


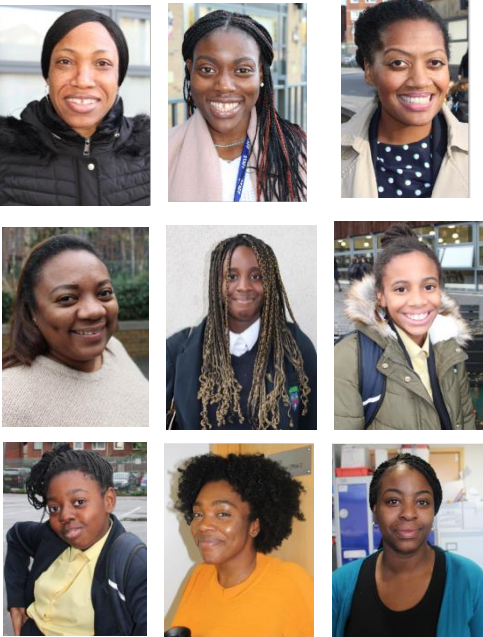






Unit 14 LA2 Source Table

Image	Image Source	Web Address (if applicable)	Comment
	Internet	<a href="https://www.dreamstime.com/stock-photo-pretty-black-woman-finger-her-lips-making-shhh-white-image91719881">https://www.dreamstime.com/stock-photo-pretty-black-woman-finger-her-lips-making-shhh-white-image91719881</a>	<p>I chose this image as I needed a woman of colour to promote the idea of diversity in skin tone, which is the purpose of my advert. She is wearing her hair in its natural state which shows she is embracing her ethnicity and culture. Her pose/ hand gesture represents my slogan which is 'Conceal Your Secrets.' The model is showing direct address to the audience making the image more powerful. This overall would entice the audience to buy the product.</p>
	Internet	<a href="https://www.makeupalley.com/product/showreview.asp/ItemId=156454/Wake-Me-Up-Concealer/RIMMEL/Concealers">https://www.makeupalley.com/product/showreview.asp/ItemId=156454/Wake-Me-Up-Concealer/RIMMEL/Concealers</a>	<p>I chose this image as it includes more than one image of the product. This gave me the opportunity to experiment with the tones and shades of each of the products to promote the idea that a variety of shades are available for a range of different skin tones. This image also includes the crown logo, which is an essential when designing an advert for Rimmel London as it is instantly associated with the brand.</p>
	Internet	<a href="https://www.dafont.com/">https://www.dafont.com/</a>	<p>I chose this font as it's easy to read and compliments the sophisticated design of my advertisement. The font appears to be 'stamped' on the page, giving the impression that it is seal of approval to conceal your inner secrets. It will become a make-up essential. I chose to use the website dafont.com as it provided me with a variety of different fonts giving me the freedom to choose which one would suit my advertisement best.</p>

Unit 14 LA2 Source Table

	<p>Primary Source as I took the photos myself</p>	<p>N/A</p>	<p>I wanted to produce a mosaic effect for my final image. In order to achieve this effectively I had to take a range of additional images of women of colour that would be placed inside my larger image. In addition for an effective outcome of the mosaic image I had to ensure that all the images that were used to be place inside looked different and included different colours. I chose to create a mosaic image as it links to the unique selling point of my advertisement which is the idea that my brand caters for all skin tone and promote individuality.</p>
	<p>Primary source as I took the photos myself</p>	<p>N/A</p>	<p>This image was used as the main focus of the billboard and T shape bus advert. The pose of the model shows a direct mode address in order to communicate the message and create intimacy with the audience.it also has a direct link to my tagline 'conceal your secrets' I was essential for me to use a women of colour as my model as I have chosen to aim my advertisement at women of colour and it is vital that my target audience can Identify with my model. After the imaged was taken I edited it in Photoshop in order to achieve the style that I wished to create.</p>

Unit 14 LA2 Source Table

 <p>...for every shade of beauty</p>	Photoshop	N/A	Font style Segoe Script. I chose this font as it looks like it is hand written adding to the friendly intimate personality of the advertisement. The simplistic style of the font fits with the sophisticated and personable style of the advertisement
		<a href="https://mosaically.com/">https://mosaically.com/</a>	The mosaic effect was achieved by uploading my images that I previously took to the website Mosaically, which then created the final image that I would use in my adverts and made my creative vision achievable.
	Internet	<a href="https://logos-download.com/10265-rimmel-logo-download.html">https://logos-download.com/10265-rimmel-logo-download.html</a>	I included the Rimmel logo as Rimmel is the brand that I have chosen to advertise for. This is because it is considered to be a high street brand that appeals to my target audience. Also it is a famous logo that is easily recognised by the target audience.