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When looking at the way certain parts of design are developed the most important part is the message. The language being communicated either consciously or subconsciously. The message that is being communicated to the consumer or audience needs to be clear and concise or else the message gets muddled. When analyzing this magazine spread there is a lot of clear marketing tactics that are being used, however, there are some subliminal messaging that can be misinterpreted in a different direction which can also be explored.

When beginning to observe the page the first thing you see is a white woman featured prominently with brown hair that is flowing in the wind. You see this woman with thin brown eyebrows and blue eyes that are staring directly at you. You also see this woman has clear skin and red lips. This woman also appears to be wearing a white silk sleeveless shirt. There is a clear white background that helps feature the subject more clearly. Now taking the focus away from

the individual that is being featured there is also a green and black cyclical bottle that says "COVERGIRL" a white flower and a bottle that says "CLEAN sensitive". Switching to the type to the design states "why do I love clean? Because it's sensitive to my skin." There was also text at the bottom that stated "clean is lightweight, fresh beautifully breathable. Find your fresh, find your match at covergirl.com/colormatch Taylor is wearing ivory. Also available in Normal skin and Oil Control easy breezy beautiful COVERGIRL." There is also a big prominent slap of the word COVERGIRL followed by Taylor Swift under it. There is also a bunch of shades of skin tones at the very bottom of the text.

Everything that I just described is what Barthes would describe as denotative or non coded message which is a message or image that is taken by pure basic observable content. Everything that is shown at first glance and what the designer wanted to convey in a brief amount of time. However when delving into the deeper meaning of the design analyzing the cultural significance and the undertones of the design is when we delve deeper into the connotative or the coded message of the piece.

This spread speaks on how the product itself can help clear your skin even if its sensitive or oily which may appeal to the demographic of young women who want to have clear and youthful skin. The subtle messaging of a prominent musician who is conventionally attractive by society's standards being able to have this glowing clear skin because of this product. Covergirl is known for having almost impossible beauty standards for women and the fact that Taylor Swift is in this overly produced saturated photoshoot and it is meant to be a natural feel like she just woke up because of this product is asinine. The coded message is this arbitrary skin care goal for people with sensitive skin. If they were to use this product from covergirl they would have the same or at least similar skin to Taylor Swift. The flower in this design can also

symbolize nature and purity while also being fair and gentle. The hair flowing in the wind gives an ethereal feel like Taylor Swift is glowing from all parts of her body. She feels and looks like a porcelain doll. The colors chosen for the design gives a very serene feel. The colors of beige and greenish blue are earthy colors that is exceptionally grounded in nature.

A concept that is used for this page design is a tactic of anchorage that was discussed in the article by Bathes. The main way the designer went about anchoring the audience to the page is by having a well known figure displayed prominently. Taylor Swift keeps the audience engaged with the design and the text keeps them around to read and absorb the information. However when further inspecting the text there is a message used as a form of relay. The idea to send the audience to a different place away from the design by adding a call to action is a key part of this design. The call to action being the website link to get the product itself helps people find exactly what they are looking for if they were interested in buying the make up cleanser.

All in all the idea that Bathes introduces in his article is an interesting way to analyze design and look at the subtle and not so subtle ways graphic designers market products for the consumer. There are ways in which designers implant subliminal messaging to plant ideas in the consumer's mind that they can either resonate with or not depending on their background.