Analysing Adverts: Dior (2014)

Charlize Theron headlines the most glamorous fashion show of all time along with fellow screen sirens; Grace Kelly, Marilyn Monroe and Marlene Dietrich.
https://www.youtube.com/embed/z73S1kKVbZM

Make notes on:

VISUAL CODES
- setting
- the use of colour
- representation of the star – clothes/pose
- other people – what are they doing

WRITTEN CODES
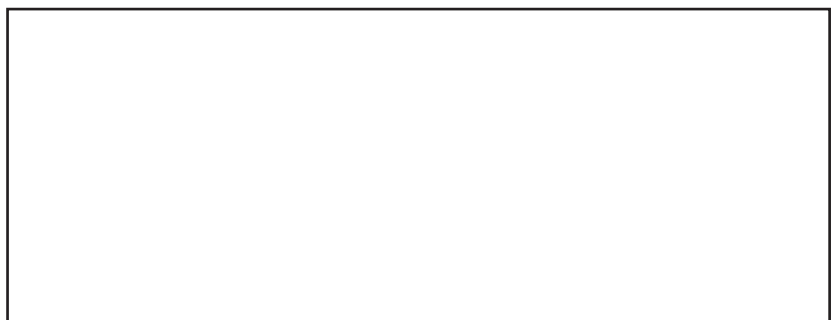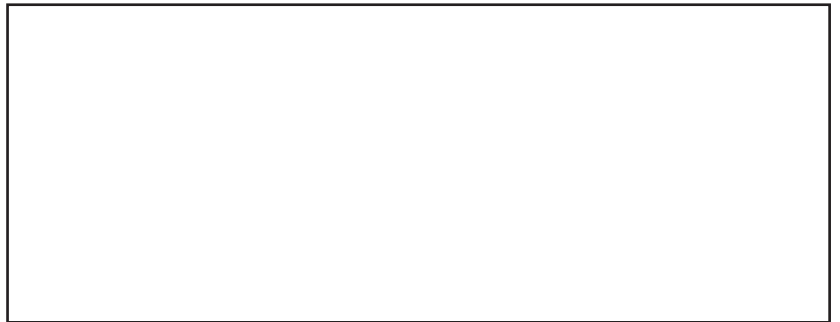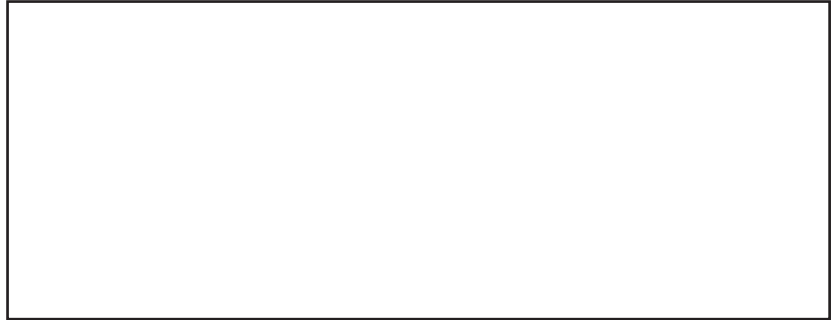- font
- slogan
- language used

AUDIO CODES
- Is there a voice over?
- What sounds are there?
- What do they add to our understanding of the advert?

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How does the advert for Dior create audience appeal?
Include key terms throughout