

TOMS

DESIGN BALANCES ALL ASPECTS OF ITS FORM TO ENGAGE THE AUDIENCE AND TO SERVE A FUNCTION.

I believe that this is a well demonstrated example of a good design because the eye flows through the image easily and with natural colors, it is simple, it is clearly advertising the shoe brand "Toms", the shoes are a vibrant color so the shoes are easy to notice. This flyer gives off a happy and encouraging vibe with the colors and the friendly-looking font.

