

Advertising Design Campaign

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Advertising Design
Tuesday 8.30 am

Brief Concepts

List of what topics was thinking of:

Student Money - 2 jobs

- not many affordable places
- options to pay back (cafe=dishes)
- Not all people are intelligent

Money/Math/Intelligence

- Can't snicker and laugh if can't work out amounts
- calm
- "we aren't all as smart as others"
- say something not understandable then don't laugh and make them feel stupid
- everyone have a story and reason so don't assume dumb, just give them a chance
- maybe in work force
- everyone can make a mistake
- all learn differently

Deaf

- Option of sign as a subject in school instead of a language
- in pubs/shops
- have a way can communicate
- they are isolated
- have posters and fun ways to learn
- a game to learn and complete an obstacle
- collectables
- doesn't mean dumb
- treat normally
- could have a poster of hand sign to say hi or how are you or compliments?
- be a series of positives - are you ok?
- a fun way to learn sign in public and include deaf people and give the public a chance to understand and see how easy it is to improve someones day rather than ignore or accidentally treat rudely, is chance to show care and are open to new things.

Outline of concept

Summary of Project:

The purpose of my assignment is to bring awareness towards those who cannot hear and to include them in their everyday life. This will be completed through the use of stickers with sign language to describe locations, compliments or sentences to place where the public like. The stickers will be free and located around the city, cafes, stations and tram stops and also online to print before they go out. There will also be large posters placed around the place with similar messages and signs. This will prevent the isolation of deaf people and bring some fun to the public to try and learn basic sign to interact and have dialogue with deaf people.

In one sentence:

I will be bringing awareness and inclusion of deaf people through the use of stickers and posters to have the public learn basic sign and to not be afraid to attempt dialogue with them.

Dialogue - genuine interaction through which humans listen to each other deeply enough to be changed by what they learn - want to challenge by being listeners and communicate with deaf people.

Things to say:

- thankyou
- sorry
- how are you?
- you look fantastic
- nice to meet you
- beautiful
- please
- do you need help?

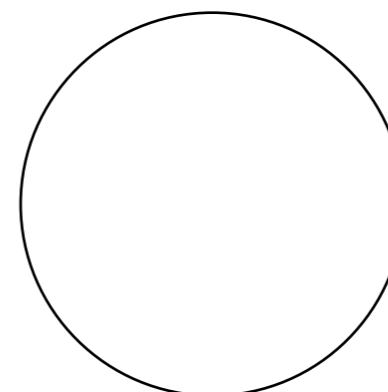
Development & Research



- . Hands out of people of all ages.
- . "use these"
- . Have two hands so use them
- . Can just shade



- . Signs for different words and sentences
- . Basics
- . Try photography
- . Pop art
- . paint
- . collage



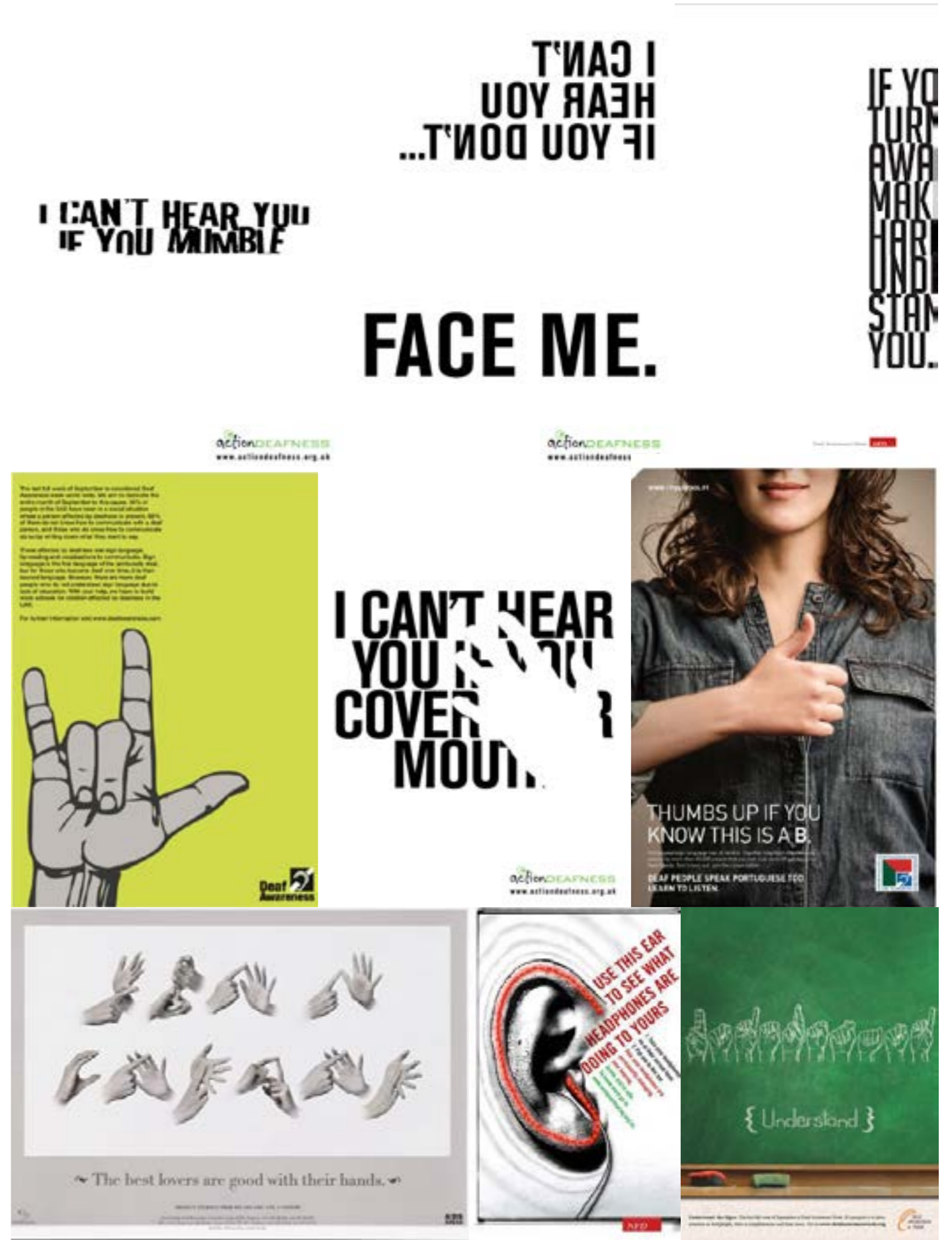
Stickers:

Of words of important objects and places, for in Melbourne could be "city", "train", "church", "tram" and also some words such as "thankyou", "sorry", "How are you?".

Badges = compliments such as beautiful, positive, polite, kind
cards with sentences, questions other important things to know
stickers with destinations and directions.

All of these are found in massive banners with a scoop under them for people to collect at their own will around Melbourne (mainly city)

Existing Advertisement



Message and Purpose

Purpose:

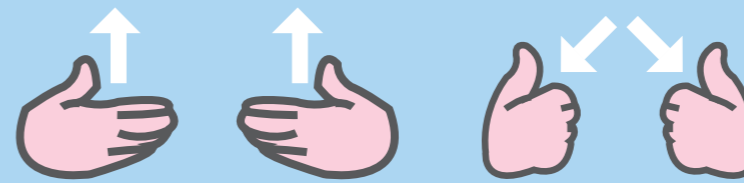
- raise awareness
- include
- no isolation
- eliminate bias/discrimination
- bring confidence to all
- bring the missing dialogue to an end
- interaction
- they get bullied at work/school, they don't need it on the street from strangers too!

Message:

- people without hearing are no different to us, we just need to make a small effort to include all.
- It doesn't take much effort to show you care
- include all
- make someones day
- create dialogue
- It's like if a foreigner doesn't speak english, need to find a way to be positive rather than ignore them.
- Sarcasm and jokes aren't easily understood so make sure not insulting to them incase you ruin their day and self confidence.

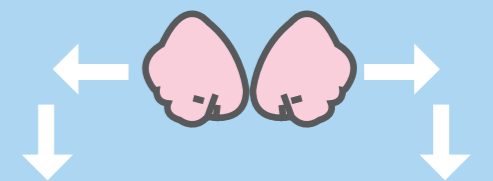
Concepts

HOW ARE YOU?



It doesn't take much to make someone's day...

STATION

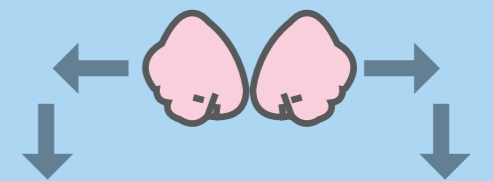


HOW ARE YOU?



It doesn't take much to make someone's day...

STATION

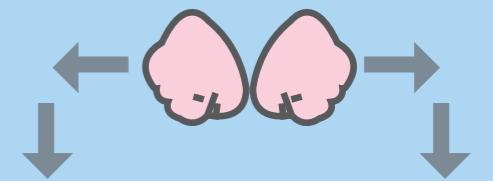


HOW ARE YOU?

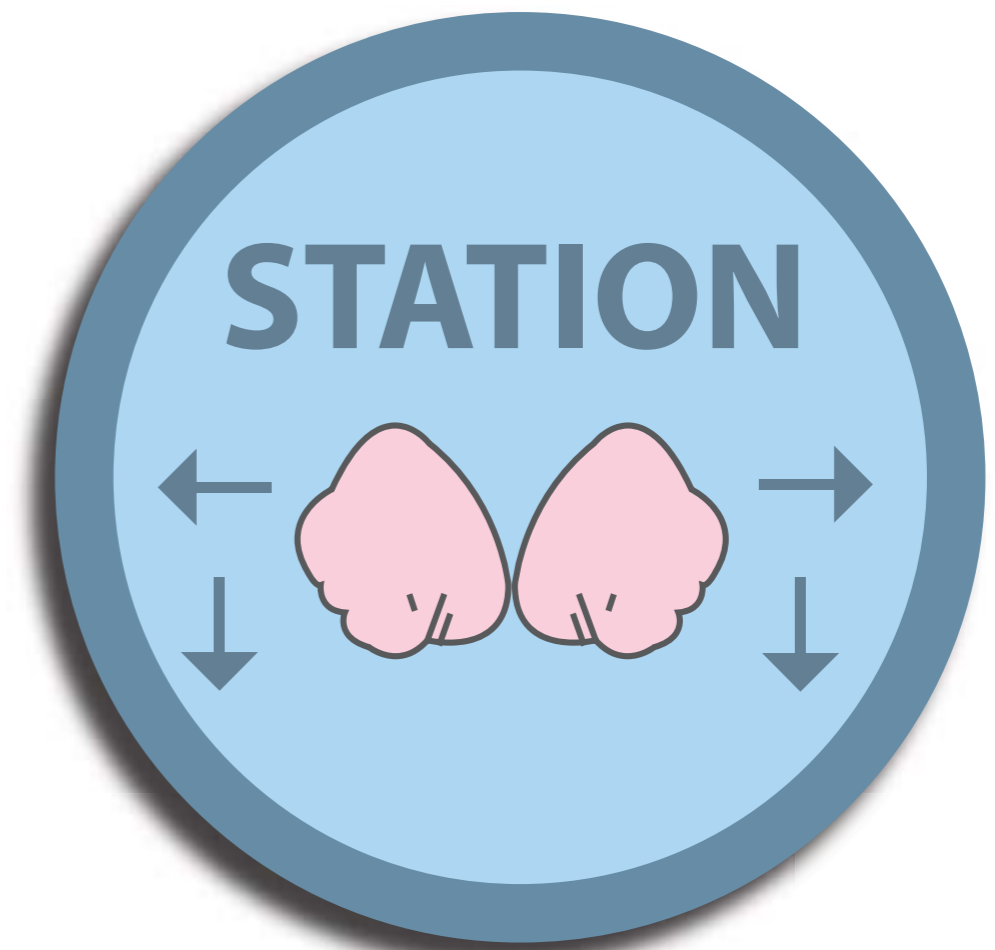


It doesn't take much to make someone's day...

STATION

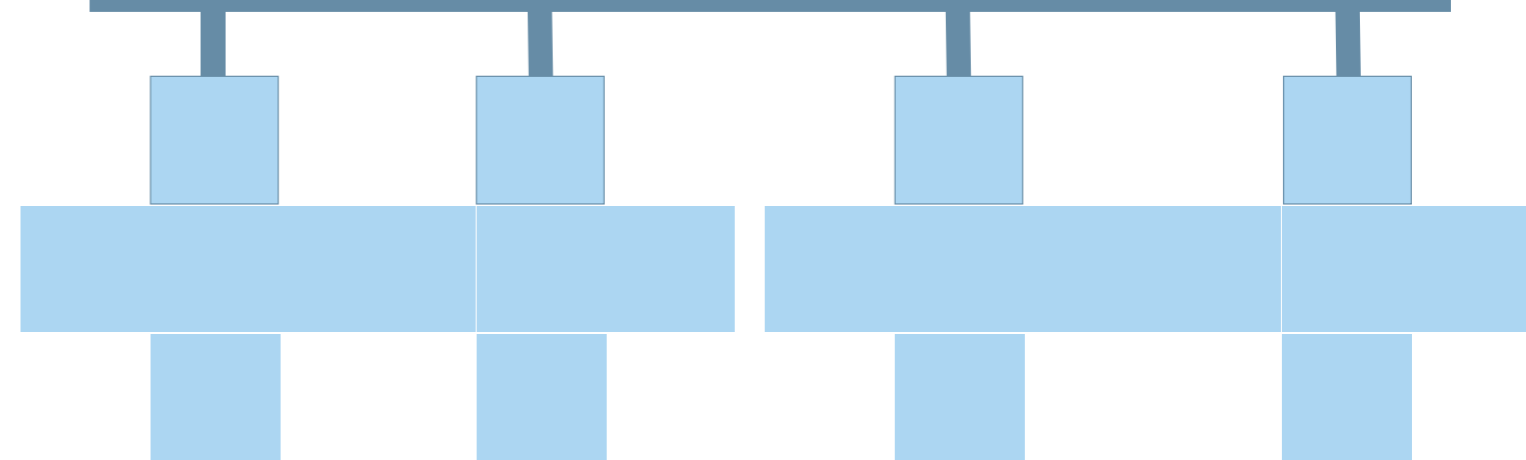


Concepts



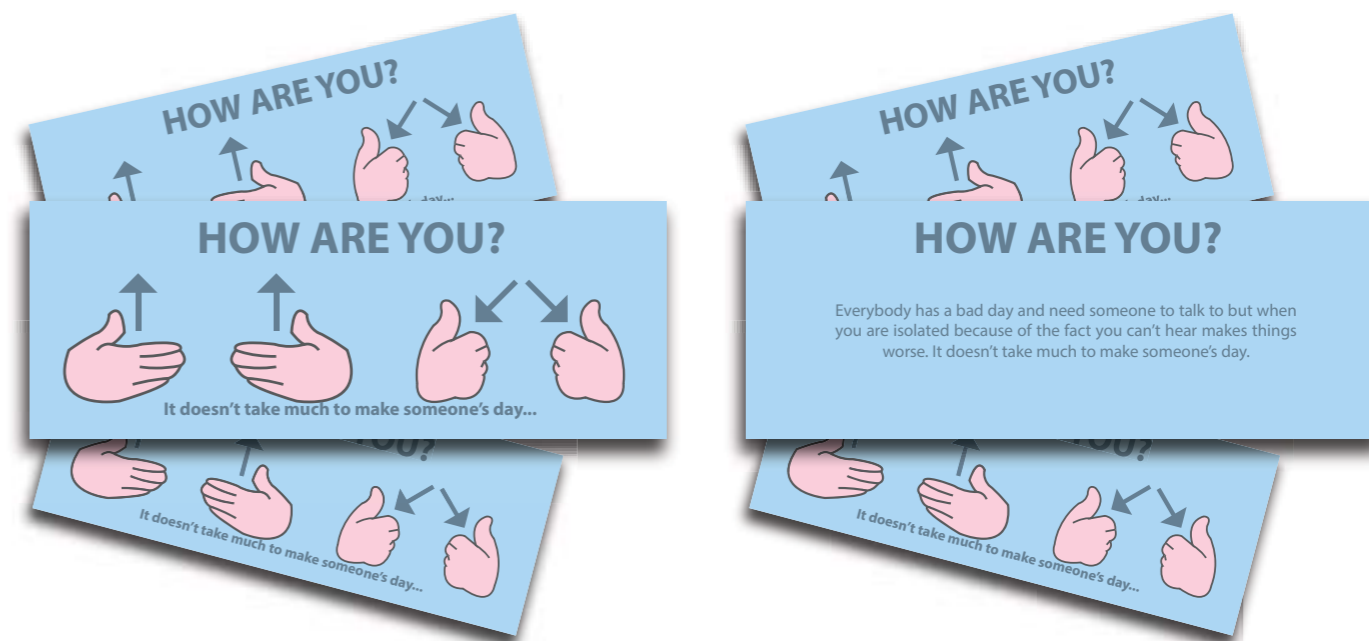
Finals

**It doesn't take much to make
someone's day.
Learn the physical language.**



This is the banner that will be printed on 1200mm by 1800mm card. It will be set up around the city and suburbs in Melbourne to promote the cause. There will be four cubed boxes made of the same card hanging underneath the banner that will contain the cards and badges so people can voluntarily collect them and learn the physical language. This way they aren't being forced to do something they usually wouldn't meaning they will be more willing to try it out.

Finals



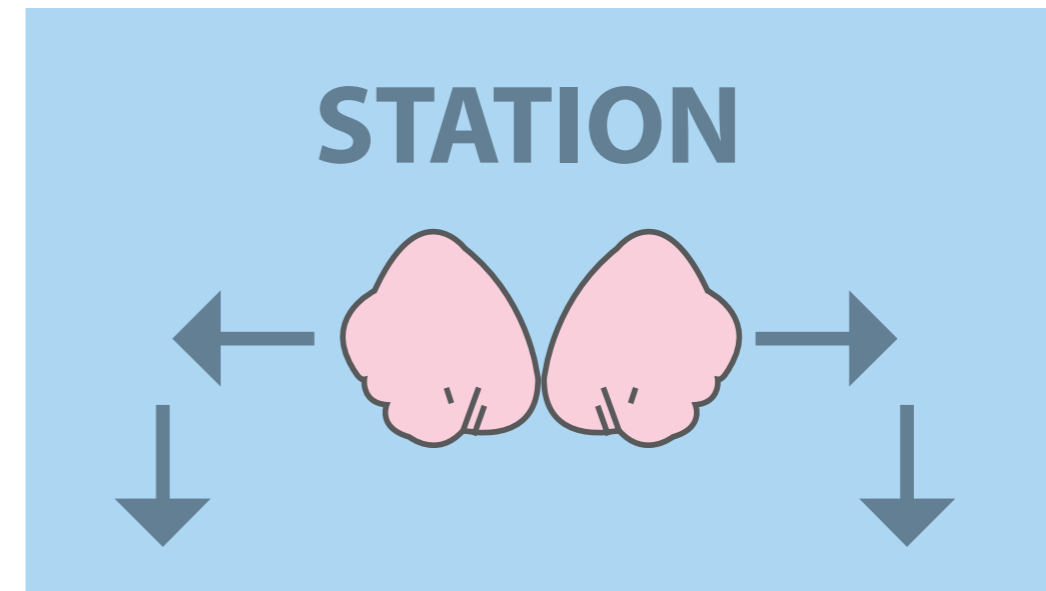
These cards will be found within the boxes under the banners. These will have sentences and questions that people can use to communicate with deaf people. There will be a wide range of sentences to choose from and will be fun to collect and learn with others.

Finals



These badges are found in the boxes under the banner. They all contain different compliments so that they can either collect them for themselves to wear or put on their bags or to give to others to make their day. This is a more interactive approach to learning words in sign language and because they are positive, people will be more willing to learn them.

Finals



These stickers will be found under the banner and will have locations on them so that when one picks one up they can stick them wherever they like. These stickers will be found around the location. for example, the transport stickers will be found around stations and stops so that it is easier to learn as they will be applying them to real life.

Project Write Up

My communication approach is to involve the community and encourage them to collect and learn from the cards, stickers and badges provided. I chose this approach because if the topic was forced upon the public, then people will less likely participate whereas if it is up to them then they will feel more lenient.

The concrete benefits to the society through my communication is that everyone is getting involved in a positive manner and that they are learning how easy it is to communicate to deaf people if you just put in a small effort. They get the chance to collect the badges, cards and stickers with friends. The fact that the badges have compliments written on them means that they can hand them to strangers or even people that they know. This means that it is making someone's day from one small action, it is bringing happiness to the community.

The client would gain a lot of new followers from the public through their participation and a large number of positive feedbacks. They will benefit from the fact that their company and purpose is being shared in all areas as people will be wearing the badges and putting the stickers everywhere, including interstate or even overseas. The purpose is to raise awareness and inclusion of deaf people through the use of stickers and posters to have the public learn basic sign and to not be afraid to attempt dialogue with them. This message will be spread throughout Melbourne and even the country quickly meaning that the client will also become recognised too.

From creating this work I have personally learnt some basic sign and the importance of including others. I have visited youtube videos and websites made by deaf people who want to be heard and included which has gone straight to my heart making me want to make a difference. I have learnt that you don't need to have a personal connection with deaf people in order to make a difference and to include them in your life. I have also learnt that using simple posters and advertisements won't always make an impact on others, it needs an interactive element to it to make them involved.

My work is good advertising work because of the message it is sending. It doesn't just address the topic and tell people what to do with it, each element of my work can be used and shared however the participant likes. They can share a compliment with someone who needs one, they can try to communicate through sign to others, and also stick the stickers anywhere that they would like. I believe that a good piece of design doesn't straight out tell someone what to do with it or how to interpret it, a good design is one that involves others and can be carried out however the individual would like it to be.

I intend on having my work set up in a few popular destinations in the city. Some locations would include Federation Square, Melbourne Central and Southern Cross Station. The banners will range in size according to the location and what is available. The banner itself will be made of a thick recyclable cardboard because a calico banner would bow around too much and the cardboard is easily disposed of. It is an easy to set up piece of work and is easy and cost effective to keep the cards, badges and stickers stocked up. All of these elements are small in size so that they fit inside a wallet and pocket so that there will be less litter around the city. This ensures that people are more willing to keep the pieces if they are in a rush so they can look at them on the train, tram or even in their break at work.