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From a simple advertisement from a French magazine, Roland Barthes constructed an analysis and breakthrough about how graphics and intention works in steps of rhetorical imagery. The breakdown of the Italian food, usage of colors, canvas and details of what makes this advertisement work is remarkable in terms of how much meaning and purpose each advertisement has. The goal of conveying the advertisement to promote awareness is a hit or miss tactic designers have to face.

In this advertisement I choose from VMLY&R about health awareness of PKU (Phenylketonuria). Upon inspection of the advertisement, it is shown to have a cracked egg in the middle. The egg is white, instead of a brown color as the brown is used on the waffle like substance in the shape of a grenade. The lightness of the object is soothing in terms of colors, they don't show excitement or danger, as they are light pastel colors. The background used is a white background, but there seems to be a very small amount of static applied onto the photograph that gives it texture and depth. Even the lighting that is used in the photograph is in the style of food photography which wants to show a warmth and calm sensation. The lighting also uses a diffuse lighting, which can be seen on the shadow cast on the right side of the photo. Light is from the left side of the photograph, the soft shadow makes it look appealing, opposed to a direct light with a dark shadow. The angle of the photograph is shot in an overhead angle, which helps capture the motion that is going on with the grenade being cracked or exploded in how you interpret. The spilled yolk and the crack of the waffle / egg part is shown to have bits

and pieces, not a clean crack and it is just laid out on the white background. Lastly there is the expiration date that is slightly unreadable as it breaks off.

In the article from Roland Barthes, *The Rhetoric of the Image*. One of the importance is the Linguistic Message. Which is the literal meaning or imagery in the design that is shown. In this case, there seems to be a motion going on. As the photograph seems to be captured at the right moment of deontate. In this sense, it just means that it is dangerous and that the build up is completed. This is the focal point in the whole advertisement. The center of the grenade and the details of the cracked egg / waffle like breading. Non-coded iconic message, in this ad is the fact that protein is deadly to someone with PKU, and this egg could be a literal grenade to someone that has PKU. The conative message would be that people who are in close counter to a grenade would likely be injured or killed in the process, and the dentated egg implies that this process has happened before and people had suffered with PKU.

The text is rather small in comparison to the composition used in this photograph. The style of typeface used is a san serif, as it is easier to read as the text is smaller, as well as the color is black, which contrasts well against the white background used, making it legible. In the bottom right corner it shows FundacionPKU, an organization that helps spread awareness of PKU. A little higher on that on the left is the Donate now. The Donate now isn't bold, but the following website is bolded and italics, [fundacionpkuotm.org](http://fundacionpkuotm.org). Finally the last text shown is centered on the left side of the photo. PROTEIN KILL US is what catches the eyes when you look at the hierarchy of the text in all of the texts shown. This is the focal point of the text that connects to the imagery used of the grenade. As well as making the "PKU " into "PROTEIN KILLS US". This semantic aspect is helping the reader understand what PKU really is in the simplest form. Without having the say "Phenylketonuria". Making their own campaign and

making it simple with the aberration is enough. It is simple and easy to understand in terms of three words instead of one word where someone would have to look up. The boldness of PKU and biosensor is also shown.

In the end this is catered to spread awareness and get donations to aid research and cure for people with PKU. The usage of imagery is very creative, it gets to the point in terms of that grenade is a dangerous weapon, but with all the props that make up the grenade, it does not seem very deadly. But until you read the meaning behind the message, it is deadly to some people. The semantic aspect is what stood out, using PKU to mean Protein Kills Us instead of mentioning Phenylketonuria. At a first glance it shows a light hearted advertisement until you read the text, then it goes from light hearted to awareness. In the end, the strategy from Roland Barthes, *The Rhetoric of the Image*, is very well presented and the purpose of awareness catches people's attention.