Think and Stop: Share your knowledge to help others

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Think and Stop
Share your knowledge to help others

By
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A Thesis Submitted in Partial
Fulfillment of the Requirements for the
Degree of Master of Fine Arts in Visual Communication Design

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Abstract

Often, individuals develop habits that do not seem to have an adverse effect initially. However, these habits may lead to critical problems in the long run. It is important to create awareness about these critical problems as unawareness would lead to major challenges in the future.

“Think and Stop” is a social responsibility campaign that focuses on creating awareness amongst people about everyday facts. The campaign would share some existing facts on specific topics such as eating disorder, harmful effects of wearing heels every day and excessive use of mint.

This thesis investigated how big these problems could become if neglected and how effectively awareness could be created in order to curb these problems. It showcases the ease of creating awareness amongst people and show the collaboration between the designer and the community can help them come together and share their problems and experiences.

The proposed solution is to share these facts and experiences through a series of informational graphics posters, which are visually oriented and are easy to understand and interpret. In addition to the print media, the world is communicating increasingly via digital platforms. Therefore, a social media page, a website and a messaging application are created to help to create awareness with ease.

After performing a survey on a number of people, a conclusion was reached that a majority of people were not aware how adversely these issues can affect them over a prolonged period of time. Therefore, this is a matter of concern and can be addressed through effective visual communication design. “Think and Stop” offers a viable approach to addressing these concerns.

Keywords:
Social responsibility, eating disorder, high heels, mint, sharing, infographic posters, connecting, poster design, phone application.
Situation Analysis

Social responsibility can be defined as a duty of an individual or organization to maintain a balance between the economy and the ecosystem. Therefore, it is important to be both socially aware and determine how our decisions affect others. Thus it is important to sustain the equilibrium between the two.

In order to increase awareness there have been several campaigns over the years such as Invisible Children, Live Strong Cancer Awareness, Earth Hour, WWF Living for a planet, etc. These campaigns focused only on global issues. Therefore, issues that concern individuals have not been dealt with so much concern.

It is becoming extremely important to introduce awareness campaigns to the broader community via strategic advertising. Therefore, collaborating the designer and the community would help both the groups come together and share their problems and experiences.
Problem Statement

How can creating awareness about individual issues help eliminate them much before they become a serious problem?

This thesis is aiming to create awareness amongst people about issues such as excessive consumption of mint, eating disorders and excessive use of high-heeled shoes. They may not be a problem now but if not given attention to it may become a big reason to worry in the future. It is directed to reaching out to people and make them think about these issues. One can only think of how adversely something can affect their lives only when they are aware of it.

With the use of well-designed infographics posters and digital media, awareness can be created with much ease. By visually representing these issues to the broader community, there will be a better understanding of how they can affect the individuals and how easily they can be dealt with.

Thesis Statement

The thesis research focuses on creating info-graphics posters and using digital media to create awareness amongst people about individual issues.
**Design Definition**

There are four main parts in this project: Series of informational posters, website design, phone application and a motion graphic video.

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informative posters</td>
<td>The target audience is between the age group of 15-30 years. The illustrative style of design will make it easy for the audience to understand and interact or engage. An infographic poster is one such way to make information visually understandable.</td>
</tr>
<tr>
<td>Website Design</td>
<td>This is one of the main sections of the project. All the information would be shared via website. Internet can be a good resource to share information and it can be accessed from most sections of the planet. With the help of a website design, it will be easy for general public and graphic designers to get connected and in spreading the word about the cause. The website is designed through Adobe Photoshop and is coded in HTML and CSS.</td>
</tr>
<tr>
<td>Mobile Application</td>
<td>Since a lot of people use smart phones, a mobile application would make it easy to connect and share information.</td>
</tr>
<tr>
<td>Motion Graphic Video</td>
<td>The main idea in creating a motion graphic video is to show how one can share information using different methods and by the use of technology.</td>
</tr>
</tbody>
</table>
Methodological Design

Target Audience

This project focuses on a target audience of the age group 15-30 years and graphic designers as the collaboration between the two will help them share their experiences and issues with much ease. The reason to select the specific age group is because they have energy, interest and the experience to bring about change and keep a cause alive. The main objective of this project is to create as much impact as possible and to increase awareness to a broader audience.

Methods of Communication

Print Based

- Posters
- Infographics
- Post Cards

Interactive Based

- Active Website
- Motion Graphic Video
- Social Network Groups

Installations

Software

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- After Effects
- HTML/CSS

Figure 1: Adobe Creative Cloud and HTML/CSS
Pragmatic Considerations

<table>
<thead>
<tr>
<th>Budget</th>
<th></th>
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<tbody>
<tr>
<td>Print Material</td>
<td>$200</td>
</tr>
<tr>
<td>Thesis Show</td>
<td>$150</td>
</tr>
<tr>
<td>Promotional Posters</td>
<td>$50</td>
</tr>
<tr>
<td>Dissemination</td>
<td>$300</td>
</tr>
<tr>
<td>Submitting final thesis</td>
<td></td>
</tr>
<tr>
<td>research to magazines</td>
<td></td>
</tr>
<tr>
<td>and competitions</td>
<td></td>
</tr>
<tr>
<td>Publishing</td>
<td>$300</td>
</tr>
<tr>
<td>Proposal (0)</td>
<td></td>
</tr>
<tr>
<td>Final Bound Copies (0)</td>
<td></td>
</tr>
</tbody>
</table>

| Total                       | $1000|

These are just the estimates. The total figure may change.
Survey of Literature

Books/Articles

**Ideas that matter**
http://sappi-ideasthatmatter.eu/flashpaper.php
Blonde Printing(Belgium)

This book covers the ideas and creative input by other designers and shows how designers can donate time and talent to create materials for charitable causes and ideas.

**The Social Role of the Graphic Designer**

The article covers the relationship of designer and the message given out by his/her designs. It talks about how designers can present complex concepts and ideas in a simplified format.

**User-Centered Graphic Design: Mass Comm and social change**
Taylor and Francis Ltd.

This book talks about the ideas and creative inputs by other designers and also the evolution of design methods over the period of time.

**Design Policy and Promotion Programmes in Selected Countries and Regions**
University of art and design Helsenki

This article talks about innovation in design. In addition, it talks about the use of new techniques to promote design using various medias.
Survey of Literature

Books/Articles

**Socially Responsible Design: Ripple Effect**
http://search.proquest.com/docview/223744652/fulltext?accountid=108
Proquest

This article covers how to create a worldwide consciousness for giving and motivates designers and people to give back to the world.

**Graphic Language: HERBERT BAYER’S ENVIRONMENTAL DESIGN**
http://search.proquest.com/docview/216122085
Oxford University Press, UK

This article covers various ideas and designs, which would help out the world and make life easy and make it a better place.

**Sebastian Mariscal mixes design with Business and social responsibility. David Sokol.**
Architectural Record, 2000

This article talks how architecture has a social responsibility and how can it make a difference.

**Design Education Supports Social Responsibility and the Economy. Robin Vande Zande**
Taylor & Francis Group, LLC, 2011

This book talks about the connection of design education, concepts to the economy and social responsibility.
Survey of Literature

Websites

www.nicoleseveri.com
This website is a portfolio website of designer Nicole Severi who presented a campaign on saving trees in a very simplistic method with effective use of colors and design. It is an inspiration for all designers on how beautiful can a simple design be.
Before starting the designs for the project some research was done for inspiration. Following are few of the existing campaigns:

<table>
<thead>
<tr>
<th>Campaign</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Invisible Children</td>
<td><a href="https://invisiblechildren.com">https://invisiblechildren.com</a></td>
</tr>
<tr>
<td>Earth Hour</td>
<td><a href="https://www.earthhour.org">https://www.earthhour.org</a></td>
</tr>
<tr>
<td>Live Strong</td>
<td><a href="https://www.livestrong.com">https://www.livestrong.com</a></td>
</tr>
<tr>
<td>World Wildlife Fund</td>
<td><a href="https://www.worldwildlife.org">https://www.worldwildlife.org</a></td>
</tr>
<tr>
<td>Free Hugs Campaign</td>
<td><a href="https://www.freehugscampaign.org">https://www.freehugscampaign.org</a></td>
</tr>
<tr>
<td>Earth Hour</td>
<td><a href="https://www.earthhour.org">https://www.earthhour.org</a></td>
</tr>
<tr>
<td>Live Strong</td>
<td><a href="https://www.livestrong.com">https://www.livestrong.com</a></td>
</tr>
<tr>
<td>World Wildlife Fund</td>
<td><a href="https://www.worldwildlife.org">https://www.worldwildlife.org</a></td>
</tr>
</tbody>
</table>
The reason for picking Neutraface (See figure 4) as the primary typeface for this project is because it is an elegant sans-serif typeface. Its linear geometric shape with the low waist is what makes it stand out. Since I would be creating infographic posters for print and a working website for the web, the type seems to be a perfect combination of elegance and readability.
Design ideation/ Logo Design

Logo styles

We live in a digital world where brands are not just represented via traditional means such as posters, banners and websites. In order to design a logo there are some key questions that we need to ask:

• will the logo represent the brand well
• will it talk to the right people
• will the design look strong and captivating
• will it be different and unique
• will it be scalable
• less is more

Figure 4: Logo explorations
After looking at all the options and making a series of iterations and with the help from my professors, a decision was made.

The reason for choosing this design (See figure 7) was that it was bold, minimal and scalable. Looking at my research for other social media campaigns, the one common thing was simplicity. Therefore, the logo design was simple and recognizable.

Figure 5: Final logo design
Illustration styles

Before starting with illustrations some research was done for the illustration style, which would work well with my designs.

Moleskin sketches
https://www.inkyillustration.com/wesley-robins

Family on Board
https://www.behance.net/gallery/5165925/Family-on-Board-UK-Collection

Wesley Robins illustrations
https://www.inkyillustration.com/wesley-robins
Character Design

After multiple iterations these are the final look of the characters that will be used in the project.

Figure 6: Final character designs
Poster Design/Styles

First draft of the poster design style, using darker background and using bright color to emphasize main sections. (See figure 12 and 13)
Figure 8: Infographic poster design draft
Final Designs
Poster for Effects of Mint

Effects of Mint

Is it okay to have mint?

High levels of mint in the form of tea, sweets, drinks or mouth fresheners can prove to be toxic. The accumulation of this toxin is hazardous to health. As the saying goes, too much of anything is not good. So it’s better to have mint but in a controlled manner.

Advantages of Mint

Dried mint leaves prepared in boiled water can have a soothing effect on the digestive system and help to improve bowel function. Peppermint may be useful in easing symptoms of dyspepsia, indigestion, irritable bowel and spasms of the colon muscles.

Mint may have a beneficial effect in alleviating the symptoms of asthma and allergies due to its anti-fungal effects. Peppermint contains a substance called methoxyphenol, which is said to be responsible for the airway clearing effect. Mint is not known as a medical treatment for asthma or allergies.

Radioprotective potential of mint

Mint contains numerous plant-derived chemical compounds that are known to have strong antioxidant, disease preventing and health promoting properties.

Figure 9: Effects of mint infographic poster design
Poster for High Heels

Harmful effects of High Heels

Posture
High heels push the center of mass in the body forward, taking the hips and spine out of alignment.

Pressure
High heels may make legs look longer, but as the heel goes up, so does the pressure on the foot.

- 75% Pressure on the forefoot when wearing heels 3 inch high.
- 57% Pressure on the forefoot when wearing heels 2 inch high.
- 27% Pressure on the forefoot when wearing heels 1 inch high.

Morton’s Neuroma
Heel height and a narrow toe-box can create a thickening of tissue around a nerve between third and fourth toe which can lead to pain and numbness in toes.

Bunions
 Tight-fitting shoes can cause a bony growth on the joint at the base of the big toe, which forces the big toe to angle in towards the other toes, resulting in pain.

Hammertoes
A narrow toe-box pushes the smaller toes into a bent position at the middle joint. Eventually, the muscles in the second, third and fourth toe are no longer strong enough to keep the toes straight, even when there is no constricting shoe.

Percentage by age group of women who wear heels daily

- Age 18-24: 42%
- Age 25-49: 34%
- Age 49 and above: 24%

Percentage of women wearing high heels daily

- 1986: 60%
- 1991: 50%
- 2005: 40%

Percentage of women reporting physical problems

- 1986: 70%
- 1991: 60%
- 2005: 50%

Survey says........
A 2003 American Podiatric medical association survey shows a decline in the number of women who wear heels daily. Some results of the survey were compared with similar survey conducted in 1986 and 1991.

Owen Akbar
College of Computing Artificalities
Rochester Institute of Technology

Sources: American Academy of Orthopedic Surgeons, American Assoiation for Surgery of Cysts and Tumors, American Diabetes Association, American Diabetes Association, American Nurses Association
Poster for Eating Disorders

About eating Disorders

Bulimia nervosa
- Recurrent cycle of binge eating followed by purging.
- Behavior to make up for overeating, which leads to forced vomiting, fasting, excessive exercise, or abuse of laxatives or diuretics.

Anorexia nervosa
- Extremely restricted eating
- Excessive weight loss and emaciation
- Fear of gaining weight

1 million men and 10 million women suffer from eating disorder in America.
30% of people suffering from anorexia will prematurely die from complications related to their eating disorder, including suicide and heart problems.

90% Women overestimate their body size

69% Women are influenced by the models in the magazines.

25% Women are actually overweight.

Eating disorder related hospitalisation

- Overall: 18%
- Among men: 55%
- Children under 10 years: 27%

Children
- 40% of all 10 year olds are afraid of being fat
- 45% of 3rd grade girls want to be thinner

Figure 11: Eating disorder infographic poster design
Postcard Designs

Postcards (See figure 17) are one of the easy methods of sharing information.
Survey cards were shared with 30 people to get a sense of awareness. (See figure 18)

Did you know...

The types of eating disorders
- Yes
- No

Excessive use of mint can create impotency
- Yes
- No

Use of high heels can create bunions
- Yes
- No

Survey results (See figure 19)

The types of eating disorders
- Yes: 28, No: 2

Excessive use of mint can create impotency
- Yes: 1, No: 29

Use of high heels can create bunions
- Yes: 10, No: 20

Figure 13: Survey design

Figure 14: Survey results
T-Shirt Designs

Figure 15: Apparel design
Recyclable carry bag Designs

Figure 16: Recyclable bag design
Web Site Design

Figure 17: Responsive website design
App Designs

Figure 18: Splash page
App Design

The profile screen is where you can put in all your information and upload an avatar. (See figure 24)
App Designs

While in the app if you swipe left (See figure 25) it will prompt all the contacts, which gets automatically imported from your phone contacts and friends using the same app.

Figure 20: Mobile swipe left interaction
App Design

When swiping to the right (See figure 26) you get the option of choosing various features and functions within the application.

SWIPE RIGHT

Figure 21: Mobile swipe right interaction
App Designs

While in the chat screen (See figure 27) you can view all the recent messages sent or received from your contacts.

Figure 22: Contact chat screen
The display screen (See figure 28) shows how a chat screen looks like with the available functions at the bottom.

Figure 23. Chat screen
The design (See figure 29) depicts how “Think and Stop” Facebook group page would appear. The idea is to connect people through social media.

Figure 24: Facebook group page
Motion Graphic Video

Think and Stop:
https://youtu.be/08f73ntLDPO
• Frame one depicts about how the Think and Stop works.

• Frame two shows a guy walking into the frame.

• Frame three contains the background where the guy would walk in.

• Frame four contains a spiritual guy who talks about how everybody is a source of knowledge and we should pass it on.

• Frame five asks us to share the knowledge with others.

• Frame six shows how information can also be shared online via internet.

• Frame seven is where you can share the same information through your mobile phones.

• Frame 8 shows the on which devices the app can be downloaded on.

• Frame 9 is the last frame where the video ends with the “Think and Stop” logo.

*Figure 26: Video frames*
Conclusion

As an individual, it was my duty to create awareness so that it could benefit the society.

This thesis project provides an insight into issues such as eating disorder, harmful effects of wearing heels and excessive use of mint. They are less known facts in today's world but the objective of this thesis is to create awareness and help people take precautionary measures.

In conclusion, this thesis will help people come together and share their problems and experiences. This would help them reduce fear and anxiety. Bringing designers and the general public together for a common goal will be a powerful combination.
Dissemination

Next steps are to distribute my findings and facts to the target audience. Regularly updating my thesis research on my personal blog [http://unezakbar.wordpress.com/](http://unezakbar.wordpress.com/)

Will be submitting electronic copy to the RIT Archives, Digital Media Library, and ProQuest. Lastly, the final thesis and research findings will be submitted to design and communication journals, social responsibility articles that may have interest in my subject area as well as graphic design competitions like:

- One Show Design / Onederful
- HOW Magazine / Your Best Work Design Awards
- Communication Arts / Design Competition
- Sappi ideas that matter
- Addy awards
Figure 27: Project timeline
Thesis Exhibition

The thesis display was held at the Vignelli Design Center on May 16, 2013. On display were my four infographic posters, a motion graphic video on one monitor and a working website on the other. I also got couple of recyclable bags and a t-shirt printed which were also the part of my display. (See figure 33)
Professor Sarah Thompson going through the displayed thesis project. (See figure 34)

Professor Lorrie Frear was part of my thesis committee. She helped me in refining the whole the project. (See figure 35)