

DESIGN ANALYSIS IN STRATEGIC COMMUNICATION

Midterm Presentation by Erin Smith



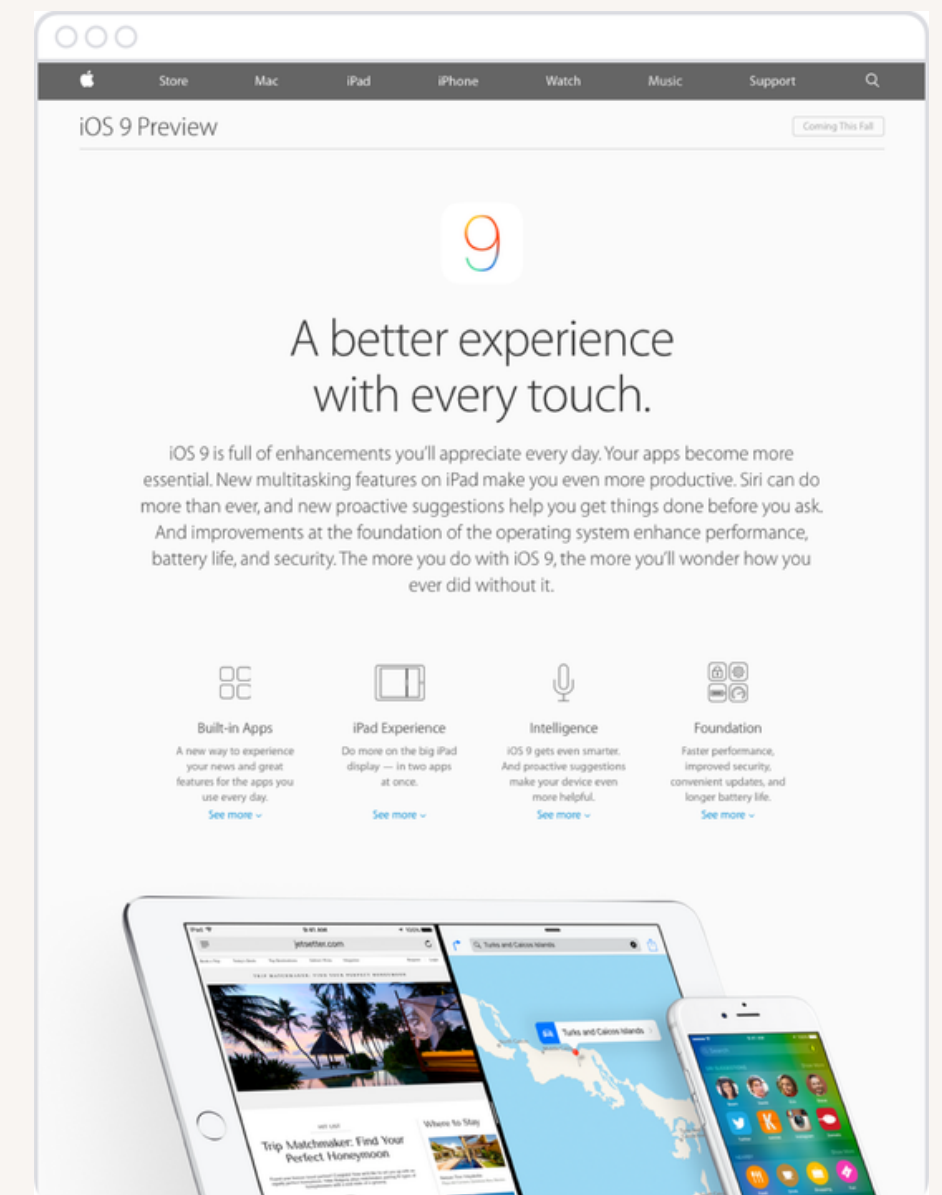
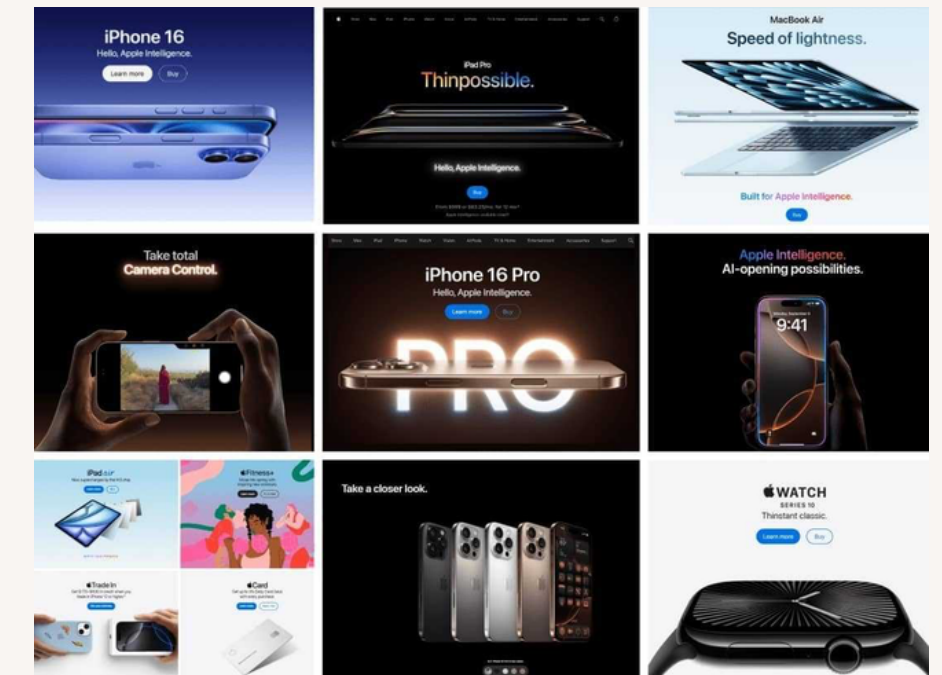
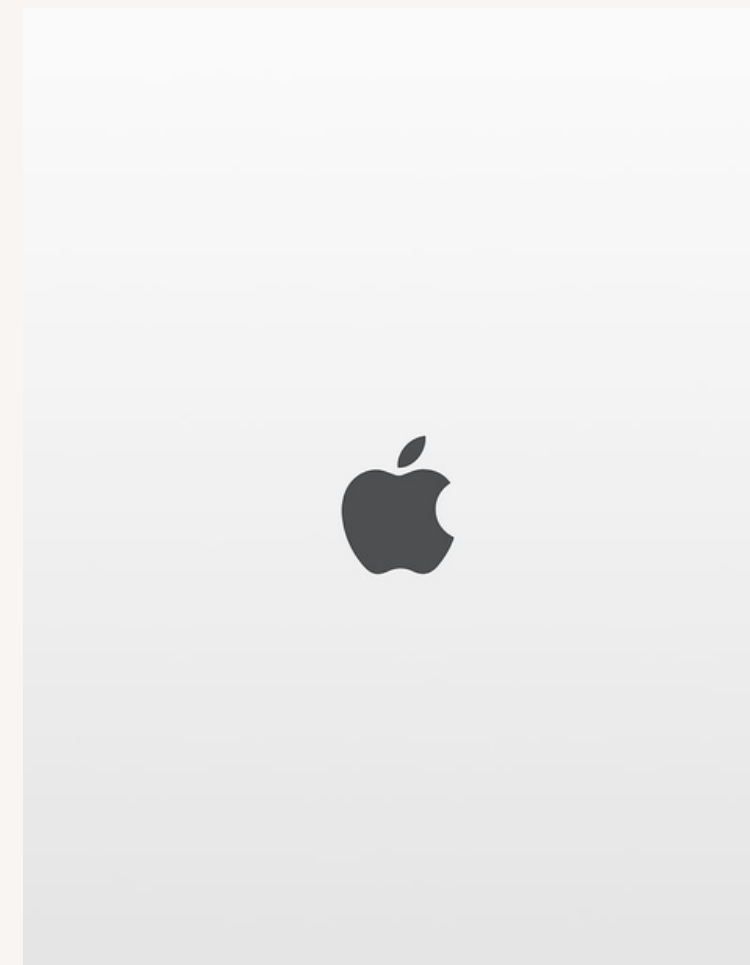
OVERVIEW

- 5 design examples across industries
- Corporate, nonprofit, and government sectors
- Analysis of layout, typography, and color
- Evaluation of communication effectiveness



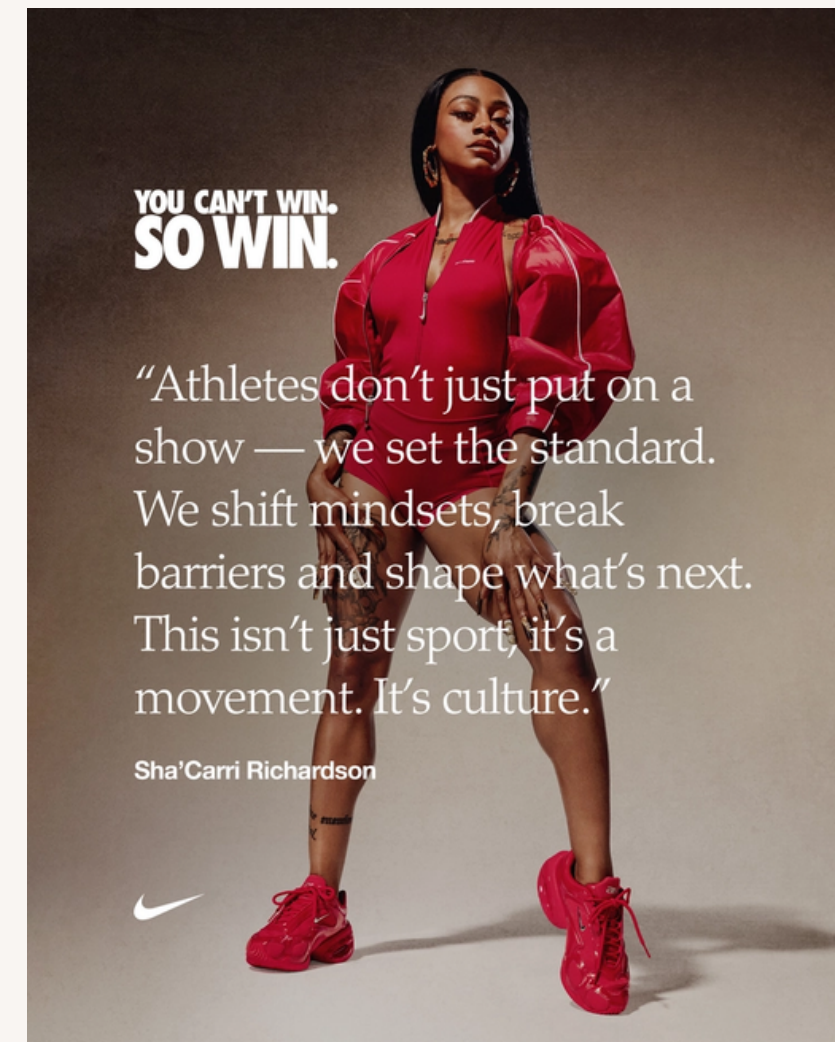
APPLE PRODUCT PAGE

- Clean, minimalist layout with strong use of white space
- Clear visual hierarchy guides user attention
- Neutral color palette emphasizes the product
- Typography is simple, modern, and highly readable
- Reinforces brand identity of simplicity and innovation



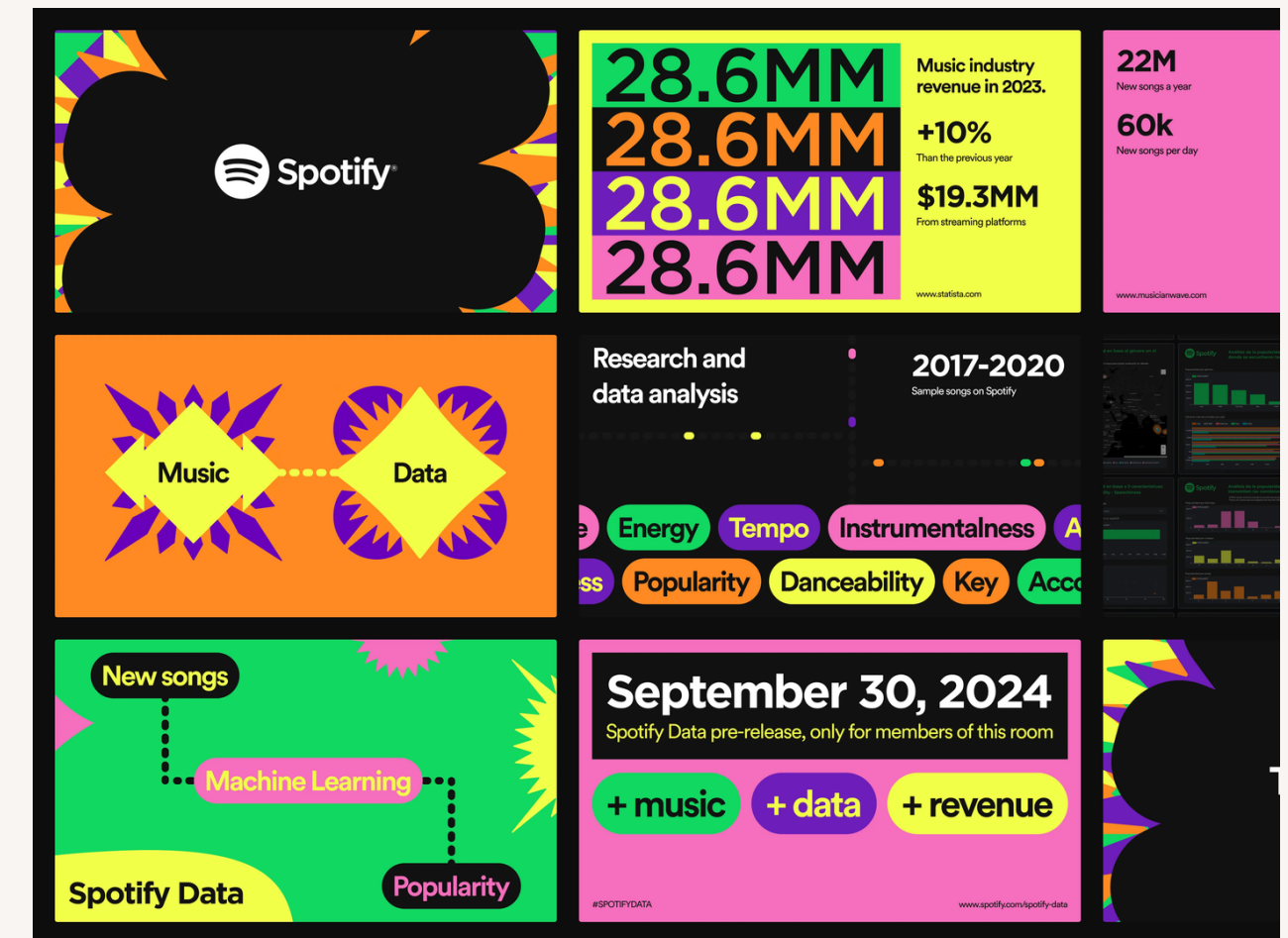
NIKE SOCIAL CAMPAIGN

- Image-driven layout with minimal text
- Bold typography creates strong visual impact
- High contrast color palette enhances visibility
- Focuses on emotional storytelling and identity
- Strengthens brand connection with audience



SPOTIFY WRAPPED

- Slide-based format designed for digital sharing
- Bright, neon color palette captures attention
- Playful typography enhances engagement
- Personalized data increases user connection
- Encourages social sharing and interaction



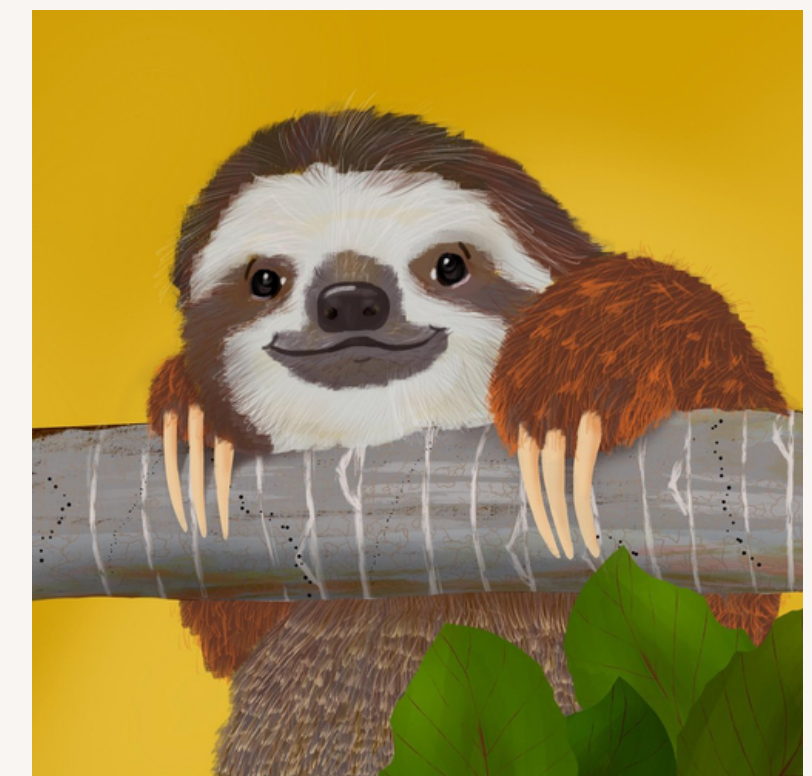
PINK AND LIGHT GREEN OF SPOTIFY 2019 WRAPPED



poster by Dheeraj Nanduri (IG: @dheerajnanduri)

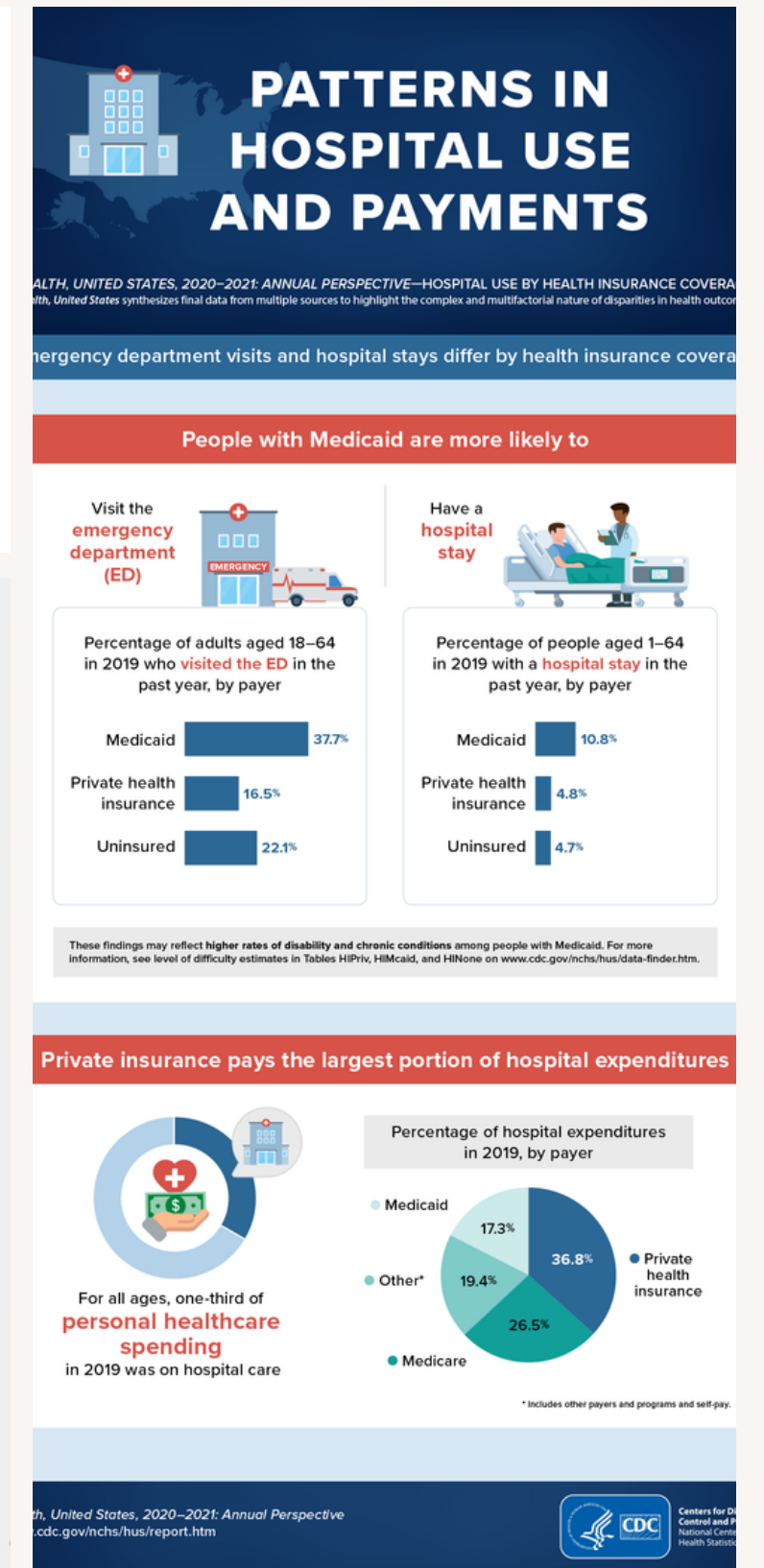
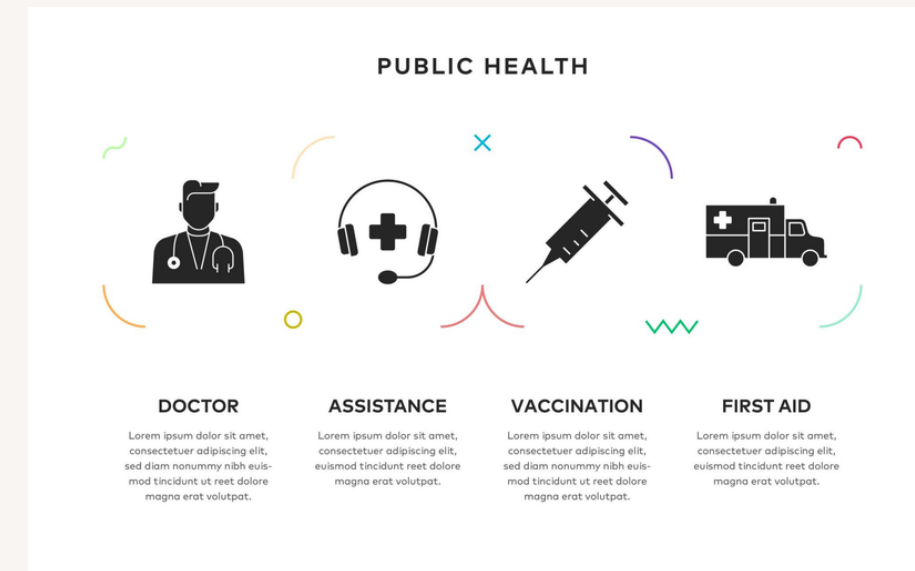
WWF AWARENESS POSTER

- Minimalist layout with a single focal point
- Limited typography allows visuals to lead
- Strong emotional appeal through imagery
- Effective use of negative space
- Communicates message quickly and memorably



CDC PUBLIC HEALTH GRAPHIC

- Structured layout with clear sections
- Simple, highly readable typography
- Functional color choices for clarity
- Uses icons to enhance understanding
- Designed for fast, accessible communication



KEY INSIGHTS

- Simplicity improves clarity and comprehension
- Emotional design increases audience engagement
- Visual hierarchy guides attention effectively
- Design must align with communication goals
- Platform-specific design enhances performance



FINAL TAKEAWAY

Design is not just visual—it's strategic communication.

Thank you!

