



use code

SRLOVEPLS26

for 25% off yearbook
senior tributes

More details available in
the Senior Bulletin



**Valid through
Feb. 9 - 17**

***Final deadline to
purchase Senior Tributes
is March 13**



ARTIST STATEMENT

“Feel The Love” is the name of my school’s Valentine’s Day senior tribute ad campaign, and those three words were all I had to go off of for its design. This prompt is admittedly vague, and my thoughts were few and far between, so I started off by opening an empty square canvas in Canva and threw down anything I could scrape from my brain. I originally didn’t have much of a vision for this ad, so as I browsed through shapes and colors, I picked whichever elements from Canva I felt emotionally connected to rather than anything logical. From this scrapbook of my thoughts, it occurred to me that going by my impulses was the best way to go about making an appealing design, as “Feel The Love” is inherently an emotional phrase. Because Valentine’s Day and love are both associated with the color pink, I decided to make every color a different shade of pink while leaning towards warmer tones to make the ad feel more inviting. The heart imagery followed that decision to relate to the “Love” in the title, while the curvature of the shape acted hand-in-hand with the light color palette to make the ad feel airy and soft. I then placed the title in a large heart so that it was more eye-catching, opting to put the “Love” in a banner that wraps around the heart like a hug and to add emphasis onto the word. The code was highlighted by a rounded, white rectangle and given a darker font color to make it stand out, as well as the time duration that the campaign would be going on for. A cloud-like banner with stacking, differently colored layers was added to the bottom of the ad to add depth. Once the gradient was added to the background, those clouds made the ad feel like it was floating in the sky. The QR code was recolored to match the soft pink of the text and a small bow was placed onto the corner to tie in the darker pink that was the large heart in the title, as well as match its watercolor appearance.