Levi McLean Display Ad Design Justification

In my three display ads I chose to represent alignment, repetition and negative space

Ad One (250x250):
- Alignment is used in this ad by center aligning the text and planet in the vertical center of the ad
- Negative space is used because of the black background causing a stark contrast to the planet and the text, drawing the viewers eye towards it

Ad Two (728x90):
- Alignment is used in this ad by again centering the planets and text but this time along the horizontal axis
- Repetition is used by repeating the planets with outlines and the equal width sections to the left and right of the text
- Negative space is used in the empty spaces between the planets and the text box

Ad Three (160 x 600):
- Repetition is used by repeating the planets
- Alignment is once again used in a similar way in ads 1 and 2 by aligning the text vertically in the center
- Negative space is used as there is little in between the planets on the background

Boba Planet

Try A Cup On Us!