



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.

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.