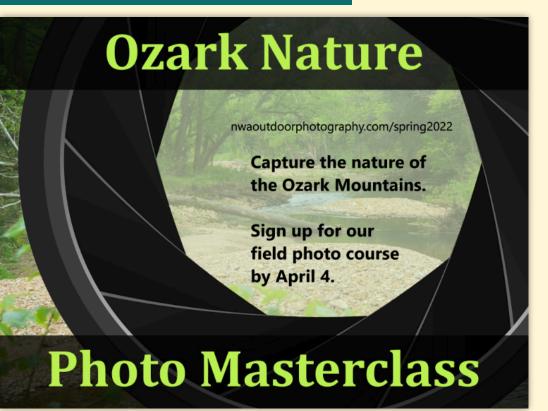
Design, Photo, Writing



Creative Memo

Northwest Arkansas Outdoor Photography, a fictional company, needed ads to promote a spring field course. It was designed with a campaign in mind, including a blog, email, and landing page.

My objective with this ad was to:

- 1. Write copy that could apply for Google and social media ads.
- 2. Have copy that includes a catchy headline, critical date info, a call-toaction, and a link to learn more.
- 3. Have a design that would connect with nature lovers and photographers on social media.



- while photography favors minimalism and black and white.
- 5. Text alignment, color, and increased opacity of a non-photo background helped with readability and contrast.