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Communication Design Theory

Vaseline is a very well known American brand of petroleum jelly. Petroleum jelly also known as Petrolatum, is a semi-solid mixture of hydrocarbons, which is most commonly promoted and used as a topical ointment for healing properties. In the ads above, there are three representations of what petroleum jelly is and what it does.

In each of the three selected ads, you have one woman portrayed in an artistic renaissance art manner. The ads are a visual testimony to the soothing powers of Vaseline on cracked skin and lips in an artistic form. All three ads portray women, which tells that the company is targeting the product more towards women than men. The complexion of all three women are pale, which is due to the fact that they are European Renaissance paintings, and pale skin was the standard of beauty. The style of art with cracks in the painting is symbolic to showcase the understanding of dry skin. The cracks consist of almost the whole page to over exaggerate the effect of dry skin.

Image one displays a woman of pale skin with cracks all over except for a part of her face where it shows her hand applying the product. The area with the product applied is shown as a smooth surface. The background of the image is dark brown. The woman is wearing a black and pearl necklace, which hints to status and time frame of the painting. She is positioned in a slight side profile, no hair shown, barely visible

eyebrows, and brown eyes. Most of the page consists of cracks that allude to the dryness of her skin.

Image two and three both show a similar concept, but instead of the skin they focused on the lips. They put text on the left side close by the lips which read, "HEALS CRACKED LIPS". The contrasts of the cracks on the skin and the smoothness on the lips immediately directs the attention to the lips. On the bottom right, they display an image of the product in its casing which read, "Lip Therapy" with its scent.

The third image's product is pink, displaying its different scent, reading "Rosy Lips". On its right there is text which reads, "THE HEALING POWER OF VASELINE". The background of the images all show a solid color, a dark brown in the first image and a shade of blue in the other two.

The two focusing on lip therapy, have lighter shades of lips with a shiny finish. The bottom print of the product that reads "rosy lips" shows that this might be flavored or more colored compared to the other lip therapy.

In two of the three ads the subjects seem to be smiling which might give off the idea of being happy, which is due to the healing therapy the product gave them. The pictures are all well lit and bright so that the small details which are so crucial to the ad can be seen. All the hair is hidden or a small part because the brand is not a hair company, and so they do not want to bring attention to anything other than skin and lips. The first ad has a really serious face which can be an expressionless, almost upset looking face. This is alluding to how her skin feels when it's cracked. All images are displayed horizontally.

There is a significant amount of soft shadows being used to display lighting which might imply the paintings were portraits painted in a studio. The nature of the ads resemble beauty ads which gives off some kind of idea that petroleum jelly, also known as Vaseline, can be used as a beauty product to enhance the look of skin and lips on women.