



Rationale

For this final brief, I decided to create a refreshing and enticing visual to suit the themes of Destination NSW, a travel company. The headline provides the insight that students who are tired of uni should get a break and get out more. The image of a person paragliding along with the headline work together as a double innuendo – to literally “take off” in paragliding and also take off from studies. This method provides a small sense of satisfaction to the audience for deciphering the puzzle, yet also shows (along with the copywriting) that the company values students concerns. This ad is sending out the message that destination NSW and the Recharge web are here to safely guide students to do more than many activities around NSW and take a rest from studying.

BREIF 1



RATIONALE

For this first brief, with the push-start of divergent thinking, I decided to focus on this minimalist but effective visual. This ad focuses on evoking the element of surprise and shock from the audience through the unusual image of a Cockatoo aggressively feasting on an electric guitar. The guitar represents the music festival whilst the cockatoo represents cockatoo island. Through Bisociation and the concept of puzzle paradox, I was able to combine two existing elements and put a twist to it to attract attention from the intended audience. It follows up with the mandatories of the event below, which is clear and concise.