

Georgia Wheeler

The colours are bright which attract the audience's eyes. The orange combines the energy of red and the happiness of yellow which overall gives the advert a positive feeling. The colour yellow connotes joy; happiness, intellect, and energy which make viewers want to listen to the show.

The logo is symbolising a spotlight which shines down on the logo 'the smooth one, the joker and the girl next door...' which shows that all the presenters are different bringing a different feeling to the radio. The target audience will then be intrigued to listen as the various personalities of the presenters are bringing an entertaining tone to the radio.

The social media links promote the radio station itself as the social media links give viewers/listeners more information about the show.

The words 'Listen Up' are in large bold text compared to the other information which tells viewers to listen to the radio as the words stand out to viewers.



The presenters are wearing bold coloured tops which connote positive emotions attracting audiences to listen to the show/view the poster.

Not a huge amount of information included on the advert enabling audiences to view the poster quickly then deciding to listen to the radio or not.

The camera shot is from a high angle looking down upon the presenters with the presenters glaring up at the camera this shows the presenters are involving the viewer and they become the subject of the advert.

www: explained why design features were used appeal to the target audience.

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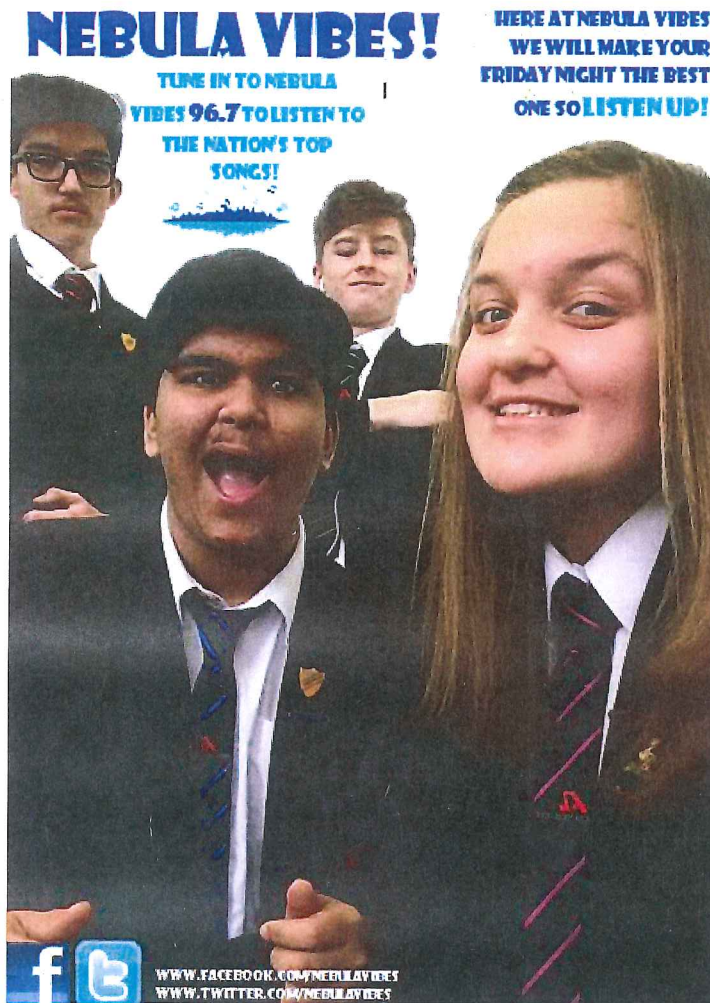
The different shades of blue connotes creativity and the freedom to break free. This represents the presenter's personalities and the positive feelings the radio show will bring.

The bold font stands out to the viewer's eye attracting them to the different pieces of information across the poster. The name of the radio show is in bigger lettering so audiences know who they are reading about and what radio they will be listening to if they are drawn in by the information given.

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The frequency is in bolder lettering so it is clear to audiences what channel the radio station will be found so they can tune in if they are attracted by the advert.

The social media links promote the radio station itself as the social media links give viewers/listeners more information about the show.



The advert shows multi-racial presenters. This will attract audiences as it symbolises equality and it's evident from the shot that the radio show is aimed at all audiences no matter your racial background.

The words 'Listen Up' is in a lighter shade of blue compared to the other information which tells viewers to listen to the radio as the words stand out to viewers. Not a huge amount of information included on the advert enabling audiences to view the poster quickly then deciding to listen to the radio or not.

The various personalities of the presenters are represented through the facial expressions of the main image of the poster. With the various personalities being represented it gives a positive feeling about the radio. The close-up camera shot of the presenters leaves minimal background detail so audiences know that the radio and advert is based on the presenters

The logo shows varied music waves to show the different feeling Nebula Vibes will give to audiences when they tune in and then the music notes represent to the advert viewers that Nebula Vibes is a music show. The logo is also in the different shades of blue connoting a break free feeling which reflects the presenter's enthusiastic personalities audiences will notice when they tune in