

RAIL SAFETY AWARENESS CAMPAIGN

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S1 Graphic Design 2023



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DESIGN BRIEF

Client: Canberra Metro Operations (CMET)

Project: Safety Campaign for Canberra Light Rail Network

Canberra Metro Operations (CMET) is seeking a design solution for a safety campaign to promote safe behaviour around the light rail network. The primary goal of this campaign is to inform the public about the potential dangers associated with trams and emphasise the importance of practising safe behaviour.

The target audience for this campaign is people aged 13 to 30 of all genders. After watching the near miss footage released by Transport Canberra, I gathered that the majority of these near misses were with students. Meaning that younger people are more likely to be involved with a tram accident. By informing this specific audience about the risk, the campaign can have the most influence and effect.

The design should effectively inform the audience about the risks associated with trams and promote safe behaviour. It must prominently feature the CMET logos and adhere to copyright-free guidelines. The design will be produced as an A1 poster to be displayed at Canberra tram stops, as well as a light rail wrap to increase visibility and engagement. The design would preferably include a catchy slogan, related to the design.

The design is to be completed by the 14th of May.

By fulfilling these design requirements, the safety campaign aims to educate the target audience about tram-related risks and encourage safe behaviour when interacting with the Canberra light rail network.

RESEARCH

Beware the Rhino Safety Campaign

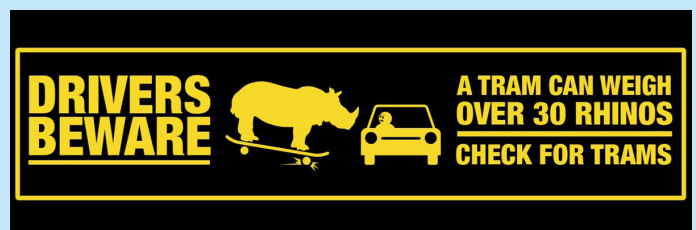
<https://www.youtube.com/watch?v=wdeqwNzMhJQ>

Beware the Rhino was a 2011 tram safety campaign created by Yarra Trams. The aim of the campaign was to make pedestrians more alert when near trams or crossing tram tracks. The target market for the campaign was those people identified as the most at risk of a pedestrian knockdown, In Yarra Tram's case, namely those aged between 18 and 30 years. Yarra Trams, understanding the younger demographic, created a creative and unique campaign. The key message of the Beware the Rhino campaign is; "If a rhinoceros on a giant skateboard was heading your way, you'd get out of the way, Right? Well guess what, a tram weighs about the same as 30 rhinos so it's not something you want to get hit by."

The Beware the Rhino campaign, was seen as a poster, tram wrap, promotional ad, facebook, and various promotional products. The campaign features a bright yellow background, with bold black text and a black silhouette of a rhino on a skateboard.

This campaign was extremely successful, the Rhino on a skateboard imagery created an original confusion and shock, but after reading the message, it makes sense. The use of bright colours mirroring warning signs, draws the viewer's attention. Reading the design booklet for this campaign, there was evidence of fewer collisions and the target market was more aware of the strength and danger of the tram.

I believe this design was extremely successful, by effectively gearing the campaign towards the specific target audience and using the unique rhino imagery. Yarra trams created a unique campaign that informs the enormous weight and danger of the tram and how it differs from other public transport.



Life before your eyes Safety Campaign
<https://www.transport.nsw.gov.au/sites/default/files/media/documents/2017/2011-12-lcsc-yearly-report.pdf>

Life before your eyes is a 2012 campaign created by the Level Crossing Strategy Council. Targeting regional NSW drivers, in hopes of educating them about the importance of following the road rules around level crossings. The campaign shows the direct consequences of not following these rules.

The campaign was displayed on television, radio, newspapers, specific magazines and billboards.

The design uses the crossing setting, with a line of past and future memories, children, awards, and celebrations. Illustrating the future you could be giving up by ignoring the train signal. Accompanied by a red light like font, matching the red stop light.

A yearly report by the Level Crossing Strategy Council, outlines that the campaign does deliver the message effectively, displays the risks, and the importance of following the traffic rules. There was a slight increase in proper behaviour on the crossings.

Though, in my opinion the campaign doesn't stand out to the audience and most likely will not remain memorable. The design can very easily blend into most scare tactics safety campaigns. There is no data proving this, but there is also nothing disproving this hypothesis.



Dumb ways to die Safety Campaign
<https://www.smartinsights.com/digital-marketing-strategy/campaign-of-the-week-dumb-ways-to-die/>

Dumb ways to die is a 2012 rail safety campaign by the Melbourne Metro. Initially the promotion was just a song and video, with creative and catchy lyrics illustrating various dumb ways to die eg; eating super glue, poking a grizzly bear and selling your kidneys. The campaign hoped to depict how dumb it is to not follow the tram safety rules.

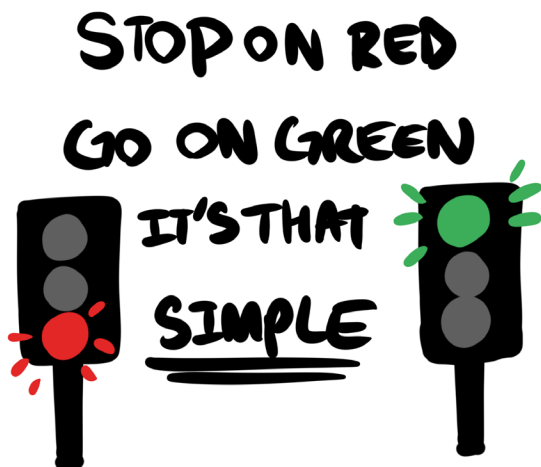
With the song and video success, the campaign grew to include station/public posters and billboards, a children's book, a website and multiple games. The designs include various cute simple blob-like characters, dying in dumb ways. The colour palette is bright and colourful, accompanied by white text. The design appeals to younger audiences, and is able to educate audiences without scare tactics and gore.

The design was extremely successful as a safety campaign, and is the world's most shared public service announcement. The song reached the top 10 iTunes within the first 24 hours of its release, and the YouTube video has 279 million views today. The campaign's website includes a pledge viewers can take, a pledge to not do dumb stuff around trains, to this day over 129 million people have agreed to this. Not only

CONCEPT DEVELOPMENT

When I started developing my design ideas I had three key criteria in mind:

1. To target a younger specific audience
2. To be creative
3. To be memorable



It's that simple concept

This concept is typography focused using the slogan, It's that simple paired with a safety message. The design also features traffic light imagery, creating the connection between the design and the tram.

This design however isn't creatively interesting and incredibly generalised not targeting a specific audience. This design could easily blend with other safety campaigns, and very easily could be forgotten. This design fails at all three criteria.

It's wild out there concept

This concept follows a safari guide who teaches the audience about rail safety using the slogan It's wild out there. The guide character would be accompanied by various animals on the tram tracks representing the possible danger.

This design targets the younger audience as intended but seems overly complicated and busy. There are too many elements in the design, without a clear focal point. The imagery of a lion also depicts the tram as something negative and aggressive, which could be deterring for some audiences.

The concept and slogan could make an interesting design but without proper balance in elements, remains over-complicated and difficult to understand. While succeeding at all three criteria, audiences could easily be left confused by the design, not understanding the ideas of light rail safety.



Don't get cracked concept

This concept uses egg characters to display the danger of being hit by the tram. Inspired by Dumb ways to die - a very successful safety campaign - my design features multiple egg characters, the tram, a cracked egg and the slogan stay off the tracks, don't get cracked Canberra.

This design targets younger people, by using cute egg characters, and showing the risk without the scare campaign. The design is also creative, featuring a unique slogan and concept, the connection between people and eggs is interesting and fun. Because of the creative nature the design will hopefully remain memorable, making the safety message have a long lasting effect on audiences. This design fulfils all of my three criteria making it the most effective concept out of the three, so I decided to develop it further.



POSTER DEVELOPMENT

Following my concept sketch, I redesigned it to better fit the portrait format and with some feedback from the CMET team, changed the slogan to be 'Stay off the tracks, don't get cracked'.

I started with the egg characters, all of which use the same body shape, with some variation in colour, the legs and arms I made using the line tone with an added stroke. For the eyes and mouths I found inspiration online, as I found my original sketch leaked in detail, after creating multiple mouths and some accessories. I placed the elements together to make multiple unique characters.

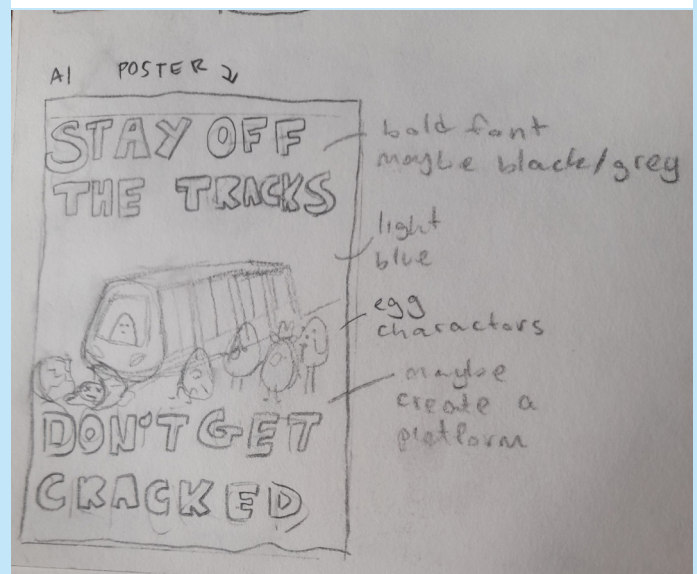
To make the cracked egg, I found a reference image and traced the elements, altering it to better fit the cartoon style. For the light rail vehicle I found reference images, which I traced using the line tool, layering blocky shapes.

After the main elements were created I played with the positioning and background colours, after deciding that it needed something. I made some simplified mountains and trees with a small telstra tower in the background, this can hopefully further emphasise the tram's place in canberra.

For fonts I had multiple in mind - all found on Dafont, but after seeing them with the elements I decided Cocogoose fitted the best. After some feedback from the CMET team, they suggested adding some egg imagery to the text. I had two versions of this, one with fried eggs for the o's and the other with small egg characters positioned on the text. While the latter looked cute, it seemed

crowded and wouldn't scale as nicely, leaving me with the first option. After further feedback from the CMET team, I made changes to the colours and positing/scale of the illustrations and text. Finally after adding the CMET logos in white, the design was completed.

The final design not only better represents my concept sketch, but conveys the slogan appropriately. The design is unique and fun and will appeal to my chosen audience, while delivering the safety message. By considering the space, I was able to keep a balance between my elements and the text to create an effective and interesting poster.



FINAL POSTER DESIGN

DON'T GET CRACKED



STAY OFF THE TRACKS



SOCIAL MEDIA TILE DEVELOPMENT

The Social media tile adopts a very similar design to the poster, though there are differences in the way the design will be seen and formatted.

A social media tile is a square seen online usually on a phone, social media tiles act as a short statement piece grabbing the attention of someone scrolling past.

Understanding this I made sure to adapt my design, changing the position of the tram and eggs and scaling the text larger to better fit the format, and interest the viewer. By recognising the difference in formats I was able to make the design work effectively and deliver the message appropriately across separate platforms.



FINAL SOCIAL MEDIA TILE DESIGN

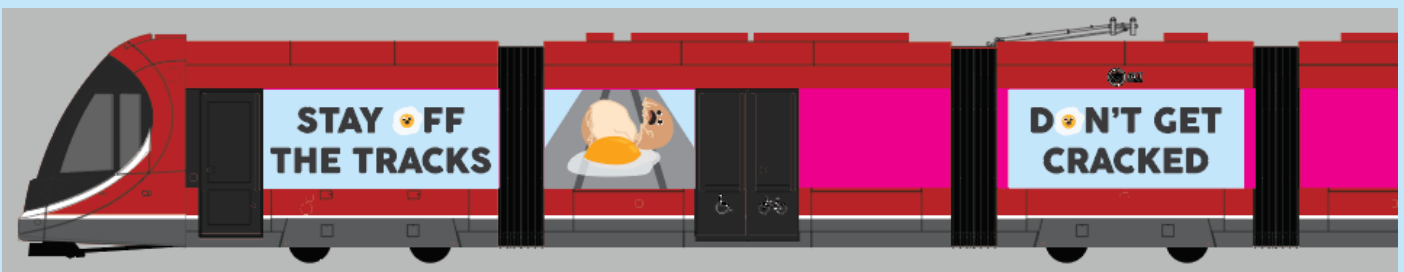
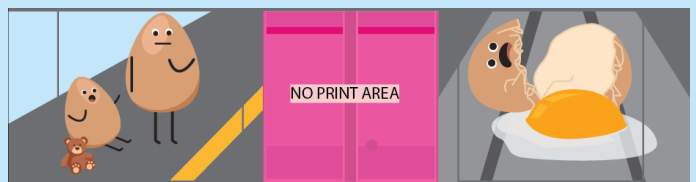
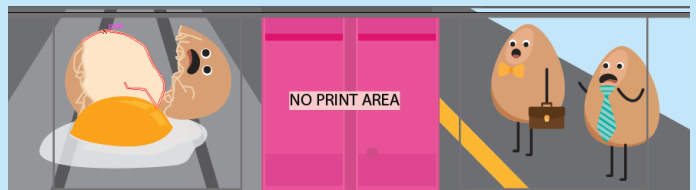
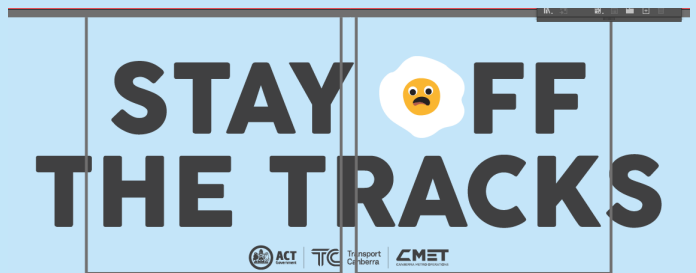
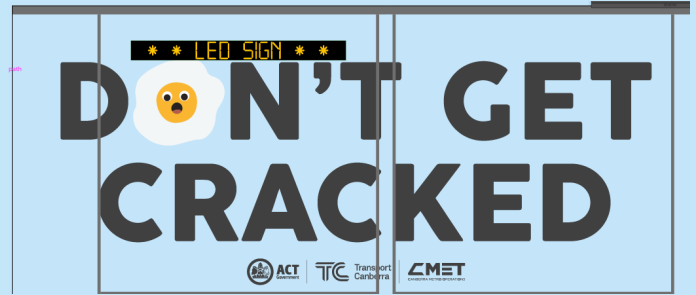
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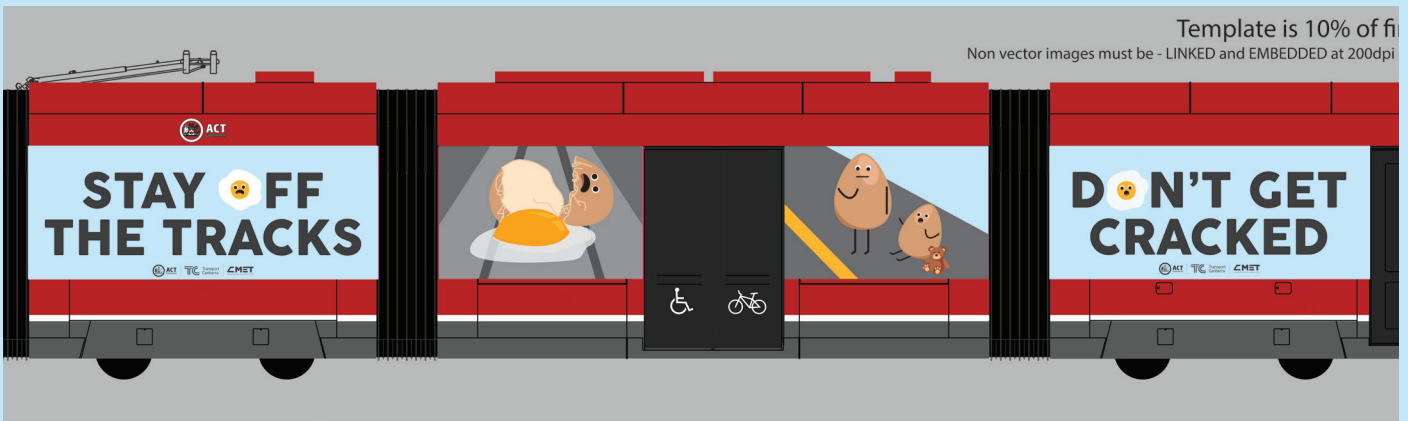
LRV WRAP DEVELOPMENT

The light rail vehicle (LRV) wrap is made of 7 tiles. While I could have made each tile unique - I made the tiles largely symmetric. This way the design can be read from either side of the tram. Following the sketch, I made the text tiles, by scaling and centering my text from the poster onto the tile and adding the CMET logos in grey. Adapting the colour for better legibility. For the four image tiles, I copied elements over centering and scaling them to best fit the design. Reflecting one side, so the greater design could be seen as two tram tracks.

While the wrap is considerably more simple than the poster and social media tile, this better suits the format. By removing the background audiences can better distinguish the characters from the backgrounds when the LV is moving. By understanding the way the LV works the design was adapted to better suit audiences. Making the design successful across another format.



FINAL LRV WRAP DESIGN



EVALUATION

There are five criteria I considered when evaluating my rebrand design;

1. Does the design fulfil its purpose?
2. Is the message easy to understand?
3. Is it aesthetically pleasing?
4. Is the style appropriate for your audience?
5. Is the design original?

By succeeding at all 5 criteria you can confidently know that the design is successful.

Does the design fulfil its purpose?

Looking at the brief set earlier in the booklet, my design needed to inform the audience about the risks surrounding the tram and the importance of staying tram safe. I chose to create a cute and simple design that appealed to everyone including younger audiences, while including a more in depth warning to more adult audiences, encouraging tram safety for people of all ages. The design achieves this through the featured slogan (don't get cracked, stay off the tracks) and imagery of the broken egg. The design is a vector graphic allowing it to scale easily without losing quality including the CMET logo and adhering to the copywriting guidelines. By fulfilling its brief, the client (CMET) can use a design that best fits their needs and requirements.

Is the message easy to understand?

My design is not only legible, but makes sense, it is clearly and directly informing my audience about tram safety with a simple message, to stay off the tracks. My design successfully achieves this by prominently featuring the slogan over all designs and adjusting the size of the text to best fit the format. By intentionally choosing a bold and easily legible font (Cocogoose) I was able to further incorporate the egg imagery, without losing the overall message. By achieving this balance the audience could not only understand the safety message, but the overarching theme of my design.

Is it aesthetically pleasing?

Visual aesthetics are extremely subjective, what some minds find beautiful, others may be uncomfortable with and while there is no way to completely control the audience response to my design, in my opinion it is aesthetically pleasing and appeals to my audience. Through the use of complementary colours and fun, exciting characters the design depicts a story and warning about the dangers of the tram. The balance of bold text, simple and fun illustrations, make the design not only unique but stand out from other safety campaigns while remaining memorable to the audience for its unique style and fun characters.

Is the style appropriate for your audience?

My target audience are people aged 13-30 identified in my brief for their increased chance of being involved in tram accidents. For this age group, I made sure to create a design without the gore and fear factor while still urging them to be safe around trams. Taking inspiration from Dumb Ways to Die's success, I made the characters fun and expressive. Showing the possible danger, while staying away from the extremes.

By best understanding and knowing the target market, I created a design which would best appeal and inform them. The design is still appropriate and appeals to younger audiences despite addressing the serious danger surrounding tram accidents.

Is the design original?

Despite taking inspiration from other safety campaigns such as Dumb ways to die, my design remains original through its unique take and egg centred message. By understanding others' success in the safety campaign market, I was able to adapt their key ideas, and make a unique design with the gained understanding of others' success. I chose to use egg imagery as a fun and original representation of people.

My safety campaign for CMET succeeds at all five criteria, it follows the brief, is understood easily, is aesthetically pleasing, is suited for the target market and is creative and unique. So I can confidently conclude that my design is successful and effective.