



Sample No.: 2	Observation
1. What is it? Ad /Editorial / Other, from what publication or company?	Editorial for the Watercolor Art Magazine
2. Audience: Who is the target? Be specific as possible (e.g. European women over 45, graphic designers who specify paper for printing, teenage gamers, etc.)	Watercolor Artists who are into watercolor painting
3. Composition: Symmetrical / Asymmetrical? Why?	The composition is Asymmetrical, on the left page you have the image spread placed across the right spread, but the text alignment was placed in the lower left. While on the second spread, you have three images being placed on the right.
4. Typography: Serif/sans serif used and where? Why? Justified / FL / FR? No. of Grid columns?	All fonts are being used in Sans Serif Font, Transitional uniform upright Characteristics. All of the texts are in Italic except the Subtitle "Demo," and they're all in Flush Left.

	Three Columns seems to be shown for the second spread beneath the three images
5. Color(s): How is color applied? If all black and white, how is tone applied? Why?	There's color in this entire photograph, lots of shades of reds with a hint of blue, yellow, green and some white for the books and frames. To blend in for realistic paintings.
6. Juxtapositions: Do you see any alignments, intersections or parallels to your dissection lines, any angles or compositional elements? E.g. Rule of thirds employed? Why? How is white (negative) space used? Why?	The books on both the paintings give a parallel and intersection across both spreads while dissecting these pages. Rule of thirds seems to appear for both the images and the text. White spacing on the left page is shown for the artist's impression quote a bit further away from the body copy text.
7. Which of the 10 Criteria for evaluating an Ad (see syllabus last page) is most noticeable?	Selecting the Right Audience is what this Editorial seems to be targeting towards Watercolor Artists to express their true feelings and being proud when it comes to painting watercolor and using specific colors to give off the meaning of passion. You can welcome audiences but looking at this is mostly welcoming watercolor artists or artists in general.
8. Other: Any other observations from the exercise that you noticed?	The image on the right spread shows their work in progress before adding colors as their final piece on the main image spread is interesting. The artist is giving off elements and texture to apply.



Sample No.: 2	Observation
1. What is it? Ad /Editorial / Other, from what publication or company?	Advertorial for the Skin Care Company “Lancôme Paris.”
2. Audience: Who is the target? Be specific as possible (e.g. European women over 45, graphic designers who specify paper for printing, teenage gamers, etc.)	Middle Aged women around 30 or over who are interested in buying Anti-Aging Skin Care Cream Products
3. Composition: Symmetrical / Asymmetrical? Why?	The composition is Symmetrical due to the images and text aligned in the center on both spreads to create balance.
4. Typography: Serif/sans serif used and where? Why? Justified / FL / FR? No. of Grid columns?	The Brand “Lancôme,” and the Subtitle on the 2 nd page spread uses a Transitional serif font which it’s a Garamond and the body description text below shows a Sans Serif font from Gotham. Both of these text are Justified in the Left and in Two Columns.
5. Color(s): How is color applied? If all black and white, how is tone applied? Why?	This photograph uses the colors, purple with the hue of darker gray or black on the background and foreground to give off contrasts and shadows. The color purple indicates

	royalty and compassion, and the amount of attract those women loves the color purple.
6. Juxtapositions: Do you see any alignments, intersections or parallels to your dissection lines, any angles or compositional elements? E.g. Rule of thirds employed? Why? How is white (negative) space used? Why?	The model's arm looks like she's pointing or aligning at the cream gives off a movement of flow.
7. Which of the 10 Criteria for evaluating an Ad (see syllabus last page) is most noticeable?	This ad exemplifies the criteria Promise a Reward because it's guaranteed to prevent any aging wrinkles on your face and to hydrate from dry skin overnight.
8. Other: Any other observations from the exercise that you noticed?	This ad's imagery plays a strong meaning to what your skin will looks like after applying this "all in one," cream.