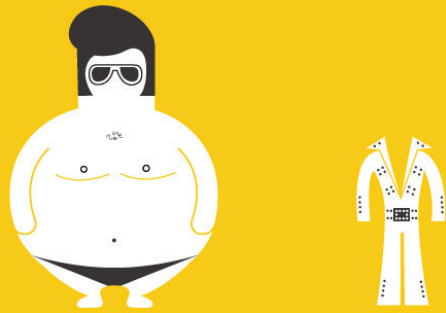


**SHANNAIN**FRANKLIN

PERCEPTION



## INTELLECT:

You stop and think about what is going on and how you the fat Elvis is going to fit in a tiny suit. Appeals to humor and then you realize the connection is all the fat is going to fit into this suit. How all the information is going fit in this small USB.

Micro 16 GB USB Flash Drive





## PERCEPTION:

The creator use the color red to draw attention to the two red pieces of legos, that form a cross. Using visual hierarchy, they draw attention to the pieces and then your eye natural reads the rest the rest of the page. You find a airplane shadow. With just these two elements, Lego catches your attention and appeal to sense of imagination. Imagination and it's use is what their brand is about.



## EMOTION:

At first glance, this advertisement provoke negative emotions. The woman looks like she is throwing the middle finger up, cursing you out. And the viewer reads and realizes its an ad for diamonds. Provoking flight or fight reactions to people in relationship. She's waiting for that next step or she might curse you out and leave.

**THANK** YOU

