PSYCH IN DESIGN (Select either option A or B):

A. CREATE

Create a visual representation (poster-sized work, artwork, photography, mixed media, sculpture, 3D model….) depicting any one of the following topics in psychology:

- ❑ Life/ideas of a particular psychologist
- ❑ Famous experiment in psychology
- ❑ Type of psychopathology
- ❑ Specific theory or principle of psychology

Your artwork will permanently reside with me, so please don't submit any work you expect to have returned.

or B. ANALYZING ADVERTISING

Choose **5 advertisements** from any source and analyze each for its selling strategies. The ads may be from any print medium—newspaper, magazines, pamphlets, etc. (Do not use retail or classified ads)

Think seriously about each ad and take time to notice details that you normally overlook. Be sure to go beyond superficial observations and pay close attention to details.

Choose 3 of the following questions to analyze for each ad. (Attach the ad to each write-up.)

- What's the underlying psychology? How does it try to persuade? Does it employ emotional appeals or is it more rational, fact-based? Who is the ad targeting and how can you tell?
- Look at the people pictured in the ad. What might you infer about their states of mind from the ways they are presented? How might the intended audience respond to these representations?
- Look carefully at the locale of the scene. Where does it take place? What significance is the locale likely to have for the intended audience?
- Is this ad idealizing some aspect of life? If so, what is it and how is it presented? What might this ad be inferring about the nature of human relationships?
- What messages does this ad say about what it means to be a man or a woman? About self-identity? About personal happiness, sexual attractiveness, or other forms of self-fulfillment?
- What does the ad convey about social status or class? About racial or ethnic identity?

When you have finished analyzing each ad individually, compare and contrast the ads as a group. What strategies, if any, do they share? Are there any interesting patterns you notice?

You must include copies of the ads with your analysis.