

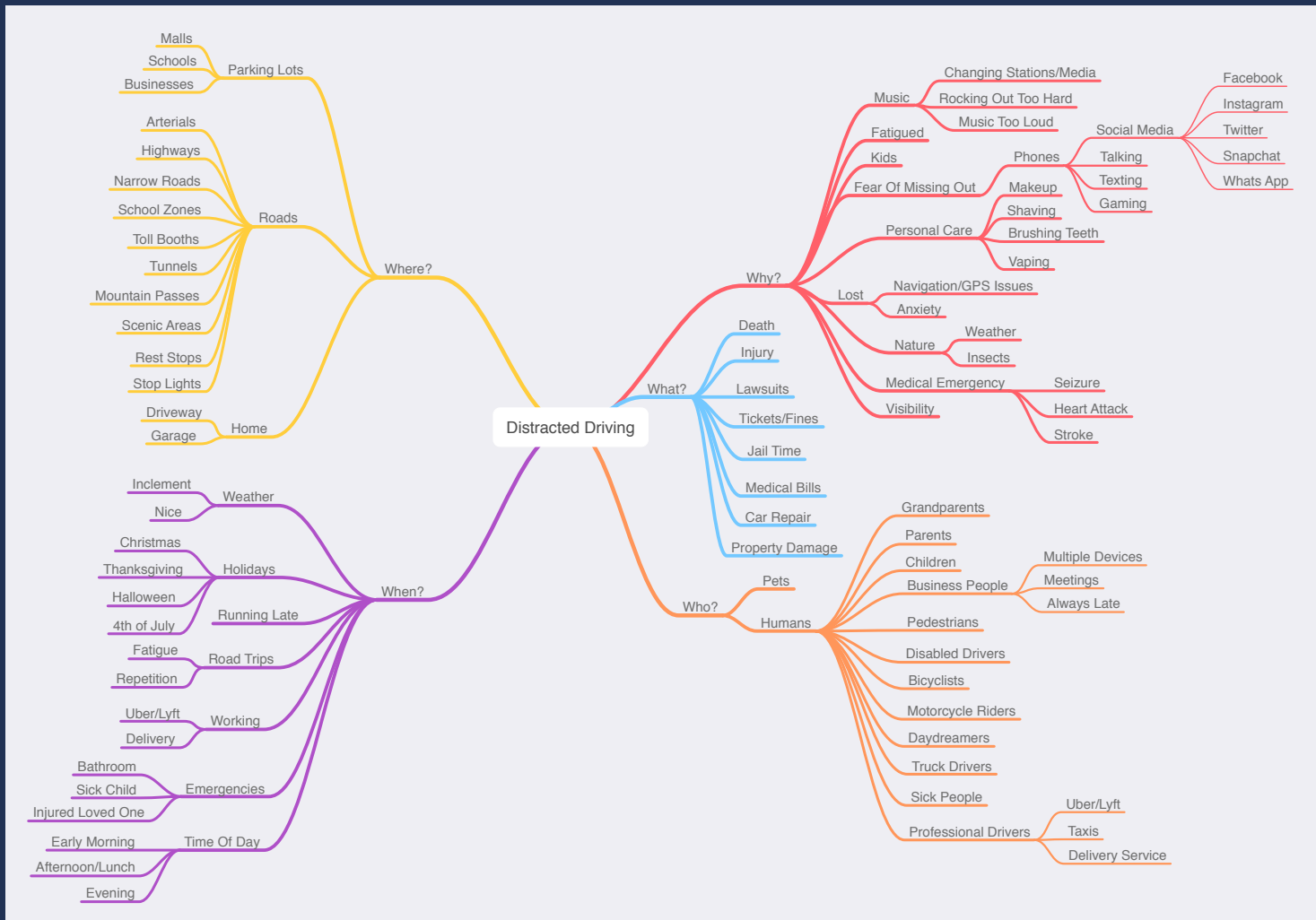


DON'T BE A STATISTIC

Emoji Based Ad-Campaign

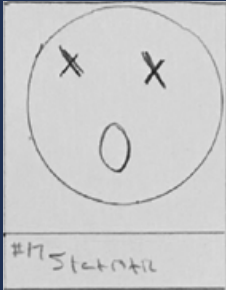
Aaron Ekdahl

Phase 1: Brainstorming

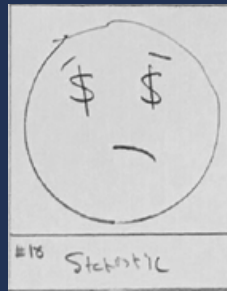


There was a brainstorming phase that I initially went through with my fellow classmates in developing the distracted driving ad-campaign. Research was necessary in assessing existing distracted driving ads, as well as the creation of a mind map. The mind map was amazingly useful in narrowing down the target audience who the ad campaign would appeal to.

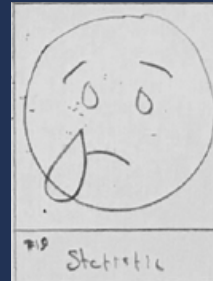
Phase 2: Concept Generation



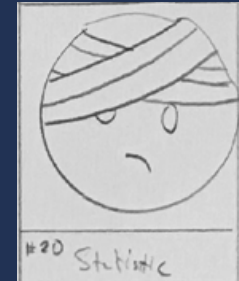
Emoji Design
Concept: "Death"



Emoji Design
Concept: "Money"



Emoji Design
Concept: "Distress"



Emoji Design
Concept: "Injury"

After brainstorming I settled on going with a statistical theme for my ad-campaign. This worked with my lack of artistic abilities in regards to design software and allowed me to focus on creating a more consistent ad-campaign overall. After sorting out the statistics based approach, my ideas were put to paper in the form of rough sketches in a visual journal. Out of these sketches a final ad-campaign theme came to me, it had become obvious that what was needed were...Emoji!



Initial infographic sketch, before emoji were introduced.

Phase 3: Style

DISTRACTED DRIVING AD-CAMPAIGN STYLE GUIDE #1 - EMOJI THEME

COLORS



FONTS

1. HELVETICA
2. HELVETICA LIGHT
3. **HELVETICA BOLD**
4. *HELVETICA LIGHT OBLIQUE*

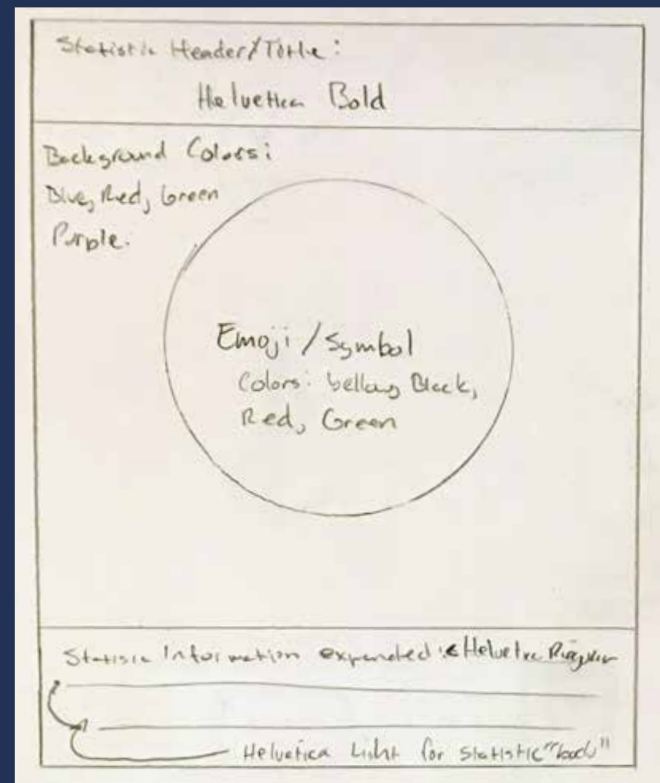
EMOJI EXAMPLES



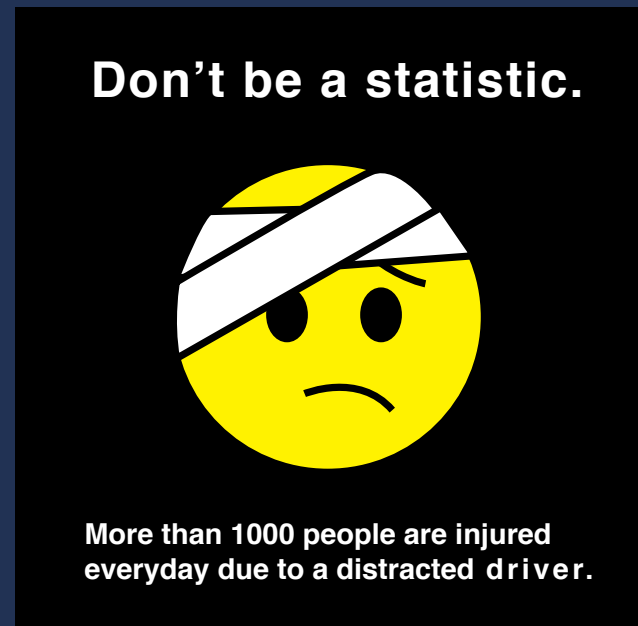
The above style board was created to make the overall design and style of the emoji ad-campaign consistent. The colors, fonts, and emoji were combined with a basic Swiss-style design. With the style defined I was able to focus on the ad-campaign initial design and layout.

Phase 4: Development

After creating the style guide came the development phase of the ad-campaign. After creating an initial layout to be used as a template for my final product (pictured right), concept ads were created and presented to our peers. After the presentation I was surprised to hear that I was actually on the right track after having plenty of doubts as to what direction I was going in regards to these ads.



Emoji Ad-Campaign Poster Design #1 - "Death"



Emoji Ad-Campaign Poster Design #3 - "Injury"

Phase 5: Final Design

**Don't be a
statistic.**



In regards to the final design, I mostly am very happy with it. It's simple, and "effective" in my mind, but I do feel like there are a few things that could be improved in my design. Something for instance, that would allow them to look a bit more professional in regards to typography and illustration. It just feels like what I've created right now is almost too "flat" and unexciting.

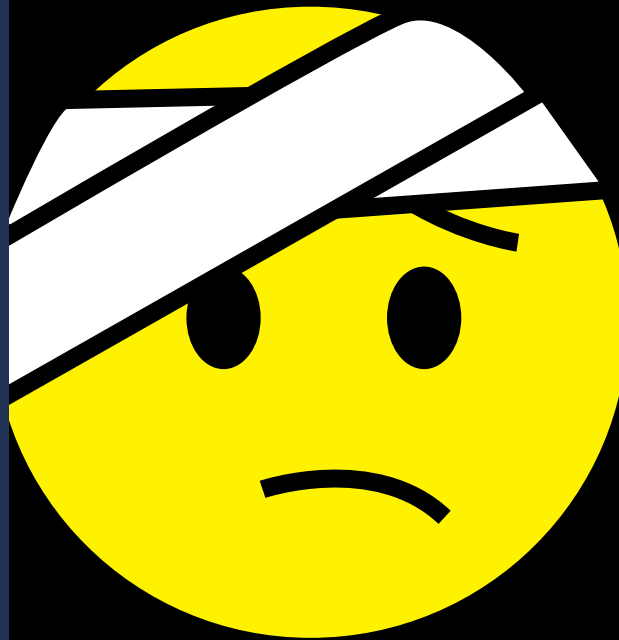
If I could have or would have changed anything it would have been my "slogan." I have a really hard time with coming up with something that sounds clever or catchy that I don't feel is cheesy as be all..."Don't be a statistic," isn't very original, but it gets the point across.

Don't

**Nine persons
everyday as
driving.**

A felony charge stemming from texting while driving could cost from \$5k to \$30k.

Don't be a statistic.



More than 1000 people are injured everyday due to a distracted driver.

Don't be a statistic.



More than 1000 people are killed as a result of distracted driving.

