



Rail Safety Awareness Campaign Process Booklet

Abbey Nelson
0348140
2024

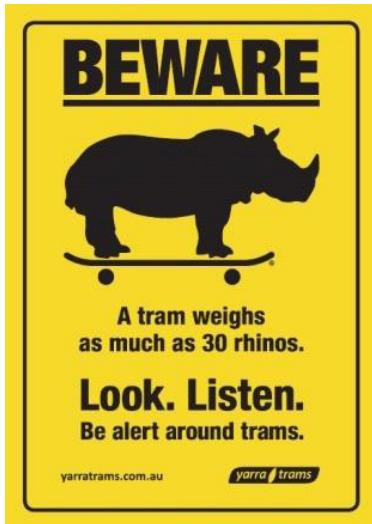
Brief

You are hired to design a light rail safety campaign in the form of an A1 poster and Light Rail Vehicle Wrap (LRV) with the LRV being adapted from the poster.

As an initiative to raise awareness to light rail safety CMET have asked students to design and create an awareness campaign that helps promote the message of rail safety around the Canberra light rail with a main target audience 15 to 24 years old. Aside from the Transport Canberra and ACT Government logos given to you, you must use entirely your own images and graphics as it is for the public. It must convey the message of light rail safety in a visually appealing and aesthetically pleasing way as well as educate and inform the audience to follow the message you are communicating in your design. Both the poster and wrap must be created using Adobe Software.

Research

Awareness campaigns are marketing initiatives designed to educate and inform audiences on a specific issue or topic through media and messaging. They often target a main audience and aim to create awareness, persuade actions or change way of thinking. Steps of creating an awareness campaign include outlining your cause, setting your goal, understanding who you are trying to reach, a compelling message and choosing the correct platform to reach your audience. An effective awareness campaign can result in significant positive changes in the public by informing a community and encouraging them to take action or change their ways.



This was a successful Yarra Trams campaign from 2011 that targeted pedestrians aged between 18-30 years. The bright, bold colours that stand out and the message is different but really effective. Reports show that this campaign led to a decline in the number of pedestrian related incidents with trams.



Beware the Bubble campaign from 2021 targeted people who are distracted around level crossings and had the theme 'Distraction Kills'. It has a straightforward message to remind the audience of a simple action and visually shows a bubble to help convey the message.



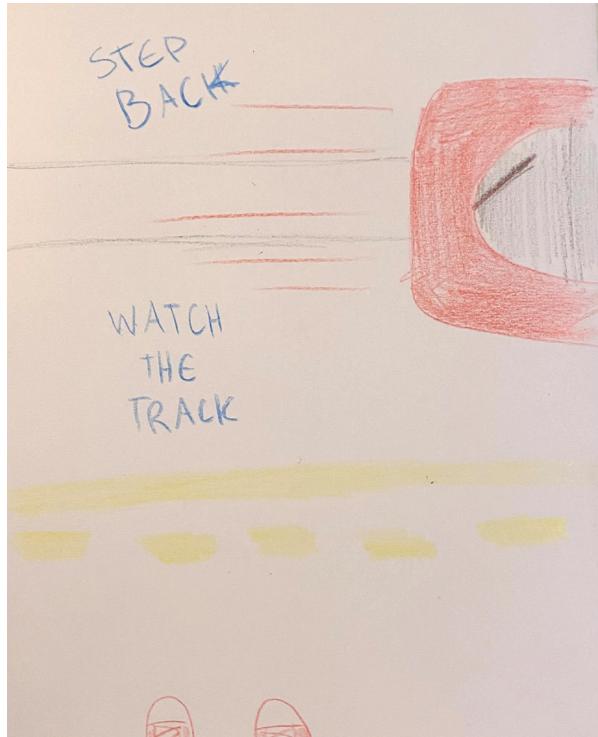
Transperth safety campaign. Visually appealing colours, straightforward, easy to read, effective messaging.

Concepts



Concept 1 - Don't rush or get crushed

My first concept is 'don't rush or get crushed' in blue text with a light rail vehicle on the left side and a yellow line below. This concept is okay but it's not too interesting or original. The message is simple enough that everyone would understand it. It's also all primary colours.



Concept 2 - Step back, watch the track

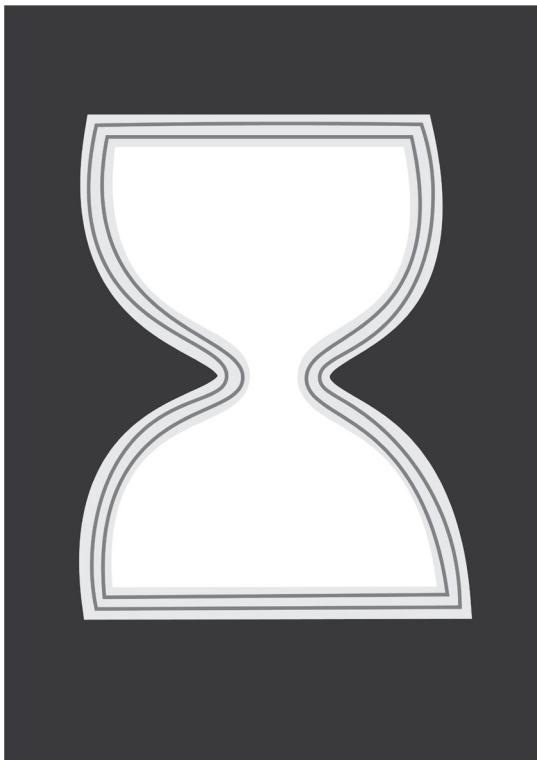
My second concept is similar in imagery to my first one with it also having blue text, a light rail vehicle and yellow line underneath. But instead it is more from a bird's eye view and includes shoes to show how the person is standing behind the line. The message 'step back, watch the track' is a very easy and straightforward message to read and understand, reminding passengers to step back and stand behind the line while waiting.



Concept 3 - Wait or meet you Fate

My third and final concept is different from the first two with it not as clearly having a connection to light rail safety and therefore possibly making it harder to understand. The message says 'wait or meet your fate' and it has an image of an hourglass as a symbol for time with the text on the top and bottom. Further development to add a light rail element would improve this design and text needs to be enlarged or made bolder to make it easier to read.

Development



Using Adobe Illustrator, I started by choosing a dark grey colour for the background. I then started creating a simple hourglass shape and adjusting it until it was symmetrical and I was happy with it. On top of this I then created two more of that same shape and used them to create the light rail tracks.



I next added in the type. I decided I wanted to use a simple sans serif that would be easy and clear to read as that is necessary for a safety awareness poster. The typeface I chose was called 'The Bold Font' and I arranged it in a way that fills the hourglass shape with 'wait' in the top, 'or' in the middle and 'meet your fate' in the bottom. This makes the 'wait' the biggest and most eye-catching at a glance and makes you continue to read.



Next I made a light rail to go on my track. While creating it I used an image of a light rail for reference so I could make it as accurate as possible with the different spaces between the sections and thinking about what it would look like from above. At this stage I also experimented with adding a detail which was supposed to be light reflecting off the hourglass but I ended up removing it as it didn't work.



I removed the colour from inside the hourglass shape so it's the same colour as the background which I think improved it a lot and helped make the tracks visually stand out more. I also moved my light rail vehicle to the top and added another one on the curve on the bottom right side. Lastly, after this step to finish it, I added in the lockup and rearranged everything to best fill the space.

Final Solution

Poster:



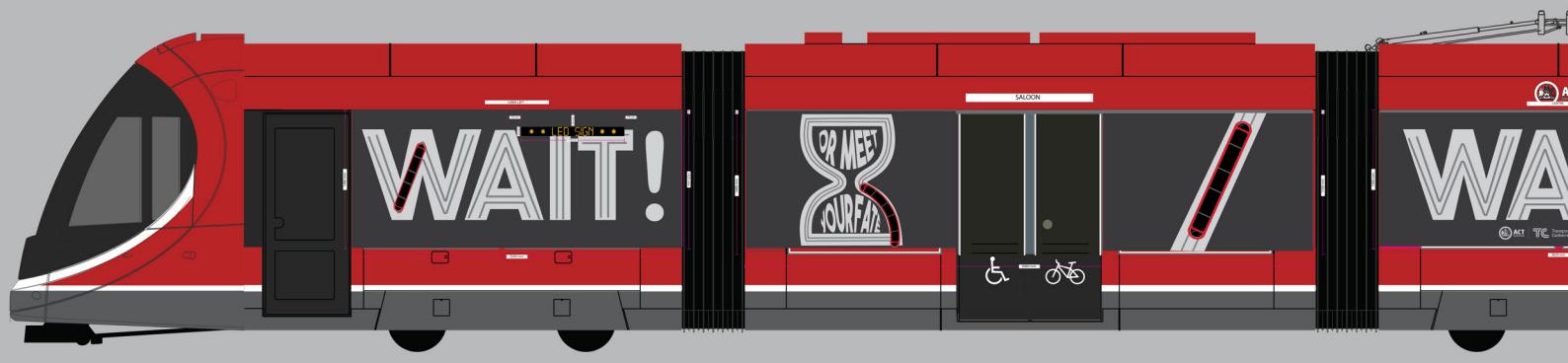
ACT
Government



Transport
Canberra

CMET
CANBERRA METRO OPERATIONS

LVR:



Evaluation

The specifications of the brief were to design a light rail safety campaign in the form of an A1 poster and Light Rail Vehicle Wrap as an initiative to raise awareness and educate 15 to 24 year olds on light rail safety, which I believe I have successfully completed.

From the three concepts I chose to develop concept 3, 'wait or meet your fate', changing it to make improvements. After talking to the client they gave me lots of ideas of how I could improve from the original design and include more light rail elements to strengthen the connection between the text and light rail safety.

In the development stage I changed it from an actual hourglass to a track in the shape of an hourglass with a light rail on it so it has a stronger connection to light rail safety. Instead of the text on the bottom and top I made it so the text fills the shape of the hourglass which I think looks visually a lot more appealing as well as also being larger so it's easier to read from a distance.

Once I was happy with the poster I started on the light rail wrap. I was unsure how to translate the poster into the wrap and after talking to the client I chose to have the word 'wait' be the track and have that completely fill 3 of the windows. In 2 of the windows I put the hourglass tracks with 'or meet your fate' inside them and then for the last 2 windows I was I ended up just putting the light rails which I think works because it avoids the problem of having too much writing and not having enough time to read it when the train is moving. I used the same typeface as the poster to keep it consistent.

If I was to do this project again something I might do differently is arrange the 'or meet your fate' on the wrap differently so it is a bit larger since I could see it possibly be a bit difficult to read from far away. But overall I am happy with the end result and think it successfully fits the brief in making a light rail safety campaign to educate people. It is not overly complicated which helps to convey the message clearly and straightforwardly.



References

Onecause 2016, Creating a Standout Awareness Campaign: A Complete Guide, OneCause.

Public Transport Authority of Western Australia n.d., Safety Campaigns, Public Transport Authority.

TrackSAFE Foundation n.d., Light Rail Safety Campaigns, TrackSAFE Foundation.