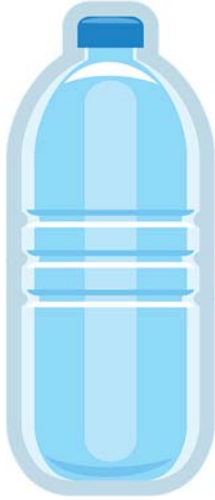


Name _____



Visual Ad Aesthetics

Directions: Read the description of the advertisement below. Pay close attention to how the **pictures, colors, and fonts** are described. Think about what message these design choices are sending. Answer the questions that follow, explaining how the visual elements affect the overall impact of the ad.

The ad for **OceanPure Bottled Water** shows a crystal-clear waterfall cascading down a mountain surrounded by lush greenery. In the center of the page, a tall, frosty bottle of OceanPure sparkles in the sunlight. The background is filled with cool shades of blue and green, creating a calm and refreshing atmosphere. The font is sleek and modern, with the product name written in bold white letters that stand out against the natural background. At the bottom, a short slogan reads: *"Refresh Your World."* The overall layout draws the eye toward the bottle, making it appear pure and essential.

1. What colors are most prominent in the ad, and what feeling do they create?
2. How does the picture of the waterfall support the product's message?
3. What effect does the bold white font have on the reader's attention?
4. Why might the slogan "Refresh Your World" be more effective when paired with the visuals?
5. Based on the description, do you think the visual design makes the product appealing? Explain your reasoning.