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COMD 3504, Sec. OL10

DiaTribe Ad

This ad was designed for the DiaTribe non-profit foundation which helps prevent and control diabetes in kids and people in general. The designer used a mixed logical and emotional approach to communicate the message to the audience through his visuals. The ad is composed of a subject specifically a female kid that is breaking the ground due to being overweight caused by her diabetes. The scene takes place in two spaces, the house of the kid which is the top part of the composition, and the back of an ambulance which is the bottom part through the floor. For the house, the composition is simple to communicate the message easier. There are different elements such as an open fridge with only a few products and a cake that flips through the kid's hands while she's falling through the floor. There's also a window with open curtains displaying a full moon night sky and a black cat scared of the kids' event. Also copy in the wall that states "Don't let diabetes be her downfall". As for the ambulance, there's a bed waiting to catch the kid, and two nurses are surprised by what's happening. The designer did not use any color on purpose with its message, leaving it in black and white to incentivize the feeling, and the technique is not photography but dramatically animated drawing. The linguistic message deployed in this particular ad can be identified as two: a denoted message, showing signs of diabetes within different elements of the composition, and a connoted message with the copy that describes the composition as a whole. There are also denoted imagery elements such as the cake, cat, fridge, bed, and things that can be represented as they are without a connoted meaning. The designer uses objects that can indicate a polysemy like the objects in the fridge indicating the diet of the subject, or

the eye-catching imagery of the night sky meaning a possible midnight sugary snack with the centered moon and the cake that the girl was handling. There are other elements such as the ground, which can mean death underground. Having in mind the condition and the reaction of the nurses due to the exaggerated weight that the kid has, which can be considered a negative connotation for the fact that people are more sensitive when watching kids in these scenarios, but it's an unflavored reality that happens. Different coded and non-coded iconic can be analyzed through the composition as mentioned. As non-coded, we can spot elements that can be self-explanatory such as both rooms and what they represent and elements such as the bed or the cake, but when it comes to coded iconography I can affirm that the designer caught my entire attention to analyze its complete composition carefully. I have written about some of the coded iconic being used, but it can go deeper than that. The scared cat which can be seen just as that can give a completely different perception by its cultural aspect with just different factors like its color which is black, meaning bad luck, and the fact that it's scared means that there is something even worse than just having bad luck. The products displayed in the fridge can also tell us a lot from the subject by showing only two gallons of milk and probably two extra pieces of cake, leading to the conclusion that the subject is suffering from a condition caused by eating disorders. This clever composition is effective in many ways across different audiences for its variety of elements and meanings. The function of the linguistic message in the form of anchorage using the copy to connect the message of the imagery effectively is something that the designer applied clearly. "Don't let diabetes be her downfall" creates a dramatic and emotional approach that can impact and change behaviors toward the condition. The function of the relay with the connection of text and composition working together to convey the meaning that diabetes is dangerous and must be addressed. Along with the cohesive design, the creator used visual elements and copy to address the

problem and enhance the functionality of the ad using rudimentary techniques of visual communication.

In conclusion, to create such an impact through ads like this it's necessary an anthropological and psychological study of the society to understand the cultural and behavioral aspects and how things get perceived. This ad is successful in transmitting its message for its context and can easily be run in a country like the U.S where diabetes risks are at their peak. Although the condition has no exception and anyone can suffer from it, the artist referred to the social level of the subject by showing its color and the place where she lives. Poverty is a high indicator and a factor for a higher risk of diabetes due to the lack of proper alimentation that a person from such social status can have. The designer used a clever composition to communicate that and benefit the non-profit organization by creating awareness and impacting the community that the ad is targeting. The use of linguistic messages and iconography made it possible along with the denotative and connotative elements of it.

Image Citation

23, Area. "DiaTribe Foundation: Girl." *Ads Of The World*, 2018,

www.adsoftheworld.com/media/print/diatribefoundation_girl.