

# Light Rail Safety Campaign

The purpose of this project is to design a campaign to bring awareness to an ongoing safety issue for those who use and are around Canberra Light Rail. Focusing my target to individuals that partake in driving around Canberra's Light Rail, specifically the issue of reckless driving.

Young drivers aged 17- 24 years old attribute 25% of crashes resulting in serious injury.(Holger Möller et al. 2022)

This statistic shows a serious concern for young drivers in Australia. As the campaign is intended to further educate young drivers and the wider public about driving safely around the Canberra Light Rail. A catchy slogan that employs a safety message will be created to enable the visual storytelling to be more effective. Vibrant colours inspired through the style of pop and sequential art to create movement will all be utilised to further appeal and educate Canberrans. As the issue of reckless driving is a serious concern for young drivers around Australia the campaign will bring significant awareness for those who use and are around Canberra Light Rail.

## Research

### Client Investigation

Canberra Metro Operations mission is to provide a safe and world leading Light rail service for their customers and community. Valuing the Canberran community to be focused, innovative, safe, caring and reliable while using the Light Rail. (About Canberra Metro Operations, CMET, 2022) The CMET safety campaign informs the community in Canberra about how to act safe and be safe around the light rail vehicles, stops and tracks.

## Safety concerns

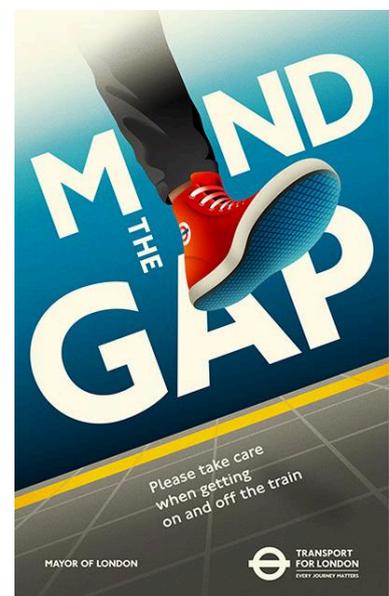
A prominent safety issue presented was young Australians aged 17 - 25 years operating a motor vehicle in an unsafe and reckless manner around light rail vehicles. Reckless behaviour such as speeding, being under the influence and running red lights into harm's way are all leading causes for road incidents in Australia.

As "Young drivers (17 - 25 years) represent one quarter of all Australian road deaths." (Young Australians: their health and wellbeing 2007, Summary 2007)

Young individuals representing around 25% of road deaths in Australia, the issue is of high concern for the future of young Australians. Combating this issue, further education is necessary for young individuals to become a safe driver.

### Campaign Investigation 1: LaBoca

In 2017 the design studio of LaBoca created a safety campaign for Transport for London displaying a set of posters communicating safety messages to travellers on the London transport network called London Safety Messages. LaBoca utilises typography to communicate the symbolism of elements through advertising. This creates a sense of engagement that draws the viewer to the specific points. Exhibiting an effective way to communicate a strong safety message to the viewer. Bold, eye-catching font is employed to create a focal point of the design, influencing how the audience perceives the message. Being concise, the typography conveys harmony throughout the design. Displaying an effective way to engage the viewer through typography. Taking into consideration all the different strategies utilised in the campaign. I can adopt the application of symbolism in typography. By taking a specific impactful word in my slogan and applying symbolism. Resulting in typography that enhances the message while enabling the visual storytelling to be more effective to the viewer.





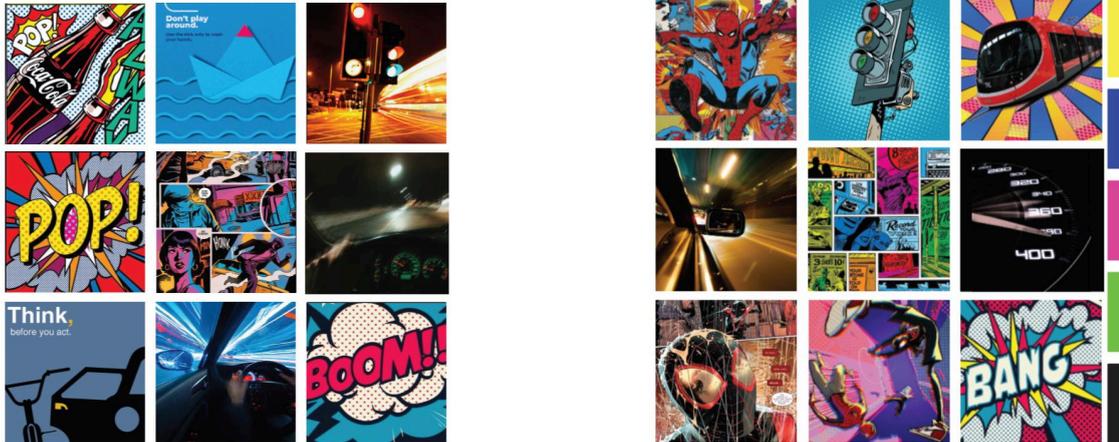
## Campaign Investigation 2:

In June of 2019 through a collaborative project Edgar Veron Najoan and Re:act Australia created a safety campaign called Stop. Think, Focus! Communicating to user to take a moment to slow down, or even stop whenever you need to think and regain focus.(Najoan, 2023)

Najoan uses colour psychology to communicate a powerful message to viewers through advertising. Shown in the ‘Stop’ graphic, the representation of the colour red is employed to convey the message of stopping and or danger. This sends a strong message without having to use too many words. Exhibiting its effectiveness as red is universally associated with stop and danger the viewer’s conscious understands the intended safety message. Utilising emphasis by colour contrast the Najoan makes it clear to the viewer that the colour red is the focal point of the design. Engaging the viewer further in emphasising specific colours that correlate recognizable meaning back to the viewer. Displaying an effective way to emphasise certain colours that stand out and convey a strong safety message to the viewer. Carefully taking into consideration the different strategies utilised in the campaign. I will adopt the application of using emphasis to create a focal point in the design for the viewer to focus on. Resulting in the viewer being drawn to specific aspects of the design in turn enhancing the overall message conveyed to the viewer.



## MoodBoard and Inspiration:



The intent of this design is to take the inspiration from the influential style of Pop art and encapsulate vibrant and eye-catching colours to create interest in the viewer while ensuring to use colour theory to select colours that reflects safety such as yellow and black. To create an impactful message sequential art will be employed to tell a story about driving safely around the light rail. The five colours choices reflect the intention of the design while using variety to create visual interest to the viewer. Influencing my art style, the collection of images depicting Spiderman inspires the design to communicate a unique take on the style of pop art. The different images that reflect driving are intended to display the safety issue of reckless driving influencing aspects of the design. Bold and legible text synonymous with the style of pop art will be employed ensuring the design successfully Conveys an impactful message. Through the collection images, the inspiration depicts the intention of the campaign design ensuring it will align with the briefs expectations.

# Final Design Solution



## Rationale

After undergoing an extensive process from research to final campaign, I have successfully created a campaign meeting all the requirements outlined in the brief. Through bringing awareness to the issue of reckless driving, young Australians aged 17-24 years old make up 25% of crashes resulting in serious injury. This shows how important and serious this issue is and through my safety campaign it gives young Australians and the wider public awareness of this unsafe behaviour of reckless driving around the Canberra's light rail. Through an influential art style, aspects of pop art for vibrant colours and sequential art for the purpose of storytelling were applied to appeal and educate the Canberrans with an informative catchy slogan ensuring the visual storytelling is effective. Therefore this campaign will give significant awareness for those who use and are around Canberra Light Rail, specifically individuals that partake in Irresponsible behaviour ensuring that they think twice before Being Hasty.