### **Digital Ads**

## Design, Photo, Writing

# **Ozark** Nature

nwaoutdoorphotography.com/spring2022

Capture the nature of the Ozark Mountains.

Sign up for our field photo course by April 4.

# **Photo Masterclass**

#### 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-to-action, and a link to learn more.
- 3. Have a design that would connect with nature lovers and photographers on social media.



NWA Outdoor Photography March 20, 2022

Ozark Nature

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#### **Photo Masterclass**



- 4. Nature designs tend to be green and have organic shapes, 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.