

Visual Ad Aesthetics Answer Key

Q1. Colors:

- Blue and green are most prominent; they create a calm, natural, and refreshing feeling.

Q2. Waterfall picture:

- Suggests purity, freshness, and natural quality—implying the water is clean and healthy.

Q3. Bold white font:

- Stands out clearly against the background; makes the product name easy to notice and remember.

Q4. Slogan + visuals:

- The words “Refresh Your World” gain strength when paired with imagery of water and nature, reinforcing the idea of renewal and freshness.

Q5. Overall design appeal:

- Yes. The natural scenery, refreshing colors, and clean font all make the product feel trustworthy and desirable. Students might add that it appeals to health-conscious or eco-friendly consumers.

Teacher Notes:

- Remind students that ads communicate through **visuals as much as words**.
- Discuss how colors carry meaning (e.g., red = excitement, green = health, blue = calm).
- Extension: Have students analyze a real ad they find (magazine, online, or poster) and write three sentences about how the visuals affect their perception of the product.