

# **Graphic Design Booklet**

**Murtadha Odah**  
**Tertiary**  
**Year 12**

# Research

Awareness campaigns in Australia include the wide range of measures designed to inform and communicate with people on different social, health, environmental and protection issues. Such campaigns are very often conducted by the government departments, non-profit organizations, business groups and the communities to sell the change of conduct towards better social practices and to assist in resolution of the significant social issues in this country. Health merchandise programs involve problems concerning intellectual health focus, smoking cessation and healthy living. Road protection campaigns pay attention to safe driving conduct, seatbelt wearing and injury prevention. Environmental projects involve climate trade, pollutants and preservation to encourage sustainable practices. Social awareness campaigns involve issues including family violence, homelessness, discrimination and mental health stereotypes to promote more social awareness and kindness. Public health campaigns involve immunization, infections and mental health. Safety campaigns for work, school and wear environments address issues like fire prevention, water safety and emergency preparedness. Add to this educational campaigns involving financial literacy, cyberbullying and critical thinking All of this assisting the people and improving the welfare of society and see real social change be sparked throughout Australia.



“Do you know what you’re vaping?” This is the core of the campaign on the awareness of vaping, to make people think about what constitutes their vapes and what’s really in them. This poster is made to spread awareness among all about knowing the components and probable side effects of the vape, by which they can make more informed choices about their habit of vaping.

This is corona virus awareness slogan for emphasizing on social responsibility as well as personal health. The community should reduce the risk of transmitting the COVID-19 and maintain the public health by taking the preventive actions such as vaccination, wear a face mask and sanitize hands.





This Coke can is so full of sugar it spills out the top. It's a great way to emphasise an invisible element, the vast amount of sugar in high sugar drinks. The campaign aims to alert people to the fact that lethal amounts of sugar are being consumed and show that they can be altered and replaced with other drinks that can introduce a beneficial health factor.



The image conveys a striking warning about the hazards of driving while distracted. The man in the vehicle is seen using his phone whilst having a paper bag on his head, symbolizing the concept of driving blindly or without paying attention to the surrounding road. The wording "Don't drive blind" emphasizes the need to remain focused when driving. Furthermore, the picture of a phone with eyes effectively incorporated into the text highlights the significance of phones for creating distractions while driving. The photo clearly illustrates the dangers of inattentive driving and encourages people to prioritize road safety.



This photograph successfully conveys a safety message about tram safety. The woman is pictured standing behind the yellow line on a tram platform, following safety procedures. The image's bold yellow lines emphasize the necessity of a sufficient distance away from tracks, forming an outline that repeats the message to "stand back" for protection.

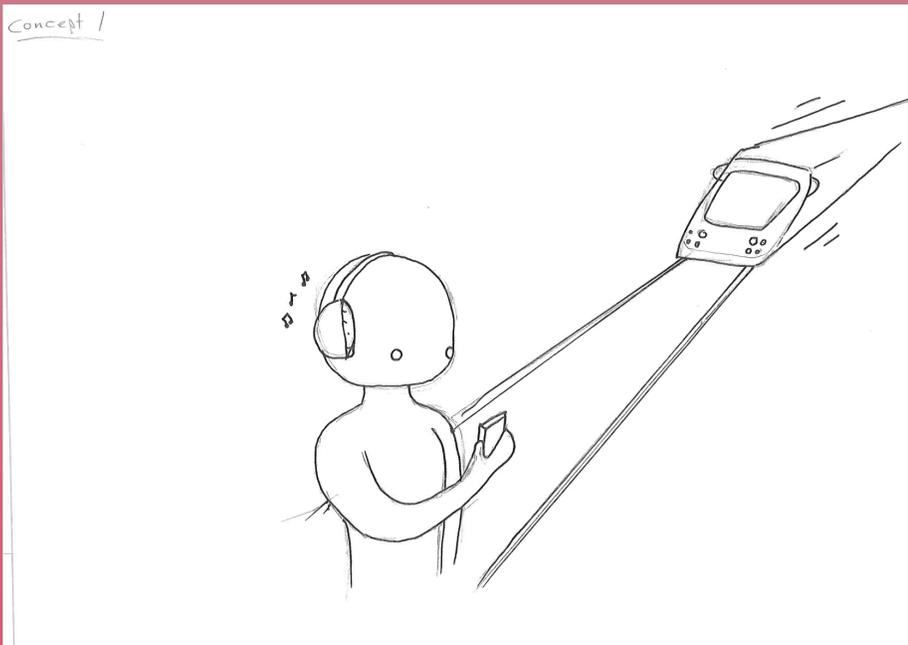
The tagline "stand back, look up, stay rail safe" promotes the safety message by urging passengers to be mindful of the environment and prioritize safety when using the tram system. The choice of black and white photography, with careful highlighting of the bright yellow lines, emphasizes the safety features in the shot, increasing the effect and communicating a feeling of urgency about rail safety.

# Brief

The design concept for the tram will be developed to raise awareness of railway safety among children and adults. The overall design will feature consistency with the color scheme to be able to translate a visual message with impact coherently on the tram. The design will illustrate a dramatic story of an individual who is caught up in several very serious railway accident situations, providing a clear account of the likely outcomes of carelessness. The design, through emotive storytelling and very clear pictures, seeks to make the audience empathize with the message and think about their behavior near railway tracks. The design has at its core clear, compelling messaging that will call all, from passengers to bystanders, to cautious behavior and adherence to railway safety. Its messaging will therefore call upon the community to embrace a culture of vigilant, conscious safety. Most importantly, using imagery and messaging, the design provides for crucial deliberation and

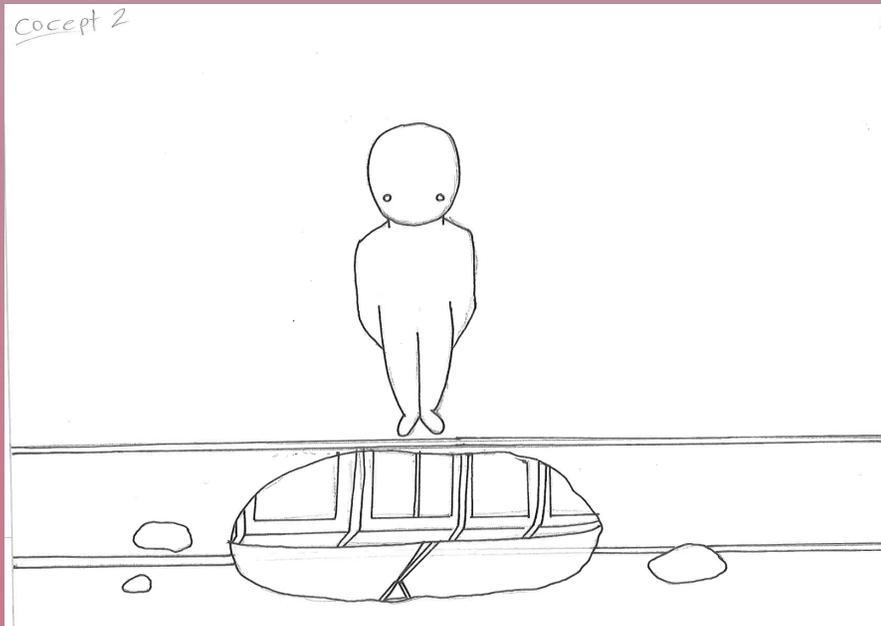
## Concepts

### Concept 1:



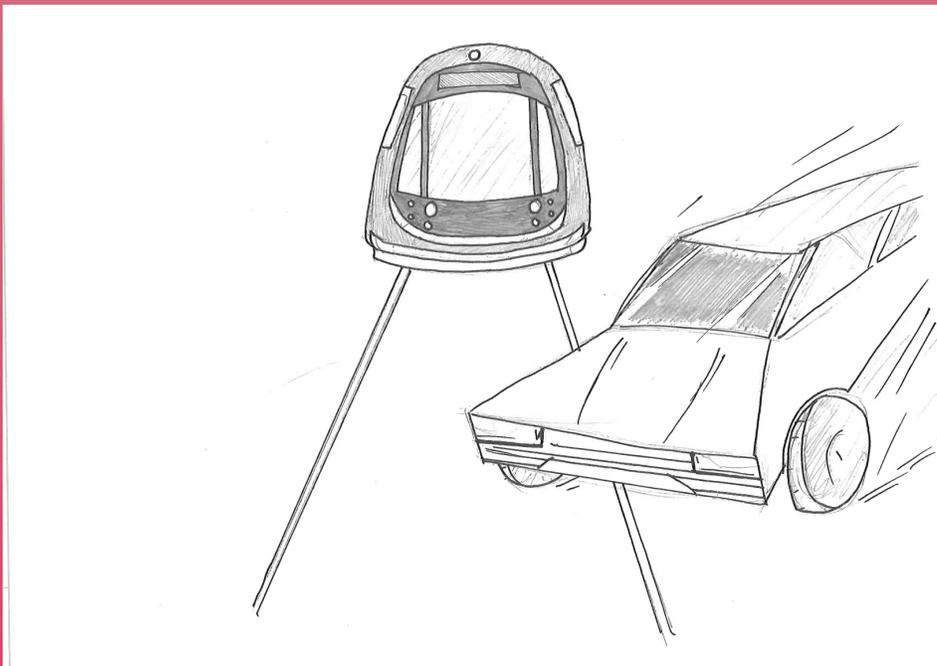
My initial concept image very much expresses the dangers of distraction and inattention at train crossings. The individual is seen to be buried in the phone and headphones represent the potential dangers of being unaware of surroundings near train tracks. The fast moving tram closing in on the unwary figure brings a sense of tension and imminent danger, successfully conveying the message that distraction might lead to awful consequences. The drawing is meant to serve as a disconcerting reminder of the importance of always being alert and aware of railway safety measures, for the prevention of tragedies and to ensure personal safety.

## Concept 2:



My second concept clearly illustrates safety in rail through the depiction of an individual standing near a tram railway, observing a puddle on the tracks reflecting an oncoming tram. The design serves as a fantastic visual allusion, alerting individuals to the importance of keeping a safe distance from tram tracks and staying well aware of tram activity. The image effectively hints at the potentially dangerous situations tram lines can create when being crossed without addressing a dangerous setting through an emphasis on the tram's reflection, which looks to be ahead, rather than showing the tram directly.

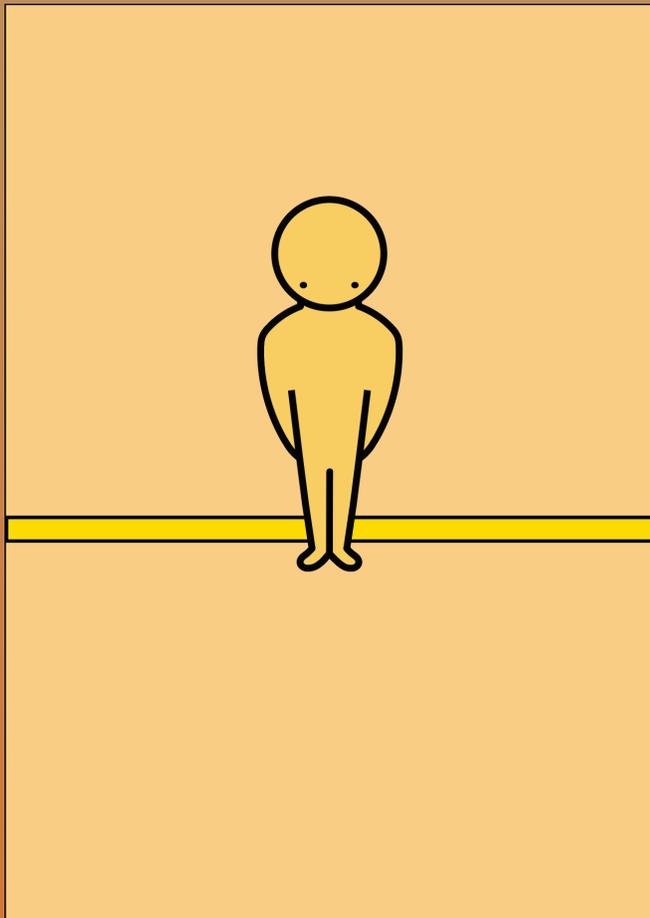
## Concept 3:



My third and final concept picture shows an approaching risk for the vehicle to turn into a tram, symbolizing what can happen if railway safety rules are disobeyed. It's a dynamic composition with the tram coming and the vehicle turning, showing the urgency and anxiety, pulling the viewer in and expressing the seriousness of the situation. The impending accident provides an effective representation of the real world repercussions of failing to give way to trams and follow railway safety laws. The concept design evidently indicates the importance of awareness and care at railway crossings, urging viewers to prioritize safety in order to prevent disasters for road and rail users alike.

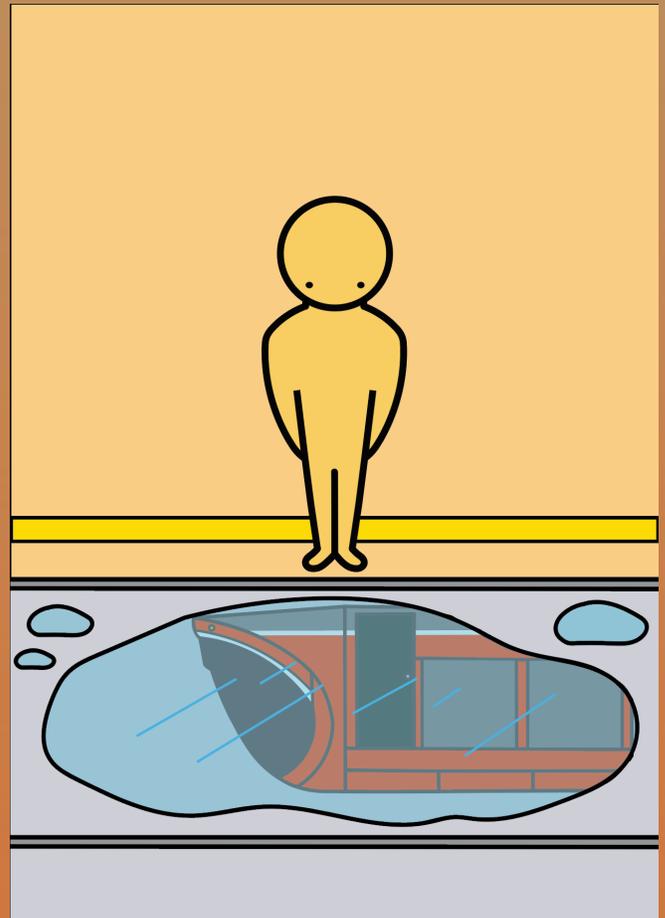
# Development

## Poster:



## Color and Character

To begin the first step of my poster on railway safety awareness, I started out by creating the backdrop color, which I had a lot of options to choose from. I ended up going with a warm peach-yellow color because I didn't want too much of a vibrant color. After choosing the backdrop color I wanted to decide what type of individual I would incorporate into this poster, so I went with a basic, featureless drawing of a person standing, I did this because I want the poster to be as simplistic and minimalistic as possible so it can be easily recognizable by both adults and kids. I also wanted to stick with the warm color palette of the background so I again had a lot of choices of warm colors to use, I ended up choosing yellow because I wanted to stick with the yellow/orange colors. Finally, I wanted to add the yellow line which is at every tram stop, and that matched well with the individual and background colors.



## Tram Reflection

The second step of the poster includes the reflection of the tram from the puddle of water. I did this by first downloading the tram template from Google Classroom and opening it up in Illustrator. I then outlined the template using the line segment tool, and curvature tool. Once I finished the outlining I moved on to coloring, and keeping it simplistic so I didn't add color to the small details. After completing the tram design, I went on to design the puddle which was making an awkward shaped circle, making the color a light blue, and turning down the opacity to 45%. I then moved the tram, shaped it smaller, and flipped it upside down, to make it look more like a reflection. Lastly, to make the puddle, look like a puddle, I added more smaller puddles along with it following the same steps, I also went ahead and added some ripple lines which give the illusion of a reflection. Also to make it look like a tram track



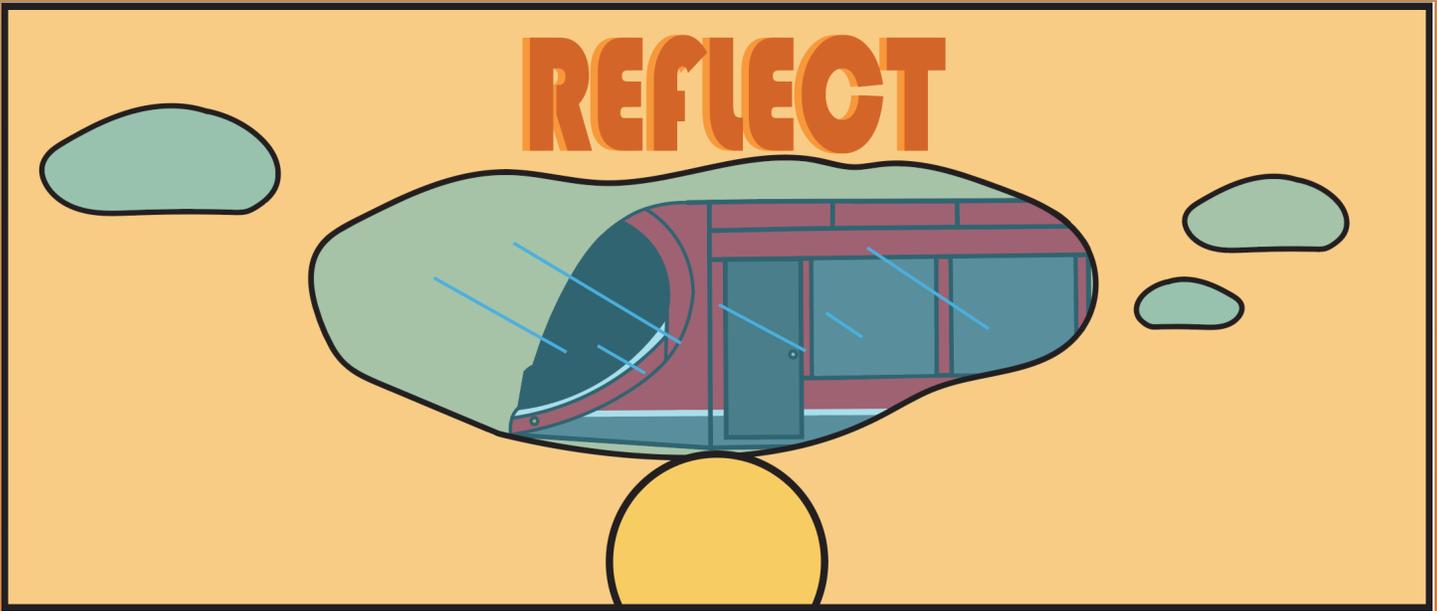
## Typography, and Finalising

For the final step of my design, I included the main element of the poster which is the text that people will be reading. “Reflect on your Next Step” for this I tried numerous fonts and ended up with “Bauhaus 93”, which I think worked well with the other components in the poster. For the colour I wanted to stick with the warm tone of the previous elements so i went with an orange/ brown colour. To make the text less bland I decid-

## Final Evaluation:

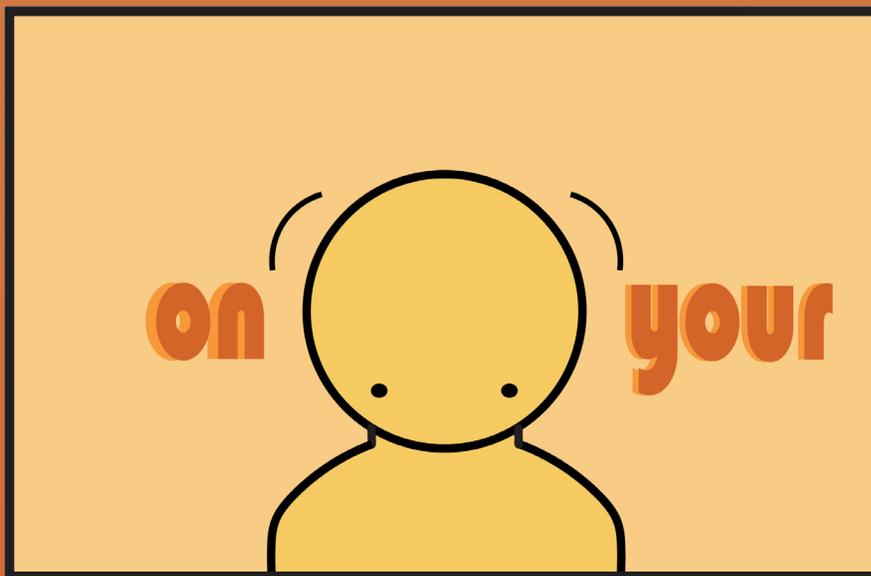
Designing a railways safety awareness poster was an exciting yet delicate process because the final output needed to balance between aesthetics and functionality for a wide audience. In embarking on the journey, I picked a warm peachy yellow background that steered off very bright colors yet maintained a welcoming and warm tone. This calm and alert but eased color will engage the eyes and not strain them at the same time. Picked the background. Then, I created a protagonist, a blank yellow-colored figure, to achieve minimalism in design. I made the character blank for the main reason that the design is easy to recognize and associate for both adults and children. Tram reflection was added in the next step. The template was designed, outlined, and then filled with color in Illustrator to achieve simplicity: concentrating on primary shapes while excluding too many details. I made the approach to keep the clean look of the poster and at the same time make sure that the tram is recognizable. The next was the creation of a puddle, I chose light blue and reduced the opacity. Flipping the tram and adding a couple of small puddles and ripple lines gave more authenticity and dynamics to the scene. I felt the design in reality was good enough to call it over. The last, which was probably the most important addition to the poster, was adding typography. It directly translated the core message, “Reflect on your Next Step.” I tried to find a few more variations, but “Bauhaus 93” simply suited the whole design and look of the poster perfectly. The orange/brown color of the text fitted well with the warm color palette, ensuring harmony in everything. The word “Reflection” is arced over the character’s head, giving an exciting twist that

# Tram Wrap Development



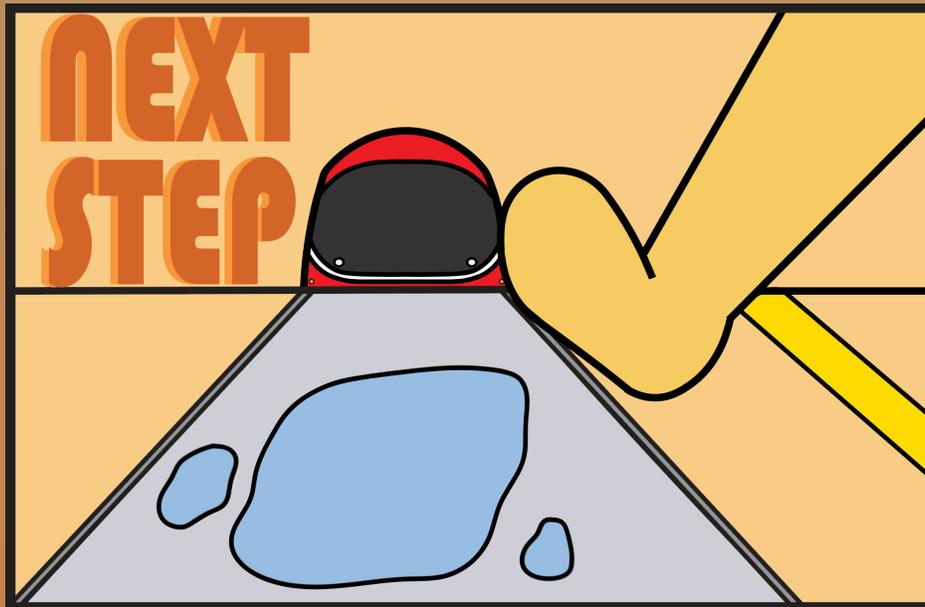
**First Design**

For my first design print on the tram, I decided to use the first word from my poster "Reflect". I copied the puddle and the reflection from the poster and pasted it into the layout, and obviously made it bigger so it will be the main focus, along with the other little puddles. I also included the main character I used in the poster looking down at the puddle. I didn't want the design to have too much to it, so i kept it as simple as possible so people are able to analyze what the design is



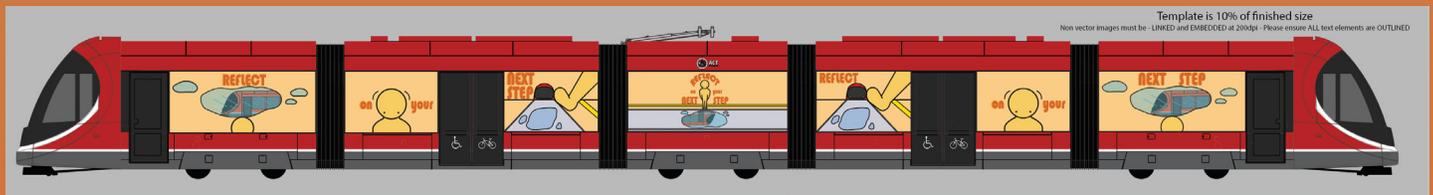
**Second Design**

Again, like the first design, I wanted my second design to be as simple as possible and easy to understand quickly. There wasn't a lot I could use for the 2 words "on your" so I again used my character with the text to the left and right of him. I also kept the same color palette because I didn't want to change the theme of the poster.



### Third Design

In my last design I wanted it to reflect my text from my poster, "Next Step", quite well. So I once again used my character from my poster and two other tram designs but focused only on his fit about to take a step into the puddle of water, with the main focus being the tram going full speed towards him. This last design creates an almost comic book style, as there is a continuous story as the viewer looks through each design across the



### Final Evaluation:

My goals while designing these three tram posters were to capture the spirit of the original poster and keep the message simple and readable for passers-by. My first design, intended to surround the word "reflect" took some elements from the poster, mainly the puddle and its reflection, and I made that the focus for the front and center. Taking the main character and putting them on the side, looking into the puddle, I made it so there was a subtle narrative, although not too overstuffed. My second design, intended to surround the phrase "on your" had to be delivered with the same level of simplicity. Not to overstuff with text, the design was decided to be parallel to the previous by utilizing the same character and colors. The text is placed around the character in such a way that it does not interfere with the theme but still keeps the central point understandable. While starting the design around the last phrase, "Next Step" the idea was to imagine an element of something moving forward, creating tension in the expectation. Taking elements of something moving forward from the previous posters, such as the character and the tram motif, I set up a dynamic scene where the character was about to make a step into a puddle, thus adding a moment of decision. As the tram is moving towards the individual, it adds tension and drama, now looking more like a visual narrative in a comic book strip. At all development stages, I paid attention to coherence and legibility. Every other design should have a proper message for the viewer to perceive easily. Keeping the same color palette and character, I underlined the coherence of the designs, letting each of them be it's own section.