

RAIL SAFETY POSTER & WRAP DESIGN PROCESS

Fin Rawlings

BRIEF

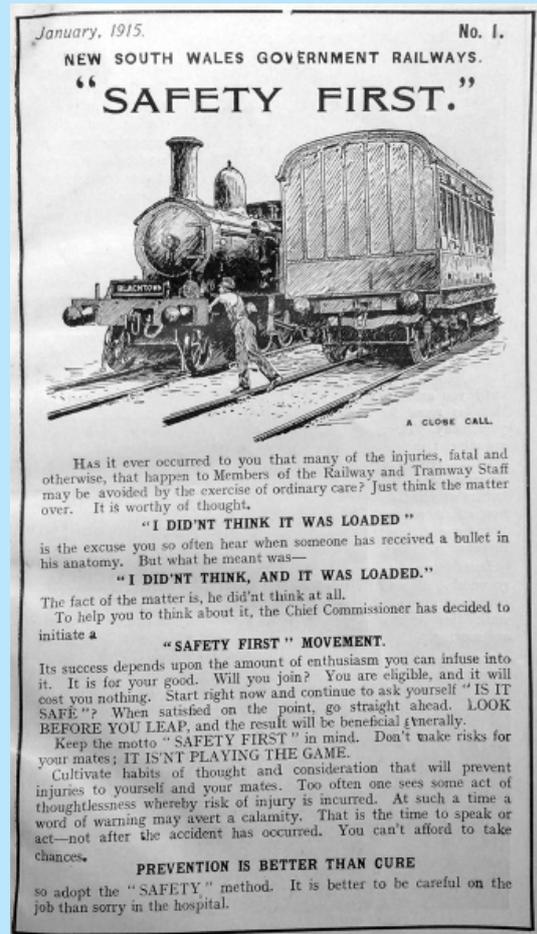
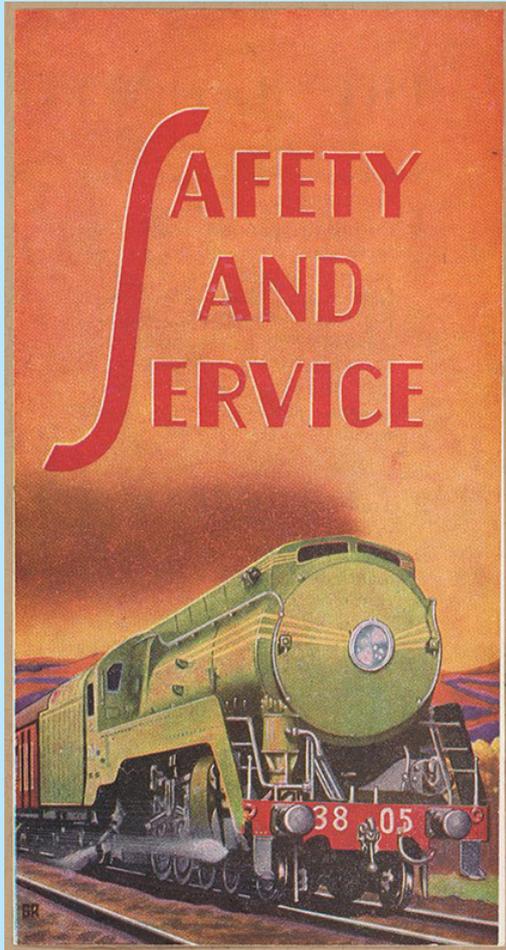
Tram brief

The client (Canberra Metro Operations) is looking for a poster and LRV wrap to increase awareness of the danger of risky behaviours that can lead to accidents across the light rail network. Issues exist with people not considering the speed and closeness of the trams to pedestrians and cars.

Youth (15-24 year olds) are considered a group that undertakes risky behaviours and are the key target group the client is focused on. The collateral items should influence this age group to follow safe behaviours around the light rail. As the posters will be located in a highly public space, with families also being a significant user of the light rail network, the poster and wrap should be suitable for all ages, with messaging and content that is not going to be of concern to parents or have a negative impact on children. As the items will have to reach all age groups text will be limited with a higher use of graphics.

The messaging across the two items should be consistent and convey a single message that is easy to understand by a range of users as well as the target group. As the messaging is on the LRV it needs to be concise and clear so that the messaging can be understood as the vehicle is moving along the tracks.

RESEARCH



cool old timey art style, and look.



fun characters and easy on the eye colours

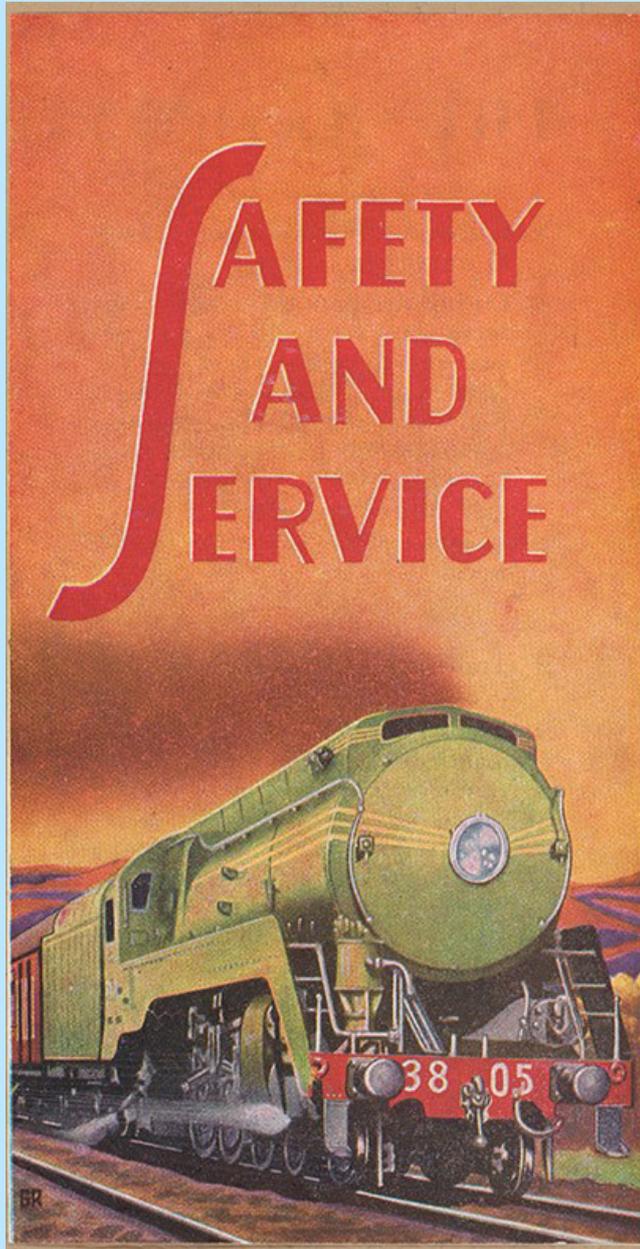


funny/clever slogan and cool 3d design

Tram Research

I researched some posters to give me an idea of what to do and where to start with designing my poster.

I liked the historic look and feel of old rail posters. I thought about trying to emulate the look however Recreating the look was probably beyond what I could do in the time available.



January, 1915. No. 1.
NEW SOUTH WALES GOVERNMENT RAILWAYS.
"SAFETY FIRST."



A CLOSE CALL.

Has it ever occurred to you that many of the injuries, fatal and otherwise, that happen to Members of the Railway and Tramway Staff may be avoided by the exercise of ordinary care? Just think the matter over. It is worthy of thought.

"I DID'NT THINK IT WAS LOADED"
is the excuse you so often hear when someone has received a bullet in his anatomy. But what he meant was—
"I DID'NT THINK, AND IT WAS LOADED."

The fact of the matter is, he did'nt think at all.
To help you to think about it, the Chief Commissioner has decided to initiate a

"SAFETY FIRST" MOVEMENT.

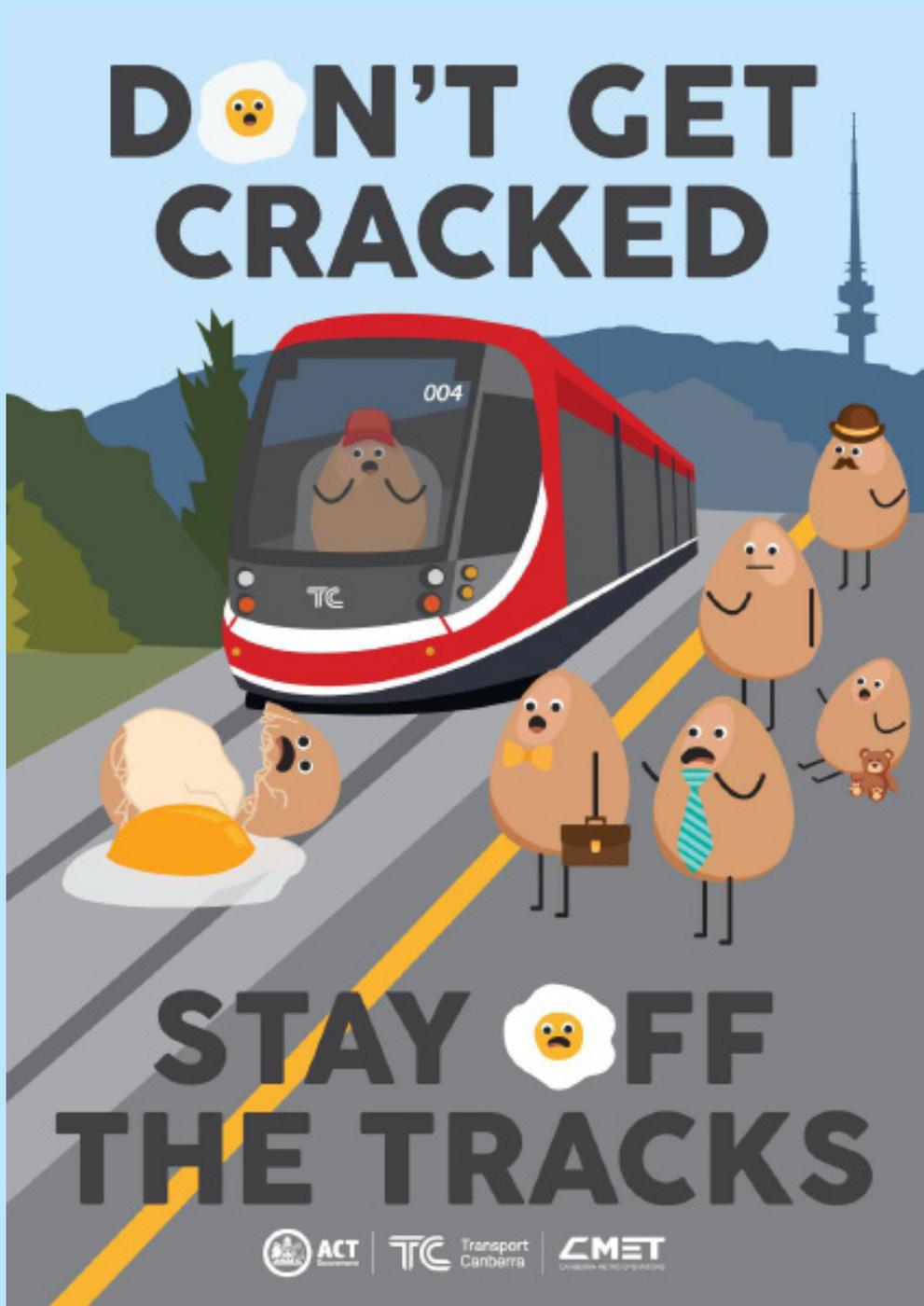
Its success depends upon the amount of enthusiasm you can infuse into it. It is for your good. Will you join? You are eligible, and it will cost you nothing. Start right now and continue to ask yourself "IS IT SAFE"? When satisfied on the point, go straight ahead. **LOOK BEFORE YOU LEAP**, and the result will be beneficial generally.

Keep the motto "SAFETY FIRST" in mind. Don't make risks for your mates; **IT IS'NT PLAYING THE GAME.**

Cultivate habits of thought and consideration that will prevent injuries to yourself and your mates. Too often one sees some act of thoughtlessness whereby risk of injury is incurred. At such a time a word of warning may avert a calamity. That is the time to speak or act—not after the accident has occurred. You can't afford to take chances.

PREVENTION IS BETTER THAN CURE
so adopt the "SAFETY" method. It is better to be careful on the job than sorry in the hospital.

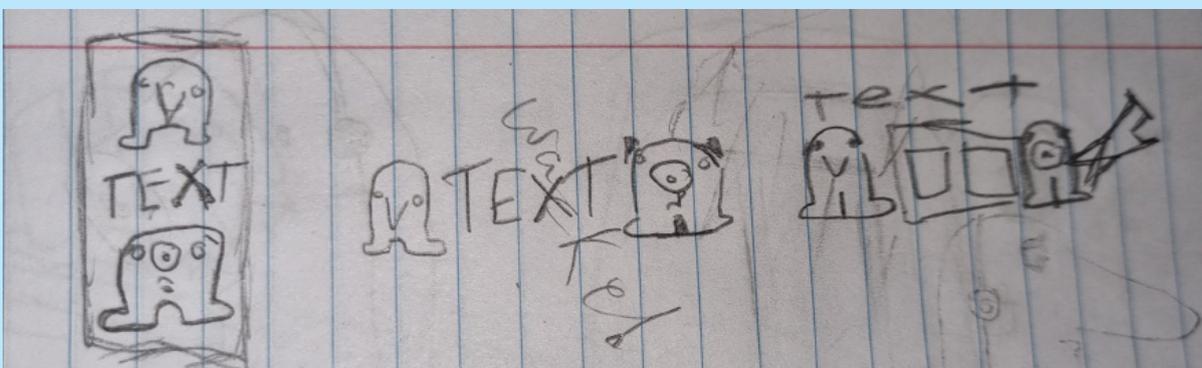
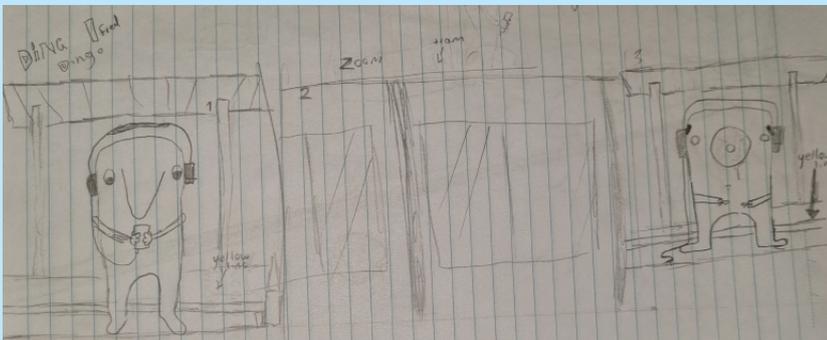
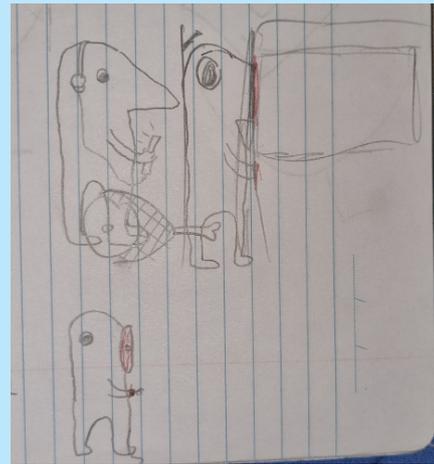
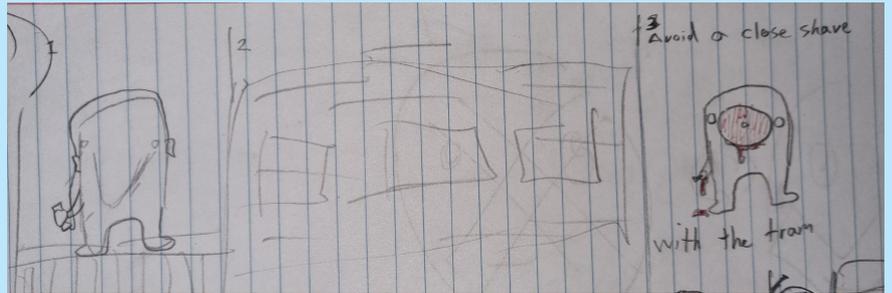
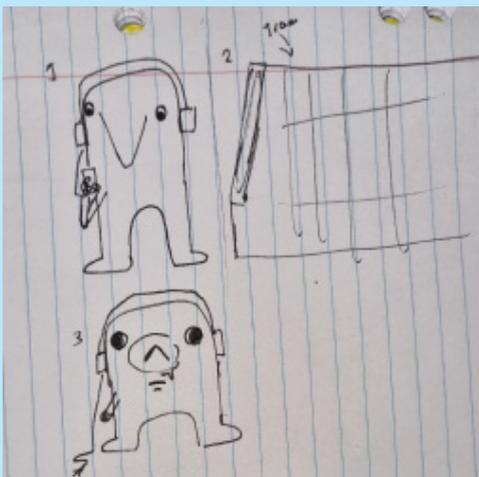
I liked this poster because of its cartoony design, and imaginative ideas. I thought having the people as eggs is fun and I also enjoy silly little characters. this design is a bit is a little bit morbid but not really.



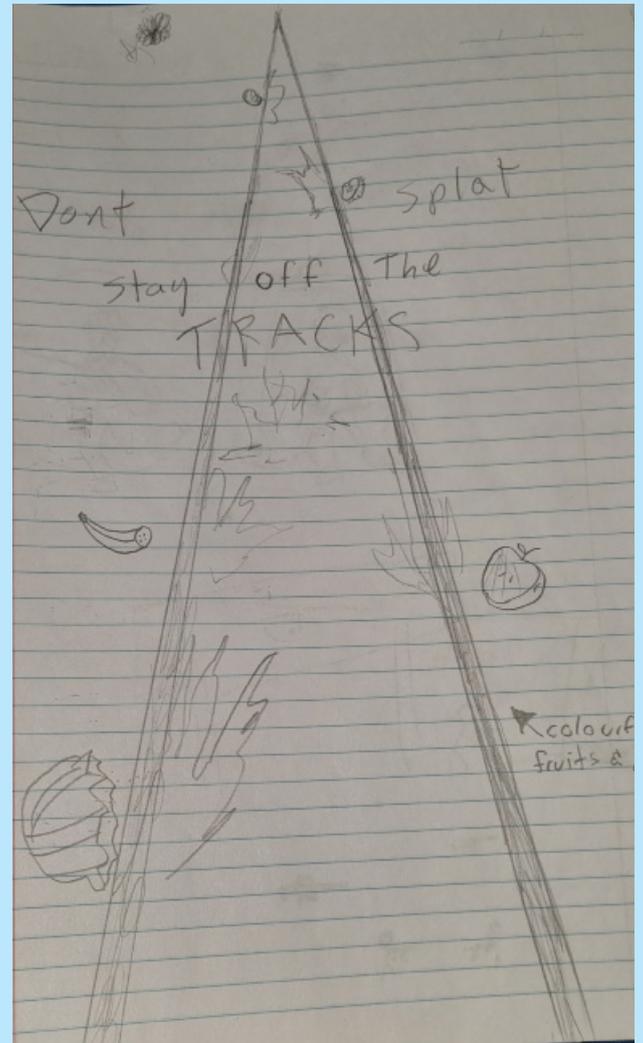
I like this poster because it uses a sense of humour and you can relate to how sometimes you see people drive around the tram and it's like they think it can swerve. I like how it's in 3D.



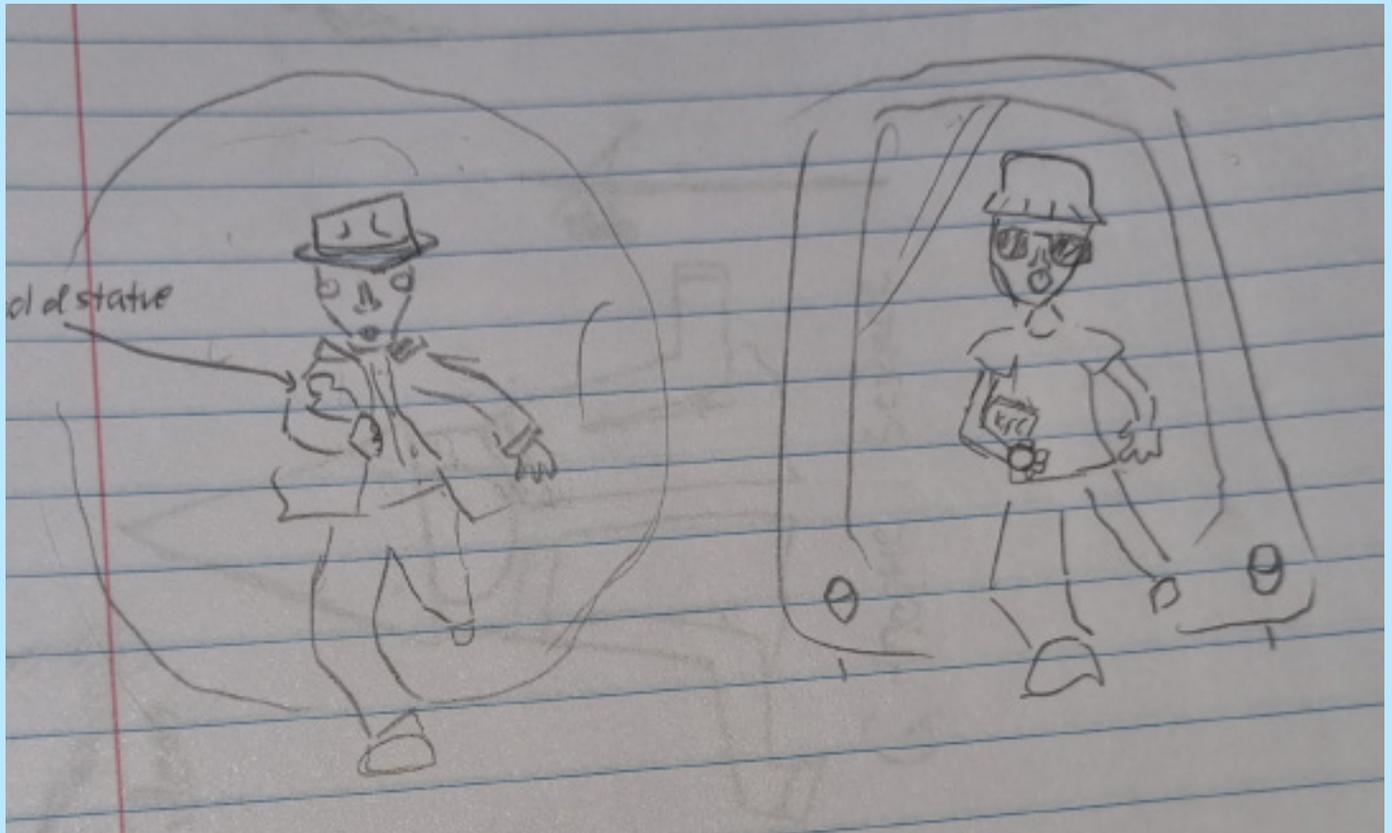
INITIAL CONCEPTS



This concept was one of the first I had and is what ended up turning into the final design. The early versions of the drawing show the idea from different angles but one of the main issues with this design is the fact that it is landscape and the poster needs to be portrait, which I fixed in the final design. I was inspired by the cartoonish look of some of the other posters that I had seen, which made me want to make a simple little cartoon character.

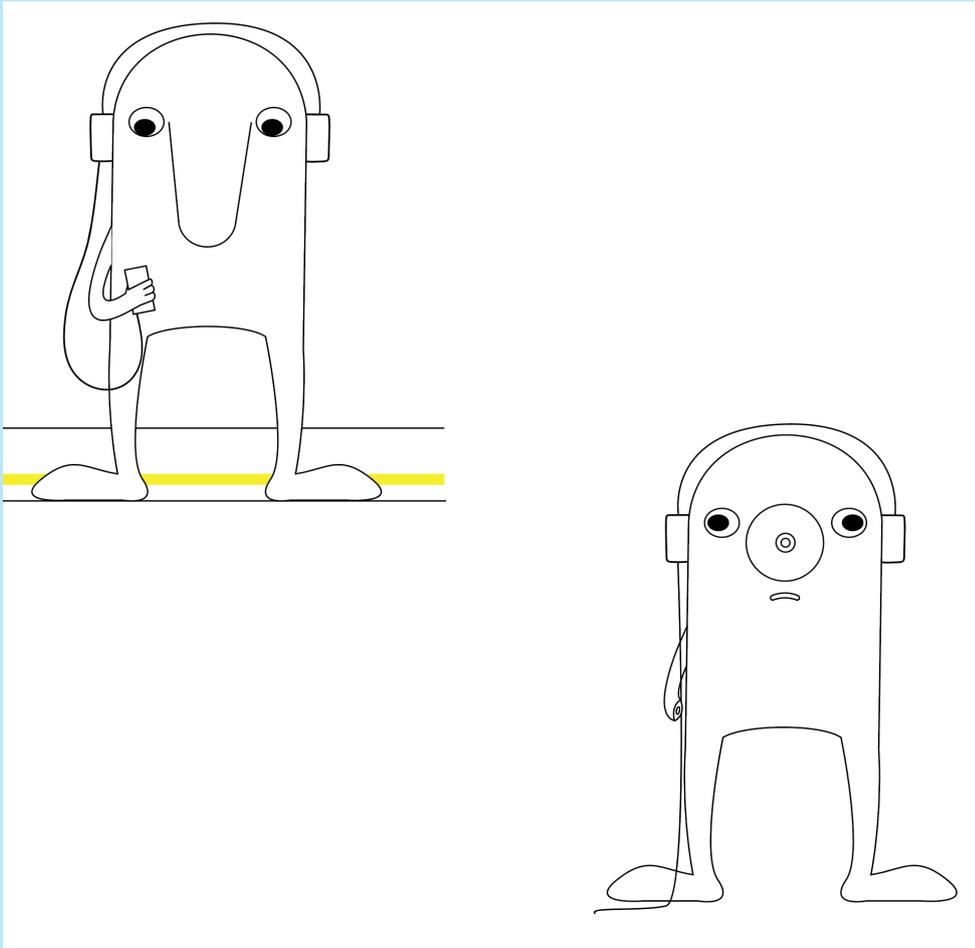


Another one of my early concepts was this design of fruit being sliced on the track. It was initially inspired by another poster I saw of a character getting squished by the tram. Following from that the other thing that inspired me to make this concept was my thinking about fruit ninja on my smartphone. It leads on from the previous concept, which was also focused on the idea of the LRV cutting into things that are not staying a safe distance away. I decided that this concept did not really convey any message well, or interestingly.

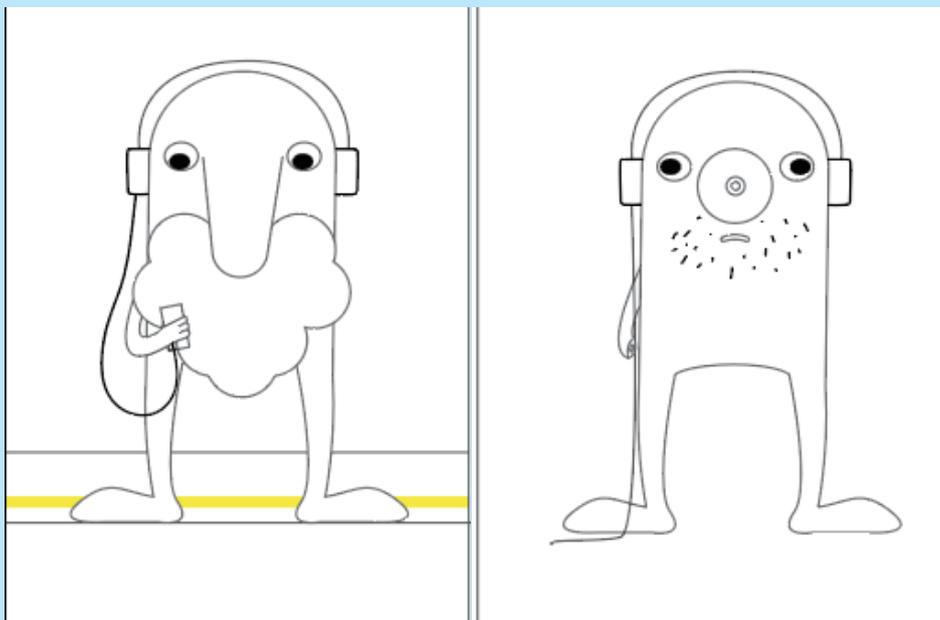


This third concept was one of the last ones I came up with, it only has one drawing of it and it was a side by side of indiana jones running away from a boulder and holding a golden statue, and the panel beside it was the average australian man running away from the tram holding a KFC zinger box. This design was funny to me, but I felt it would be hard to convey this to a broad audience and most people wouldn't get it. Also I think I did a good job drawing Indiana Jones's running away pose, but I was concerned that I would not be able to replicate it again for the development of the work. Overall the idea was too abstract and the execution would have been too busy for the simple messaging needed for the campaign.

DEVELOPMENT



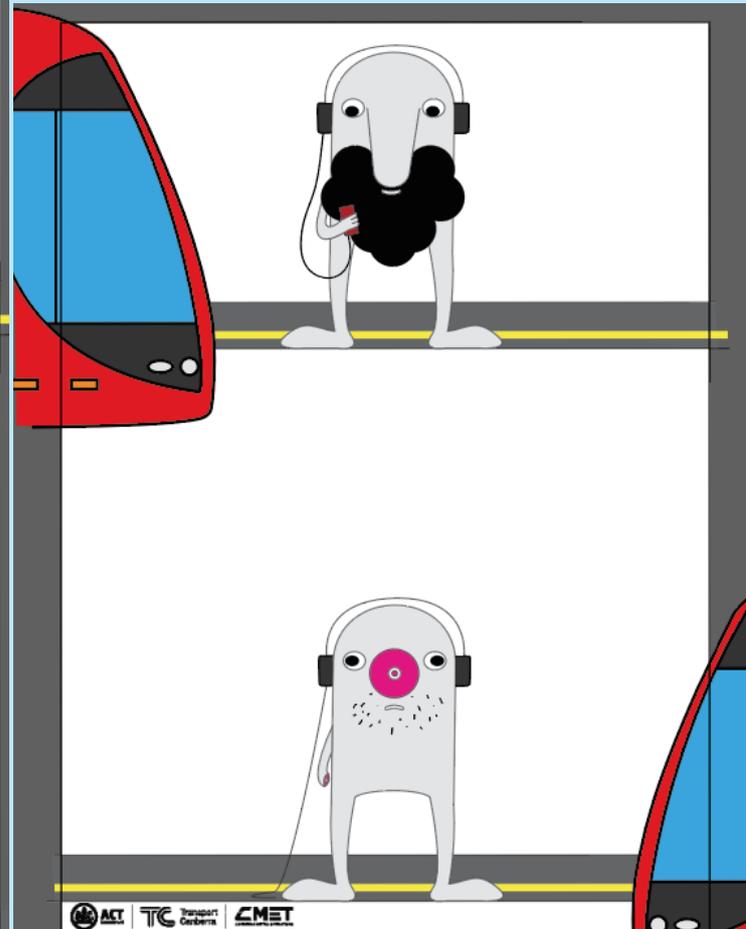
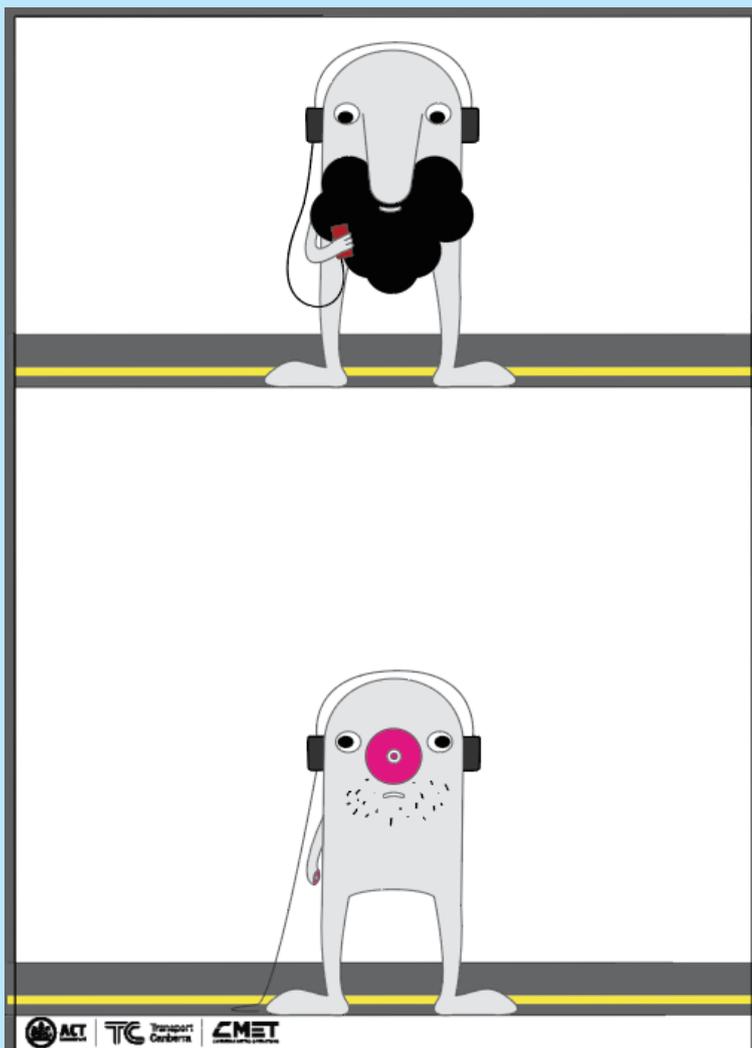
First digital iteration of the character, pre beard, pre colour



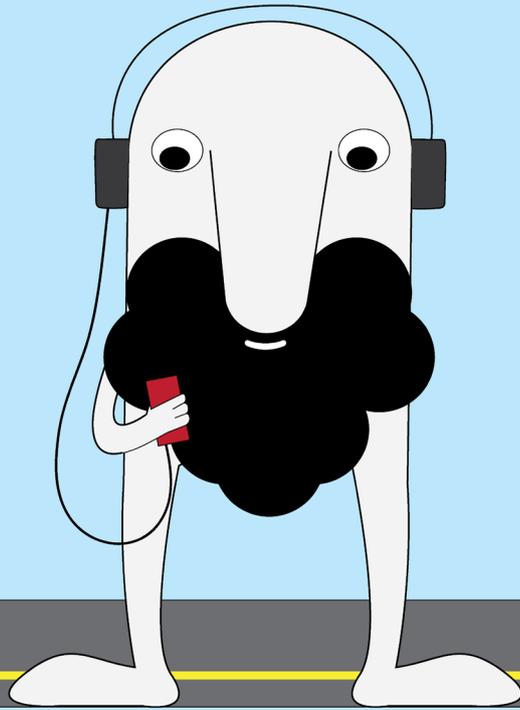
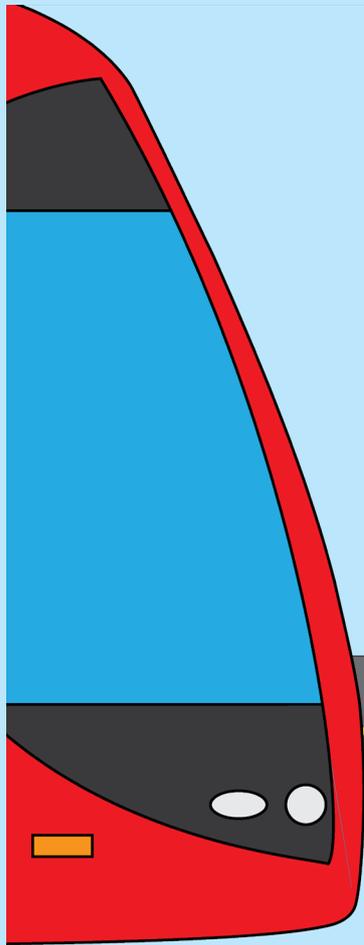
Added beard and stubble.

**AVOID A
CLOSE SHAVE**
Avoid A Close Shave
LOREM IPSUM
Lorem ipsum
Lorem ipsum

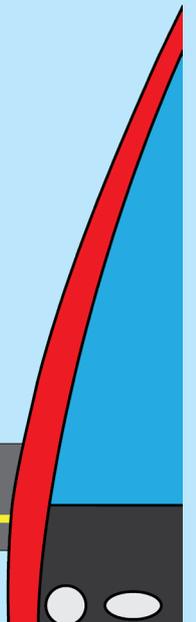
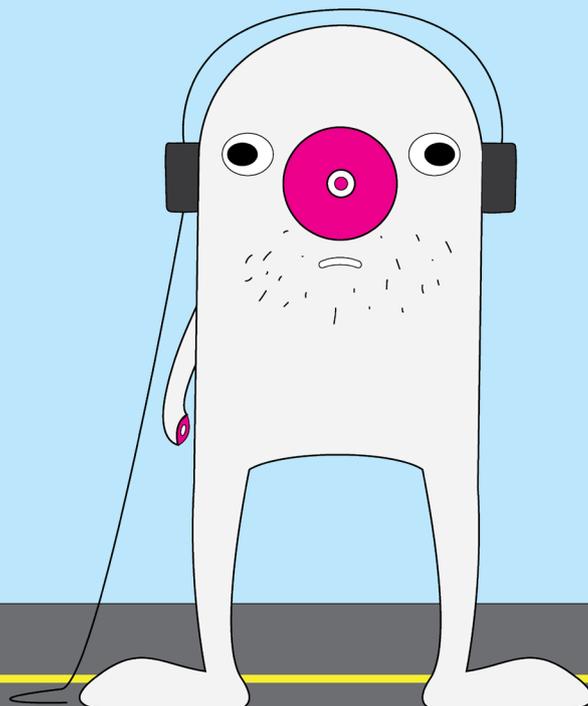
Selecting A font for my poster/wrap



pre and post tram, coloured beard black, coloured character grey.



AVOID A CLOSE SHAVE



Evaluation

My design displays a simple message that is to stay behind the yellow line. It uses a fun, simplistic design that showcases my desired message. It is appropriate for all ages. It does have a little bit of cartoon violence which is something that young children are generally already exposed to. It incorporates modern culture and focuses on youth behaviour as the man doesn't realise he's standing too close because he's looking at his phone and his headphones are on. This tells another more subtle mini message to be aware of your surroundings.

My design focuses on the issue of tram safety from the perspective of a user of the tram, as opposed to a pedestrian or motorist. I chose this approach because the tram posters will mainly be at the tram stations. This increases the chance that the person viewing the poster will be able to relate to the poster, as they are tram users themselves.

My wrap for the light rail vehicle uses aspects from my poster but pasted onto the tram. It uses an illustration of a razor blade because the tram is like a razor in the comic poster and it shaves his face and the little slogan is avoid a close shave. I have used this mechanism to tie the two items together.

My slogan is "avoid a close shave". This humorous tagline relates to imagery in the picture in the poster, where he gets his beard and nose cut off by the tram. The poster is implying that to avoid a close shave you would stand behind the yellow line. The use of a very cartoonish, but common approach to cartoons should trigger relatable memories in those people viewing the poster, particularly youth, who will still have strong memory connections with cartoons.

The character design is good and calls on a stereotype image of cartoon characters, who have big long noses. I have based this on popular characters, such as the guy from the pink panther cartoons, etc. Because he looks funny I can include an image that shows the danger of significant injury that can occur without causing offence. He is a funny looking character and people like that sort of thing, but also can relate to the idea that acting in the way he has is not only stupid, but also potentially dangerous.

The poster shows movement between the top and bottom "panel" by on the top panel having the tram on the left and the bottom panel having the tram on the right. This is meant to indicate that the tram has passed by and I believe it effectively shows the passage of time I am trying to portray in my poster. I think this is effective in telling people that they need to consider how they are acting as the tram is approaching them.

The colours used are deliberate, the character is white because he is meant to look like a fun character you might draw in a notebook in class. The tram is coloured the same as the real tram, except my poster version has an opaque blue windshield, this is because it fits with the rest of the cartoony style.

The font I felt looked good with the illustrations. There were a few fonts I was thinking of choosing but I believe that I chose the font that best matches the style of the cartoon imagery, while still remaining easy and quick to read. It is a style that I feel will also be more relatable to the target demographic as it has a more relaxed style.

References

Works Cited Austin, Caroline. Rail Safety Awareness Campaign. 2023. Accessed 15 May 2024. "Tram's Can't Swerve."

Janice Ko, janiceko.org/trams-cant-swerve/. Accessed 10 May 2024. Transport for NSW. "Homepage | Transport for

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