



Designer's Notebook

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Complementary Colors



Need space?
HÉMIS
A 2-door modular dress cabinet
with 2 doors and 1 shelf
248€

IKEA

The slight green color of the converse shoe complements the pink in the high heel. This compliment can be explained by the two colors' positions on the color wheel where pinks and reds are directly across from greens. The compliment is also present between the background color of the add and, again, the color of the converse.

Contrasting Colors



Because pink and brown are contrasting colors, the pink on the both of the models' lips as well as on the main model's eyelids contrasts with her darker skin. The contrast in this advertisement for Ulta allows for attention to be on the makeup which allows for them to sell more of their product.

Warm Colors



This advertisement for Kylie Cosmetics uses warm colors to highlight their products. Because the lipsticks are all warm colors, the advertisement exploits their color by using warm tones for the background and boxes as well.

Cool Colors



This ad for Collagen Solutions uses cool colors to further display their cool toned product. Because the background is a cool blue, the product pops. The advertisement also uses images of water, a cool colored element, to even further highlight the cool colored product.

Monochromatic Colors



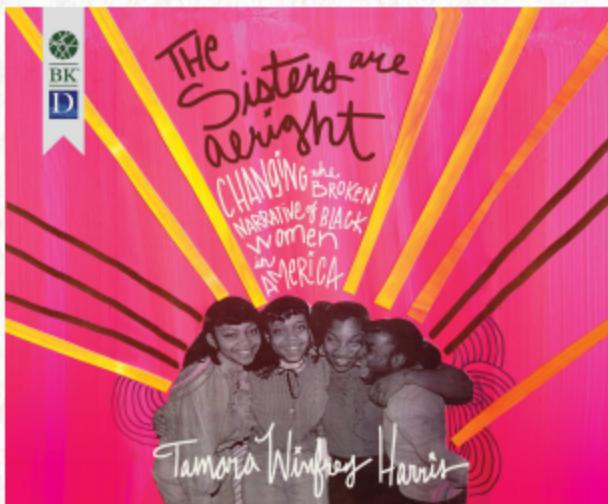
This ad for Laneige uses both a monochromatic background as well as other monochromatic images to highlight their product. The lip mask itself is mostly monochromatic, so by adding other monochromatic images to the picture, the product is further highlighted.

Nature



This advertisement done by Gucci for their Gucci Bloom fragrance uses nature to draw the attention of their prospective buyers. The image of the girl laying in a field of flowers allows for the audience to imagine pleasant sweet floral smells. This helps Gucci to sell their product by depicting it as calm and pleasant.

Culture



This design uses pictures and text to evoke the culture of black women. It uses the black and white image to remind black women of their past while using bright, almost sun like beams, to allow black women to picture a bright future.

History

for the 'woman of 17...the 'girl of 37'



Revlon's new
'Pink Vanilla'

It's the cream-de-la-creme of all the pinks! No wonder it's the rage of Rome . . . the pet of Paris . . . this white-kind-of-pink for lips, fingernails, toe tips. Deliciously soft, cool and sweet, Revlon's 'PINK VANILLA' has a luscious, soft flavor that's beautifully different from anything you've ever worn. Tantalizing with a touch . . . flattering on the fair . . .

It's the color understatement of the year!



This Ad done by Revlon was rereleased in order to sell their new vintage branded products. The Advertisement highlights the history of women and the evolution of makeup throughout the decade.

The use of text and colors makes the image feel even more retro and authentic.