

VCD 3
ASSIGNMENT 1
MEMEFEST
DEBT

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INTRODUCTION

In these several decades, individual, business, and even country made debt at a much higher degree than they did before. Therefore, the main concern now is how to solve this problem, or how this trend can be controlled.

Target audience: people over 18, especially those people with heavy debts, and for those who didn't make any debt (act as a reminder)

CONCEPT

My work is aimed to remind people that managing debt is not a difficult job, and it can be done by taking just several simple actions.

DEBT X DEBIT

The main concept of my work is to discover the difference and relationship between debit and debt.

Debit means money that I withdraw from my account with the amount that I currently have, debt means money that I borrow from others because I don't have it.

The letter "i" can turn the word "debt" to "debit", I, as a single person, can play a significant role in deciding whether I can turn debt into debit, or debit to debt.

RESEARCH

Personal debt management

Save money

Spent less

Control Temptation

Follow budget

Meet with financial adviser

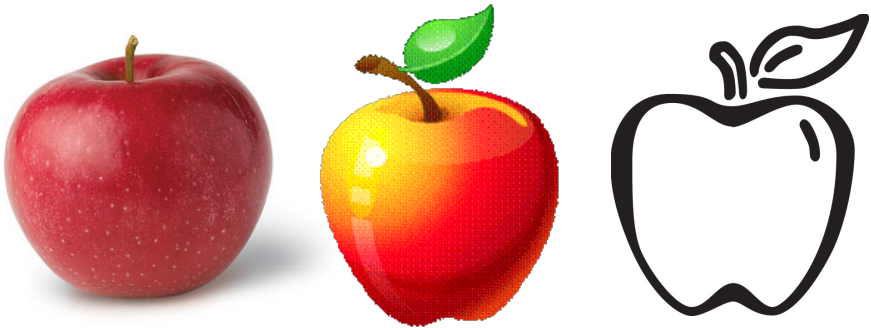
Estimate your personal debt readline

Track your money

Prioritize your debts

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RESEARCH



LOGO



POSTER



SERIES OF POSTER



DEMONSTRATION



MAGNET



DEMONSTRATION



DEMONSTRATION



SUSTAINABILITY

All the posters will be printed on FSC certified paper. By using only duotone, the poster will reduce wasting ink, as normally four colours of CMYK will be used. Soy based ink will be used for printing the poster, and it is beneficial to the recycling process since soy ink is considered as easy to remove during the de-inking process.

CONCLUSION

To sum up, I am pleasant that this assignment has given me such a good opportunity to do design for social cause, like the serious debt issue. We may easily have opportunities to do commercial design; therefore it is quite a special experience to work on socially responsible design this time.

REFERENCES

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<http://www.debt leap.com/debt-articles/personal-debt-management.htm>

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<http://thinkdebtrelief.com/debt-relief-blog/managing-money/4-tips-for-creating-a-personal-debt-management-plan/>