

EMILEE WRIGHT

24
DAY
PROJECT
OF ADVERTISING

OBJECTIVE

As a visual communicator, it is vital to adequately portray the message of each company and/or product you are representing.

Communicators incorporate their visual skills with the field of advertising as a means of drawing attention to a specific product, service, event, etc.

My goal, as a visual communicator, is to use the photography and design skills I have worked diligently to develop to benefit companies who want to share their unique message with the world through creating advertisements that are both visually appealing and effectively informative.

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SOLUTION

This 24-day project of advertising has shown how I am consistent in the content I produce, creative in the variety of mediums I can work with, and productive with the time I am given to work.

This will, in turn, benefit the marketability and competition of companies as well as attracting the attention of consumers and inviting them to purchase, interact, and/or research the respective product's message and material.

APPROACH

Here are the companies I created advertisements for:

1. 5 Gum
2. Goldfish
3. P3 Protein Snack
4. Soup for You
5. Lindt Lindor
6. Mission Tortillas
7. Outdoor Magazine
8. Jarritos
9. Pillsbury
10. Takis
11. Snapple
12. Gatorade
13. Sharpie
14. Sally Hansen
15. Music Album
16. June's Place
17. The Cut Above
18. Hunt's
19. Treasure's Bridal
20. AC Moore
21. Paradise Donuts
22. Nestle
23. Florence's
24. Tiffany & Co.

The following pages focus on what I learned and accomplished from being consistent, creative, and productive each day.

Process videos are found in the appendix found at the end.

GOLDFISH

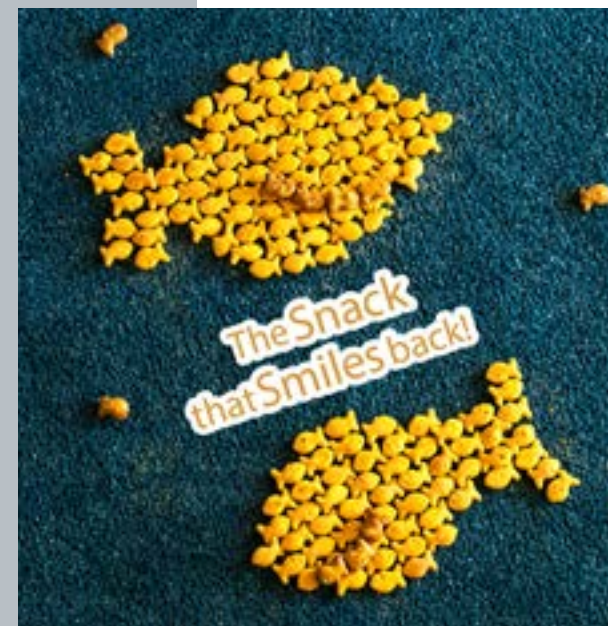
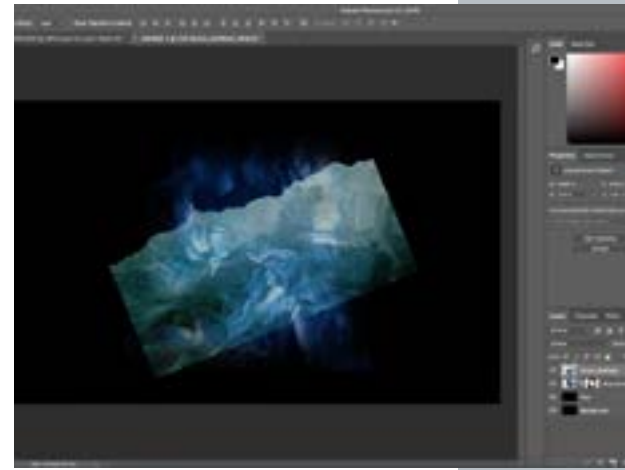
TOP 3

PROCESS

I always have loved Goldfish's simple yet interactive ads and commercials. I wanted to be creative with this ad in making a goldfish out of multiple goldfish and using a different flavor for the smile for emphasis. I then made a sticker font in Illustrator to make it more interactive against the blue background.

LEARNINGS

I came to realize that working with your hands can be a lot more difficult than it seems. Digitally, once you make an object you can then duplicate it and move them around quickly and spaced evenly fairly easily. It was a lot of trial and error doing it by hand. I originally had normal text on the ad but I wanted it to really stand out against the darker background and have a fun, childhood feel. I looked up a few tutorials on YouTube of how to make text look like a sticker and viola! I really loved the way the mock up make this one come to life! This ad had one of the highest engagement rates of all the content I posted over the 24-day process.



PROCESS

I really love 5 Gum TV commercials and their vibrant product packaging. I feel like they are full of so much energy and color, so I wanted to incorporate those elements into an advertisement. I took two free images of smoke and water and blended the images behind the picture I took of a pack of gum. The catch phrase comes from their new truth or dare campaign since each stick of gum has a truth or dare activity for people to play as they chew gum.

LEARNINGS

This ad exercise helped me to better develop my Photoshop skills in how I can better enhance emotions. I wanted to create that chilling effect that happens when you start chewing a piece of gum. I also received some great critique about making my text more noticeable so I rearranged things and changed the color and opacity of the text. The bottom two images show the updated advertisement. People who viewed the ad on my social media commented on how they loved the movement and crisp message.

TOP 3

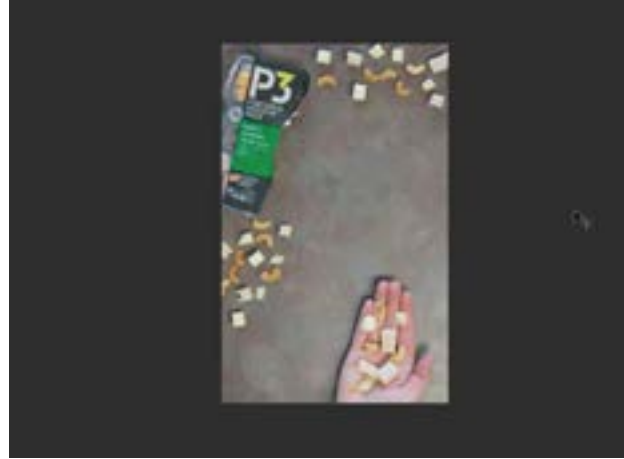
5 GUM

PROCESS

My kitchen counter isn't the most photogenic surface so I did some post production work in Photoshop to focus in on the product. I also played around with different type faces and the spacing between words. It also added a lot of depth once I integrated colors from the packaging into the call to action.

LEARNINGS

Many days I felt like the typography was just placed on as an afterthought, but I was consciously placing the food this time so I would have a good area for the text which made everything fit together more cohesively in the final product.

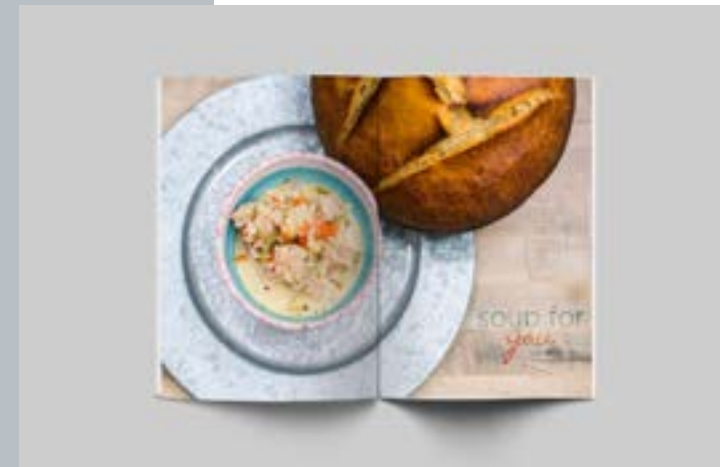


TOP 3

P3 PROTEIN



SOUP 4 YOU



PROCESS

It was really fun to work for a real client on this ad. Soup for You is a small soup shop in Rexburg, Idaho. I had to get up early to take the pictures before the restaurant actually opened and customers started coming.

I found that soup is a more difficult thing to adequately photograph. If there is too much liquid then it becomes difficult to see all of the ingredients. I ended up putting an object in the bowl so more of the chicken and vegetables would be lifted up. I also experimented with different plates and bowls to add more contrast with the subdued colors of the soup. I then edited the picture and utilized the blending modes in Photoshop for the text.

LEARNINGS

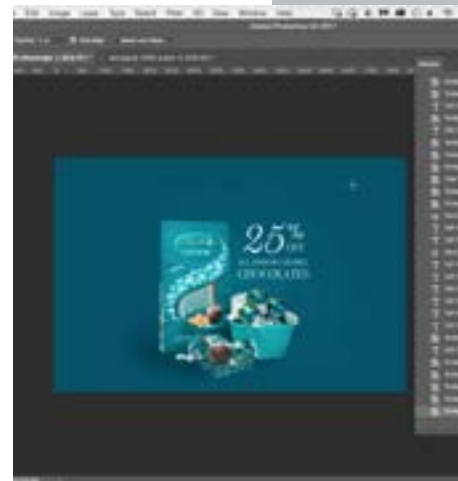
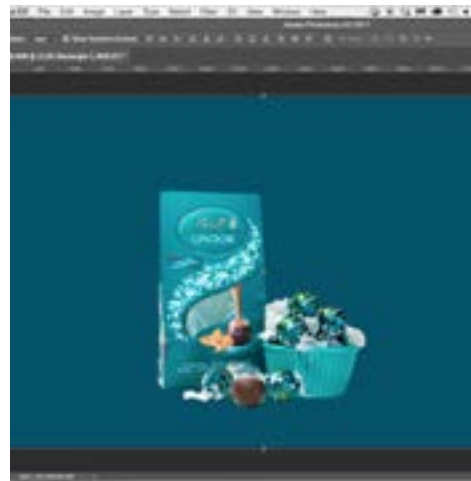
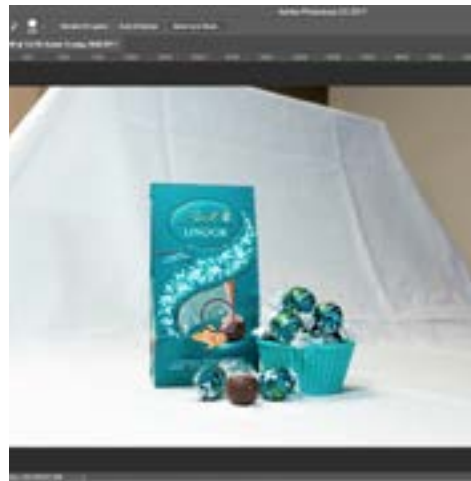
I really love the warmth and light this ad brings. It made me want to get cozy with some warm soup on a cold day. Looking at it again, I wish I would've added more of a call to action within the ad to get the viewer to go get some soup rather than just think about it. If I were to do the ad again, I would add a coupon for a buy one get one free bowl of soup to give people more of an invitation to act.

PROCESS

I worked a lot with cutting things out and adding in more salt in Photoshop. I originally thought I wanted a white background but found I liked the dark blue contrast for the background better. I also added sugar around the piece of chocolate but ended up adding quite a bit more in post production to have a better effect. I also had fun working with the typography and making the numbers more inviting and interactive for the viewer.

LEARNINGS

I was able to learn from previous ads how not having a call to action or a reason for the ad makes it basically useless. I felt having the 25% off discount gave the viewer something to do with the information they had just learned. I also liked the balance of color and learned it's best to be simple and clear.



LINDT

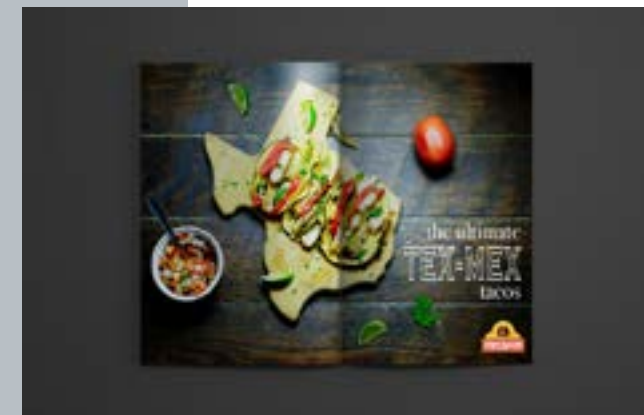
MISSION

PROCESS

There is nothing I love more than Texas and tacos. I thought this fun stylized shoot would be something interesting and creative for viewers. The auxiliary light I was using was really warm, but I ended up liking a cooler vibe once I started messing around with the levels in Photoshop. There were also quite a few blemishes in the wood floor that I took the picture on so I used the spot healing brush and clone stamp tool to get rid of unnecessary distractions. I left a nice space for the text while photographing and wanted to use something fun that would remind me of something Hispanic. I mixed two fonts together and felt it made a nice balance of giving a spice of Hispanic flavor. I also worked with some dodging and burning effects in order to get the focus right on the tacos rather than the floor. I feel the end product is vibrant and interesting for the viewer.

LEARNINGS

I find the fun stylization and interesting typography make the ad fun and playful without the company overpowering the message. I like the subtlety of using just Mission Tortilla's logo in the corner. Companies want to create a mood or spark a memory for the viewer to then help them emotionally connect with their product. Even though there are so many other objects other than tortillas it still brings home the message of how Mission can help you make awesome Tex-Mex tacos! If I were to style this again, I would move the tomato so it isn't so distracting.



PILLSBURY

PROCESS

This was a completely random ad that came to me while I was making cinnamon and sugar croissants. I thought about their interesting shape and decided to make a heart to create an emotional connection with the viewer. I also added the simple recipe. I then recreated the Pillsbury logo in Adobe Illustrator to really breakdown the shapes and gradients behind the classic logo.

LEARNINGS

I really came to realize how doing something simple in real life will make your post-production life so much quicker. I wanted to use this fall colored rag as my background but I decided not to take a few minutes to iron out the wrinkles. I wasn't able to effectively clone it out so I ended up doing a completely different color for the background. I wish I would've taken just a few minutes to do something simple to help me out in the long run so I could've worked more efficiently.



PROCESS

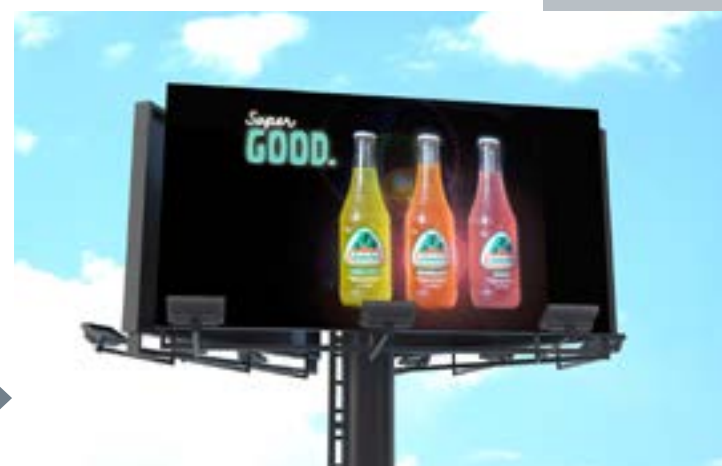
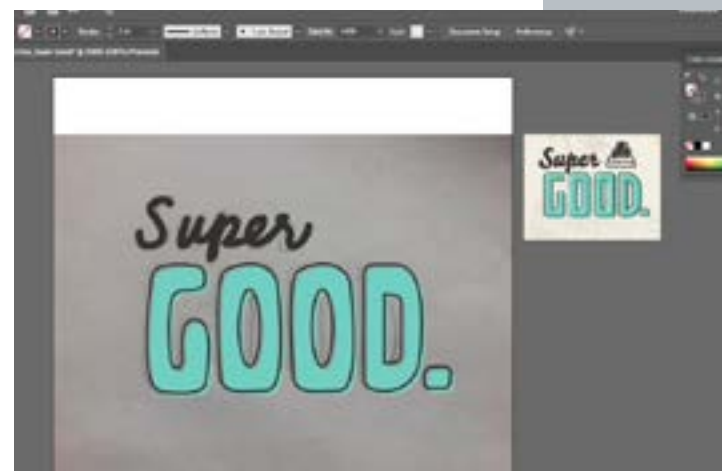
I had a lot of lights for this set up! I had a large half panel LED light on the left along with a smaller LED light coming from the bottom right, and with a hand held flashlight held above.



I only enhanced the vibrancy and sharpness in post. Jarrito's catch phrase is super good. I recreated their font on my own and placed that on to the ad.

LEARNINGS

I realized that there is a lot of lighting pre-production work that goes in to getting a really good product shot. The shot wouldn't have popped so well unless I had that great reflection and highlights on the bottles. I was able to learn more about typography and mimicking logos. It's nice to appreciate certain styles but it turns your brain into thinking a different way when you have to create it yourself and find out how to layer and shadow things.



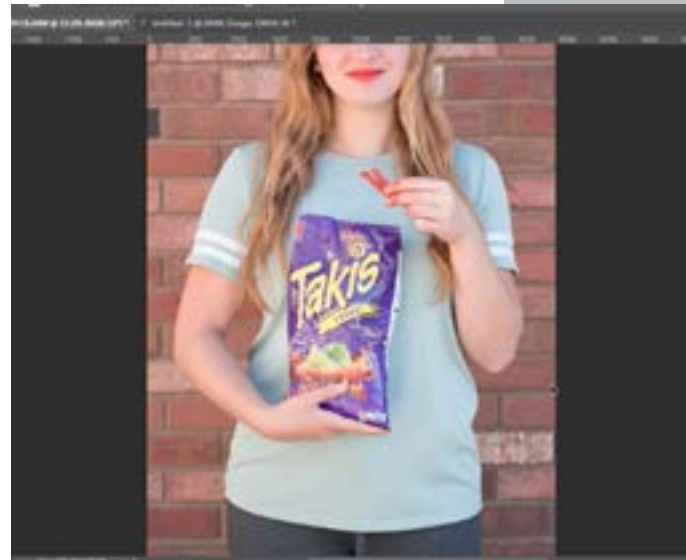
JARRITOS

PROCESS

It was fun being able to work with some cool effects in Photoshop for this spicy ad. I was able to take some images of a fire and blend them into the image as well as changing different adjustments in order to make the flames bright. I felt by doing this it was taking ordinary chips everyone has seen but then making it interesting by having the spicy chips actually on fire. I loved that the flavor of the chips is fuego, which means fire in Spanish which is just another great tie in to the theme.

LEARNINGS

I definitely had some trouble with the typography in this ad because I wasn't consciously thinking about what I wanted the end product to look like before taking the photo. This then restricted my ability to place things strategically in post production. I was able to get some good critique about taking very large images so then you have more flexibility later on to change you ad to a magazine layout, or to switch over to a social media post without any layout issues. This gave me good perspective into beginning with the end in mind.

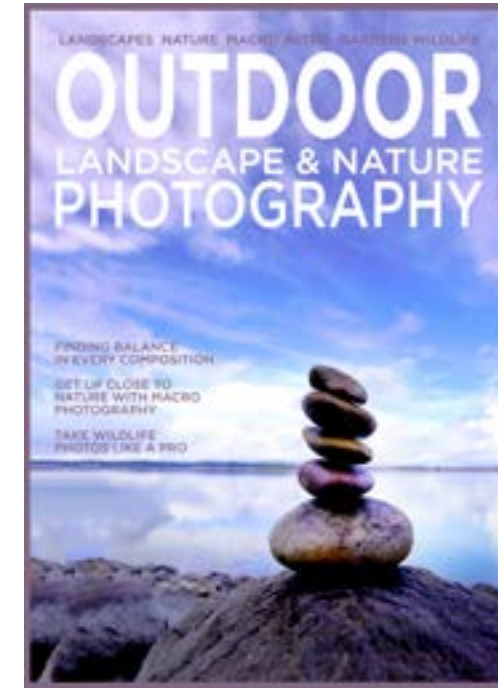


PROCESS

I went to Jenny Lake which is in Yellowstone National Park. As I was walking around the lake, I found a lot of interesting flat rocks so I decided to make a cairn, which is a stack of rocks. I took a bracketed image which means I had my camera on a tripod and I took three images at three different exposures. I blended those three images together in Photoshop and then enhanced the vibrancy and masked out some dark areas around the rocks. I love looking through photography magazines so I thought it would be cool to create my own version of the Outdoor Landscape & Nature photography magazine. I liked the font choice and color variation.

LEARNINGS

I really loved the versatility of this image and I experiment more with typography and layout design for both a magazine and book. I have always been interesting in book cover designing and loved the way the mock up really brought the idea to life. I wish I would have moved the top text down a little bit to have a bit more white space on the top portion since it is so close to the edge. I forgot how books will wrap around the content so you have to be super careful with your spacing around the edges.



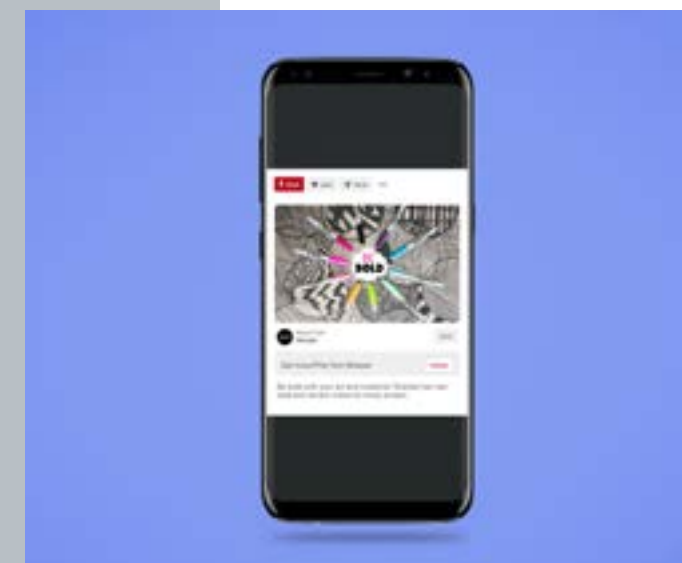
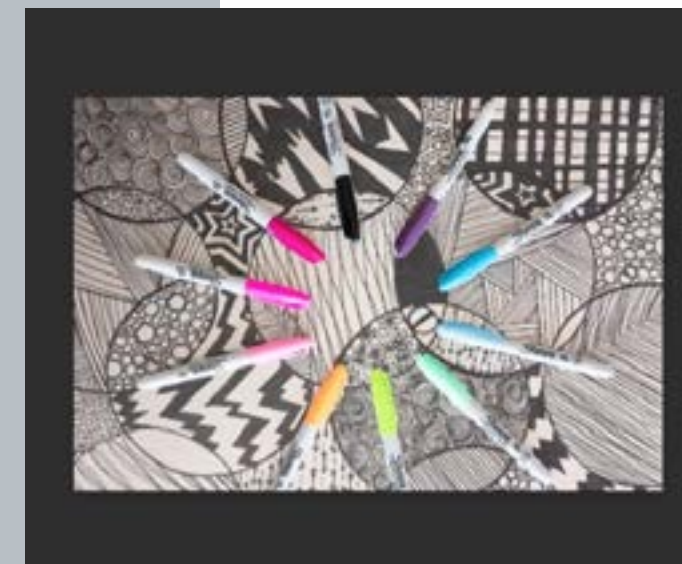
SHARPIE

PROCESS

I love the movement and vibrancy of Gatorade ads and TV commercials. I wanted to have more of a lifestyle shot implementing these ideas of movement and vibrancy. I had my roommate walk out to the track and I set up the shot with the intent of having the text go in between her and the bottle of Gatorade.

LEARNINGS

Even though I had the idea in my head of what I wanted it to look like, there were other distracting elements that took away from the design. The white marks on the track, the car in the parking lot, and light posts in the background. It's important to take in all of your surroundings and pick an area that will compliment your subject and not distract from it. I wish I would've taken a few more different angles to minimize the background distractions. I also got a good critique of having the pink stripe go behind the Gatorade bottle and off the page to the left. I thought that was a great recommendation to add some movement and make the pink ribbon more involved with the image rather than it just being there so you can see the white text.



PROCESS

I placed an assortment of sharpies on a white background and took an overhead shot using window light and one LED light to help balance the shadows. I then took a sharpie drawing I made and masked it in as the background image. I liked having the drawing be in black and white so that the markers would stand out more and go along with my message of being bold. I then created various mock up images using social media, a billboard, and a truck wrap design.

LEARNINGS

I came to realize that even though you might size the image to fit in multiple platforms of mock up material, usually there is one area it fits best. I pictured this as a social media ad specifically for Pinterest. I remember scrolling through Pinterest when I was younger looking for inspiration of things to draw and create. I feel this ad would have been something I would click on to see up close and try to draw inspiration from for my own work, so I hope that means others would do the same.

GATORADE

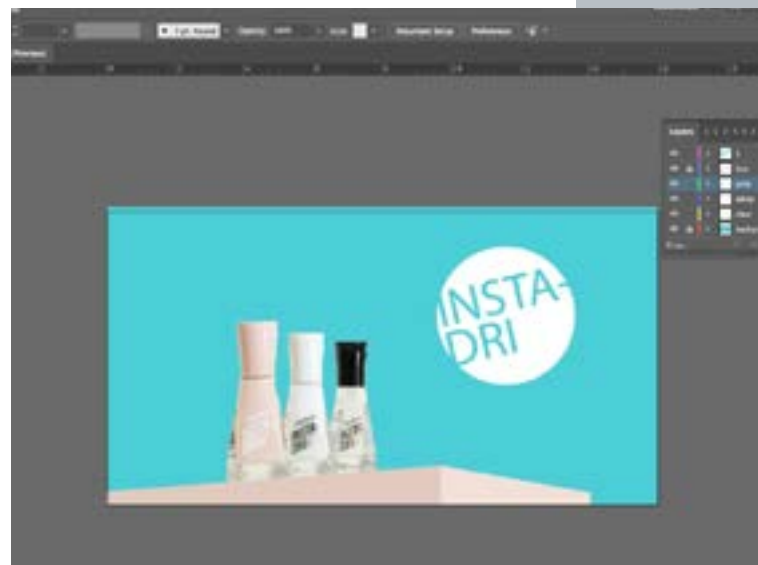
PROCESS

I used a half panel LED light along with a smaller LED light to take the picture. I then cut out each nail polish individually and stacked them on the table area I created on Adobe Illustrator. I played around with different areas for the type to go and I thought it made the ad more interactive by putting the type of polish in the white circle.

LEARNINGS

One of my biggest takeaways of this day is making sure to hone in on what makes this product of nail polish than the millions of other nail polish brands. What problem is it trying to solve and how will it benefit the consumer?

One of the biggest struggles of painting your nails is that they take forever to dry and you can't do anything for a while or you might smudge the paint. If Sally Hansen claims that her polish will dry instantly then as a girl who has smudged her nail polish too many times to count, then I would definitely want to try out her product. You have to find a way to connect to your audience.

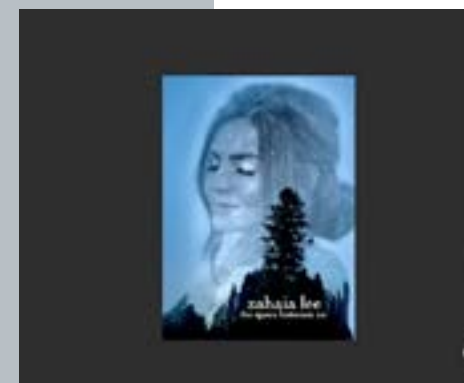
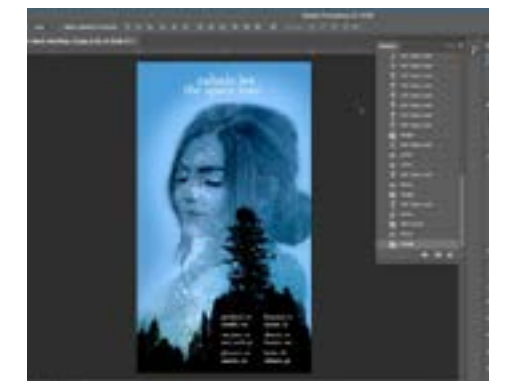
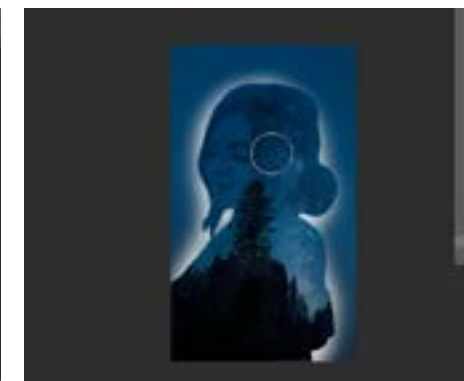


PROCESS

I took both of the original pictures of my friend Shayley and the outdoor landscape of the night sky. I then masked them together in Photoshop using a double exposure effect where you use the outline of someone's profile and use another image for the inside of their profile. I originally wanted it to look like a band poster so I had it larger and added a tour date list. After working with it, I didn't love the design so I decided to simplify and make it into a music album cover.

LEARNINGS

This idea was really different in comparison to my other days of advertising. Even though it isn't my favorite ad, I think it shows my versatility in being able to work with more than just products. I was able to take two completely different images and make them into something creative and interesting by utilizing my Photoshop skills. I think it's also key to match the name of the album with what is going on with the cover art. I decided on the name of the song to be "the space between us" so I feel using the milky way landscape fit well with the context of the song.



CUT ABOVE

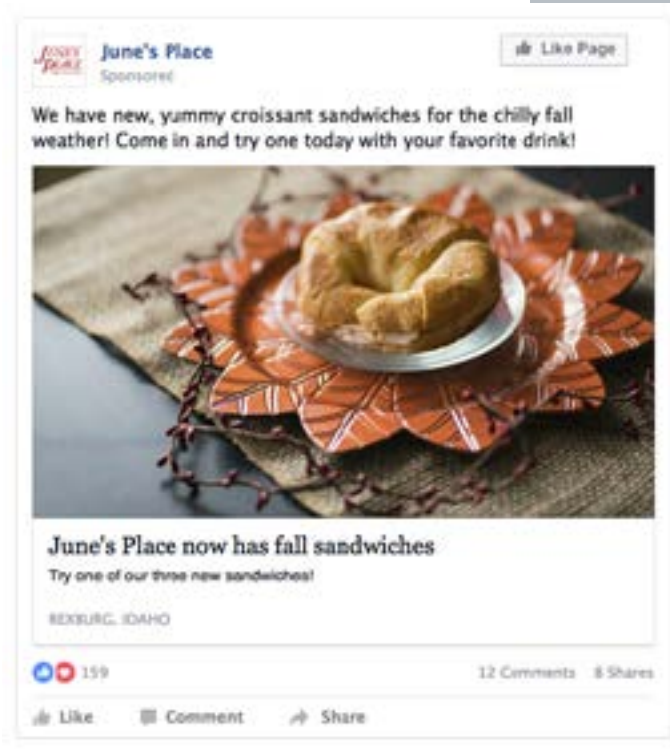
PROCESS

I was able to work with a local coffee shop, June's Place, in Rexburg, Idaho in helping them market their new holiday croissant sandwiches. There was a lot of styling that went into this shot in showcasing the sandwich but also matching the holiday season.

Luckily I had a nice set up right by a large window so that is all the lighting I used. I then just increased the vibrancy and saturation in post production to really bring out those warm fall colors of the bread and decorative plate.

LEARNINGS

I really liked the way this stylized photo fit well into the Facebook mock up. It's amazing to see your ad come to life once you put it in a real world situation. Since I worked with a real client it was important for me to discuss with the owner what their vision was for showcasing their new sandwiches. June was very open to ideas and loved that I brought a variety of items to style with for the photo shoot. I think being flexible and versatile for anything that does or doesn't happen helps to ease the stress of working with clients.



PROCESS

This was a different process than my other advertisements because I was working with a person instead of an inanimate object. I was doing this ad for a hair stylist who works at a salon called The Cut Above in Rexburg, Idaho. She wanted some content for her Instagram so I took before and after pictures of a cut and color. I also made a promotional flyer that could be used for social media, a poster, a magazine ad, etc. I did very little editing on the actual photo and re-branded their logo.

LEARNINGS

It is fun to work for a client but I learned the value of time and good communication from this day. I spent a lot of time waiting around because the client didn't show up on time to get the before pictures, and then the cut and color took longer than expected so I arrived at the time set by the hairstylist to come back, but I ended up having to wait for another 30 minutes. Even though life happens and things don't go according to plan it would have been beneficial to me to have better communication with the stylist and to keep tabs on the process so I can be using my time efficiently.





PROCESS

I went to work with Treasure's Bridal in taking pictures of their new winter selection of wedding dresses. The dresses and models were beautiful but the lighting was terrible. We were planning to shoot outside but it started to rain off and on during the set time the models were there and we were unable to go outside with the dresses. Due to the weather, we had to take the pictures inside in very low lighting which resulted in not the highest quality images. I took the image and cut the model out from the distracting background. I then turned it to black and white to have more of a classic style. I then added the cut out image onto a magazine spread.

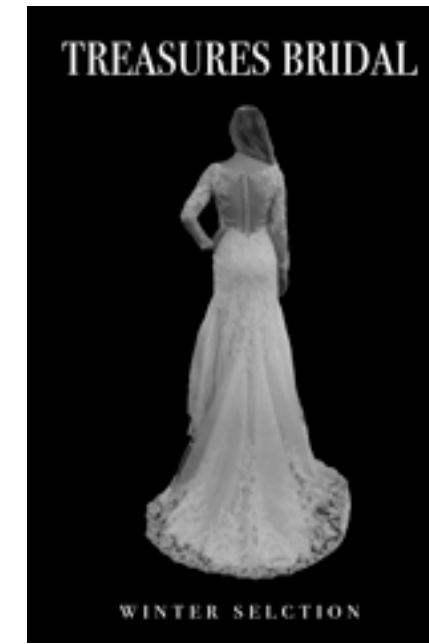
PROCESS

I was planning on making stuffed shell pasta for dinner and thought it would be a prime opportunity to use it as an advertisement. I plated the dish and wanted it on a white background which took a lot longer than expected in post production. I then added the logo and text.



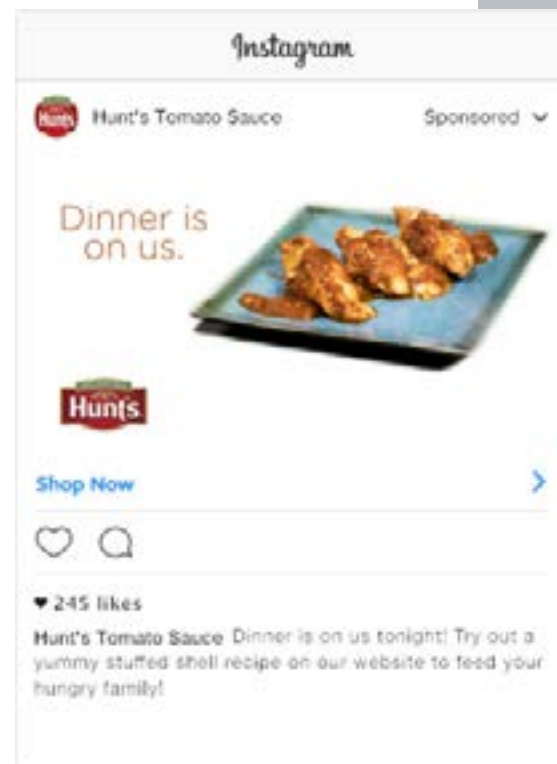
LEARNINGS

I didn't love the look of the end product. Even though it was very clean and simple I feel like a normal families dinner doesn't look like this. I think I would have gained more from seeing the plate set on a table with the full dish in the background with salad or bread sticks. It's difficult working in an old kitchen apartment, but I feel that I could've made it more of a meal rather than just focusing on the one plate.



LEARNINGS

My biggest realization from this day is the importance of being prepared for changes in location. Since I didn't prepare sufficiently I didn't bring any auxiliary lighting to help with the low lighting situation. I also learned that having a black backdrop would save time on post-production work in cutting out the model and making it look more natural against the background.



PROCESS

I went in to Paradise Donuts early on a Saturday morning to capture the pictures of a wide variety of donuts and cute customers. It was fun being able to interact with people and capturing their emotion while eating the donuts. I didn't do too much editing in post production since there was sufficient light that day. The owner wants new content for their social media and loved the variety of people and product. I

then found their logo and added it to one of the images if they wanted to use it for promotional content other than their social media.



LEARNINGS

I was able to have a sit down meeting with the owner to discuss some of the items he really wanted to focus on and how he wanted to involve customers. He was then really pleased with the work I presented him with at the end of the day and I was able to get good feedback and they featured a few of my images on Instagram over the next few weeks. It was a great experience working for a real client and being able to provide them with good content they were able to use.



PROCESS

After going to A.C. Moore to get some styling items for other advertisements, I thought it would be fun to make an ad for them too. I took the variety of styled objects and placed them on my kitchen counter with a white table cloth as a background. I then did some post editing work since I didn't have any auxiliary lights. I then mimicked the logo and added some text for a holiday advertisement I pictured primarily for social media.



LEARNINGS

I wish I would've made more of a stylized shot using the products rather than just piling everything together. It would have been a lot more marketable to show the customers what they can do with the products. I think it looks tacky with all of the tags on the products. I also think it is too crowded and could use some more breathing room to fully appreciate all the decorations.



FLORENCE'S

PROCESS

I woke up bright and early in order to get some cool shots of employees of Florence's candy shop making candies for the day. I loved watching them make the Princess Michelle chocolates. They would roll the pieces of chocolate and drizzle a pretty swirl and then cover it in toasted coconut. I loved the simplicity and negative space of the photo. I also recreated their logo in Illustrator manipulating some of the script font to match the original.

LEARNINGS

Even though I liked the shallow depth and simplicity of the shot by itself I felt like in order for it to be an effective advertisement I would need more lead room at the top of the image. The logo is in an awkward middle ground area where it fits but because there is just a hint of blue at the top it feels like it would stand out better with that as the background rather than being over the toasted coconut. I think the post would do well as just an image for social media.



PROCESS

The process started with me making some delicious cookies. I positioned the cookies and used a shallow depth of field in order to get the first cookie in focus and to have the rest of the cookies blur out in the background. I thought it was lacking something so I added a few chocolate chips around the cookies to add some more elements to help tie everything together more cohesively.

LEARNINGS

I didn't leave enough white space area for the text so I extended the picture and tried to content-aware fill the area at the bottom. It worked but it was a little too blurry for my taste. I wish I would've thought more about the text element before taking the pictures so it would've helped in the end result.



NESTLÉ

SNAPPLE

PROCESS

This was a fairly simple set up. I used a half panel LED light coming from the left side. I originally just had the Snapple bottle by itself with just some water sprayed on it, but I thought it looked really boring, so I cut up some apple slices to bring the juice to life. I then clone stamped out the sides in post production and added text.

LEARNINGS

One thing I came to appreciate is being clever in your written content. I love Snapple drinks and when I was in the store I thought of the popular phrase of “an apple a day keeps the doctor away” when I was buying both of these items. As I kept thinking about it, I thought it would be funny to apply that popular saying to the Snapple product itself in saying that drinking a Snapple drink would keep the doctor away implying that it gives you better health. I think finding things that a large audience is familiar with and then applying that same message to your product is tactful and will stick in their heads.



PROCESS

I wanted to incorporate the feeling and mood of not just a wedding ring but an the experience of a wedding along with the ring. I went to a bridal store and took these picture but due to not enough sufficient light on the ring, I feel it doesn't stand out as well as it should. I should have gotten a closer up angle in order to really showcase the ring since that was my main product. I liked adding the classic Tiffany's logo and I felt the phrase “forever yours” fit well with the theme of rings and weddings.

LEARNINGS

This was the first advertisement that I tried using a Photoshop mock up file. I literally had no idea how to insert my image so the bottom left image shows my failed attempt at placing the image on top of the mock up without editing the contents of the layer which I learned how to do at a later time. The bottom right image shows the image placed correctly into the psd file. I visualized this ad being in an outdoor/indoor mall billboard or as a magazine advertisement.



TIFFANY'S

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PROCESS VIDEOS:

5 Gum - <https://bit.ly/2ASoGUV>

Album - <https://bit.ly/2F7cFyP>

Lindt - <https://bit.ly/2RHcBr1>

Mission - <https://bit.ly/2SVipyZ>

Sally Hansen - <https://bit.ly/2OxOh92>

P3 Protein - <https://bit.ly/2PiMDxm>

Takis - <https://bit.ly/2FbaBpB>

Jarritos - <https://bit.ly/2ATrdhI>

Pillsbury - <https://bit.ly/2Owkfmf>

APPENDIX

24
DAY
PROJECT
OF ADVERTISING