

# Lightrail Safety Campaign

by

Chaerin Hwang



# Brief

CMET and Canberra transport needed our help to come up with a cohesive awareness campaign that address the area of concern surrounding the safety of the lightrail. The main target audience for this campaign is targetted towards 15 to 24 year olds, however this design will be shown to a wider range of people so the design will have to spread awarness to all ages. The design should not only be aesthetic but informative to the intended

# Research



This design works as it is very eye catching. The typography utilises the space to draw the audience of what to be mindful for, for example in this case being careful of the closing doors. The designer seemed to have used the elements of colour and typography to strengthen their design. They use bold and bright colours such as red to attract attention alongside the big typography, the typography brings the design together rather than just sitting on top.

Even though it is very minimalist, the design works. The designer seemed to have used the elements of space and colour to strengthen their design. The use of the colour red is bold and eye catching for audiences passing by and even though there is a lot of negative space, the negative space draws eyes to the middle where the text and



# Client Investigation



CANBERRA METRO OPERATIONS

CMET also known as Canberra Metro Operations is a group of companies that are under the ACT government to operate and maintain the light rail network. There are also there to ensure the safety of those who use the lightrail.

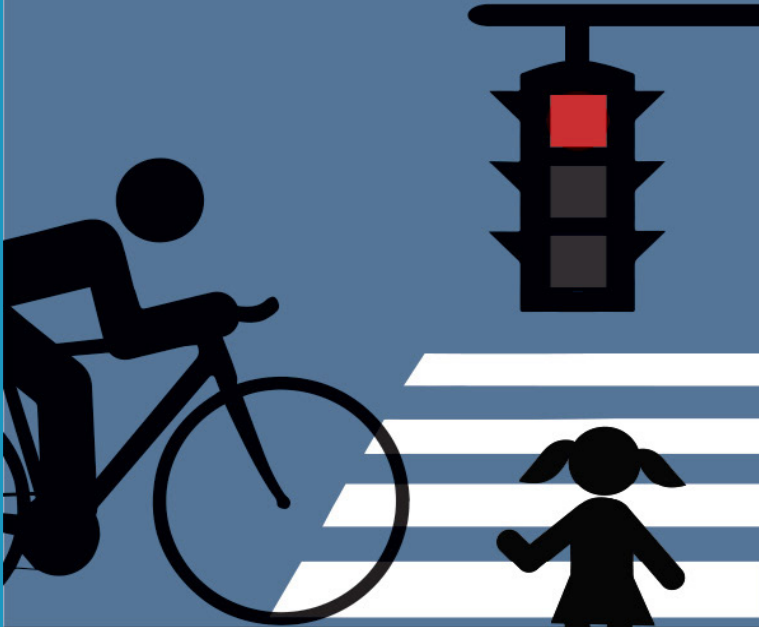
Transport Canberra is known for being under the ACT government to be responsible for roads, footpaths and cycle paths and also managed the ACT public transports.




# Safety Concerns

- People walking onto the tram tracks without being aware, e.g looking on their phones while crossing the road, being distracted and not being aware the tram is coming
- Being reckless or not careful when on the tram stations, somebody could slip or trip if not being careful and land on the tracks while the tram is coming.
- Not holding on, in the tram the tram could stop randomly causing people to fall or trip and could get a really bad injury

**Stop.**  
before you risk it.



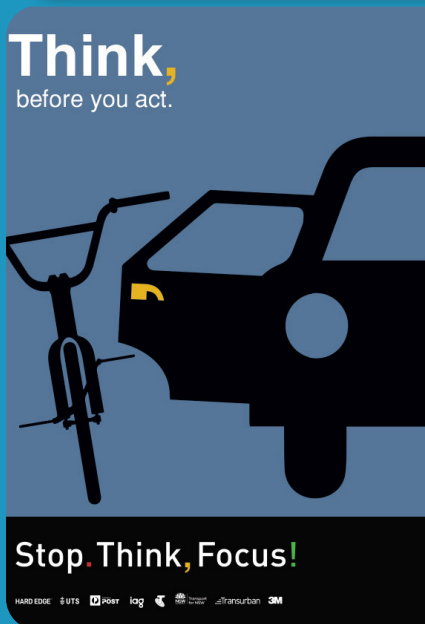
**Stop. Think, Focus!**

HARD EDGE UTS post iag  Transport for NSW Transurban 3M

**Stop. Think, Focus!**

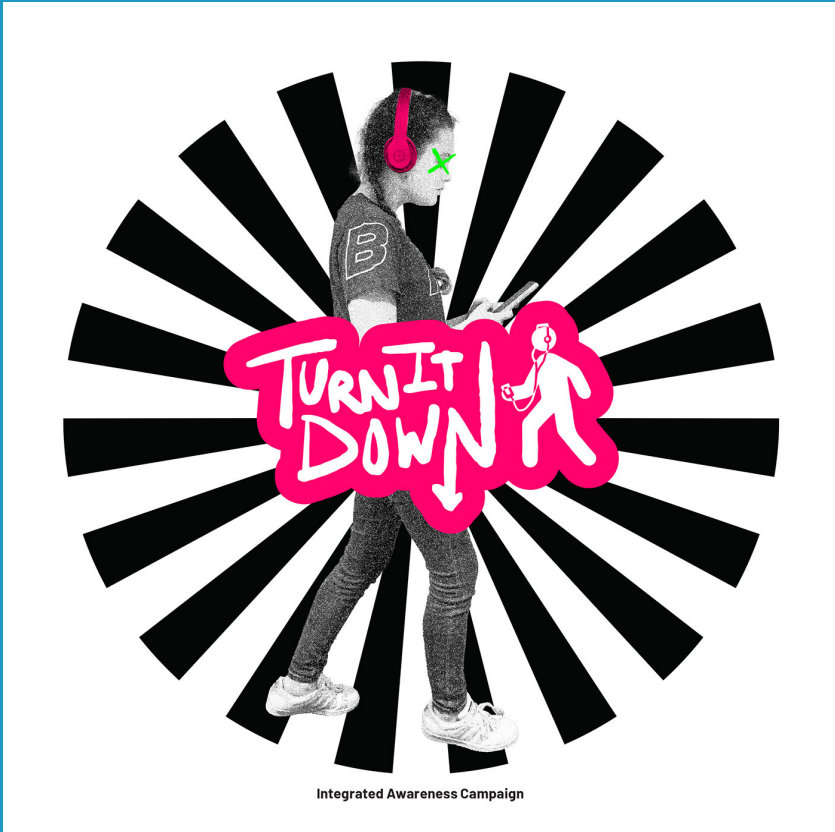
**By Edgar Vernon Najooan** June 7th 2019

The main message this advertising seems to target is, Stop, Think, focus. It seems to spread awareness of thinking before acting. In the campaign above it is shown a man riding a bike with a little girl about to cross the road at a red light. The designer utilises the element of colour. With the rest of the design being dull in colour the eye immediately goes towards the red traffic light allowing us to understand what is going on in the image. It engages the audience as it makes us interpret what is going on in the image. Another design element they seemed to have used is space. In between the design and typography is a pretty large amount of negative space however this is not a bad thing, it adds minimalism to the design by getting the message straight across with “stop.” before our eyes go to the actual design itself.



Designs like these made me realise how important it is to utilise colour and space to strengthen a design. After analysing this design I believe for my design I will be careful when using the design elements of colour and space when composing a concept. What colours can I use to engage the audience, how I can use space to involve the audience more

# Turn it Down



**By Abby Barlow**

November 10th 2020

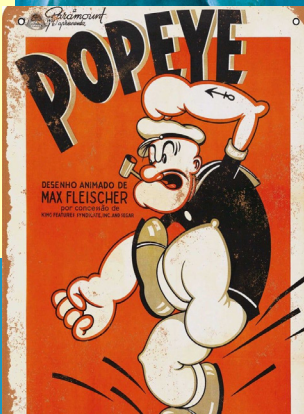
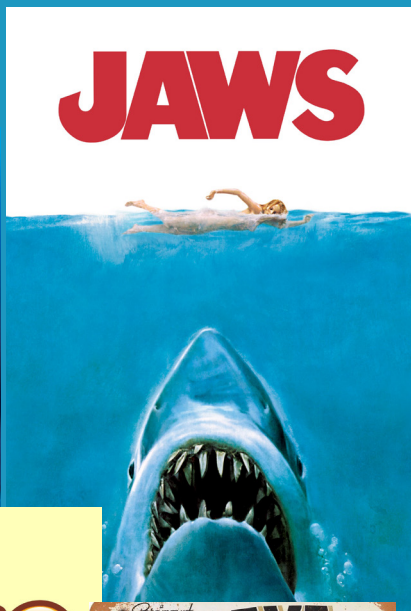


Turn it Down is a campaign that spreads awareness to zoned out walkers listening to music. It aims to influence young people to turn down their music and pay attention to the sounds of the city. The design uses design elements such as lines and shape. The bold line drags audiences' eyes to the centre of the design, the black and white lines are bold to catch the audience's attention to the bright colours of the typography in the middle of the poster. The use of shape is more used in the background, shapes are utilised as it adds emphasis on the design as it brings the design together.



This design inspired me to utilise these elements of design in my own concepts, such as how I can drag the audience's attention using lines as well as how I can incorporate the help of shape to make my design stronger in terms of creativity and message.

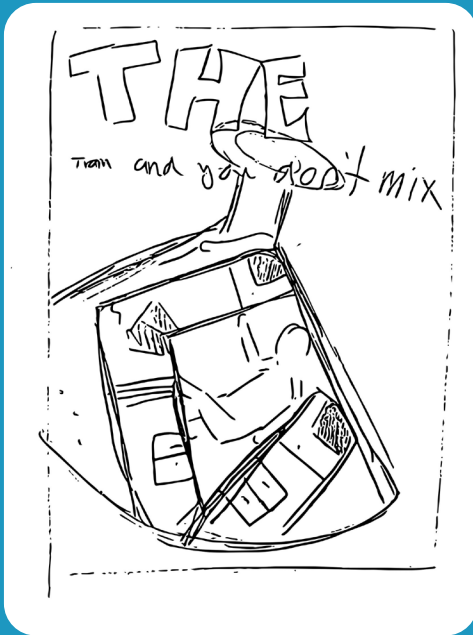
# Mood Board



# Design Statement

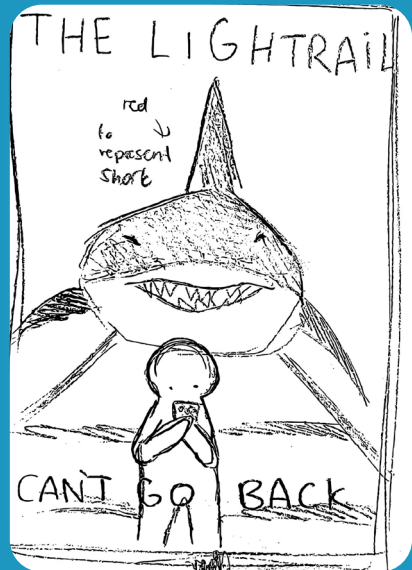
The intent of this design is to spread awareness for those crossing the tracks of the light rail. For my concept I would like to archive the idea of a shark as the light rail itself. Sharks are known to only travel in a line and have trouble stopping or turning, just like the light rail. Since my target audience is 15-24 year olds I feel like the idea of a cartoon shark being portrayed as the light rail will attract attention due to abnormality of a shark being the centre of attention in a safety campaign. How I will achieve this first is to design the shark. I would also like it to also be in the shape as the lightrail to make it more obvious that it is a safety campaign for transport.

# Concepts



For this concept, it was not a shark however I wanted to experiment with my ideas. For this design I wanted to communicate the message "You don't mix with the tram" I thought it would be really interesting with the concept of a person trapped inside a glass with the tram, originally I was going to experiment with space and typography if I were to go with this design.

This is the concept that I was really confident about, I wanted to experiment with how I can utilise the space alongside the colours to make the shark a lot more eye-catching. For feedback I received it was to work on the slogan. My biggest challenge was to make a memorable as well as short catchphrase that gets the message across.



# **Design Development**



This was the very first design of the safety campaign. Overall I really disliked how I designed it. I didn't utilise the design element of colour as the colours don't really go together as well as it just appears really dull and boring. Besides being red the shark was barely resembling a light rail, I found this a really big issue in my design as this project was a light rail safety awareness campaign, if I couldn't make it seem like an actual tram then it won't convey the right message to the audience. The poster appears to be really flat as well, even though it was intended to be a vector image there is no highlight or shadow to give the design more depth.

# STAY SAFE DON'T BE BAIT.

Slogan was created

Shark was more refined to take shape of the tram. Also a brighter red.

Teeth were also changed to be more pointy, adds more emphasis on how dangerous the tram is

Tracks were added to make it more obvious that it is a lightrail.



For this design I would like to say it developed a lot more from the first design. Improvement wise I really like how the shark has more depth to it as it takes the form of how the light rail actually looks. I did this by adjusting the shape to be more square rather than circular, I also added headlights to its eyes for more improvement. However as I keep developing I will change the background colour to be lighter as I believe the background colour at the moment is not eye-catching. I will get rid of the headlights as it's too overwhelming in my opinion and will continue playing around with where I should put the text.



The font was changed to be more rounded, the text was also positioned in the middle

Background colour was changed

Character's face got more animated to look shocked

This was nearly the final design before a little bit of improvement. Overall I was really satisfied, I liked how the background colour attracted attention more as well as complimenting the colour of the shark itself. I changed the font to be more rounded than the original as I believe it fits more with the campaign design rather than a font with sharp curves. I also added the electric lines above the shark's fin to show more signs that it is intended to be the light rail. The character in front of the shark was redeveloped to be more animated by adding eyes and some eyebrows to give it a reaction.



# **Final Design**

# STAY SAFE DON'T BE BAIT.



**ACT**  
Government



Transport  
Canberra

**CMET**  
CANBERRA METRO OPERATIONS

# Rationale

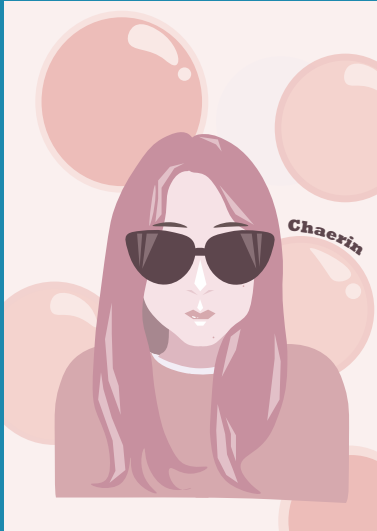
Overall I am very satisfied with how my light rail safety campaign turned out. I utilised the use of colour, shape and typography to enhance the strength of the design. With colour, I chose the colours of red and blue as they are complementary colours of each other, with this I was able to create a campaign that was easy for the audience to look at but also not take away too much attention from the actual intended message. The colour red was for only the light rail, this was because red is a very powerful and eye-catching colour and I wanted those passing by to immediately know that it was a light rail. The tracks were coloured as just the shade of grey as it didn't need to draw much attention, however if I were to improve it I would add more depth and detail to the track as I do believe it is a bit plain.

For space and shape, originally the design had a lot of negative space. Even though negative space is not necessarily bad I just felt the design was a bit empty, with this I added a circle with a darker shade of the background colour, not to just fill in the space but to utilise the shape by getting the target audience to direct their attention to the middle of the poster, where everything is happening.

The design fits the brief as the design gets straight to the point with the slogan of "Stay safe, don't be bait". It also isn't too hard to know what is going on such as the shark being the light rail about to collide with the man that wasn't too careful when crossing the road. I believe this works as the message should get straight across to whoever is viewing the poster and engaging them by allowing them to focus on the intended message. I think the design is also not too childlike where it would make the intended audience, 15 to 24 year olds would not take it seriously but rather more be amused and immersed with how abnormal it would be a shark would take the form of a light rail, reminding them how dangerous the vehicle is.

# Chaerin Hwang

2681559@schoolsnet.act.edu.au



## References/image credits

[https://th.bing.com/th/id/R.8d06dd7ff586cf4bd4934-ba35a640e03?rik=uhlh1660hKrDyQ&riu=http%3a%2f%2f4.bp.blogspot.com%2f-Hzu3tQlffFog%2ft9od3iV8xNI%2fAAAAAAAAAE8U%2fjJ58v4LVkVE%2fs1600%2fDisney\\_pixar\\_bruc\\_e\\_from\\_finding\\_nemo\\_wallpaper\\_2.jpg&ehk=ivxKymggjumneYogA6FF8Qpop25mXqKOizT5Q4u1000%3d&risl=&pid=ImgRaw&r=0](https://th.bing.com/th/id/R.8d06dd7ff586cf4bd4934-ba35a640e03?rik=uhlh1660hKrDyQ&riu=http%3a%2f%2f4.bp.blogspot.com%2f-Hzu3tQlffFog%2ft9od3iV8xNI%2fAAAAAAAAAE8U%2fjJ58v4LVkVE%2fs1600%2fDisney_pixar_bruc_e_from_finding_nemo_wallpaper_2.jpg&ehk=ivxKymggjumneYogA6FF8Qpop25mXqKOizT5Q4u1000%3d&risl=&pid=ImgRaw&r=0)

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**CMET - Canberra Metro Operations**

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