color. In terms of typesetting, this advertisement can be divided into two layers. The first layer is Van Gogh's self-portrait and white introduction board. The frame around the self-portrait naturally makes the self-portrait obvious, while the

white introduction board on the right has little difference from the color of the background, so it is not obvious. However, the glasses on the second layer have successfully helped the audience find the key point of the advertisement. The square glasses circle Van Gogh's face and the introduction board so that the audience can also notice the billboard on the right. In terms of color, it can also be divided into two layers. The first layer is Van Gogh's self portrait, which is mainly blue, green and cyan, with a small part of red and brown embellishment. The second layer has a light brown frame and a light green background. The proportion of colors in the two layers is very similar. Most of them are green and a few are brown, which makes the advertisement more layered. In addition to the typesetting and color, I think it is a great success for designers to integrate the slogan into the scene instead of writing it somewhere in the advertisement, because some people are disgusted with the advertisement, and doing so will not make people feel that it is an advertisement and close it for the beginning, but will watch it as an interesting picture, so as to have a better publicity effect.

The above are the advantages of this advertisement in my opinion, but I think there may be some disadvantages in this advertisement. For example, the glasses in the advertisement show that the portrait of Van Gogh in the realistic style is completely connected with the portrait of Van Gogh in the impression style, which is a little unreasonable because I wear glasses myself, and I know that when I wear glasses, the image I see will appear a little smaller or larger than the real image, so it is not possible to connect so well.

In this advertisement, the designer looks at Van Gogh's self-portrait through the perspective of glasses, turning the original impressionistic painting into a hyper-realistic style. This novel idea lets the audience know that kelOptic's glasses can solve the client's vision problem and see the world clearly. The informative content and novel ideas in it make this advertisement excellent.

References

Keloptic. "Turning impression into hyperreality." Y&R. Adsoftheworld, 14 June 2014, www.adsoftheworld.com/media/print/keloptic_impressionism_2.