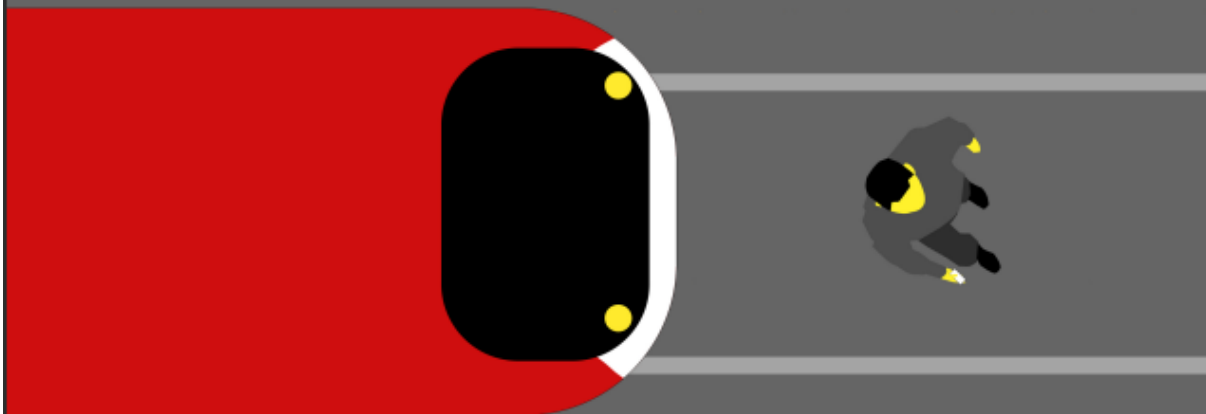


STAY BEHIND

THE YELLOW LINE



OR SAY GOODBYE TO YOUR SPINE



ACT
Government



Transport
Canberra

CMET
CANBERRA METRO OPERATIONS

The final poster design is very different from the original and developed concepts. In the final design there was a bit of communication between myself and John from Transit Canberra, the results changed the design quite a bit but in a good way. An example of this was the

removal of a tram and replacing it with the large text 'Or say goodbye to your spine'. Those changes allowed the poster to have better flow from the top to bottom. The colour scheme is very different from the white version of the developed concept. The grey being brought back makes the yellow stand out much more and it doesn't need the black outline that it had in the concept. The lock-up and text at the top have both also changed, the lock-up now has no red background which makes it fit in more and the text at the top is now larger, white to stand out more and has an underline to draw attention.

The light rail tracks are used in the poster for more than a place to put the light rail vehicle. They're used as guidelines for the large text and for a place to put the person that's on the tracks too, the colour of the tracks is a distinct grey because it's brighter than the background and darker than the white. The person on the tracks is coloured yellow because yellow symbolises cowardice and is used often in caution related imagery, another reason is that the yellow skin tone is not a naturally occurring skin colour which means it is a placeholder for any skin colour and that symbolises the fact that anyone can be foolish enough to walk in front of a light rail vehicle.

Overall this design will be effective as a poster to deter people from walking on the light rail tracks. The design is simple and will work well with the target audience of 15-24 year olds, the dark theme is interesting and new to safety poster designs which will increase the interest with the poster. There is one downside to the poster though, that is the area between the lock-up and the last of the text. There could've been something there to fill the empty space such as another dotted yellow line to show where the other platform is.