



**LOOK UP
WATCH**



**THE
TRACK!**

**LRV Safety Campaign
-Sophie Glover Yr 12 2023**

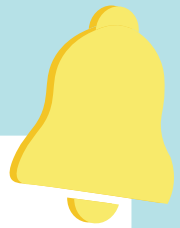


Rewrite The Brief:

For this task, a poster campaign and other design components such as a wrap for the Light Rail and graphics for Social Media must be created to spread safety awareness for Canberrans using or are around the tram. The target audience for this campaign is 15 to 24 year olds, and the campaign has to be educational and/or informative.

The demographic, while mainly targeted towards 15-24 yr olds, must also appeal to all ages of the general public due to the designs being aimed to be displayed on the Light Rail. The poster has to be A1 portrait using Adobe software such as Illustrator.

With my design campaign my main style will consist of simple illustrative vector graphics including a flat bold colour palette. These designs will address LightRail pedestrian safety concerns as well as encourage the general public (including the chosen demographic) to be more safe.



The Client:

The client for this campaign is Transport Canberra, Transit Graphics. As this is a graphic campaign for the Lightrail, it has to pass through the ACT Government so there are lots of people/clients to be aware of for this campaign. Since this campaign is intended to be made for the general public, and has to pass through the Government, the designs have to be both effective, aesthetic but also mature and appropriate.

Across all design components, the client's logo mockups must be featured. Templates provided by the Campaign Clients must also be used and shared for submission. Transport Canberra is all about Canberra's transport ranging from buses to the LightRail. Their goal is also to ensure easygoing travel and safety for transport users and surrounding general public.

Transport Canberra's Values:



Collaboration



Innovation



Excellence



Safety



Respect



Integrity

Safety Concerns:



One of the main issues discussed was pedestrian safety around the tram for example not looking where they are walking due to distractions such as phones. The target audience is 15-24 yr olds - this demographic is quite popular with technology so these safety concerns such as being distracted by phones while crossing a road are likely a priority.

Canberra is growing rapidly and access to more forms of transport such as the tram can lead to more accidents.

Some of this information is taken from Australian Websites from the state of Victoria - Melbourne being a common place for trams - but this information is still now applicable to “Canberrans” since Canberra now has a tram. As such these safety concerns and common causes of accidents must be communicated to the Canberran public.

Distracted Walking: Seriously It's Not Me, It's You

78% of U.S. adults believe that distracted walking is a "serious" issue.



Who, much more, you're afraid



Who's Distracted?

74% of Americans say other people are "usually/almost always" and "sometimes" walking while distracted, while only 29% say the same about themselves.

Common Distractions of Walkers

What they see others do:

Includes "usually/almost always" and "sometimes" answers



- 90% Talking on the phone
- 88% Engaging in conversation
- 88% Listening to music
- 85% Using a smartphone
- 64% Generally "zoning out"



4 out of 10 Americans say they have personally witnessed a distracted walking incident.



26% say they have been in an incident themselves.



Tips and more info available at:
OrthoInfo.org/distractedpedestrians

AAOS
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS

Notes based on the Transit Graphics presentation:

Problems surrounding pedestrians, tram users and other forms of transport e.g cars.

- Turning right
- Illegal u-turns
- Light rails are quiet therefore hard to notice
- Texting while walking
- listening to music
- Car emergency brake - tram's one is slower
- Hold on - not holding on = biggest injury
- not looking where they are walking

As mentioned, a common cause of distraction and pedestrian road accidents is due to *"...failing to conduct a head check before crossing the road. Forty-two per cent of smartphone users committed this error, compared to 26% of non-smartphone users."* (Monash University, 2022)

Campaign

Investigation 1:



This campaign was created by Megna Menon in 2018. The campaign is titled Talk About It and is a Mental Health campaign that was aimed to target highschool students, specifically towards Indian highschool students in big cities around the ages of 14-18. The main purpose is to create a design that helps encourage students to reach out about their mental health, and seek student

Application

This campaign has a unique illustration style that stands out with its bold strokes and colours. Its “un-generic” style = successful and appealing.

A specific colour palette or style is something to consider for my designs to ensure that they stand out and catch the eye of the demographic. While my poster has multiple colours unlike these posters with a dominant colour, I will apply similar colours to help convey emotion. The use of basic shapes to compose a design is also something I can apply.

Simple slogans are used to create a connected feel across each design = consistency. For my design campaign across all components I will make the text consistent so that the components work together harmoniously.



Analysis

The main advertising strategy employed - created a series of posters that are illustrative and engaging - conveys a simple message that catches the eye of students.

- focuses on informing and encouraging students to reach out and talk about their problems using a simple character to represent these students.

Colour, shape, composition and movement are some elements that make the posters stand out particularly in the second image. The "arrows" work together to direct the viewer's eye to the character, while simultaneously visually communicating urgency and emotions.

Colour theory - red = anger making it easy to understand from a distance without reading the text.

Campaign

Investigation 2:



The “In-Office Safety Campaign” was made to promote COVID Safety around 2021. The client for this campaign was ALD Automotive India. The aim of these designs were to communicate safety and hygiene precautions to office workers during a time when they wanted to resume in-office work after COVID Lockdowns. These designs were created to be informative and present the “New Normal” in the workplace.

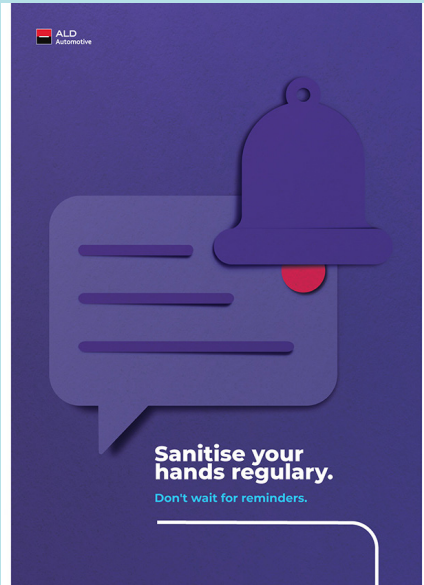
Analysis

The main strategy is to use a variety of simple design graphics to convey the different ways in which to stay hygienic and covid safe.

To communicate effectively the different ways in which people should practice good hygiene and safety, each poster focuses on one message each. This makes their campaign and messaging easy to understand.

Paper cut illustration creates a clean crisp look that is pleasing to the eye. This style is a unique technique in poster advertising yet is eye catching due to this unique style.

Small colour palettes paired with simple graphics that are scaled largely on the poster make it easy to see and identify from afar = engaging and successful at communicating the message to the audience.



Application

This campaign used a simple colour theme that creates a cohesive design. Everything goes together harmoniously with the colours not distracting from the message.

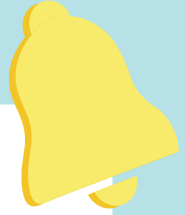
Large scale icons are the main design element first noticed that successfully communicates the message and engages the audience.

Scalability and visual hierarchy techniques = something that can be applied to my designs so that visually, the message can be bold and clear. With the LRV wrap, the icons will be scaled largely - easy to see and understand from a distance.

One of the posters also features a text message and notification bell as visual communication. For my poster however, I will add the text into the text message.

Visual hierarchy is present in this campaign and truly makes this campaign stand out.

Inspiration:



These notification bell icons above serve as the main inspiration for developing my poster design. As my goal is to create a design that includes recognisable icon illustrations, these serve as a great reference.

The poster on the right serves as a good inspiration for typography. The angular text is striking and pleasing to the eye while still legible - this is something I'd like to maintain in my typography



STARRING **EMILIO ESTEVEZ** **PAUL GIESSEN** **ANTHONY MICHELLE** **HALL** **JOHN BISHOP** **MICHAEL KATZ** **THE CAST**
A LIGHT TOUCHES
CO-PRODUCED BY **MICHELLE MANNING**
© 1985 Paramount Pictures. All Rights Reserved.



"The Breakfast Club" (Matt Taylor, n.d)

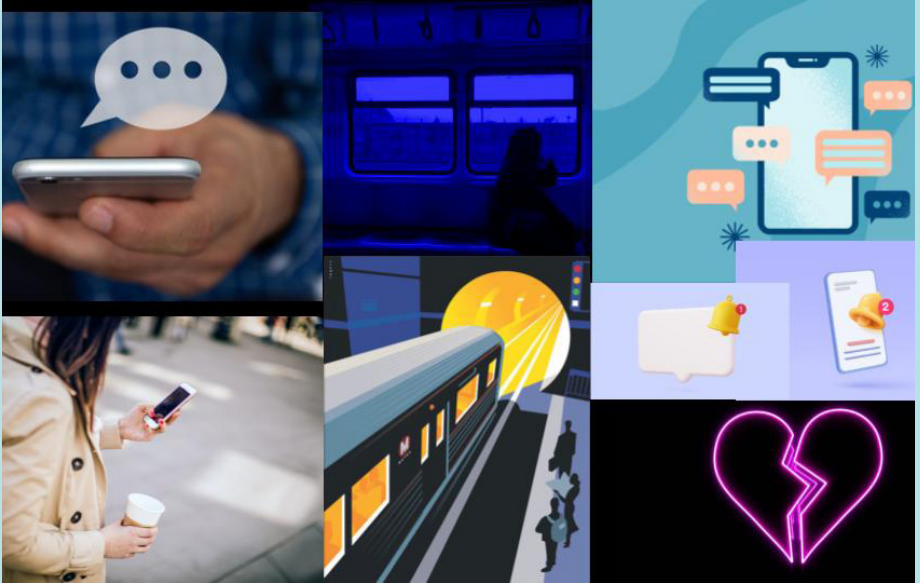
MoodBoards



Design Statement:

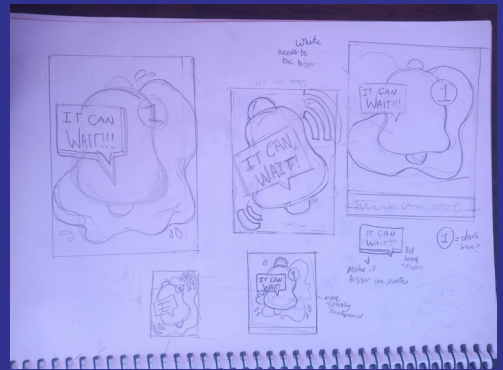
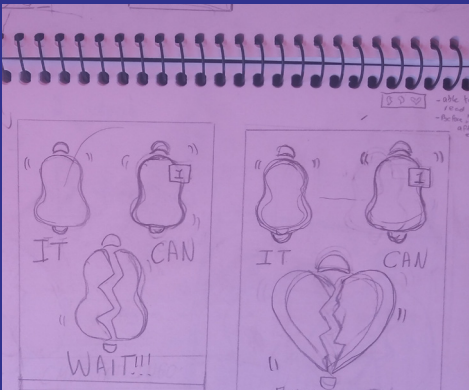
The intention of this design campaign is to create a series of different design components (poster, social media graphics etc) that focuses on spreading awareness and encouraging safety around the Canberra LightRail. For this first moodboard, this inspiration was collected as a design reference to different styles considered for this design poster including inspiration for colour, shape, text and composition.

The second moodboard is more refined, reflecting on the chosen aesthetic/style intended for this design campaign. To create a design that is suitable for this demographic (15-24 yr olds) the focus will be on bold vibrant designs that feature a smooth simple illustrative style. To communicate a message of encouraging others to be more safe around the tram when crossing the road while texting, simple phone and notification bell iconography will be applied in a large fun colourful way to catch the eye. Bold bright illustrations paired with "text messages" in the design will create an eye-catching yet informative design for this young audience.



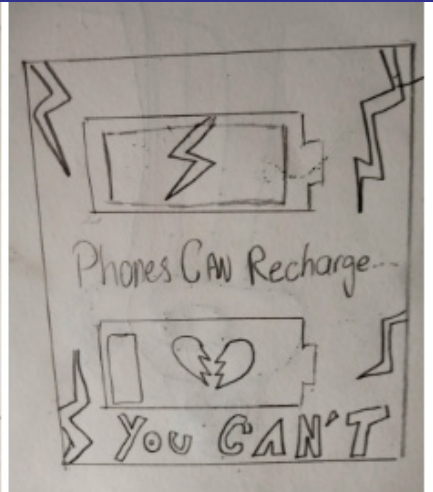
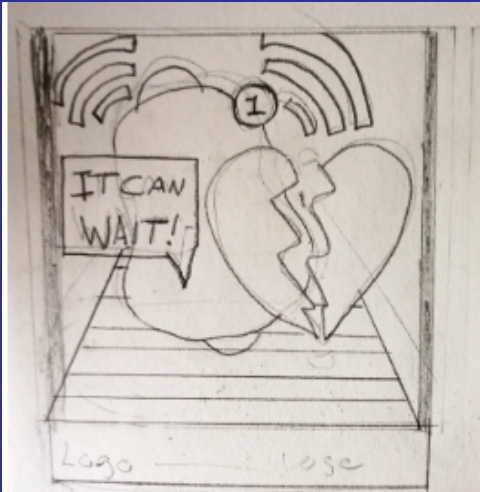
Concepts:

Beginning Concepts:



Main goal = communicate phone safety

- texting while walking or driving is a big safety issue
- As the brief states that the demographic is 15-24 yr olds this design therefore will be relatable but in a new refreshing way.
- Notification bell - a recognisable symbol of a phone
- Notification vibration elements - creates sense of urgency and visual movement
- Broken heart - symbolises harm, danger
- Text message for typography placement



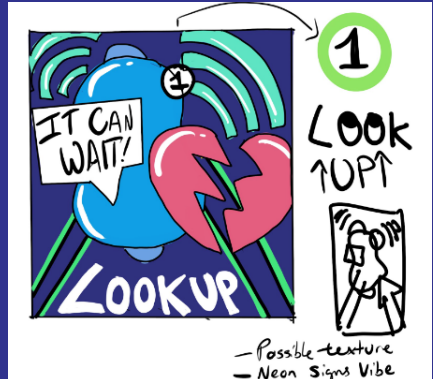
First idea - "It Can Wait" - short and sharp communicating that our text messages can wait.

Many people are guilty of texting while walking, not focusing on their surroundings which is a safety issue when it comes to roads.

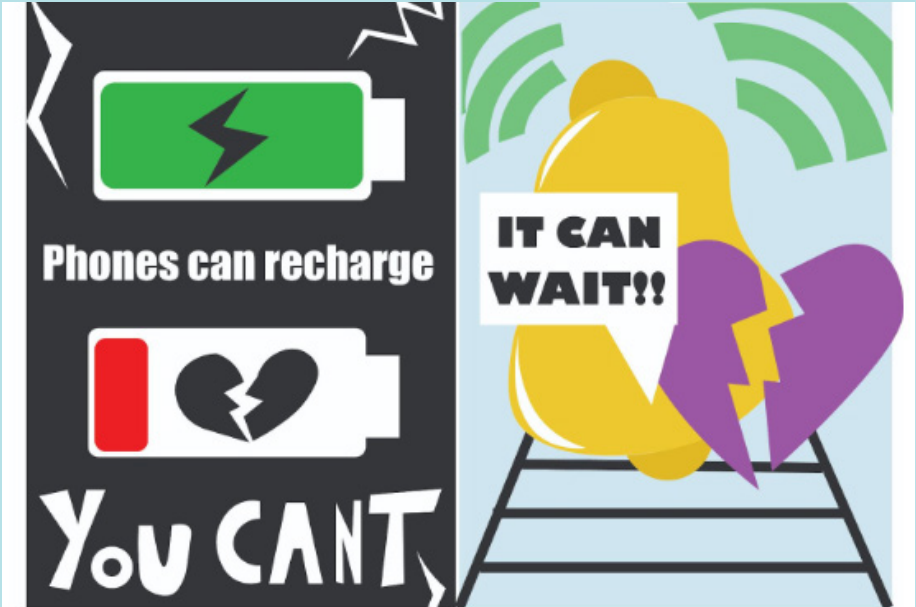
Second Idea - "Phones can Recharge...YOU CAN'T"

- spreading a similar message of how if you get hurt (by traffic etc) you only have one life and can't recharge - you must be careful and safe whereas if something happens to your phone (breaks, cracks etc) you can recharge it or fix it by some other means but you can't recharge yourself.

Design Development:



Above Created On ProCreate:



Feedback:

- Work on colours
- Work on text layout
- Messages are clear but the notification bell looks a bit like a pear- work on shape and colouring
- Add further detail to the Light Rail Track - it looks too much like a train track as light rail tracks have only two lines. Add shadow etc to create more depth

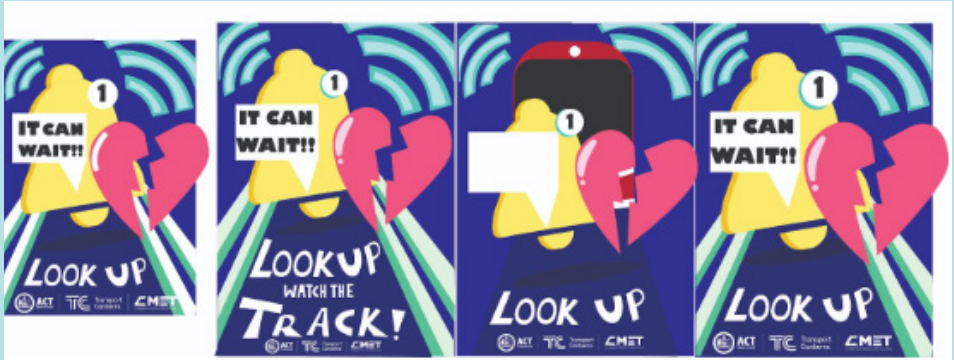
Taking the advice from the client and peers, in my own time I further experimented to figure out composition and mainly colours

Design Development:



Feedback:

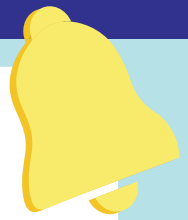
As I was designing this the colours were still not working well together - there was something off. To create a more vibrant “pop” of colour that would more likely attract the attention of the target audience, the notification bell was changed from blue to a bright warm yellow colour. In order to make the message clear, more text was added to support the imagery. To improve upon the “LOOK UP” message which upon reflection seems a bit vague, the text/slogan was changed to “LOOK UP. WATCH THE TRACKS!”



In illustrator, a variety of artboards were created in order to visually compare different designs such as designs with a tram. While experimenting with the design, composition and scaling were considered.

To avoid the design being too crowded, the scaling/size of the main elements (notification bell and heart) were reduced. The text was also proving to be a difficult part of this poster. The font style created with the pen tool was fine but organising the slogan in a layout that was easy to read as well as evenly spaced out was tricky.

Design Development:



Poster Progress:

These are the final two design choices for the poster. Some feedback given was to try and incorporate the LightRail (tram) into the poster. The LRV combined with the other elements made the centre of the poster a bit crowded which was not what I was wanting.

My goal was to create a poster with simple vector icons/graphics to symbolise the dangers of texting while crossing the road. Without the tram when asking others for advice, they said with the slogan the message was still clear. At this point it was a hard decision as the 2nd poster to the right was not necessarily bad.

However, I came to the decision that the poster on the left would be my final design choice. This is because when researching and viewing LightRail safety posters, including the ones completed by other students, the “tram” was a common graphic shown and I wanted my poster to be different from the rest and stand out.



The cracks gradually increasing towards the end with a broken heart signify the danger of texting - evoking urgency, danger.

Final Components:



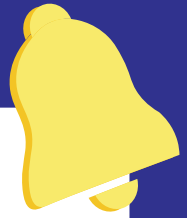
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**IT CAN
WAIT!!**

**LOOK UP
WATCH THE
TRACK!**



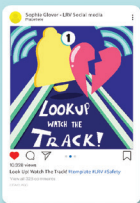
Presentation Board:



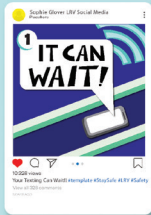
LRV Wrap

Poster

Instagram Graphics:

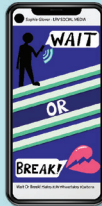


Instagram Graphic 2



Instagram Graphic 1

Phone Social Media:



Phone Social Media 1



Phone Social Media 2



Sophie Glover

Lightrail Safety Campaign - Gungahlin College

Rationale:



The design campaign “Look Up! Watch The Tracks” was designed for Transport Canberra to help encourage audiences (15-24 yr olds) to be more safe around the Canberra Light Rail Vehicle (LRV). There were multiple components to this campaign - the poster and LRV wrap as well as additional social media graphics to support the message.

It is stated by psychologist and professor David Schwebel that “... pedestrians who are distracted with their phones are more likely to be in traffic accidents.” (N.Whitehead, 2015) and so this campaign accomodates this issue, with a message to help pedestrian phone safety.

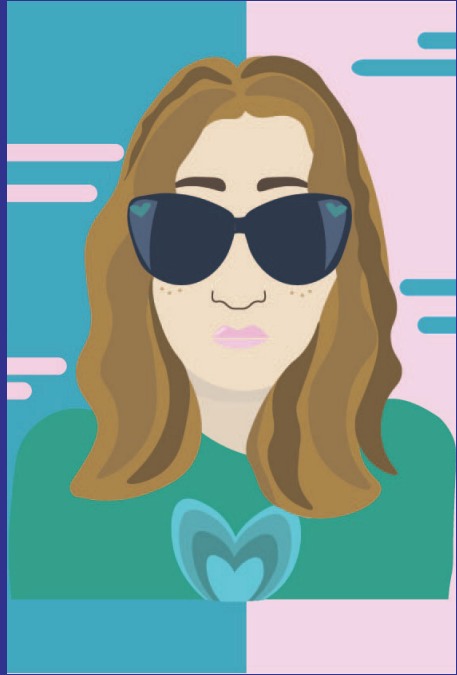
To ensure the message was successfully absorbed by the public and simultaneously relatable to the demographic, a focus on bright fun vibrant colours and a smooth flat illustrative style was present across all design components. With the designs I avoided incorporating the common tram icon seen in other transport posters to make mine unique. The typography is sharp, playful - while it’s a serious campaign addressing safety around the LightRail, since the target audience is young I avoided mature older style fonts as those fonts likely wouldn’t catch the attention of younger audiences. Visual hierarchy is used with the icons displayed largely and in the centre to communicate that they are important elements. The tram tracks also follow the use of directional movement to direct the eye to these icons.

Each component features the use of recognisable iconography - notification bells and broken hearts. The notification bell is a simple yet effective way to communicate texting - it is bold and simple in its design while also being an icon that is easily recognisable to the target audience. The broken heart symbolises danger and injury - the result of not looking up while walking. Iconography used in all design components ensures a cohesive harmonious design. The LRV wrap flows/reads much similar to a comic strip with pop art like elements such as bold bright graphics and speech bubbles, scaled largely to ensure easy legibility. To improve upon this campaign, while at first I was hesitant about this, I believe adding a tram icon would have made the intention of the campaign more clear as well as consistent text fonts.

The phone safety message was applied through vibrant illustrations created to “pop” out of the “page” like a notification on a phone, alerting the public of the dangers of distracted pedestrian walking, encouraging better safety around Canberra’s LightRail.

Designed By Sophie Glover

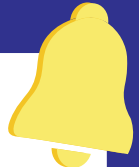
**0726609@schoolinset.act.edu.au
Yr 12 Gungahlin College 2023**



Monogram



**& Vector
Portrait**



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