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COMD 3504

Assignment 10a



The advertisement chosen is one found in skating magazine Thrasher. The ad shows a brand of sneakers made for skaters. It's a spread showing a skater on the left jumping over a fence on his board and the legs of said skater on the right side. We are shown the logo of the company on the upper left hand corner and then the model of shoe on the bottom right. The composition of the photograph on the left shows us the ramp on the bottom part of the image and

leads us to the figure of the skater taking a leap. The fences are also prominent on both sides of the images, serving as a frame for the bottom part of the image. The sky is also a gradient of blue and white, with trees interspersed along the horizon. We are also able to make out the word “Provost” on one of the fences as well, almost looking like a neon sign in the way it is placed and the color of it. On the right hand side we are shown the shoes in the center, with the skater standing on the concrete ground and next to what appears to be dirt. The company logo is also repeated in a pattern in the middle of the spread. The layout of the right side is much closer, with the subject located nearer to the camera when compared to the picture on the left. The fonts used are sans-serif, with the word “Provost” using a custom typeface. The photo on the right has a strong vertical layout, with the legs coming straight down the middle and ending a little over 2/3rds of the page.

The most prominent messages that can be seen are very straightforward and literal. The skater doing tricks, the fence he's jumping over, the concrete ramp he uses to launch himself, and the shoes themselves all serve to show the audience that the company makes their products for. Linguistically, the only message is that of the model of the shoe called The Temple, the logotype of Emerica and the word Provost. We can also see the logo in a white pattern, using it to divide the spread into two pages. The text carries great weight to it, since it shows us that it is an advertisement, and making that distinction in the context of the magazine is very important as the entire magazine has photos that are very similar to the ones used here. This anchoring is vital to make this distinction. Otherwise it would be pictures of a skater and his shoes, of which there are many different pictures throughout the entire magazine.

The message here is that of excellence, of perfecting a trick. The act of the skater making the jump over the fence using the ramp can imply that it's a skill that has been perfected after

hours of practice. Or that the skater has been attempting that trick and finally got it down. The shoes are shown as tough enough to handle the multiple attempts and seem to have reinforced sides, showing the effort made to make a rugged shoe that can handle tricks as well as looking stylish. The logo is smaller, placed in front of the skater's head, almost as if the skater was aiming for it. The logo icon is present in the middle in a large repeating pattern. The dirt next to the shoes on the right side can allude to a sturdier shoe that can go anywhere and handle anything. The concrete and dirt in the area make it seem as though this is taking place somewhere where there is construction happening, and we can even see a truck near the middle of the spread. All of these elements are all connotative in nature, as they each contribute to the overall story being told. The colors are a mixture of green, blue and yellow, creating a nice contrast to the black and white of the shoes, allowing them to stand out against a busier background that's present in the spread here.

The message here is concise, since the shoes themselves command attention within the spread. By having the legs that size in the right hand side, it creates great contrast with the rest of the spread. It comes straight down the middle and leads our eye to the shoes. The company is catered towards skaters, offering a shoe that will last. By using the photo of the skater jumping over the fence, it alludes to a sense of pride, of achieving what you want to do. The text is scarce, with only the name of the company and the name of the shoe model are all that is needed to let the reader know that this is an advertisement. Since the rest of the magazine is heavily focused on skater culture, there are many pictures that show the same subject matter, so having this text to anchor it as an ad is vital to its message. The remainder of the things we see point to the message of selling a reliable shoe, and the way the photos are laid out contribute greatly to the coded messages within.

Resources:

Thrasher. "Emerica Advertisement." *Thrasher*, no. 496, Nov. 2021, pp. 222–23.

Barthes, Roland, and Stephen Heath. *Image, Music, Text*. New York: Hill and Wang, 1977. Print