Let's go viral! Bye-bye graffiti vandalism: Using outdoor building projection to secure attention about scribbling habits on public properties

Jae Yeon Song

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LET'S GO VIRAL!

BYE-BYE GRAFFITI VANDALISM

USING OUTDOOR BUILDING PROJECTION TO SECURE ATTENTION ABOUT SCRIBBLING HABITS ON PUBLIC PROPERTIES

By JAE YEON SONG
11.10.2011
Title: Let’s Go Viral! BYE-BYE GRAFFITI VANDALISM:
Using Outdoor Building Projection To Secure Attention About
Scribbling Habits On Public Properties
Submitted by: Jae Yeon Song
Date: 11.10.2011

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The synthesis of design with human behavior in everyday life is a designer’s fate. Overall, designers have been seeking the most effective approaches to communicate with humans. As a designer, observing human behavior and finding relationships between patterns of human behavior and my current design field is the most significant concern.

In my thesis project, I pointed out one of the human behaviors that has an immoral and careless aspect such as scribbling habits on public properties. Additionally, I tested how I could bring and spread this issue more effectively by utilizing computer graphic design discipline.

Bye-Bye Graffiti Vandalism is a study of branding the campaign by using guerrilla marketing focused on outdoor building projection. The main purpose of this campaign is to gather more viewers’ attention and is to raise awareness about scribbling habits on public properties.
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04. SITUATION ANALYSIS and PROBLEM STATEMENT

HUMANS SCRIBBLE EVERYWHERE.

I have experienced scribbles in inappropriate places. Indeed, the standard way to scribble is to draw in a private space, rather than on public properties. However, I have seen scribbles on the doors of public restrooms. I have found scribbles on library desks. I have sat on scribbles on public chairs. I have even discovered them in sacred places like churches and historical sites. This continuous emergence of scribbles was not funny for me and I don’t feel it is right. As a computer graphics designer, instead of literally cleaning public places, I would like people to do the right thing by taking into consideration my design proposition. For my thesis project, I tried to suggest a solution by using viral media.

Computer graphics design represents the exciting evolution of technology and is considered a powerful social communication tool. The problem is that displaying information on only a computer screen is not enough to communicate with everyone. It seems persuasively engaging for specific audiences like computer users. However, viral media would expand these narrow audiences, for instance, using a building projection to take advantage of massive media to spread significant ideas to a broader audience in a shorter amount of time.

I expected that the more people who viewed my thesis project, the more ethical the behavior that would result from it. My outdoor building projection social campaign would stimulate my audiences’ perception about this topic and would make people aware of what is occurring in terms of human behavior. In addition, the idea of the campaign that I was promoting would induce clean behavior and clean public places. The motion graphic designs and sound effects would visually entertain viewers as well, and at the same time would effectively deliver the main messages discouraging bad habits in public places.
05. SURVEY OF LITERATURE

KOTLER, PHILIP. ROVERTO, L. EDUARDO. SOCIAL MARKETING STRATEGIES FOR CHANGING PUBLIC BEHAVIOR, FREE PRESS, OCTOBER 30, 1989.
The authors provide a comprehensive, straightforward guide for planning and effectively implementing social campaigns. The contents that I focus on in this book are The Nature and Role of Social Campaigns, The Social Marketing Approach to Social Change, Mapping the Social Marketing Environment, Analyzing the Behavior of Target Adopters, Designing the Social Product, Promoting through Mass Communication, Promoting through Selective Communication, Promoting through Personal Communication, and Developing the Social Marketing Plan.

MARTIN, NEALE. HABIT: THE 95% OF BEHAVIOR MARKETERS IGNORE, FT PRESS; 1 EDITION, JULY 6, 2008.
This book is about management between habits and marketing strategies. Therefore, I could get significant ideas for developing social campaigns related to habits. It is important to understand the force of habit and how habits undermine marketing. In addition, this book explains promoting habits and marketing from a habitual perspective.

WEISMAN, LESLIE. DISCRIMINATION BY DESIGN, UNIVERSITY OF ILLINOIS PRESS, JANUARY 1994.
This book is important to study design pieces in public places and to understand their connotations. By looking at the contents, The Private Use of Public Space and The Home as Metaphor for Society, I could know the kind of designs that are around us in our environments and how the design aspects are mixed with these environments.
LOOS, NE EUGA. THE SOCIAL DYNAMICS OF INFORMATION AND COMMUNICATION TECHNOLOGY. ASHGATE, AUGUST 2008.
This book discusses the effects of technology upon human behavior. Also, this book provides a good analysis enabling humans to control the ethical behavior of a persuasive agent.

This book is an excellent reference in understanding the ideas about the promotion of breast feeding as content for a social marketing campaign. Explanations of the relationship between the design and social marketing campaign inspire me when developing the design concept for my thesis project.

SHAUGHNESSY, JOHN., AND SHAUGHNESSY, NICHOLAS. THE MARKETING POWER OF EMOTION, OXFORD UNIVERSITY PRESS, DECEMBER 2002.
This book offers essential topics for branding and how emotions play a role in branding. The authors pointed out the strong influences that understanding consumers’ emotions in the business world has in improving and increasing its brand value.

UNKNOWN. ESSENTIALS OF OUTDOOR ADVERTISING, ASSOCIATION OF NATIONAL ADVERTIS, JANUARY 1952.
This book provides the essentials of outdoor advertising step by step. This is a good book for beginners. It offers standards for appropriate graphic element treatments like typography, cohesive visual making, and clever messages for outdoor projects.
BEVERLAND, MICHAEL. BUILDING BRAND AUTHENTICITY: 7 HABITS OF ICONIC BRANDS, PALGRAVE MACMILLAN, NOVEMBER 24, 2009.
This book defines authenticity and informs the reader why authenticity in building is significant to keep building identity. Also, it offers the examples of how consumers interact with their chosen building brand. In addition, the book explains what causes success or failure in maintaining building identity.

LEVINSON, JAY. GUERRILLA MARKETING: SECRETS FOR MAKING BIG PROFITS FROM YOUR SMALL BUSINESS, HOUGHTON MIFFLIN COMPANY, 3RD EDITION, OCTOBER 1998.
This book is useful in understanding guerrilla marketing, because the material is carefully organized within five essential sections including The Guerrilla Approach to Marketing, Mini-Media Marketing, Maxi-Media Marketing, Nonmedia Marketing, and Launching Your Guerrilla Marketing Attack.

DOUGLAS, STAN., AND EAMON, CHRISTOPHER. EDS. ART OF PROJECTION, HATJE CANTZ, AUGUST 2009.
This book introduces investigations of the historical and contemporary use of projection arts. Many image examples of using projection art help to motivate the ideas of visual styles. Through this book, I contemplated how I could compose the overall design layout using projection.

RODRIGUES, VAILANCIO. THE ULTIMATE MOTION GRAPHICS TUTORIALS ROUND-UP, 25 MAY 2009 <HTTP://WWW.SMASHINGMAGAZINE.COM>
This website contains various tutorials for good quality motion graphic effects. Therefore, I could learn how to create and animate some objects that can be design elements of any motion graphics pieces.
In this project, I more focused on observing messy and thoughtless scribbles (fig. 1), rather than planned graffiti, which plausibly is a form of art. Based on my observations, these types of scribbles are readily seen in many places and I noticed that most of them are mainly portrayed as characters, animals, and human bodies (fig. 2). They might be drawn in a sort of anonymous atmosphere; accordingly, often those drawn remarks were extremely violent and nasty. I realized that the more private spaces where people could stay alone, the more nasty the scribbles appeared. According to my observations, they were mostly found in public bathrooms, public libraries, and public elevators. Therefore, I decided to incorporate these three places into the motion graphic and the poster design.
CAMPAIGN DEVELOPMENT

GUERRILLA MARKETING +
OUTDOOR BUILDING PROJECTION CAMPAIGN +
MOTION GRAPHIC DESIGN =
POWERSFUL COMMUNICATION, “LET’S GO VIRAL”

I was promoting a viral campaign like guerrilla marketing. My design direction was an outdoor social campaign through a projection. My main final production was a series of three social campaign videos, and they were projected on a building in selected public places. Each video was 30 seconds in length and was a combination of 2D and 3D components. Furthermore, I created three posters to support my main production and to enhance my campaign.

THE PURPOSE OF THE CAMPAIGN
The main purpose of my campaign was to secure attention and by extension to hopefully minimize scribbling vandalism. In addition, I intended to further encourage graffiti watchers to keep a close eye on the emergence of scribbles around our environment. This campaign would be situated in dense/selected areas to increase participation against graffiti vandalism.

COMMUNICATION STRATEGIES
In order to achieve my goal for this project, I created systems based on viral marketing ideas or methods that make people aware of the issue of scribbling vandalism. I approached this project with a sense of intelligibility in order to make viewers feel in agreement with. Apart from expressing my idea with intelligibility, I tried to use styles or methods of idiosyncrasy for visual impact that could catch people’s attention. My major concern was how I could instill and convey these attempts throughout the campaign productions. Through the integrated approaches of this campaign project, I wanted to suggest how the scribbling issues are effectively proposed, described and efficiently delivered to the audiences.
NAMING DECISION
Graffiti vandalism is generally considered as a crime. In the meantime, this issue itself does not seriously appeal to everyone. I tried to reflect the thoughts above on the naming decision. Furthermore, I needed one bold name for the campaign that could include not only a chatty/unexacting word, but also a disapproving/removal word as well. For this reason, I determined to name the campaign, “Bye-Bye Graffiti Vandalism.”

SLOGAN DECISION
The act of scribbling is one of differing habits from animals, and graffiti vandalism is caused by the conduct of humans. I attempted to implant these facts in the slogan for the campaign. What I decided was “Humans scribble; animals don’t.” The message of this campaign slogan exuded a poignant nuance in pointing out the difference between human and animal behaviors. Also, I cohesively developed this sentence for each video.

COLOR USAGE
The colors, Y and K (fig. 3), were used as the main colors of the campaign, because they would remind people of a danger sign or safety zone at first sight (fig. 4). Indeed, this color combination provided conspicuous characteristics. By considering the characteristic of this building projection, the overall design components should be engaged with their surroundings. Therefore, the rest of the colors needed to be toned-down. I entirely de-saturated vivid color tones for the background and the main objects except for the typographic messages and the logo.
LOGO DESIGN

To brand the campaign, I needed a solid logo. The main idea of logo design was based on the signs of safety barricades and given shape to exit arrows with yellow/black stripes. The title of the campaign was positioned in the center of two big arrows in order to balance the whole logo shape. In addition, I attempted to insert the transition into the shape of arrows that could be read from the parts of the dirty side on the left to the parts of the clean side on the right. Through adding the transition, I tried to plant and drum in this meaning, “Let’s get clean.” (fig. 5.1, fig. 5.2)

Figure 5.1_ Logo Sketches

Figure 5.2_ Final Logo
MOTION GRAPHIC DESIGN

The created symbol and slogan identified visual styles and were applied into my motion graphic design and poster design productions. To show the campaign identity, I placed a slogan in the beginning and a created logo in the end of each campaign video. Additionally, I visually and stylistically matched the colors, the tones, the fonts, the sequences, and the entire atmosphere.

Creating a high degree of memorability was the top concern when planning the design concept. The graphic styles of the campaign would provide first “eye appeal, then to the mind.” The campaign video offered a visual attraction that unexpectedly grabs people’s attention. Furthermore, brief and pithy words were delivered. Each frame had a maximum of two messages. I selected the sans-serif, readable, and robust fonts of Calibri and Gil Sans Ultra Bold (fig. 6). The typography message and image creation with 2D and 3D components were knitted according to the proposed design concept as I mentioned above.

Figure 6

CALIBRI
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GIL SANS ULTRA BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
For making an interesting hook, I shot one specific person’s body parts, and I exaggerated those scenes that could make a visual impact at first sight. In the process of image creation, I decided to enlarge the objects as big as possible to provide an atmosphere of tension as well (fig. 7).

The motion graphic has a minimal layout. The overall style of the motion graphic design has bold type-based messages and high-impact images that appeal to passers-by. Stylistically, I neutralized the entire colors in the motion graphics so that they could be blended with outdoor surroundings when projecting on the building wall. In the meantime, I wanted to make the font type stand out and tried to keep the beauty of brevity in order to effectively deliver the main messages wherever the motion played in outdoor environments. Therefore, I especially stressed the type messages as the most in the scenes; otherwise, I de-emphasized the other graphic elements such as the color tones, the textures of the background, and the objects in the video. Moreover, I limited unnecessary graphic decorations (fig. 8).

Figure 7

![Figure 7](image1.png)

Figure 8

![Figure 8](image2.png)
THE DESCRIPTION OF THREE MOTION GRAPHICS

The significant concept/context of the campaign video narrated with “monitoring misplaced scribbles, warning improper scribbling habits, and cleaning scribbles” for each video. The reason was that the most general, literal methods of deterring graffiti vandalism are installing security video, giving a warning message, or persuading people to not scribble on public properties, according to the research. Also, mostly I intended to create a conversational feature in the motion graphics to be more interacting with viewers. For example, the question-answer forms or imperative messages that I created were delivered in the videos.

Purposely, three main transitions were shown in each video (fig. 9). I considered one portion of the human body in relation to the main objects, the CCTV camera, the megaphone, and the loofah sponge. In the videos, an eye ball turned into the CCTV, a mouth changed to the megaphone, and a hand was associated with the sponge.

Figure 9
MOTION GRAPHIC #1

Idea: Monitoring scribbles!

Intention: In general, CCTV tends to discourage vandals as they know they will be seen. To avoid the camera destruction, I could make fake cameras using motion graphics and project them into strategic places that will give people a bird’s eye view of public places. This would create an unnerving atmosphere.

3D modeling: CCTV, eyeball (black/white)

Main message to be delivered:
- Are you scribbling?
- Cheese!!
- You are on camera!

MOTION GRAPHIC #2

Idea: Warning through megaphone!

Intention: This would create a tense atmosphere.

3D modeling: megaphone, mouth (black/white)

Main message to be delivered (voice over):
- What do we want? No scribbles
- What do we need? A clean city
- What do we keep? A clean mind

MOTION GRAPHIC #3

Idea: Wiping out scribbles!

Intention: This would promote a “Do-it-yourself” attitude and get participants involved.

3D modeling: loofah sponge, hand (black/white)

Main message to be delivered:
- Yes, I do clean scribbles.
- Yes, you do clean scribbles.
- Yes, we do clean scribbles.
POSTER AND BUTTON PIN DESIGN

Purposely, the three posters and the button pins were created to support the main motion graphic production in this campaign. Three created posters were graphically connected to the motion pieces (fig. 10) and were displayed on the campus for showing. Potentially, the use of button pins is that they are capable of spreading the ideas to as many people as are wearing them. The main concept of designing button pins was to offer a role-playing function. Therefore, I created new roles which are “Mr. / Ms. Graffiti Detective,” so that the campaign participants feel that they become graffiti watchers themselves (fig. 11).

Figure 10

Figure 11
TECHNICAL DEVELOPMENT

With Autodesk Maya program, I built simple spaces that include a public bathroom, a public library, and a public elevator in order to offer the virtual depths in the scenes when projecting on buildings. In addition, the main objects for each motion graphic video, which were a CCTV camera/a eyeball, a megaphone/a mouth, and a loofah/a hand were created. I animated those 3D generated works in the Maya program as well.

Using Adobe AfterEffect program, I organized and edited those 3D animated scenes, 2D components, and video footages. For other image and graphic creations, I used Photoshop, Illustrator, and InDesign programs. Additionally, I took many photos from real situations during the observations about scribbles on public places so I could manipulate them along with other graphic styles.

With a GrageBand program, I could generate unique sound effects. All the sounds that I made were recorded and edited with the program. First, I tried to create scribbling and twanging sounds by myself. In addition, especially for the second motion graphic, I dubbed a male’s voice and requested him to imagine that he led a demonstration. Later, a megaphone effect was added to his recorded voice.
07. SUMMARY

For measuring my methodologies for this project, I recorded people’s reactions while my campaign video was being projected on the buildings. I projected them on the RIT campus where there is a covered walkway leading to the parking lots between the buildings 7A and 7B. This area was appropriate because it was the only place where the accessible electricity, a roof, and the power of concentration are available on the RIT campus.

The feedback from the recorded footage of people’s reactions was quite positive considering my intention using a building projection (fig. 12). When they were passing on the walkway between buildings 7A and 7B, some people just watched and kept walking through, but many participants stopped for a while, and stared at the video projection. Also, a few people took photos and videos.

Figure 12
08. CONCLUSION

First, I tried to discreetly approach this issue, scribbling habits on public property and to conceptually work on the design criteria by considering guerrilla marketing. I think the initial goal for this project was accomplished at the end, although the final design styles were not same as during the inception of this project. However, I believe that all the alterations of visual directions were necessary to step closer to the purpose of this campaign. The final output met the three design concepts that I proposed: to be simple, to be clear, and to be noticeable.

As I was developing this thesis project, I mainly learned how to cohesively composite within a combination of different media such as 2D, 3D, and video footage. The media definitely they needed to be harmonized well in order to have a cohesive look. Also, my technical skills improved in the programs that I used.

Last but not least, I realized that the advantage of using building projection was that viewers from a distance still could watch when the three motion graphics were playing on the building wall. The passers-by were mesmerized by the gigantic screen. Otherwise, there are limitations using outdoor building projection related to the conditions of weather, time, and locations.
A. PROJECT DESCRIPTION OF THESIS PROPOSAL

To reach more viewers, I am promoting a viral campaign like guerrilla marketing. My design direction is an outdoor social campaign through a projection. My main final production will be a series of three social campaign videos and will be projected on buildings in selected public places. Each video will be 30 seconds in length and be a combination of 2D and 3D components. Furthermore, I will create three posters to support my main production and to enhance my campaign.

Because the characteristics of guerrilla marketing are unconventional and energetic, this is one of the most effective viral promotions. Generally, viewers can interact with it in unexpected places, especially in public places. Therefore, this will be exploited for generating a striking campaign awareness.

An outdoor building projection is a sort of guerrilla marketing and is presented in a large-scale format with diverse styles of digital video productions. This will not only have a massive and monumental impact on viewers, but also this will effectively deliver creative messages with an excitement.

SITUATION ANALYSIS
Humans scribble everywhere. I have experienced scribbles in inappropriate places. Indeed, the standard way to scribble is to draw in a private space rather than on public properties. However, I’ve seen scribbles on the doors of public restrooms. I’ve found scribbles on library desks. I’ve sat on scribbles on public chairs. I’ve even discovered them in church and in historical sites. This continuous emergence of scribbles is not funny for me and I don’t feel it is right. As a computer graphics designer, instead of literally cleaning public places, I would like people to do the right thing by taking into consideration my design proposition. For my thesis project, I am trying to suggest a solution to them by using viral media.
PROBLEM STATEMENT

CAN A PIECE OF COMPUTER GRAPHICS DESIGN DETER THE ACT OF VANDALISM SUCH AS SCRIBBLING HABITS IN PUBLIC PLACES?

Computer graphics design represents the exciting evolution of technology and it is considered a powerful social communication tool. The problem is that displaying information on only a computer screen is not large enough to communicate with everyone. It seems persuasively engaging for specific audiences like computer users. However, viral media would expand this narrow audience, for instance, using a building projection to take advantage of massive media to spread significant ideas to a broader audience in a shorter amount of time.

I am expecting that the more people who view my thesis project, the more ethical behavior will result. My outdoor building projection social campaign will educate my audiences about this topic and make people aware of what is occurring in terms of human conduct. In addition, the idea of the campaign that I am promoting will contribute clean behavior and clean public places. The motion graphic designs and sound effects will visually entertain viewers as well and at the same time will effectively deliver persuasive messages discouraging bad habits in public places.

PRIMARY / SECONDARY MESSAGES

The primary message is to keep one’s environment clean. The purpose of educating people on this topic is to make people aware of improper scribbling habits everywhere. The secondary message that I am trying to incorporate is for people to think of their environment by using appropriate behavior.
THE CAMPAIGN STRUCTURE

CREATING A HIGH DEGREE OF MEMORABILITY

Brevity! Simplicity! Impact! The style of the campaign provides first “eye appeal, then to the mind.” The campaign video will offer a visual attraction that unexpectedly grabs people’s eyes. Furthermore, the words would be brief and pithy. Each frame will have a maximum of two messages. Font type will be neither too thin, too condensed, nor serif type.

: image creation :
Large scale, symmetrical, abstract, exaggerated

: color usage :
Vivid and high-contrast colors

: font usage :
Sans-serif, readable, robust

: where to project :
Pre-test projection _ Wallace Library building at RIT campus
Final projection _ Main St. and East Ave. at downtown in Rochester or somewhere at RIT campus
B. TARGET AUDIENCE

My campaign targets both people who are scribblers themselves and people who are against scribbling on public property.

PERSONAS :

Name : JUDICE HOWELLS
Age : 35
Occupation : Teacher
Educational Level : MFA in English Literature
Description : Social Activist

Name : SUSAN KIKOLAS
Age : 25
Occupation : Underground Musician
Educational Level : BA in Composition
Description : Graffiti Artist

Name : PAT GRAY
Age : 17
Occupation : Student
Educational Level : High School
Description : Social Design Network

C. SOFTWARE / HARDWARE USAGE

After Effects / Adobe Premiere / Final Cut Pro /
Adobe Photoshop / Illustrator / Maya
Projector / Laptop / Video Camera / Digital Camera / Tripod / Speaker
D. VISUAL INSPIRATIONS / REFERENCE

“ALICE” SYFY CAMPAIGN
http://vimeo.com/groups/21011/videos/8084373
HD VIDEO PROJECTION ON BUILDING FACADE
http://www.borovay.com/pix/public.html
BUILDING-PROJECTION-ROUND-UP
GUERILLA VIDEO PROJECTION + STREET MARKETING EXAMPLE NEW YORK CITY FOR CHANDELIER CREATIVE
http://www.youtube.com/watch?v=ZqeYJs1dfHU&feature=related
JENNY HOLZER’S PROJECTION AT THE GUGGENHEIM
http://www.huffingtonpost.com/patricia-zohn/culture-zohn-sexy-ballet_b_128670.html
AMAZING BUILDING PROJECT
http://wn.com/Amazing_Building_Project
10 GUERRILLA BUILDING EXAMPLES
http://www.creativeguerrillamarketing.com/guerrilla-marketing/10-guerrilla-building-examples/
GUERRILLA VIDEO PROJECTIONS - NEW YORK CITY OUTDOOR NONTRADITIONAL ADVERTISING - DIESEL - BROOKLYN BRIDGE

E. COMPETITIVE LANDSCAPE

A public service announcement (PSA) or a community service announcement (CSA) can be my competitive landscape. PSAs are intended to modify public attitudes by raising awareness about specific issues. The most existing common topics of PSAs are health and safety through public awareness campaigns. They try to inform or educate the public about an issue, such as smoking or compulsive gambling. I believe that it can apply to my topic, which is misplaced scribbles.
F. THESIS TIMELINE

Content finalized  NOV 28. 2010
Storyboards done  NOV 28. 2010
Complete project  APR 2011
Thesis report  APR 2011

1st committee meeting  NOV 3. 2010
2nd committee meeting  FEB 2011
3rd committee meeting  MAR 2011
Last committee meeting  APR 2011

Proposal defense  NOV 3. 2010
Thesis defense  MAY 2011
Thesis report online  MAY 2011
Thesis show  MAY 20. 2011
10. BIBLIOGRAPHY


Designingoutcrime.org, Sydney Buses - Shelters, <http://www.designingoutcrime.org/project/15/>


