Project One - Dialogue Campagin

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Project One: Campagin

Tuesday 8:30am

September 20th

Concept

Friends and Family at dinner showing how attached we are to technology that we cant put our phones down and chat with the people in front of us. Showing how we as people are becoming rude without even realizing it when we answer a call or text when you are out with family and friends, who have taken the time out of their day to see you when really, we should be putting our phones down and paying attention to what is happening right in front of us.
Getting people to play the stacking phone game: Stacking phones in the middle of the table, who can last the longest? Loser has to shout everyone dinner or lunch? Making it more competitive.
Getting restaurant's to participate in the game, get a free desert/ coffee if phones are left untouched for the evening.

Friends and Family at dinner showing how attached we are to technology that we cant put our phones down and chat with the people in front of us.

Target Audience

My Target audience is for the generations that have grown up with a phone. Everyone would have but I'm trying to target more of the smart phone side that allows you to access facebook, twitter, instagram ect. These phones are the main cause of people not being able to look up and talk to the person who is sitting across from. I'd say from the age of 24-25 would be my main focus, however parents now with iphones are getting attached to all sorts of things, eg my mother & father are now addicted to candy crush. I want to show that phones aren't needed 24/7 and that having time without them is also fun and you will be able to live.

Concept/Idea Questions

Describe your idea and concept of your work in relation to the brief:
My concept is that the community is too attached to technology and I was thinking on how I could make people feel guilty for being on their phones in front of others. I then brainstormed situations that I have been in when people have been on technology and it has really enjoyed me. The main idea that I wanted to focus on was that friends and family going out for dinner/lunch cant seem to put their phones down and talk to the people they are with. So I wanted to see what sort of medias I could use to get the message across strongly, I then came up with the idea of quick short straight the point phrases, however I wanted to put them everywhere which I didn't think was relevant so I have decided to make coasters, stickers and posters and put them in cafes, bars and restaurants so that the message is clear and isn't misunderstood.

What kind of communication approach do you use?
I think I use quite direct communication seeing people will be on theirs phones and read the phrases and start thinking they have to get of their phone. I will be using coasters, posters and stickers for my design/idea.

What are in your opinion concrete benefits to the society because of your communication?
It will help the community to not be so revolved around technology and the community will realize that being off their phone for a while isn't such a big deal. While being off your phone you can enjoy and relax with what's in front of you and talk to others around you.

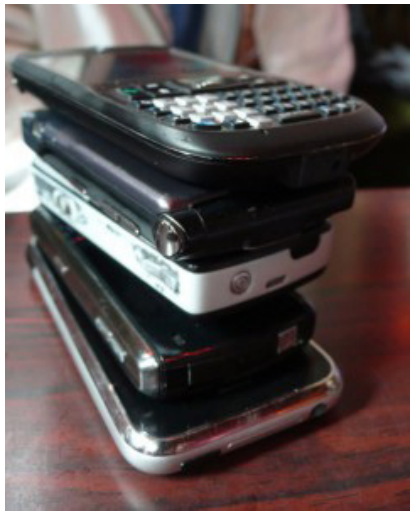
(If there is a client) What are in your opinion concrete benefits for the client because of your communication?
I'd say my client is people just in general or anyone who is addicted to their phone and cant put it down for a simple dinner or lunch with friends/family. I think they will realize what and how rude it is to sit on their phones and hopefully improve their to minimal use while they are out with other people. It's a strong habit to break so I can see a lot of people struggling with not being on their phones for an hour or so.

What did you personally learn from creating your submitted work?
I learnt just how damaged dialogue really is because of the new generations using technology instead of going and seeing people. We are also losing the traditional way of letter writing, I can't even remember the last time I wrote one which is pretty upsetting that its not classified as the normal anymore when it was round for hundreds of years. Just realising how much technology has taken over everyone is quite confronting when you are doing a design project on it. I'd defiantly say I have learnt a lot about different opinions and how people see technology these days, which is a daily life hobby.

Why is your work, GOOD Advertising Design WORK?
My work is good advertising design because the way in which we no longer can sit at a table and talk to our friends without the distraction of phones. Instead most of us would be texting and facebooking etc. when we are out with people for dinner and we don't communicate to the people who are next to us or across us. By having phrases on coasters and stickers that are sitting in your sight means that people will start feeling guilty and start to figure out why they cant keep a conversation going. The main aim is to get people to put their phones down and I believe my phrases on media will help with people thinking about what the problem is and try to stop it for the event in which they are at.

Where and how do you/ would you intent to implement your work?
I wish to implement my work in cafes and bars, really anywhere that would take it on. My coasters have phrases on them to make people feel guilty about being on their phones while they are out. I wish to have quite small stickers put in the corner of tables as well to try and get the message out stronger. By having the posters on the wall of cafes or maybe even little quote cards inside the menu that customers can take to look at and remind them to get off their phones and talk to their friends and family.

moodboards



POPSUGAR

7-DAY SMARTPHONE DETOX

Monday

Unfollow people who aren't your real friends, unsubscribe from unwanted email lists, and delete apps you don't use.

Tuesday

Turn off push notifications.

Wednesday

Resist the urge to look at your phone first thing in the morning.

Thursday

Set up a charging station outside of your bedroom, and don't look at your phone an hour before bed.

Friday

Go out to dinner, and leave your phone at home.

Saturday

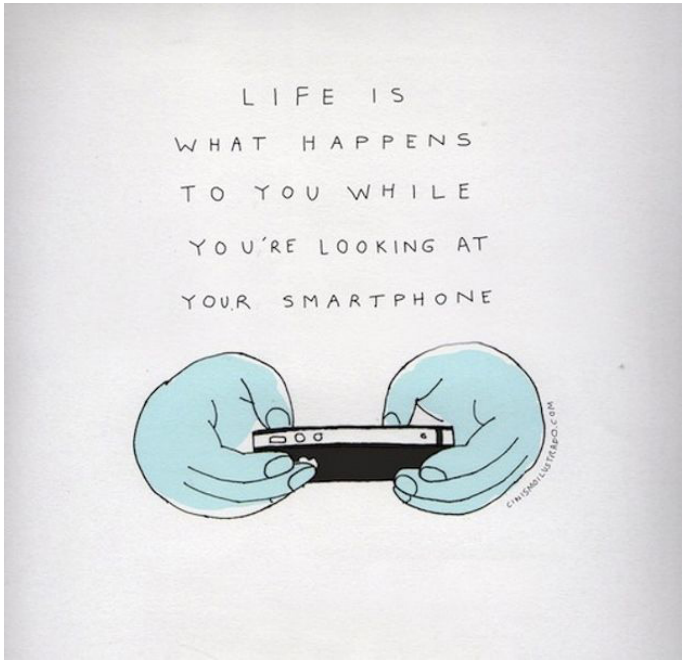
Spend the day not looking at or posting to social media.

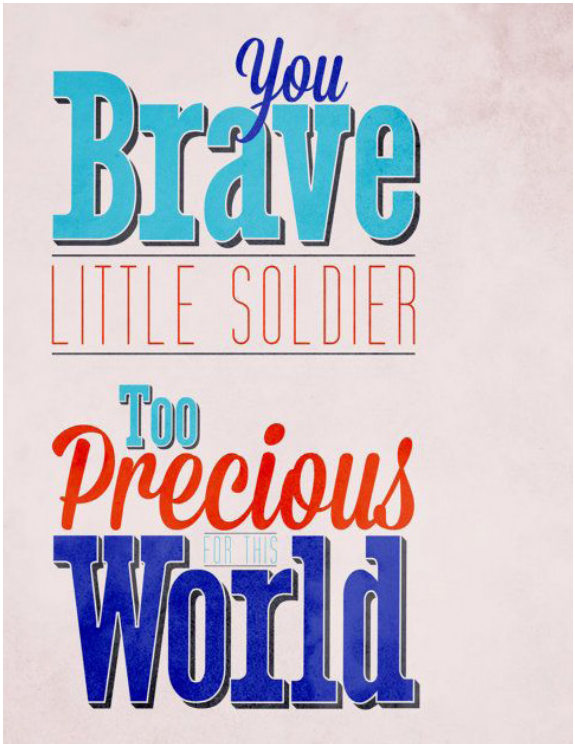
Sunday

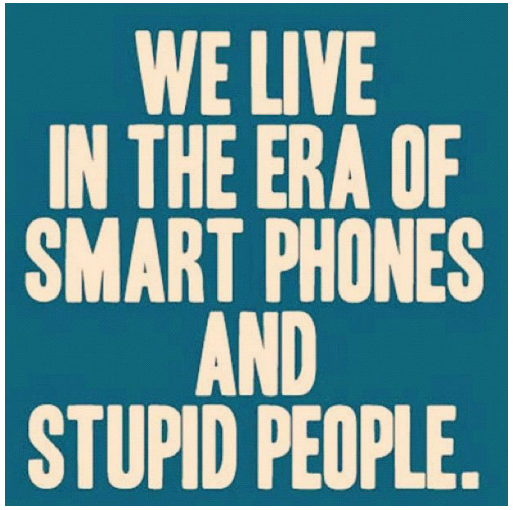
Turn off your smartphone for the entire day.

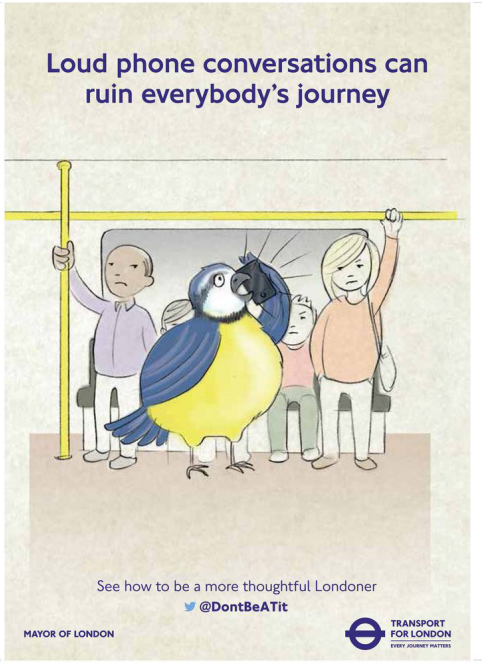
moodboards

NO Wifi
Talk to each other!
Call your MoM!
Pretend it's 1993!
Live


LIFE IS
WHAT HAPPENS
TO YOU WHILE
YOU'RE LOOKING AT
YOUR SMARTPHONE


You
Brave
LITTLE SOLDIER
Too
Precious
FOR THIS
World


WE LIVE
IN THE ERA OF
SMART PHONES
AND
STUPID PEOPLE.


Loud phone conversations can ruin everybody's journey
See how to be a more thoughtful Londoner
@DontBeATit
MAYOR OF LONDON
TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

WHERE DID
ALL THE
FUN PEOPLE
GO?

TURN IT OFF
PUT IT AWAY

colour palette

CMYK: C:70 M:34 Y:0 K:0
RGB: R:0 G:153 B:255
HTML: 0099FF

CMYK: C:96 M:95 Y:0 K:0
RGB: R:51 G:51 B:153
HTML: 333399

CMYK: C:18 M:44 Y:0 K:0
RGB: R:204 G:153 B:204
HTML: CC99CC

CMYK: C:74 M:95 Y:0 K:0
RGB: R:102 G:51 B:153
HTML: 663399

CMYK: C:75 M:68 Y:67 K:90
RGB: R:0 G:0 B:0
HTML: 000000

CMYK: C:0 M:0 Y:0 K:0
RGB: R:255 G:255 B:255
HTML: FFFFFF

fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!

Figurativative

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!

Quand tu n'es pas là

A
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?

Aracne Light

Aa
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKMNOPQRSTUVWXYZ
1234567890!?

Existence

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!

Lobster 1.4

LETS HAVE SOME FUN!

I DARE YOU

TO NOT GO ON YOUR PHONE
THE WHOLE TIME YOU ARE IN
HERE!

no wifi here!

Time to enjoy

YOURSELF

NO WIFI HERE

stop texting!

Where'd all the fun people go?

NO WIFI HERE

try talking to the
people you came with

no wifi here!

Time to enjoy the

COFFEE

NO WIFI HERE

Put The Phone Down

sticker/coaster ideas

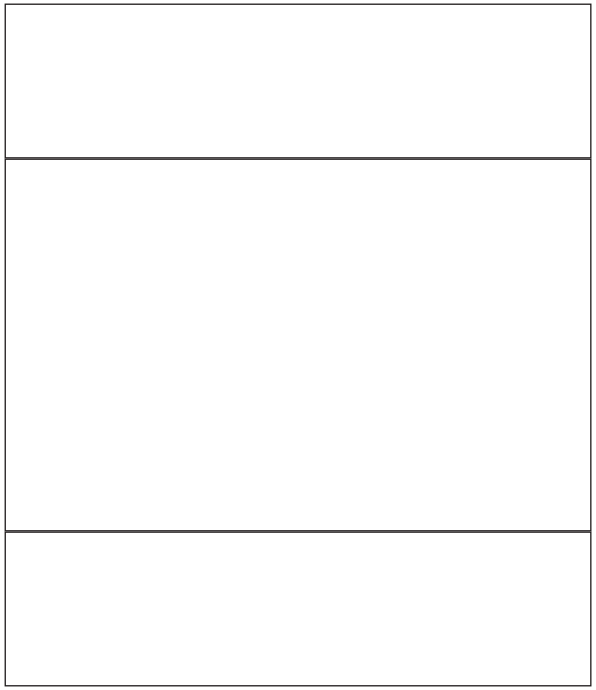
final coasters

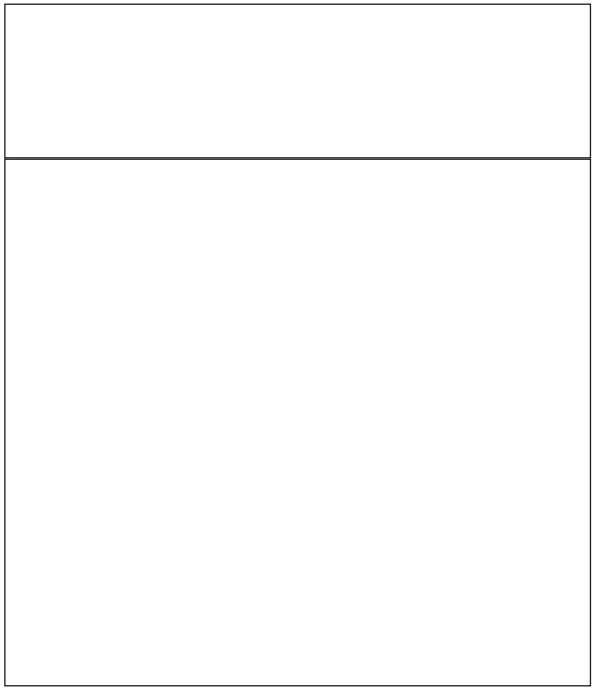
NO WIFI HERE
PUT THE PHONE DOWN
try talking to the
people you came with

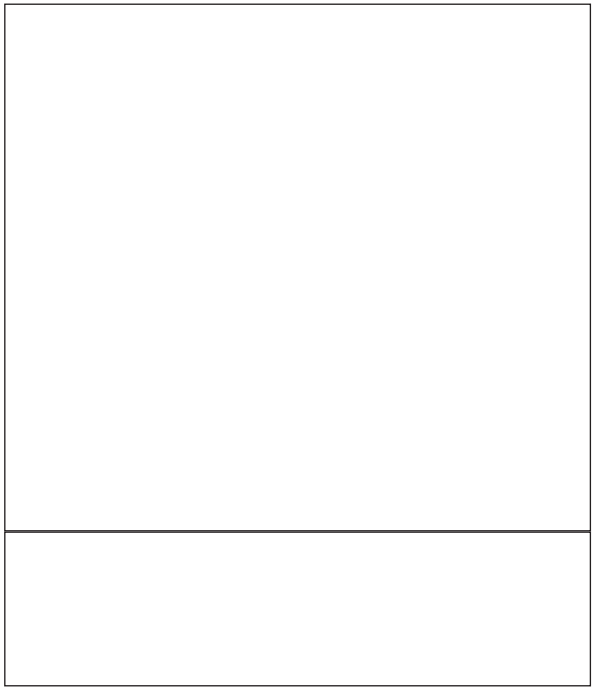
no wifi here!
TIME TO ENJOY THE
COMPANY

final stickers

wireframes for poster







poster ideas

NO WIFI HERE

Put The Phone Down

NO CHUNKS ALLOWED

poster finals

NO WIFI HERE

Put The Phone Down

poster finals

NO WIFI HERE

Put The Phone Down
Enjoy the Coffee!