

Concept: Sadness

Message: Alone in the rain

Angle of the Message: the sadness to stay alone with cold rain.

Audience: everyone that feels lonely.

Emotional Connectors: feel sad and lonely to watch the rain alone.

Creative Composition: the camera focus on the cat and the background is only a window with a rain. It makes a lonely feeling.

Dynamic Artistry: grey and purple color tone in the picture can tell how depress.

Story Telling Quality: the picture tells about the experience to be alone.



Concept: happiness

Message: warm family

Angle of the Message: happiness of the children that play in the orange, warm sky.

Audience: people that want to be happy with a little thing.

Emotional Connectors: feel happy to play all day like a children.

Creative Composition: camera focus in the front of the children (the direction that they run to) while they laughing and playing.

Dynamic Artistry: black and orange color tone represent fun and party theme and also mean warmth.

Story Telling Quality: the picture tells about the children while they are having fun, make the audience feel relax. And for some people, they can also notice about a happiness that can come from such a small thing. So, they can feel good to stay with their family.