

Abigail Maldonado

11/14/2020

Prof. Matthew Lange

COMD 3504-OL01

Second Paper

The market where we must attract and convince to customer with the potential of wanting to be advertise for our work, for our style, for our way of developing the process. That is the world where the marketing and advertisement techniques are our best friends. The marketing and advertisement sometimes is referred to those Ads that por up in the internet, maybe those giant posters in Times Square or MTA buses, or even for those who still watch the conventional TV and keep watching the TV commercial every 15 minutes. However, the advertisement and marketing go much deeper and entangle in the roots of our society.

Those concepts can be in extension be interpreted as any message that is design to hit a target audience, that are capable to cause the people to take action, promote ideas, wake up dreams, establish goals, or even change the mood of the crowds.

It is no secret that behind of every advertisement there are hidden messages beyond the most apparent one, behind the straightforward message there are along a bunch of less noticeable messages that always stand there. A good example of this can be the 90's and 00's Coca Cola ads. Where can see a happy family arranging a meal around the Dinner table. Every member of the family is contributing with something. And the 2-liter coke at the center of the table is like the cherish of the frame. Beyond that straightforward message

is we are with aware eyes, we can see that everybody looks healthy, young, and fit. Only with that Coca Cola is selling of the image of being a product that no damage our health, that is preferred for those with those desirable characteristics. Other secondary message can be that Coca Cola is no selling as regular Soda, it is selling the image of being a compliment of the happiness itself. When you see the composition of this family gives you the impression that without that 2 liters coke in the table the happiness of that happy family will be decrease.



Coca-Cola is a weird case that possess an overwhelming acknowledgement around the world and usually their ads do not express message through text. The body copy in the advertisement of this company is extinct. The only letters almost every time are the name of the Coca Cola itself and the phrase or feature that distinguished that publicity campaign. The typeface exclusive of the company goes combine with a Sans serif.

According to literacy critic Roland Barthes and his method to distinguish if an advertisement is good or not. In this method he deconstructed the messages within and

somehow decode those messages to determine as good are being delivered or the fails in the process of transmitting their messages. In this process the “rhetoric” of the images appears where are reunite the iconic and the linguistic message. When those elements are clear it identified is when you can determine is the message was successfully delivered or not. Or in simples words if the advertisement is good or not.

Understanding these set of rules definitively help us to grow as designer. Also, it helps us as costumer to understand better the messages that are trying to deliver to us other designers. We improve as designer and as customer at the same time. This is good besides, we never going to stop being a customer of something. Then, we can see more clearly what the customers really need to see and as designers we are getting better to deliver precisely that when we understand better both ends of the process. The beginning of the process as the designer of the messages and the end of the process as customer who receive that messages.