

Analyzing Graphic Design

AIS 4052

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Description

Coca-Cola has utilized graphic design to create powerful ads and designs over the years. This one in particular captures my attention immediately. Initially the enlarged Coca-Cola bottle that has a bright red color to it, grabbed my attention. The size of the bottle and bright colors quickly identifies itself as the purpose of the ad. After looking at the bottle, my eyes went from left to right towards the bright red ladybug whose color matches the bottle of Coke. From there, the ad utilizes a blend of warm and cool colors with the grass and sunlight to create a calm scene that supports the ad's message: "open a Coke, open happiness". These words are meant to help the reader visualize having a happy and calm moment in the sunshine while opening a refreshing Coke. The ad utilizes other elements that is familiar to the reader with portions of two individuals sitting in the grass to help give the reader visualization of sitting where that person is sitting. Another element this design utilizes is the condensation on the Coke which helps the reader visualize how cold the Coke may be and can give them that mouthwatering sensation and appeal to their tastebuds. The other element this ad uses that has a strong effect on the design is the sunlight. The sunlight is seen in the background but brightens the rest of the ad and helps generate the warm feeling of the design. Looking at it, a reader can feel the sunlight and imagine sitting in a calm field during a nice sunny day enjoying a Coke.

Analysis

The message of this ad is to open a Coke to achieve happiness. The design utilizes bright colors and a calm scenery to portray a link between happiness and the Coke bottle. The utilization of the elements around the Coke bottle helps the reader visualize the feeling they can achieve through opening a Coke.

The design of the ad controls your eye flow through colors and the process of absorbing the scenery. After first looking at the design I spotted the following elements in order:

1. Coca-Cola bottle
2. Ladybug
3. Message “open a Coke, open happiness”
4. Sunlight
5. Grass
6. Mountains
7. Humans around the Coke

The flow starts you at the enlarged Coke bottle and the color similarities between the Coke and the Ladybug, draw your eyes to the right so that you can progress to the sunlight that warms the entire design which leads your eyes to the message “open a Coke, open happiness”.

The information that this design conveys is:

- Opening a Coke leads to happiness.
- How refreshing a Coke is (shows condensation in relation to a scene where there is a lot of sunlight which can lead to heat).
- What Coke believes to be a happy scene.

This ad evokes happiness and relaxation emotions in the reader. The blend of warm and cool colors along with the elements such as sunlight and humans’ mixes to show a calm scene and is meant to make the reader feel relaxed and the desire to achieve this happy moment. These feelings lead them to wanting a Coke to help them visualize that relaxing moment or opening a Coke in an area similar to complete that moment. From this, the intended audience is targeted at those who are looking for relaxation during the summer/spring months due to the illustrations of lush, green grass and clear sunny skies. The condensation on the Coke also shows that the weather is on the hotter side to support the time of year this scene would be taking place. This can also be targeting an audience who appreciates the outdoors during these times of year, as not everyone envisions happiness as sitting outside in a peaceful scene such as this, some may prefer the indoors. So, this ad can be targeting those who want to go outside and enjoy the wonders of nature and while they are at it, quench their thirst with a refreshing Coke.

Evaluation

This graphic did what it was designed to do, it drew my eyes directly to the Coke bottle and helped me visualize a relaxing scenery where I could be sitting and enjoying a Coke. It helped me establish that link that Coke is an important part of this happiness and achieving a relaxing moment such as this scene. The artist was successful and did a great job putting emphasis on the Coke bottle and linking it to the scenery through the color similarities with the ladybug. This helped transition the readers eyes from the Coke bottle to the nature scene which leads to the message of the ad “open a Coke, open happiness”. While this graphic did achieve its purpose in reaching the target audience, the only element I noticed that was unsuccessful would be the human hand in the bottom right. I found myself drawing to looking at it too much to figure out if it was indeed a hand and where it fit in the design. That time spent could

have been used on the scenery and focused near the Coke bottle. Overall, this was an effective graphic design that was created by the Coca-Cola company and was utilized to link a sense happiness to their product.

Works Cited:

Graphic Design example:

Author Printsome Experts in making T-shirt printing an awesome experience. Custom clothing solutions for businesses, et al. "Coca Cola Marketing: What Makes It so Good?" *Printsome Insights*, 28 Feb. 2020, <https://blog.printsome.com/coca-cola-marketing/>.