Process Booklet

Tram Poster Design
LRV Livery Wrap

&

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Project Brief

Your project is to design a safety and awareness campaign aimed at all ages for the Canberra light rail. Since the opening of the Light Rail, safety surrounding the Light Rail has been a hot topic, and is very important. As part of an initiative to raise awareness for Light Safety, CMET needs you to design an awareness campaign to promote the message of rail safety. The target audience for this task is 15-24 year olds, but extends to the whole public.

My ideal message is targeted towards automobiles and vehicles. Quickly after watching several near misses with the tram at a traffic light, I am inspired to create a poster emphasising the importance of stopping at a red light.

Requirements:

• Unique
• Promote safety
• Educate
• Aesthetically pleasing
• Promote your messages
• Inform and persuade your audience
• Visually cohesive

? Research

By crafting compelling visuals for social causes, designers amplify the voices of those working towards positive change.

What are the Objectives of an Awareness Campaign?

The objective of an awareness campaign is to increase awareness about your chosen topic. This can be through mediums such as social media, general media, as well as physical advertising. By promoting and increasing the brand awareness for your campaign, your audience is more likely to remember it. Positive associations through increased exposure can build a relationship and cause the campaign to stand out among others.

The Campaign Message

The most important part of creating a campaign is to create a functioning and well designed message. By creating a message that resonates with your chosen audience, it improves the power of that message, and creates something memorable. To design an effective message, aim to create excitement and awareness with the chosen idea. This helps the audience focus on one thing only, reducing confusion with other general topics.

Why are Awareness Campaigns Important?

The importance of awareness campaigns lies in its ability to reduce negligent behaviour. Through increasing awareness and creating positive associations, campaigns play a role in changing the behaviour of ignorant people, especially when the message has a humanitarian theme. A study on the effectiveness of media awareness campaigns on the proportion of vehicles that give way to ambulances on roads was done to find the exact effectiveness as a percentage. The study first evaluated the statistics of cars giving way to ambulances before the campaign was put out. They recorded at least one instance of cars not giving way even when there was space, leading to increased ambulance travel time.

The statistics were then recorded once after the campaign was over. The results saw a behavioural improvement of at least 16%-18%, a remarkable effect in comparison to other campaigns (Shaikh et al., 2017). This could have been due to many reasons, but the main one cited is "Moreover, the content of the messages was emotionally motivating and less likely to challenge any traditional or religious behaviours; this enhanced the general acceptability of the message." - (Shaikh et al., 2017). This study demonstrates the importance of having awareness campaigns spread a message that resonates with the audience, leading to overall increased effectiveness in any given area.

Important aspects to include in the Awareness Campaign?

A poster is made up of numerous aspects such as a title, text, graphics, colours, etc. To create an effective poster and garner awareness, there are multiple steps you must take:

1. Define a key message and objective of the campaign. This will help you and your audience identify the issue and what you want you want them to do about it.
2. You must determine your target audience. Think about who you want to reach and how to reach them best.

3. Choose a format and design the layout of the poster. Decide on the size and shape of the poster and consider how much text and imagery you want to include.
- Keep your design simple.
- Use a simple colour scheme.
- Make sure the design is able to be read from a distance.
- Use minimal text with good graphics to catch people's attention.
- Avoid excessive detail.
- Information should be in an easy to follow sequence.
4. Use graphics and images to grab attention and illustrate your message. Incorporate graphics and images that are relevant to your message and that will help draw people's attention to your poster.
5. Include a call to action. Encourage people to take action by including a clear call to action on your poster.
6. Provide contact information. Include information such as websites, email, or phone numbers where people can learn more.

Examples of Design Solutions

Example 1: *Beware The Rhino*

Beware the Rhino is a Melbourne awareness campaign designed by Yarra Trams that was used during May 2011. There were an increasing number of pedestrians being hit by or walking into a moving tram. The number doubled from 2007-2008 to 2010-2011, leading to an increase in awareness by the Yarra Trams. To combat this issue, they created the campaign Beware the Rhino. The key message of this campaign is to make pedestrians more alert when near trams or crossing tram tracks.

The target market was identified as people aged between 18-30 years, as they were the most at risk of a pedestrian knockdown, according to their data.

Given the young age group, Yarra Trams wanted to go for a creative approach with a significant social media and community engagement component. It was important that they do not use a traditional scare campaign. Instead, they wanted to make a memorable campaign that can be spread via word of mouth and social media (Masson -Ceo & Trams, 2011). The idea of Beware the Rhino was created, and aimed to highlight that the tram weighs as much as 50 tonnes, comparable to that of 30 rhinos. The premise is that:

"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."
- (Masson -Ceo & Trams, 2011).

The poster design features two highly contrasting colours of yellow and black, as well as bold and simple fonts. The eye-catching campaign could be seen from a distance on trams and posters. The simple imagery and graphics helped illustrate its message and make it memorable. It encourages people to take action around the tram tracks and provides useful information such as a website. This creative approach to tram safety by Yarra Trams is a unique and effective way to promote their message and is a well functioning design.

# Example 2: *When a tram stops, you stop.*

Trams in Melbourne work differently from the Light Rail in Canberra. In Melbourne, 75% of the routes used by trams often share the road with other road users such as cyclists, motorists, and other forms of transport (Public Transport Victoria, 2024). Trams are commonly situated in between both lanes of the road, needing pedestrians to cross the road before being able to board the tram. This makes it difficult for pedestrians to leave and get on the tram. According to the Victorian Government, it was recorded that there were 2,632 near misses. Because of this, they launched a new safety campaign known as "When a tram stops, you stop", reminding motorists that the next person to get off the tram, may be someone you know.

The target market for this campaign are motorists and other users. The thousands of near-misses each year are attributed to the motorists who are unable to stop during the boarding and alighting of Melbourne trams, causing serious injuries and severe accidents (Victorian Government, 2022).

This campaign aims to make an emotional appeal to the audience in order to persuade them to follow the instruction. "Our campaign aims to educate drivers about the need to stop when trams stop, and reminds them that people stepping off the tram could be someone close to them including their mum, sister, child or gran." - (Public Transport Victoria, 2024). Making humanitarian appeals makes the campaign much more emotionally motivating to those who see it, inclined to stop when the tram stops. Contrary to "Beware the Rhino", this one is more direct, almost an instruction for motorists and road users who see the campaign. Similar to "Beware the Rhino", "When a tram stops, you stop" is also presented in lots of different media. Such as websites, advertisements, and youtube videos helps promote the message to individuals in Melbourne.

When a tram stops, you stop.

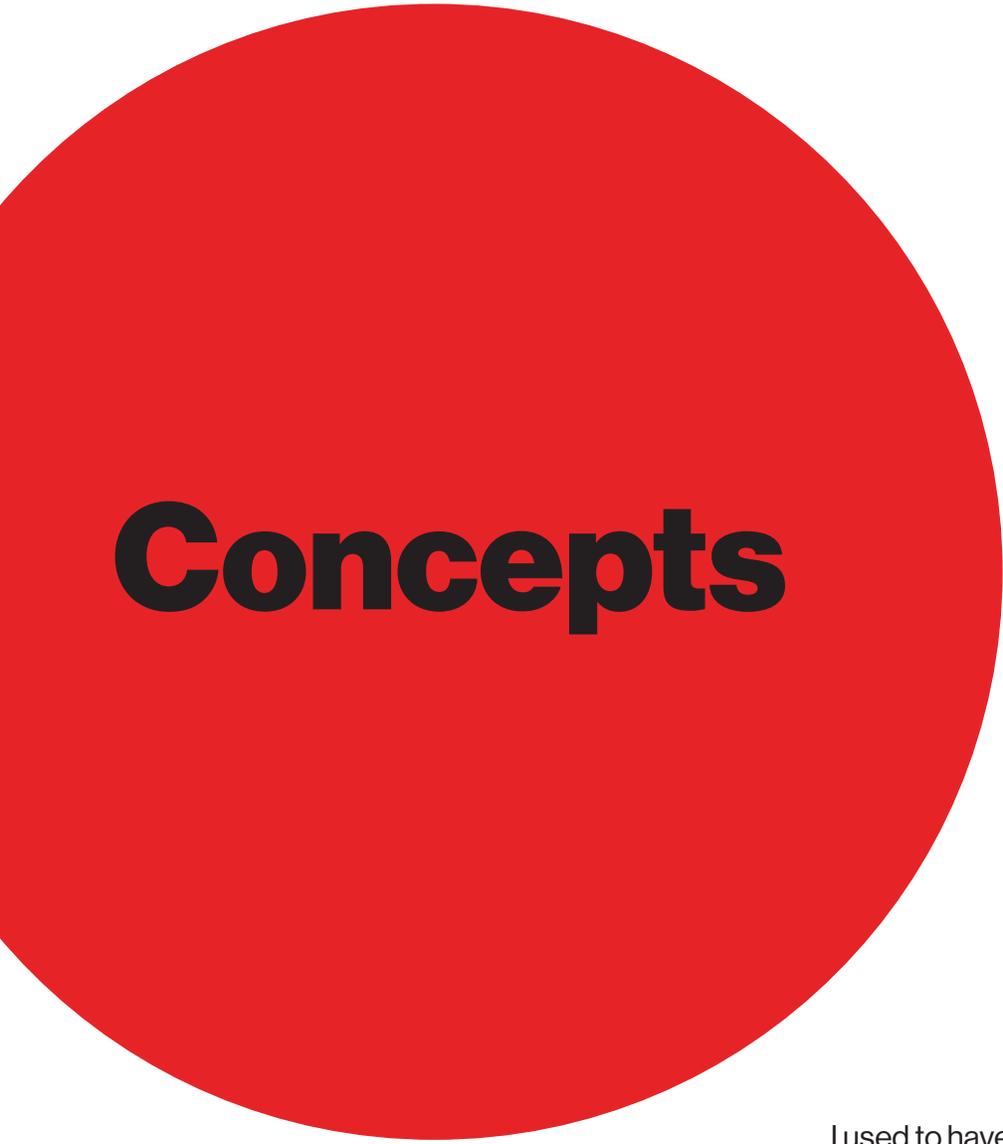**Someone's child could be stepping off the tram today.**
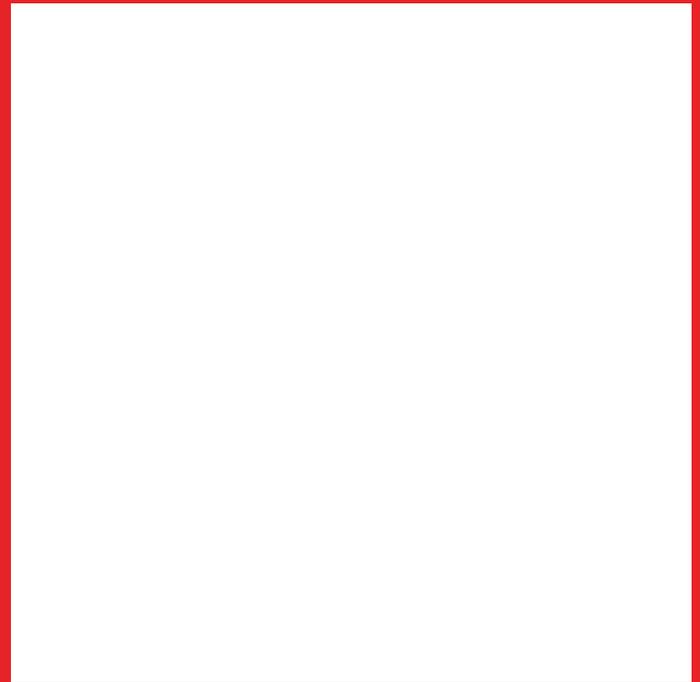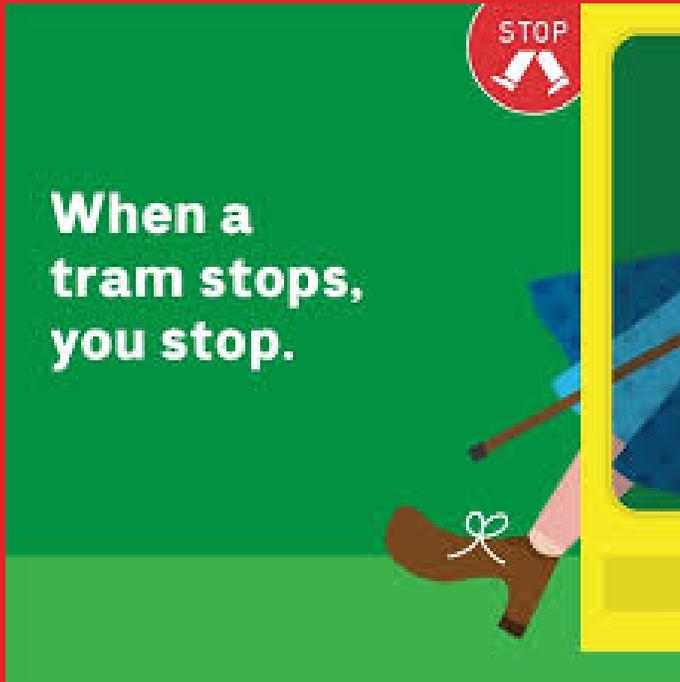
The campaign poster uses very simple design, incorporating basic readable text, and accompanying it a colourful graphic depicting individuals. This makes the poster easy to understand, put in the point of view of a motorist who is coming up to a tram. This point of view makes it relatable to drivers who have been in a similar situation. The bold text is direct and sharp, void of complicated interpretations. The graphics provide interest and the colour is used to provide personality in the poster.
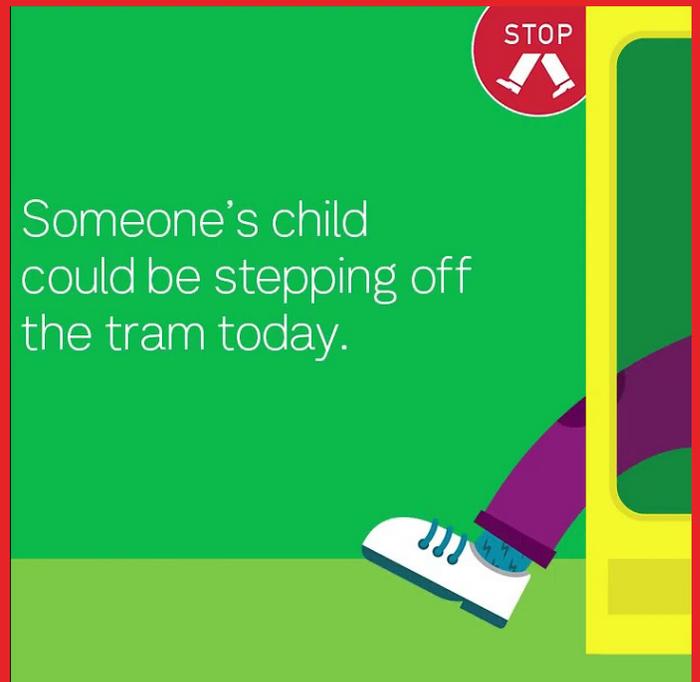
Inspirations

The simplicity of the Bauhaus style is one of my largest inspirations. Some of my other inspirations for this specific task are traffic lights (the dotted texture), halftone effects, and typography design. Some types are better than others for subtle imagery, or different shapes. I especially wanted to use a specific shape such as a circle for the majority of the design.

Moodboard

BOMB

47 promotions presents
the jam

friday / july 15, 1977
from 9:00 pm to 1:00 am

at clouds disco
west tollcross, edinburgh

nychuk design/
photo–
graphy

josh nychuk

Wilder Mind

2015

BAUHAUS 1919

samstag   oktober   13-22 uhr

47

28

oktober   11-22 uhr

31

sonntag   turnhalle thayngen   eintritt frei
aussteller

ths   thaynger herbstschau

Concepts

I used to have more concepts but I lost the sources for them :/

Concept 1

This is my first concept, where I wanted to play around with the circles that are present in all three words.
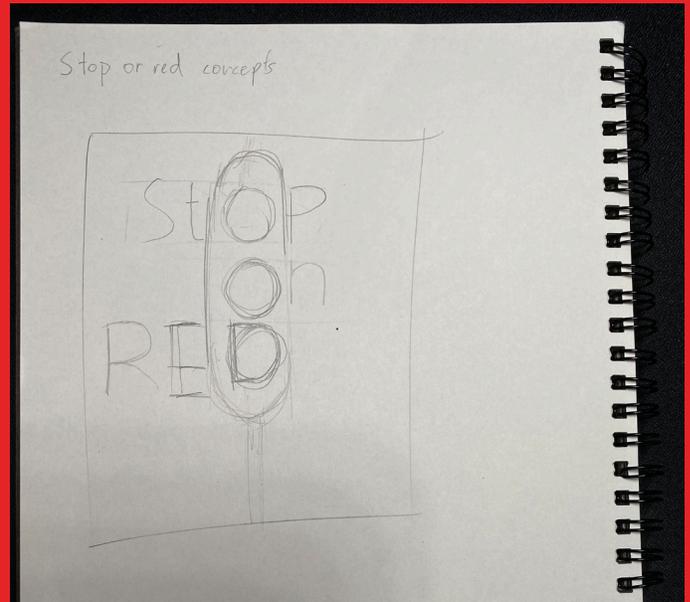
Concept 2

In this second concept, I experimented with having half the traffic light appear on the page at all times. At this point, I am strongly emphasizing the traffic light imagery in all my concepts.
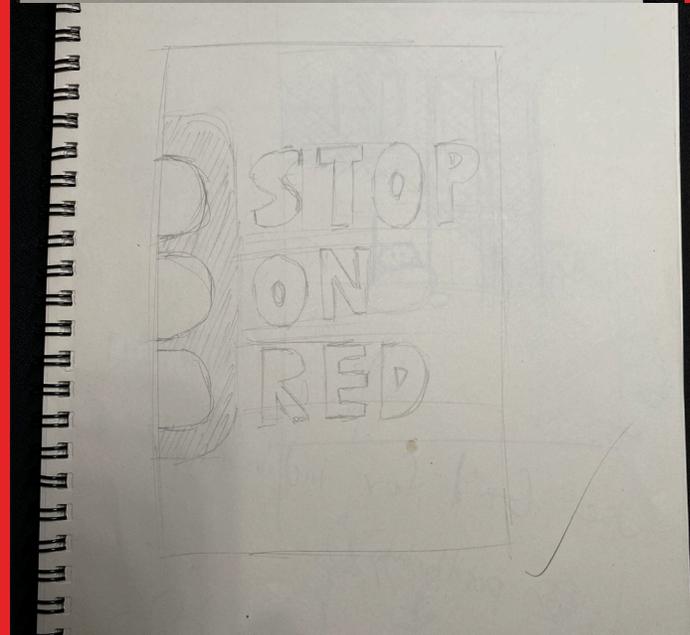
Concept 3

This third concept is a more developed version of the second concepts. It uses the imagery of a large circle and the traffic light. Some grids were used to show that the letters would all be at a uniform distance.
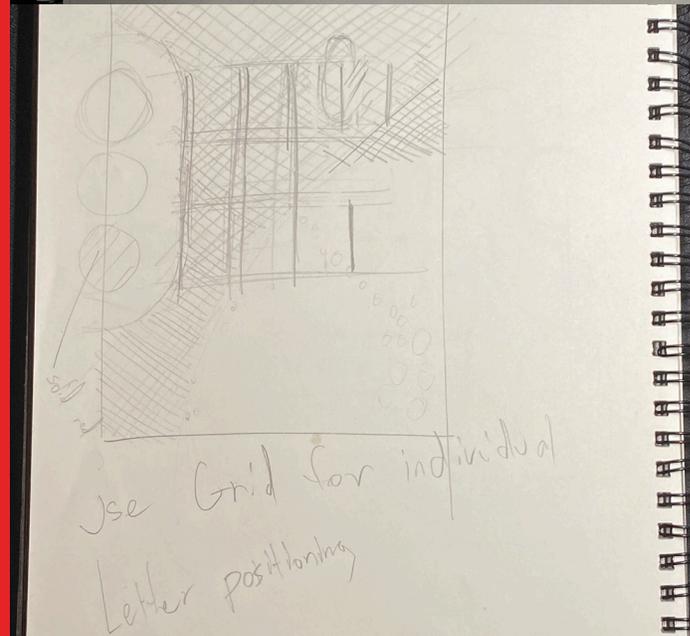
Development

Development 1

This is the first development of the concepts. I tried to utilize the grid and the traffic lights, but the colours matched horribly.

Development 2

This is the second develop where I wanted to utilize simiple images and large text for boldness. This design looks similar to the bunnings branding.

Development 3

This is a concept of just playing around with several elements and experimenting with them. I used some new layout styles and tried to use simplistic symbolism (lines are representing tram rails).

Development 4

This development solely uses bold text and some supporting text.

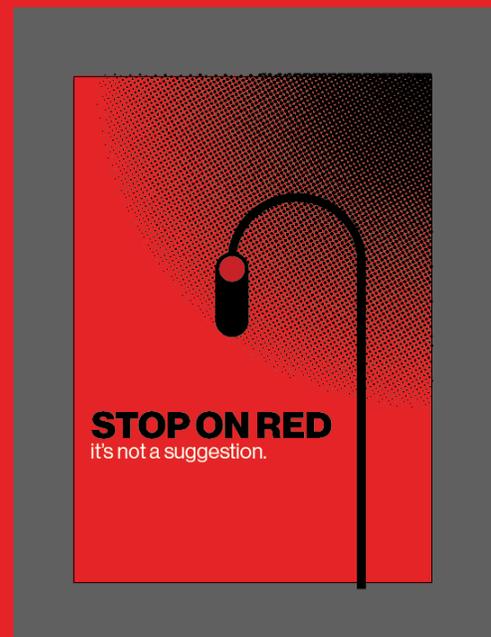**STOP
ON
RED**

It's not a suggestion.

Development 5

This is where I began integrating more of the traffic light texture and halftone effects. I experimented with lower case letterrs, but found that it has less impact than bold.

stop on
red.

it's not a suggestion.
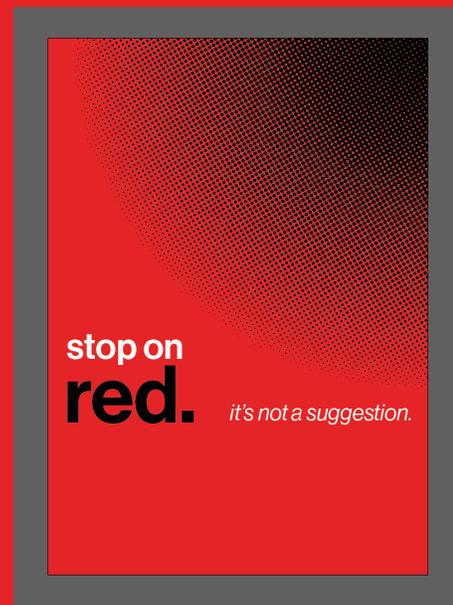
Development 6

I played around with some extra traffic light imagery.

STOP ON RED
it's not a suggestion.

Development 7

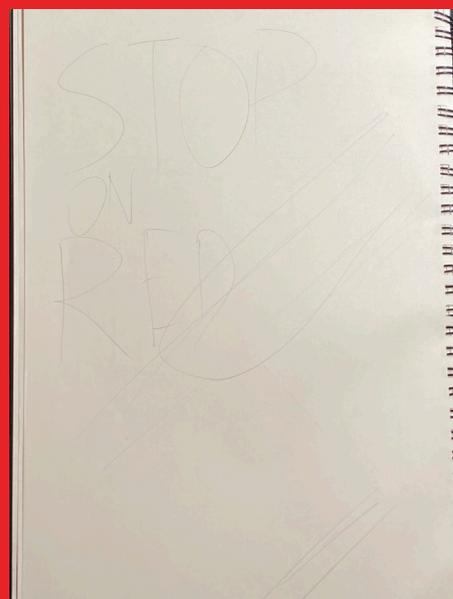Added some new zebra crossing elements and imagery, but did not have any tram imagery.

Development 8

I went back to the drawing board, and tried to draw out some new simple imagery of a car at a stop light.

Development 9

This concept is a top down view of an intersection that I thought would be a good approach, but did not work as well as I thought it did.
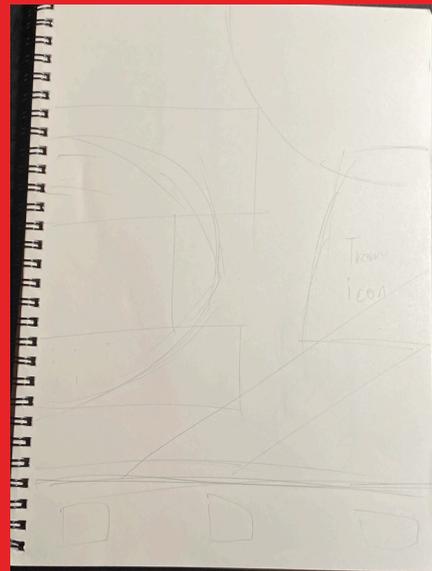
Development 10

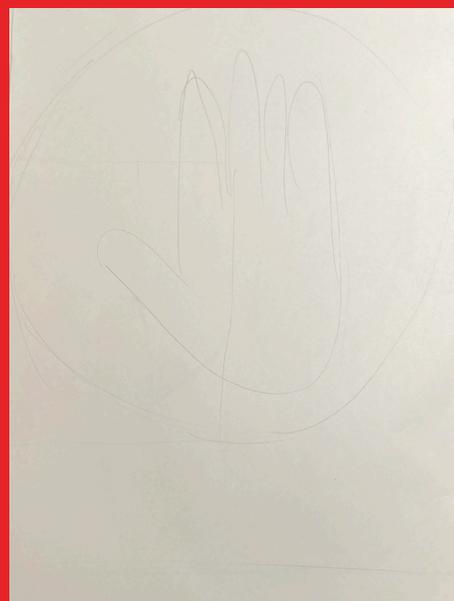Played a bit further with the top down rail imagery.

Development 11

This is my new concept that I went for, involving only simple shapes such as a circle.
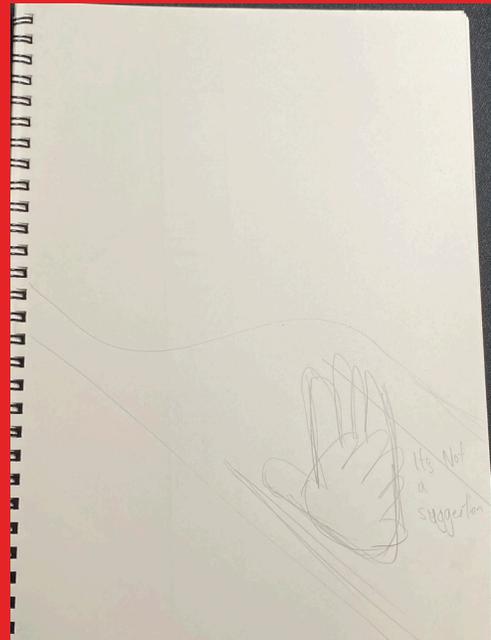

Development 12

This would eventually be the final design I would go for, being extremely simple and effective.
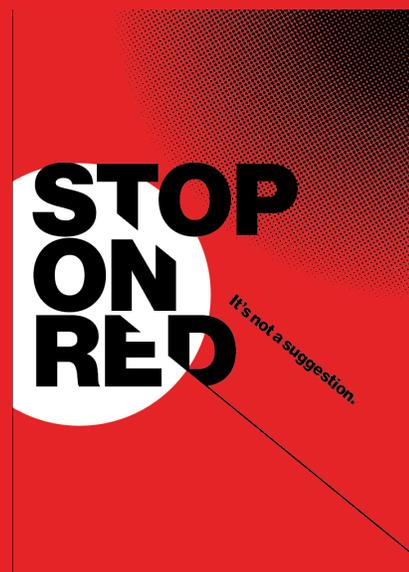
Development 13

This would add more style to the previous one, placing the hand in a weird geometrical shape that represented the different tracks.
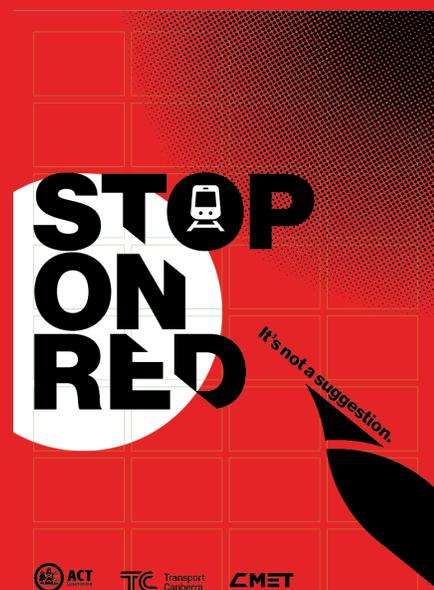
Development 14

I experimented with that approach, especialyl with putting lines through text and chopping off the corners. This would create an illusion of two lines, although I need some extra elements to help pull it off.

Development 15

This is another version where I used the part where the tracks intersect which can be visible at the tram stop in civic.

Development 15

This development utilized the large hand and bold text to create a final design.

Development 16

This is the weird geometrical shape of the tracks that i wanted to go for, where it would intersect with the O from ON in a strange way, or some type of interaction with the type.

Solution

STOP ON RED

It's not a suggestion.

ACT Government

TC Transport Canberra

CMET CANBERRA METRO OPERATIONS

LRV Livery Design

STOP ON RED

It's not a suggestion.

NO PRINT AREA

SALOON

Template is 10% of finished size
Non vector images must be - LINKED and EMBEDDED at 200dpi - Please ensure ALL text elements are OUTLINED
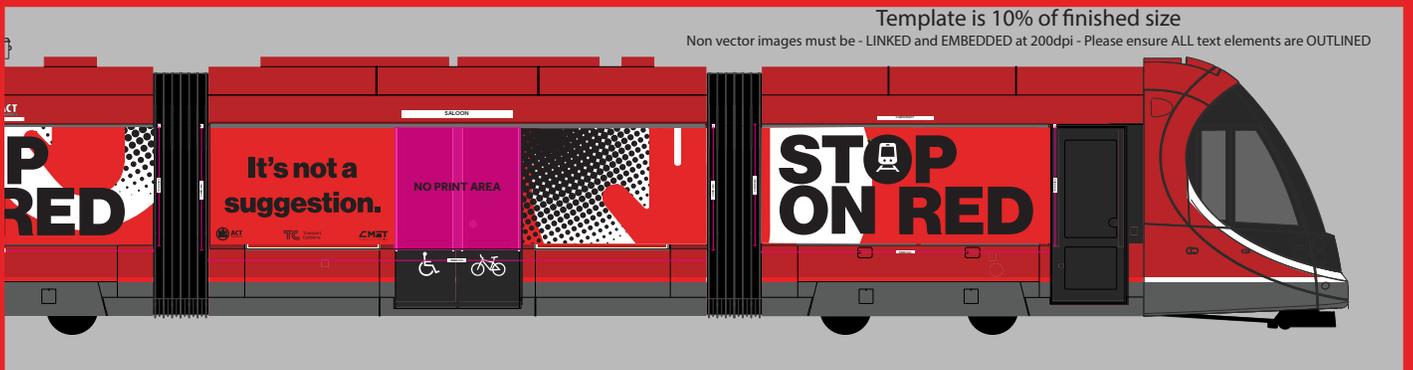
Evaluation

The project brief for this task outlines a safety and awareness campaign for the Canberra Light Rail. We are required to design for the target audience of 15-24, extending to the overall public. The primary goal of this campaign is to raise awareness for light rail safety. The criteria required to create a successful design are:
- Unique
- Promote Safety
- Educate
- Aesthetically Pleasing
- Promote your messages
- Inform and Persuade the audience
- Visually Cohesive

The main aspect is message clarity, making your message simple to understand for all ages. Visual appeal and general simplicity are also vital. Less is more. The colour scheme used represents the message perfectly; Stop On Red. These colours can represent multiple things such as the tram, brake lights, red traffic lights, etc. By doing this, we can reinforce the idea that red means stop for drivers and pedestrians. The typography used fits well with the simple layout of the poster. Neue Grotesk Display is a sans serif typeface that looks great when bold, creating an easy to read type. The format and layout of the poster highlights the main message while allowing space for other imagery such as the large hand representing stop, the traffic light texture halftone, and the tram icon within "STOP". By integrating these 3 basic elements, it creates a cohesive design with consistent visual hierarchy that communicates the direct message of 'STOP ON RED' with great urgency and effectiveness. No element is lost in translation, clearly representing the chosen message.

Feedback from stakeholders and peers respond with positive criticism, citing its unique design and message, elevating the design to a complete stage. Adjustments have been made throughout the development process such as alignment of type, readjusting of format and positioning of elements helped fully develop the design into the final product.

The strength in this design lies in its ability to convey a message immediately while using cohesive visual appeal and dynamic elements to improve the audience's interest and understanding. The overall effectiveness of this design efficiently meets all objectives making it a strong design for rail safety awareness during rail safety week.

The livery for the Light Rail Vehicle utilises the same brief and principles of the project. The key criteria for the livery is to utilise the elements of the poster while creating something new that connects with the overall message and poster. The final livery utilises the same colour scheme and typeface as well as elements and imagery as the poster, showing consistency with the brand and demonstrates consistent use of elements. The livery communicates the message with the same effectiveness and clarity.

Feedback from clients and teachers was positive, although recommending certain layouts, improving the visual appeal and overall execution of the livery. Minor adjustments were made to text layout and elements to fit the tram. The livery effectively meets its objectives, balancing visual aesthetics with functionality. It makes a strong contender for its use on the Canberra Light Rail.

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