Design Principles for Advertisement

My advertisement has a good use of contrast because it grabs your attention with the sunflower logo border on both of its sides. I used the same colors such as the yellow and the green for the text, which matches the logo border that shows repetition or unification that allows you to recognize that it belongs together. I also used two different fonts for contrast that blend well together. My advertisement has a good alignment because it has a visual connection that creates a visual alignment down the center of my document. This visual center alignment makes the document easier to read. I chucked my title, “Unravel Through Travel” by its self so it stands out. I also put “Visit San Diego” by itself so you realize what the destination is for the traveling agency, “Unravel Through Travel”. I grouped the package and what it includes together so that the reader will know it belongs together. I used the photo as a text separator to give the eye a break from all the words. Below the picture I used more proximity by grouping my contact information together.