

Project Manifesto

Advertisement is re-working.

Advertising can be seen everywhere in our lives. In this project, I can freely choose an advertisement to make it better. I chose a topic that people usually ignore: stray animals. I believe that many people have small animals in their homes. When we treat animals as companions or even family members, there are actually many animals wandering lonely outside. Through this opportunity, I hope to appeal to people not to discard animals. Animals are our good partners, and if you decide to keep them, you are responsible for them.

I use short slogans in my poster, make sure that people know what the poster wants to express when passing by in a hurry. At the same time, I added a graphic element next to the animal ears on each poster. First of all, I hope people will know that the animal is the main character in this poster. Secondly, there are some stray dogs and cats that may not look very good. I hope when people see them, especially children, they will not be very scared, please still looking at these animals with the feeling of loving them.

Hoping these stray animals can finally find their own home.