



Major Project Brief

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What is the brief?

The focal point of interest for this brief is to inspire people to stop smoking by creating a campaign that focuses on outlining the dangers of smoking and how long-term smoking affects a person's health in the future.

This project will address the rising levels of smoking in the UK in the past years; the main subject is to not only bring attention to the health problems smoking can cause but also the mental problems it causes as well.

Tools to use

The tools I plan to use to create a successful campaign that engages the audience's attention varies, I want to explore multiple different ways to create a visual representation of what smoking can do to someone's health such as, posters, a short animation, using typography, images and designs to create the different mediums.

Software's such as Adobe Illustrator, Photoshop and Procreate will be mainly used to help me create a professional outcomes that will be used in the campaign.

Audience

With such a big subject such as smoking the audience can range from young to old, however I plan to focus on the younger audience for this project since I want to focus on how smoking can affect people in the future regarding their health and the designs I plan to produce will have a more modern/current aesthetic to them that will resonate better with a younger audience. The age group I will try to focus on are late teens to mid-late twenties.

Research

To ensure that the campaign is true when portraying the risks that smoking can cause I will research medical articles from different sources including the NHS app as a primary source of research that will be used to educate my design choices.

For a secondary source of research, I will look into different statistics that look at the changes of rates in smoking in the recent years as well as which age group has the most smokers. This research source will also be used in the designs themselves, using statistics at the end of the animation as well as in the text for the posters.

What's out there and what will be different?

The campaigns against smoking have been going on for many years, therefore, there is a lot of different media out there that covers this topic. However, when looking at what's out there already it all seems repetitive; images of people, gruesome images of what smoking does to your body, etc. They all look very similar in the style that they have done and that's why I want to explore different styles and media to portray the message.

I want my outcomes for this project to be different and have a more modern look to them, without using people in the images but rather portray them by outlines and shadows and avoid bringing up gruesome representing images. Styles that I have looked at that I can use for the posters are; brutalism, minimalist, illustrated, hand drawn and abstract.