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COMD 3504  
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*Assignment 10a*



There is a substantial gap between what is displayed and what is understood in design. As a result, designers must be able to influence the majority's understanding of their work. The selling point of any art piece is the message. In Roland Barthes' "The Rhetoric of the Image," rhetoric is employed to convey a message in a way that does not clearly declare the meaning. This may be accomplished by the use of font, colors, language, and other elements. Our messaging will be made or broken by how we employ these pieces. The advertisement shown above, done by Grabarz & Partner, Germany showcases an image of a rhino and the caption says, "The fine art of exterminating an entire species. Rhinos have survived predators, climate change

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*and disease for 50 million years. But it's Asia's soaring demand for rhino horn that will doom them: every 14 hours a rhino is killed. Help us save the last rhinos”*. The visual of this ad is quite powerful and symbolic in the fashion that it delivers a clear message immediately. Upon first observation I was able to notice that this Ad’s linguistic message is about saving the rhino species and spreading awareness about Asia’s demand for their exotic horns. The darkish, greyish color palette of this Ad/poster represents the direction that the artist and creative director wanted to go based off his or her work. In the case for this Ad, a serious undertone is presented, where visualists are able to depict what they see is true vs the message being sent across a broader spectrum.

A hidden message I would presume would be the knights and the young woman being represented as the horn. The beauty of art is the fact that you can attach your own storyline, your own theories, and your own observations, even if it isn’t the intended purpose. Upon (further) observation, I notice that the knight, which is brushed up against the woman may represent a symbolic form of dominance or being a guardian, while in contrast the woman may represent a form of apprehension or fear. The horns faintly give an image of a plant or tree, and I can imagine that the art direction for this Ad campaign is that the trees are something that must be protected, and they have the same correlation to the rhino’s horns.

Ads are a crucial part of our everyday society, they deliver important messages and help understand perhaps the world around us. Rhetoric deliverables are shown in ads in order to convey messages, and it is especially important for modern ads to do so effectively and thoroughly. Whether or not a message is clear through an Ad, breaking down what is “outside” vs what is “inside” is just as important as understanding the story. The use of colors, the use of

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images and hidden messages are all in conjunction with art and what makes designers what they

are. Problem solvers.

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**Sources:**

[https://www.adsoftheworld.com/media/print/noah\\_rhino](https://www.adsoftheworld.com/media/print/noah_rhino)

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