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Resource for social cause design

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Graduate Graphic Design MFA Program

School of Design

College of Imaging Arts and Sciences

Rochester Institute of Technology

A Thesis submitted to the Faculty

of the College of Imaging Arts and Sciences

in candidacy for the degree of Master of Fine Arts

Resource for Social Cause Design

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May 2004

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July 14, 2004

Contents

Thesis Project Definition	General Definition of Social Cause Design Goal of the Project Preface Reasons for Working on Social Cause Design Projects	1
Precedents	Directly Related Indirectly Related	2
Research	General Information Process Information Social Cause Design Examples	4
Synthesis	Categorizing Social Cause Design Examples Analyzing Social Cause Design Examples	12
Ideation	Contents of the Resource for Social Cause Design Problem Solving Brainstorming for the Web Resource	30
Intermediate Evaluation	Survey Feedback Thesis Committee Members' Feedback	35
Implementation	First Version of the Web Resource Improved Version of the Web Resource	41
Dissemination	Work-In-Progress Thesis Exhibition Web Resource for Social Cause Design Problem Solving	47
Retrospective Evaluation	Outside Feedback Self Evaluation	54
Conclusion	Major Categories of Social Cause Design Analysis of Social Cause Design Examples Application for the Thesis Project General Conclusion	57
Glossary of Terms	A–S	60
Bibliography	Magazine and Journal Articles Newspaper Articles Books	61
Appendices	Appendix A Social Cause Design Examples Appendix B Social Cause Design Example Analysis Appendix C Web Resource Text Appendix D Web Resource Screen Sequence	65

Thesis Project Definition

General Definition of Social Cause Design

Social cause design can be described as an emerging area of graphic design focused on messages that inform and motivate the public to support a particular social cause, or to take a positive action to improve the quality of people's lives.

Goal of the Project

The goal of this project is to compile a working resource to help graphic designers develop effective solutions for social cause design problems. The intent is to provide a starting place for designers rather than to create a comprehensive resource that covers every aspect of social cause design.

Preface

Many designers have a personal interest in social cause design. They believe the noble nature and purpose of the graphic design profession is to make people's lives easier, safer, and more enjoyable.

Benefits of Social Cause Design

Social cause design is a combination of many noble qualities of graphic design. It gives individual designers the opportunity to make a contribution to society, and allows the entire graphic design field to demonstrate its professional dedication, commitment, and skills. Social cause design solutions aim to bring about awareness of important issues, ideally giving people an informed basis for deciding which causes they choose to support. In addition, they provide a forum for organizations, which could not otherwise afford professional design services to convey information about their causes.

Obstacles Against Social Cause Design

Social cause design benefits everyone. However, with all of its benefits, it has not always been a priority for the graphic design discipline. One major reason is that there are few financial incentives for designers to practice social cause design. Designers who are motivated to support or serve the community often take the initiative on their own, and many social cause design projects are completed free of charge. The lack of financial benefits has hindered the development of social cause design as a viable component of the graphic design discipline. This has also translated into a lack of professional interest. In addition, there are few resources, such as guidelines, that help designers with social cause design strategies.

Reasons for Working on Social Cause Design Projects

Although each designer may have his or her own reasons for contributing to various social causes, these reasons can be categorized into two groups: professional and personal.

Professional Reasons

Social cause design can offer a designer the chance to gain professional experience working with real clients, and exposure to large segments of the public. Additionally, social cause design provides opportunities for the public to better understand the graphic design discipline.

Personal Reasons

A designer's own personal, ethical, moral, religious, and political beliefs can motivate one to help an organization communicate its objectives, purposes, and goals.

Precedents

Currently there are very few materials, such as guidelines, that help graphic designers working on social cause design projects. However, more attention is being paid to raising awareness and the need for designers to get involved in helping worthy social causes and making contributions to society.

Precedents were categorized by their relevance to the thesis project. The first group consists of materials that share the similar purpose of developing resources, guidelines, or strategies for social cause design. The later group consists of materials that raise the need for related resources, and more designers' involvement, but do not actually provide specific strategies for designers.

Directly Related

Social Issues Infotainment: Using Emotion and Entertainment to Attract Reader's Attention in Social Issues Leaflets

Information Design Journal pp. 67-81, 11(1), 2002/2003

Judy Gregory

This article focuses on the challenges designers of social issue leaflets face when trying to attract audience attention. Judy Gregory reviewed a collection of existing social issues leaflets to examine the strategies most frequently used. She identifies two strategies that may help to solve these problems: information/argument strategy and emotion/entertainment strategy.

Information/argument strategy is used when the audience is already interested in a social cause. It provides the information in a straight forward manner and does not do much to attract an audience's attention. The emotion/entertainment strategy is useful for capturing an audience's attention when he or she is less interested in a social cause. In addition to presenting the information, this strategy offers an emotional appeal.

Gregory's research method shares some similarities with a research method used for this thesis project. In both cases existing examples of social cause design were examined for design strategies that were often used. But unlike this thesis project, Gregory analyzed one example to demonstrate how these strategies were used. Another difference between the article and this thesis project is that Gregory focused on attention-capturing strategies, and this thesis project focused on design/communication strategies.

Why Bad Ads Happen to Good Causes: and How to Ensure They Won't Happen to Yours

2002

Andy Goodman

This book offers seven advertising principles for non-design professionals, such as staff working for non-profit organizations, to create effective public interest print advertisements. It was assembled using data previously collected by RoperASW, a marketing research and consulting firm.

Capture the reader's attention, such as a stop sign, and direct it like a road map.

Make an emotional connection before attempting to convey information.

Write headlines that offer a reason to read more.

Use pictures to attract and convince.

If you want people to read your text, make it readable.

Test before, measure after.

When everyone zigs, it's time to zag. (Breaking the rules)

Andy Goodman examined public interest print advertisements for non-profit organizations found in various popular magazines, such as *Better Homes and Gardens*, *Entertainment Weekly*, and *Sports Illustrated*. The non-profit organizations include the American Cancer Society, the Boys & Girls Club of American, and the Christian Children's Fund. A survey was used to determine audience reaction to the advertisements. The research looked at three levels of audience reaction: the percentage of readers remember seeing the advertisement, the percentage of readers who remembered the name of the non-profit organization that placed the advertisement, and the percentage of readers who read half or more of the advertisement.

Indirectly Related

- ***Design Issues: How Graphic Design Informs Society***

2002

Communication Arts

The book is based on the popular 'Design Issues' column in *Communication Arts* magazine. To reach out to a broader, more general readership, the magazine released thirty-three of the best articles published in past issues in a book format. In the book, twenty contributors, ranging from designers, illustrators, and advertising strategists to artists, writers, and educators, examined contemporary design in a critical, ethical, historical, social, and often humorous context. They discussed issues such as: designing the shape of brands that are unscrupulously promoted on school grounds, the implications of the global branding warfare, the design's role in the blurry outcome of the presidential ballot, the designers' uneasy relationship with reading and language, and how graphic design can foster or undermine social developments in the world.

- ***Graphic Design: Reproduction and Representation Since 1800***

1997

Paul Jobling and David Crowley

This account of graphic design includes the social, political, and economic forces which shaped the century. It reveals the nature of the industry that produced posters, and pamphlets, and explores ways in which design developed in order to address a mass audience. The book also exposes the inherent tensions between the urge to persuade, the wish to please, and the desire to profit.

- ***Graphic Design for Non-Profit Organizations***

1991

Peter Laundry and Massimo Vignelli

This book was designed as a tool help non-designers learn how to design for nonprofit organizations. It includes basic guidelines on how to use grids, color, rules, typography, page composition, and systems design.

- ***Social Work: Saatchi & Saatchi's Cause-Related Ideas***

2002

Saatchi & Saatchi

The communications firm Saatchi & Saatchi has produced many public awareness campaigns that address child abuse, road safety, sexually-transmitted diseases, war, racism, drugs, torture, contraception, and censorship. This book presents a complete retrospective of the best of Saatchi & Saatchi's cause-related advertising in print and broadcast media. More than 100 advertisements are collected in this volume. Included are campaigns such as 'Flies on Food' (food safety), 'Scrub Your Lungs' (smoking), 'Brains' (racism), 'Raped as a 3-Year-Old' poster (sexual abuse), and 'The Only Fur I'm Not Ashamed to Wear.'

General Information

Publications such as newspapers, magazines, journals, and books provided an overview of the thesis project. Because of the limited time frame in which to conduct the research and the large number of publications available, electronic research tools provided by the RIT Wallace Library were used.

Magazines and Journals

Design Magazines
and Journals

Design magazines were examined first. The content pages of each magazine were reviewed for articles relevant to this thesis project.

Art Magazines
and Journals

To ensure the research would include a wide variety of publications, general research tools that covered a diverse range of art and design magazines were used. Research was conducted using the Art Full Text database by Wilson Web. A set of key words related to social cause design, such as 'social cause design,' 'cause-related design,' and 'public-interest design,' was used, and a record was kept on which words were successful and which articles were found.

Books

In addition to magazine and journal articles, books relating to this thesis topic were also found. These books can be categorized into two groups based on their content: design content and outside content.

Design Content

Books in this group are specifically about graphic design and relate to social cause design. Some books include the history of graphic design, while others cover graphic design as a profession.

Outside Content

This category of books is not specifically about graphic design, but does relate to some social cause design issues. Some of these books are from the communications field, and others are from advertising.

Research Methods

Manually

Selected design periodicals, such as *Information Design Journal*, *Communication Arts*, and *Print* were searched for articles related to social cause design. This method was time consuming because the information was abundant and in-depth and each articles had to be checked closely.

Electronically

An electronic means of research was also used. The Wallace Library offers a number of tools, such as the Art Full Text database. Key words related to social cause design, such as 'social cause design,' 'cause-related design,' and 'public-interest design,' were used to search for relevant articles.

Art + Design

Art Full Text

art full text, art retrospective, omnifile full text mega
subject area: art

social cause design: ID v.48 no.1 January/February 2001 p.71
Eyes wide open

- New Art Examiner v.24 sep 1996 p.47
Ads w/ a conscience

- Art Business News v.30 no.9 sep 2003 p.66, 68, 70
the art of healing

- Print v.57 no.5 sep/oct 2003 p.36, 185-6
Reality Bites

- Creative Review v.23 no.5 may 03 p.67

→ - Visible language v.37 no.2 03 p.221
graphic assimilation

- no ordinary conference

Notes showing a record of articles found using Art Full Text, an electronic research tool provided by the Wallace Library. Recorded were the names of magazines or journals, and their publication dates.

What Was Found

Research Results

Results included articles from magazines, journals, newspapers, and books. Each publication was examined for its relevance to this thesis topic. These results include the precedents to the thesis project described on page 2. Below are a few sample publications that were reviewed. To see a complete list of articles and books, please see the bibliography on page 61.

Sample Publications

· ***Social Issues Infotainment: Using Emotion and Entertainment to Attract Reader's Attention in Social Issues Leaflets***

Information Design Journal pp. 67-81, 11(1), 2002/2003

Judy Gregory

· ***Why Bad Ads Happen to Good Causes: and How to Ensure They Won't Happen to Yours***

2002

Andy Goodman

· ***Design Issues: How Graphic Design Informs Society***

2002

Communication Arts

· ***Graphic Design: Reproduction and Representation Since 1800***

1997

Paul Jobling and David Crowley

· ***Graphic Design for Non-Profit Organizations***

1991

Peter Laundry and Massimo Vignelli

· ***Social Work: Saatchi & Saatchi's Cause-Related Ideas***

2002

Saatchi & Saatchi

Process Information

Process information came from two main areas: information presented in graduate courses at RIT, and information found in books gathered during the research process.

Graduate Courses

A range of important process information, including hypotheses, theories, models, methods, and strategies, came from courses offered at RIT. These courses mainly reside in the Graduate Graphic Design MFA and Communications and Media Technologies MS programs.

Graduate Graphic Design Courses

Nine creative methods for research, organization, and brainstorming were introduced in the *Theory and Methods Seminar*. Several of these methods, such as Wurman's Organizing Hatracks method and comparative matrix, were used for this thesis project; some may also be included in the final resource for social cause design.

- Random Juxtaposition
- 5 Fast-Looking
- 2 Synectics/Analogies, Metaphors, Similes
- 6 Comparative Matrix
- 3 Mindmapping
- 7 Forced Juxtaposition
- 4 Wurman's Organizing Hatracks

Communication Courses

Two of the most helpful communication courses were *Visual Communication* and *Communication Theory and Audiences*. *Visual Communication* presented methods to interpret and analyze visual images. *Communication Theory and Audiences* introduced communication theories and models.

Books

Some of the books used in this thesis were introduced in graduate courses, and others were found during the research process. They can be categorized by design content and outside content.

Design Content

- ***The Craft of Research***
Second Edition, 2003
Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams
This book explains research to students. It explains how to approach a research project as an analytical process. Every stage of research is described, from finding a topic and generating research questions, to marshalling evidence, constructing arguments, and writing a final report that is a model of authority. It has four parts: introduction to the nature, values, and protocols of research; finding a topic through a range of sources, such as personal interests and passions; help on the logic, structure, and common pitfalls of argumentation; and how to present information gathered and how to write a research document.
- ***The Universal Traveler: A Soft-Systems Guide to Creativity, Problem-Solving and the Process of Reaching Goals***
The Updated Classic Edition, 2003
Don Koberg, Jim Bagnall
This book provides information on creative problem-solving and clear thinking. It offers a logical and systematic process for problem-solving. This system was derived from cybernetics, a study of human control systems. The book uses language that everyone can understand.

✧ ***Creative Whack Pack***

1992

Roger Von Oech

This pack is a deck of 64 illustrated cards that resembles a deck of playing cards. It provides creative thinking strategies that help a person to think outside the norm and enable him or her to examine things in new ways. The cards come with instructions and the user has the option of using just a few or all of the cards, based on needs.

Outside Content

✧ ***Communication Theories: Origins, Methods, and Uses in the Mass Media***

Fifth Edition, 2001

Werner J. Severing and James W. Tankard, Jr.

This book introduces theories, hypotheses, models, foundations, and research methods of mass communication. It also describes new technological changes in media, such as the Internet, that have affected mass communication. Specific contents of this book include: the changing media landscape, scientific methods and models of mass communication, perception and language issues in the mass media, the social-psychological approach, mass media effects and uses, media channels, and a general overview.

Visual Intelligence: Perception, Image, and Manipulation in Visual Communication

1997

Anne Marie Seward Barry

This book examines the role of the media played in developing images that impact people's lives. Visual images could be interpreted as a language with meanings that the media has used to create desired emotional effects in the audience. It explores visual subtleties in areas such as digital manipulation, and contextual framing and the social consequences of images. It also examines the persuasiveness of images in advertising, politics, and entertainment.

Social Cause Design Examples

Finding existing examples of social cause design was one of the most crucial aspects of this thesis project. One of the best ways to receive firsthand information about social cause design was analyzing actual applications. Analysis of examples offered practical information about what successes designers have had and what can be learned from them.

Graphic design annuals were one of the best places to begin the search.

Brainstorming started with a list of major graphic design annuals. To keep the research current, only recent annuals published between 2000 and 2004 were examined.

- ~ *365: AIGA Year in Design*
- ~ *Graphis Design Annual*
- ~ *The One Show*
- ~ *Art Directors Annual*
- ~ *Advertising Annual*
- ~ *Typography: The Annual of the Type Directors Club*
- ~ *Communication Arts*

The number of social cause design examples contained in graphic design annuals varied dramatically. Some annuals contained very few examples under existing categories, such as 'advertising' and 'poster.' Other annuals, such as *Communication Arts* and *The One Show*, contained a greater number of examples in various categories, such as 'public service.' *Communication Arts* was the primary source for visual examples used in this thesis project. Samples of these examples are provided on the next page. To see all the examples, please go to Appendix A on page 65.

The One Show 22 (38 examples)

- ~ *Communication Arts* (72 examples)
 - Advertising Annual 42, 2001 (11 examples)
 - Advertising Annual 43, 2002 (18 examples)
 - Advertising Annual 44 2003 (14 examples)
 - Design Annual 42, 2001 (8 examples)
 - Design Annual 43, 2002 (10 examples)
 - Design Annual 44, 2003 (11 examples)



Disabled (mentally disabled person)

Synthesis

This stage focused on organizing the examples that were found. It was decided that the best way to accomplish this would be to put the examples into categories. These categories would be valuable not only for organizing the examples, but also in giving someone an overview of the subject. The final social cause categories would be included in the application.

Categorizing Social Cause Design Examples

Step One: Gathering Examples

More than 150 examples of social cause design were collected. Records of each example, including the name, project, and issue number of the annual, and the name of the client and design firm were recorded.

- 1386 The Museum of African American History & Culture
- 1387 Youth Control in South Africa
- 1388 Ministry of Health Anti-Smoking Poster Competition
- 1389 Min of Health, prevent Polio
- 1390 World Society for the Protection of Animals / Political Circuses

These notes record the social cause design examples that were found in *The One Show 22*. This includes the page number where examples were found, the name of the campaigns, and the organizations for which the solutions were designed.

Step Two: Categorizing Examples

The first objective was to separate the examples into categories. A list of all social causes was made from the handwritten notes. Examples of similar causes were grouped together. For example, anti-smoking messages were placed with messages for AIDS awareness under the category of 'health issues.'

forest destruction / protection (news paper / magazine ad campaign)
 race / equality (outdoor / poster)
 smoking (outdoor / poster, brochures, direct mail)
 AIDS / retort (newspaper, magazine, single)
 WWII / Aerospace museum (newspaper, magazine, single)
 suicide help / support (newspaper, magazine, single)
 museum of natural science (...)
 land mines (...)
 bicycle path / use (...)
 AIDS Day (...)
 Alcoholics Anonymous (help / support) (...)
 elderly / children (united way) (...)
 clean after your dogs (...)
 army medical service (news paper / magazine campaign)
 child protection law change (out / poster)
 university: building expansion (...)
 art for children / art museum (...)
 employment for disabled (...)
 wolf protection (...)
 slavery / Museum of African American History (")
 gun control (South Africa) (...)
 smoking health ministry (...)
 animal protection (circus) (...)

These notes show a list of social cause design examples that were found in *The One Show*²². The list was used for brainstorming and separating examples into different categories based on the specific social causes.

Step Three: Making Individual Example Cards

The large number of examples made organizing them into categories difficult. While the list of all social causes was essentially comprehensive, it did not include visual images of the examples. Verbal descriptions of the examples were less immediate than actual images of the examples. The list was also long and inflexible; one could not rearrange the order or groupings of the examples without rewriting the entire list.

To solve these problems, a new system was developed using cards. Each example was printed on a 2.5 x 4 inch card. Information on the cards included the name of the annual, issue number, page number, design firm, and client.



Publication CA Ad Annual 42 Dec 01
Page / Category p. 114 price sticker
Design Firm Saatchi & Saatchi
Client Smoke-Free Singapore



Publication CA Ad Annual 43 Dec 03
Page / Category p. 75 poster
Design Firm GSD&M
Client Peace Council
(from wall hanging for the days when African children were carrying guns)



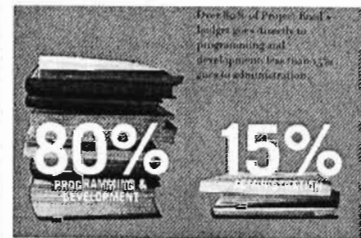
Publication CA Design Annual 43 Nov 02
Page / Category p. 137 poster
Design Firm Pentagram
Client Amnesty International
(poster for a UN conference on the illicit trade in small arms)



Publication CA Ad Annual 42 Dec 01
Page / Category p. 107 magazine ad
Design Firm DeVito/Verdi
Client American Civil Liberty Union



Publication CA Ad Annual 42 Dec 01
Page / Category p. 113 poster
Design Firm Rodgers Townsend
Client The Black World History Museum

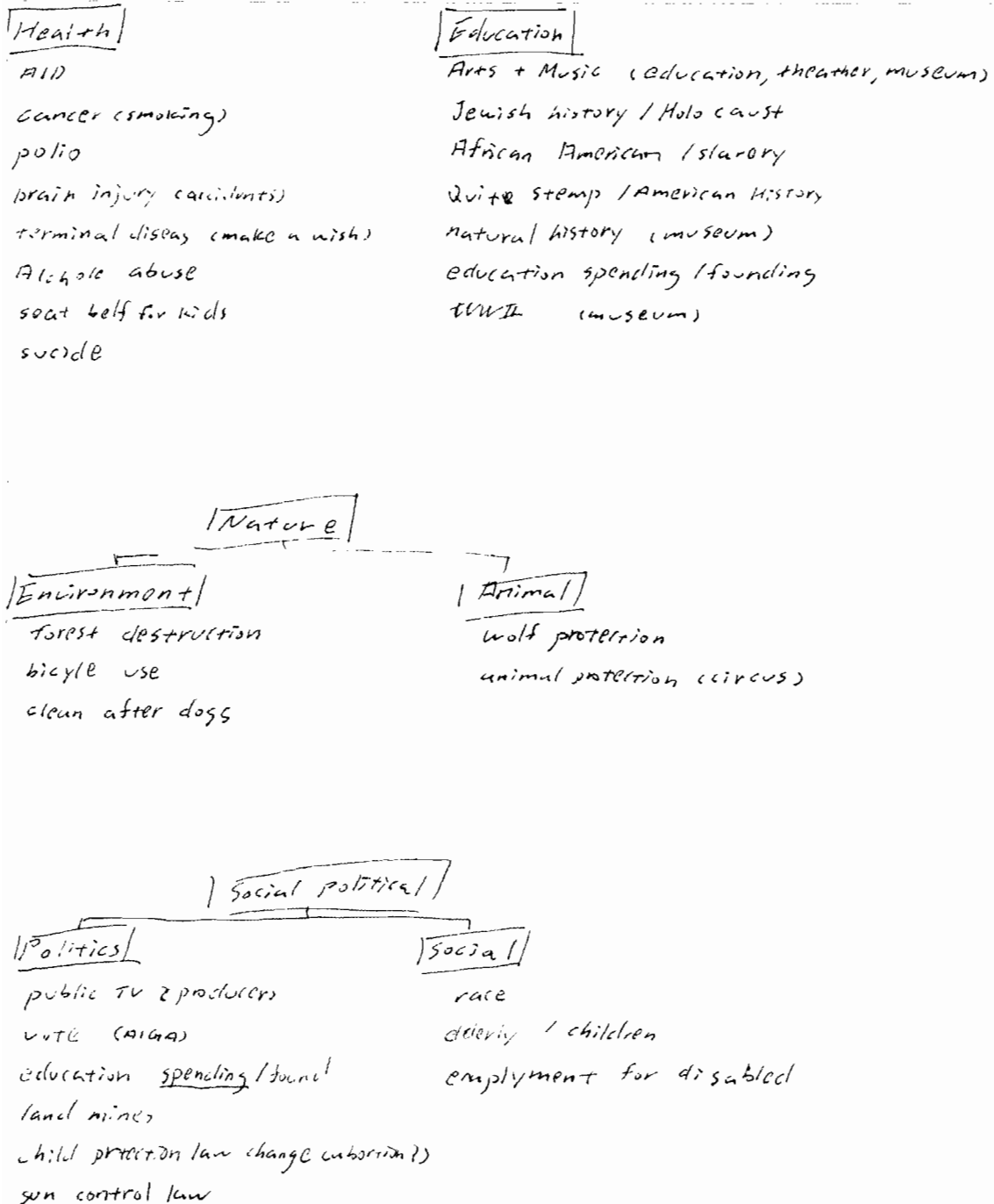


Publication CA Ad Annual 43 Dec 02
Page / Category p. 89
Design Firm Dentsu Young & Rubicam Singapore
Client Singapore Cancer Society

Step Four: Making the Matrix

The card system allowed for a much faster and more flexible brainstorming process. Each example could be grouped with other examples of similar social causes.

The first attempt to put together a matrix was made. Four major categories of social cause design became apparent: health, education, nature, and social/political.



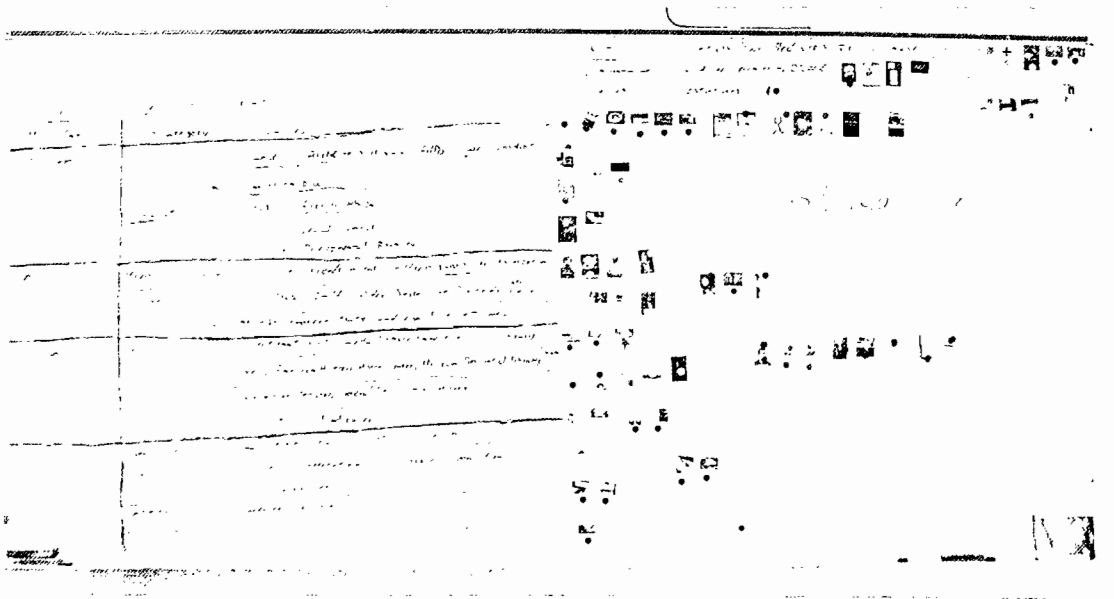
These notes show four basic categories of social cause design based on the examples gathered. These categories included health, education, nature, and social/political. This was one of the first attempts to develop major categories of social cause design. These are not the final categories.

Step Five: Refining the Matrix

The next step in refining the matrix coincided with the second full thesis committee meeting. The matrix was drawn on a whiteboard with marker to make the matrix easier for the committee to see, and to make it flexible enough so that it could be altered if suggestions required adjustments to be made during the meeting.

The matrix consisted of four major categories: health, children's issues, education, and politics. Each category was then divided into subcategories. Actual design examples were provided for each category. Cards developed for each example were used for the matrix; each card was placed into the matrix with small magnets that allowed the cards to be moved as needed.

One of the most important suggestions brought forth during the meeting was that some of the subcategories could be further clarified. For example, the subcategories under 'education' were unclear compared to the subcategories under 'health.' The subcategories under 'health' were divided into 'physical' and 'psychological.' 'Education' was divided into four subcategories: 'literacy' and 'history,' which were unclear because, unlike the subcategories under 'health,' there was no apparent relationship between 'literacy' and 'history.'



This picture shows the matrix of the major categories of social cause design presented during an early thesis committee meeting. The matrix was drawn on a whiteboard with markers. Next to each category were example cards placed on the board with magnets. The system was designed to be flexible so that it could be altered if suggestions required adjustments to be made during the meeting. For details of the matrix, please see detail A and B on the next page.

Detail A

Major Category	Subcategory	Examples
Health	Physical	Cancer, Alzheimer's Disease, AIDS, etc. (Smoking related)
	Psychological	Claustrophobia
	Addiction	Smoking, Alcohol Abuse
	Disability	physical special Olympics psychological Developmental Disability
Children's Issues	Mentoring Program	Boy Scouts, Friends of the Children, Eva (Linn)
	Children's Right	Child Abuse, Child Soldier, Sierra Leone
Teen	Education marketing (ideally)	truth, American Legacy Foundation, Safe
Education	literacy	project read, ABC Canada Literacy Founda
		Victorian History Center, Muse

Detail B



Details of the matrix and how the example cards were used

Step Six: Reorganizing the Matrix

Improvements to the matrix concentrated on clarifying the major categories and subcategories of social cause design. A number of organizational approaches were influenced by Wurman's Organizing Hatracks method.

Wurman's Methods by Category	Methods Used for This Thesis Major Categories of Social Cause Design	Examples
		Medical, Minorities, Political, Social, Environmental, and Educational
by Magnitude	Size of a Population Effectuated by an Issue	Individual, Small Group, and Large Group
by Location	Geographical Location of an Issue	Local Issues, National Issues, and Global Issues
by Time	How Long are the affects of an Issue	Short-Term, and Long-Term
Alphabetically	not used	

Health

chronic disease
terminal disease
preventable disease
curable
incurable

high awareness
(to know)
ignorance

intervention
source
understanding/
empathy
support social/political

time preventable situation
give money
give time + energy
(volunteering)
to support social/political
to donate organs

measurable vs. immeasurable
limitless
inexhaustible
incomparable
sympathy
social/political sympathy
friendship
time
same
red
exhaustible

persuasive - come to shared understanding
inconsistency - coming of different sympathy
persuasion, persuade, persuade
inconsistency

intensity - the heart is innervated by
intensity

levels of intimacy, integration,
time + money → money → sympathy → design
physical & non

These notes show the brainstorming for reorganizing the matrix. This process focused on clarifying the major and subcategories of social cause design.

These notes show further brainstorming for reorganizing the matrix.

Analyzing Social Cause Design Examples

Synthesis also focused on analyzing examples of social cause design that were obtained during the research stage. Analysis of these examples made up the largest part of the thesis project. The results of the analysis were used to compile a working resource for social cause design problem-solving.

Why Is the Analysis Important to This Thesis Project?

Analysis of
Communication
Strategies Helps Other
Designers Working On
Similar Projects

Examples were taken from graphic design annuals. This meant they were already deemed successful on certain levels in terms of design, concept, and problem-solving. Analysis of these examples revealed what strategies designers used to communicate the messages for various social causes. Knowing these strategies will help designers working on future projects to find solutions for social cause design problems.

Which Examples were Analyzed and How were They Chosen?

Examples Analyzed
Represent All
Six Categories of
Social Cause Design

The time constraint of this thesis project did not allow all examples to be analyzed; a selected number of examples were chosen instead. To make sure the analysis covered a wide range of subjects and the final resource represented all categories of social cause design, examples were chosen based on the six major categories of social cause design developed in the synthesis stage of the thesis project. These categories are health, minority groups, political, nature, social issues, and education. Examples that were analyzed are presented on the next page in their categories.

Examples Were
Chosen Based On Their
Persuasion Levels and
Size of Audience

Examples were also chosen because of their messages' high level of persuasion and the large size of their audiences. Examples designed for use within an organization, such as annual reports, were not used because they were less persuasive and were intended for a small audience. Analysis focused on examples that were designed for mass audiences, such as messages found in magazines and newspapers that are most persuasive in terms of their communication. Analysis of these examples is valuable because these kinds of messages face more challenges and the success of their communication strategies offer the most help for other designers working on similar projects. A few examples with special or unusual production aspects, such as fading ink or ink that glows in the dark, were also used because the features helped the messages command the audience's attention and improved the likelihood of someone spending time to understanding the messages.

How was the Analysis Conducted?

Overlapping Categories

Based on the criteria above, a total of twenty-seven examples were analyzed. Although they represent the six major categories of social cause design, there was some overlapping of topics. Some examples could be listed under more than one category. For example, the message about safe sex targeted to teens could be listed under any one of the following: health, teens, women, minority groups, and education.

Analysis Focused
on the Intended and
Perceived Meanings
of A Message

The main focus of the analysis was the design strategies used to communicate intended messages. To accomplish this, a set of criteria had to be implemented, to make the analysis consistent. The criteria focused on two aspects of the strategies: their intended meanings and the goals of the message, and the audience's perception of the message. This criteria was developed using the semiotic model that includes semantic, syntactic, and pragmatic considerations. More information about the semiotic model is provided on page 23.

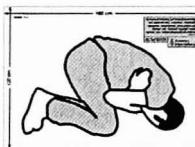
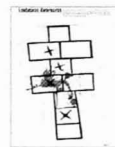
Health



Minority Groups



Political



Nature



Social Issues



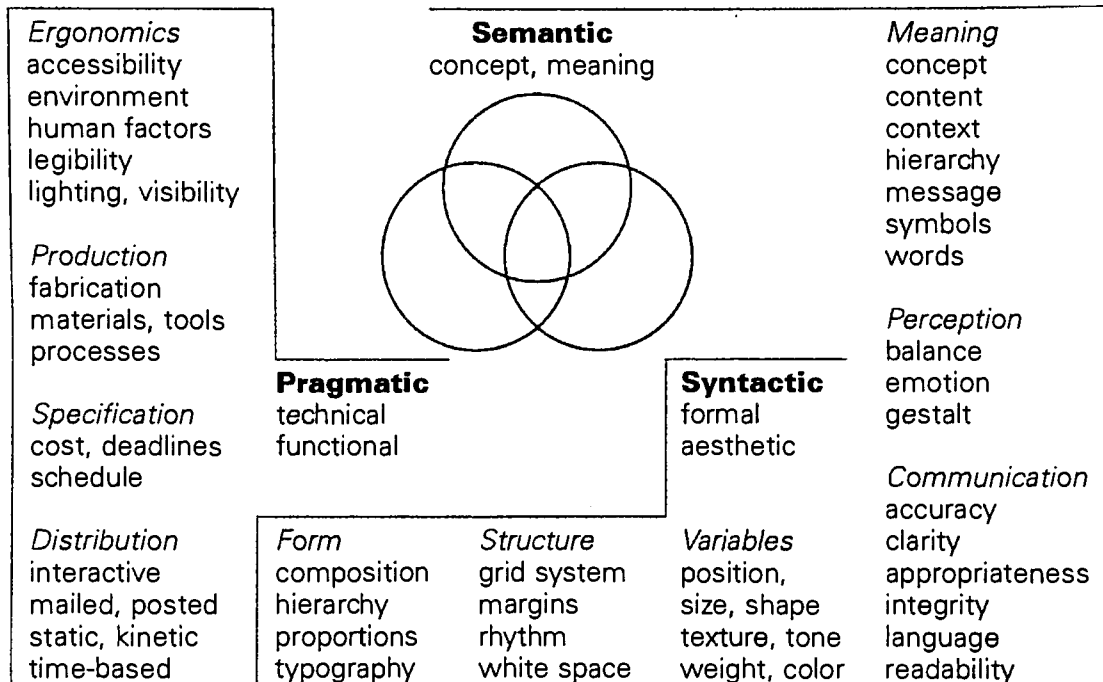
Education



These are the 27 examples that were analyzed. They represent all six major categories of social cause design as defined by this thesis study.

Why Use the Semiotic Model?

The basic criteria for the analysis is based on the semiotic model. It has three dimensions: semantic, (examines the meaning of a design), syntactic, (examines the aesthetic form of a design), and pragmatic, (examines the technical implementation, use, and function of a design). It was used because it is one of the most effective models for evaluating the relative success of a design in relation to basic design goals. Its use allows critical analysis focused on the effectiveness of the communication strategies of the examples of social cause design and their messages.



How Was the Semiotic Model Used?

The original intent of the analysis was to identify design strategies used to communicate a message to an audience. The analysis of these strategies would include the intended meaning of a message and how the audience is likely to perceive that message. The semantic component of the semiotic model is concerned with the meaning of a design. The semantic criteria are helpful for analyzing the intended and perceived means of a message. Semantic includes meaning, perception, and communication. (Selected criteria are highlighted with bullets.)

Meaning	Perception	Communication
• Concept	Balance	• Accuracy
• Content	• Emotion	• Appropriateness
• Context	Gestalt	• Clarity
• Hierarchy		• Integrity
• Message		Language
Symbols		Readability
Words		

Basic Components of the Analysis

Selected criteria, such as accuracy, appropriateness, and clarity, formed the basic components of the analysis. The analysis was divided into two major components: the designers' intended meaning of a message, and the audiences' perception of the message. There were also several minor components of the analysis listed below.

Major Components

Designers' Intended Meaning of a Message (meaning)

Goals of the Message

Strategies Used to Communicate the Message and Its Intended Meaning

Audiences' Perception of the Message (perception/communication)

Audiences' Perception of the Message and Its Meaning

Successes of the Communication

Minor Components


Minor Parts of the Analysis

Kind of Message

Persuasion Level

Context

Credit Information



Message

Type: Cigarette pack

Has experience of what: Salon

Persuasion Level: Informative

Goal: To inform smokers about the health risks of smoking

Context: The cigarette pack is a common sight in many homes and offices. It is a place where smokers can find information about the health risks of smoking. The cigarette pack is a place where smokers can find information about the health risks of smoking.

Many of them use the cigarette pack as a source of information about the health risks of smoking. Some of them use the cigarette pack as a source of information about the health risks of smoking. Some of them use the cigarette pack as a source of information about the health risks of smoking.

Advantages:

- The application of the ad's strategy is hard to apply in a real life situation.
- Limited application range.
- The tactic may not be legal.
- The ad's strategy may not have much effect on potential smokers who have tried to smoke using cigarettes from friends. And by the time they see the ad they may have already be hooked on smoking.
- More adaptable for use with current smokers.

Communication	Perception
<p>Intended Meaning</p> <p>Message Type: Persuasive, Informative, Cautionary</p> <p>Message Objective: Informing the health risks of smoking</p> <p>Strategy:</p> <p>Objective Informing the health risks of smoking</p> <p>Technique Replacing the real price tag on cigarettes in stores with a fake price tag - that also includes the cost of a bypass surgery which is one of the health problems caused by smoking</p> <p>Advantages Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them about the health risks of smoking alone. Many smokers seem to care more about their wallet than their health.</p> <p>Putting warning labels on cigarette packages means only smokers or potential smokers would be subjected to the ad and minimizes exposures to non-smokers who may not want to see the ad.</p>	<p>Communication → Perception</p> <p>Clarity: 0.5/5</p> <p>Accuracy: 0</p> <p>Appropriateness: 0</p> <p>Integrity: 0</p> <p>Emotion</p> <p>Direct: affected</p> <p>Indirect: affected</p> <p>Resonance</p> <p>Intensity of Connection</p>

These are the left and right page of an earlier version of the analysis. They show the brainstorming for the content and lay out of the analysis. Details of each page are provided on page 25 and 26.



Message

Type

- Informing a risk
- Taking preventive action

Persuasion Level

Action

Goal

Get smokers to quit smoking

Context

Despite the increasing awareness of proven links between smoking and health problems such as lung cancer, smoking continues to be a major problem. Not only a large number of people continue to smoke, but there are many new smokers each year.

Many of them continue to ignore warnings of health risks. Some of their reasons are that certain kinds of health problems take years to develop, and not every smoker develops these health problems.

Publication

CA Advertising annual 42, December 2001, page 114

Category

Price Sticker

Design Firm

Saatchi & Saatchi

Client

Smoke-Free Singapore

Meaning

Intended Meaning

Message Type

Persuasive
Informative
Cautionary

Message Objective

Strategy

Objective

- Informing the health risks of smoking
- Emphasizing the the financial cost of smoking related health problems.

Technique

Replacing the real price tag on cigarettes in stores with a fake price tag that also includes the cost of a bypass surgery which is one of the health problems caused by smoking.

Advantage

Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them about the health risks of smoking along. Many smokers seem to care more about their wallet than their health.

Putting warning labels on cigarette packages means only smokers or potential smokers would be subjected to the ad and minimizes exposures to nonsmokers who may not want to see the ad.

Disadvantage

- The application of the ad's strategy is hard to apply in a real life situation.
- Limited application range
- The tactic may not be legal
- The ad's strategy may not have much effect on potential smokers who have tried to smoke using cigarettes from friends. And by the time they see the ad they may have already be hooked on smoking.
- More adaptable for use with current smokers

This is the left page of an early version of the analysis. It shows how the criteria taken from the semantic dimension of the semiotic model was used. The left page is concerned with the intended meaning of a message and the strategies designers used to communicate that message to an audience.

Communication	Perception
Cautionary \updownarrow spectrum Informative Level \Rightarrow or a Persuasion Level \downarrow scale ### ### --- ---	Communication \rightarrow Perception Clarity 1 @ 3*5 Accuracy 0 Approm 0 Integrity 0
	Emotion
Clarity The concept of the ad is clear. <input checked="" type="checkbox"/> clear <input checked="" type="checkbox"/> not clear	Direct Affected Indirectly Affected
Accuracy	
Appropriateness	Immediacy of Connection
Integrity	Resonance

This is the right page of an early version of the analysis. The right page is concerned with how the audience is likely to perceive a message. It shows explorations for the structure of an analysis page, and what aspects of the message should be analyzed.



Meaning

Objective

- Informing people about the dangers of secondhand smoke
- Get people to quit smoking

Strategies

Humor and irony are used to get the message that secondhand smoking kills across to the audience. The image of a prisoner who is about to be executed by a firing squad actually killed his executioners first with secondhand smoke seem funny and ironic at first. But it is trying to communicate a more serious message of the danger of secondhand smoking. The main target audience is not the smoker, but rather the people that have to be around smokers such as families and friends.

Advantages

The humor will have a wider appeal, and attract more people to look at it. People may be more willing to spend extra time to look at the image and read the copy.

Disadvantages

The humor may also mislead people about the serious danger of smoking. The concept of the ad will require more thought and interpretation from the audience. This may lead to misinterpretation on the part of the audience. And the message may not be as immediate.

• meaningful category headings

• avoid ambiguity

• logical sequence

• choose terms that are not ambiguous in meaning

• avoid unnecessary duplication

• get an outside group to evaluate communication/perception bi-polar scales

This is the left page of a later version of the analysis. It shows ideation on the layout and content of the analysis. This version of the analysis was further simplified. It also includes feedback from the chief advisor. It was suggested that the terms for the headings, such as objectives, strategies, advantages, and disadvantages, should be clear and meaningful.

Ideation

This section describes the ideation process for the application of this thesis project. The application format chosen as most appropriate for a working resource for social cause design problem-solving is a website. It is a web resource designers can use as a reference for ideas that may help them with their own social cause design projects. Specific contents of each section of the website are provided in Appendix C on page 127. A flow chart of the website is provided on the next page.

Contents of the Resource for Social Cause Design Problem Solving

General Definition of Social Cause Design

Goals of the Project

Preface

Reasons for Doing Social Cause Design

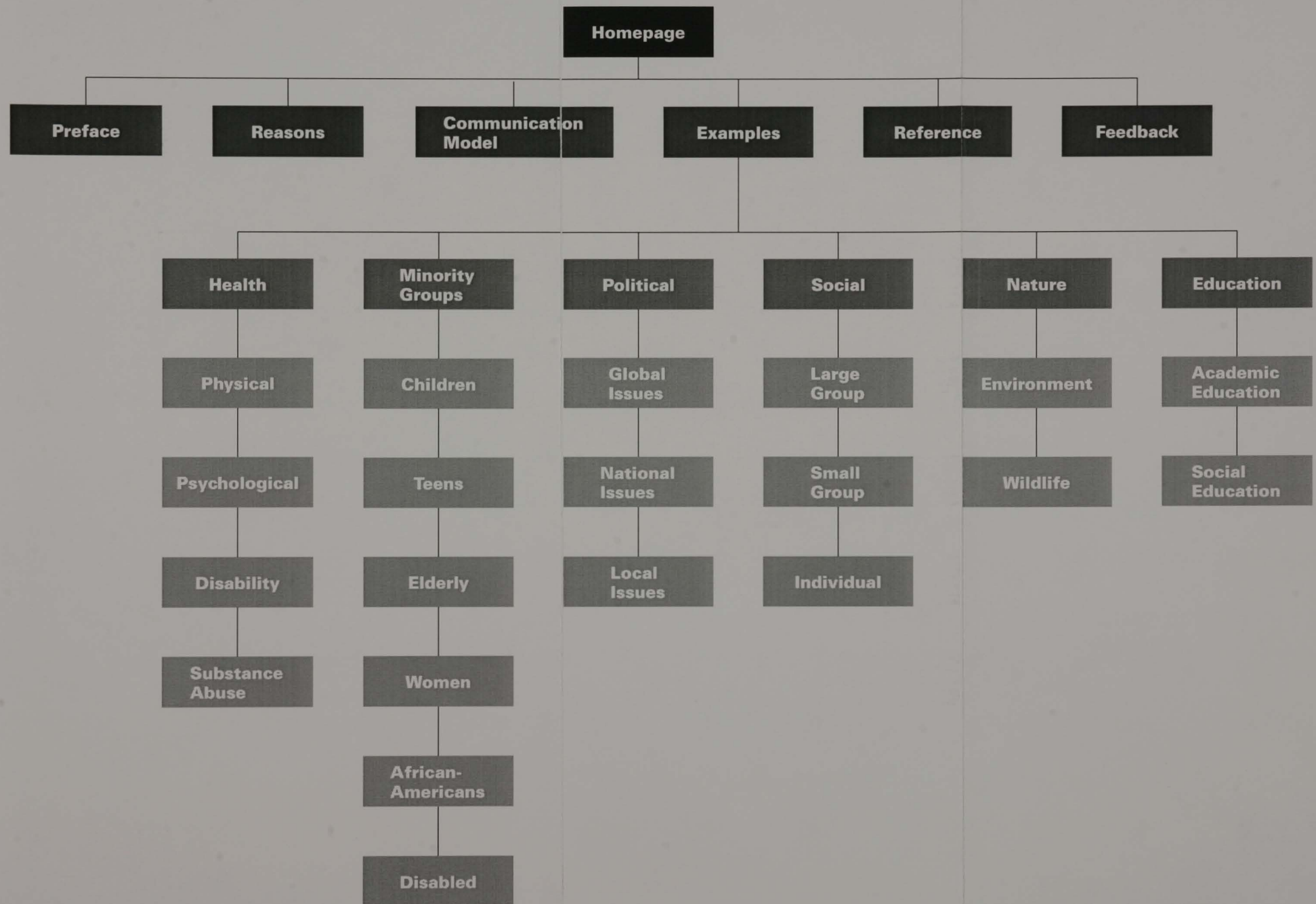
Social Cause Design: Model of Communication

Major Categories of Social Cause Design

Problem Solving Strategies

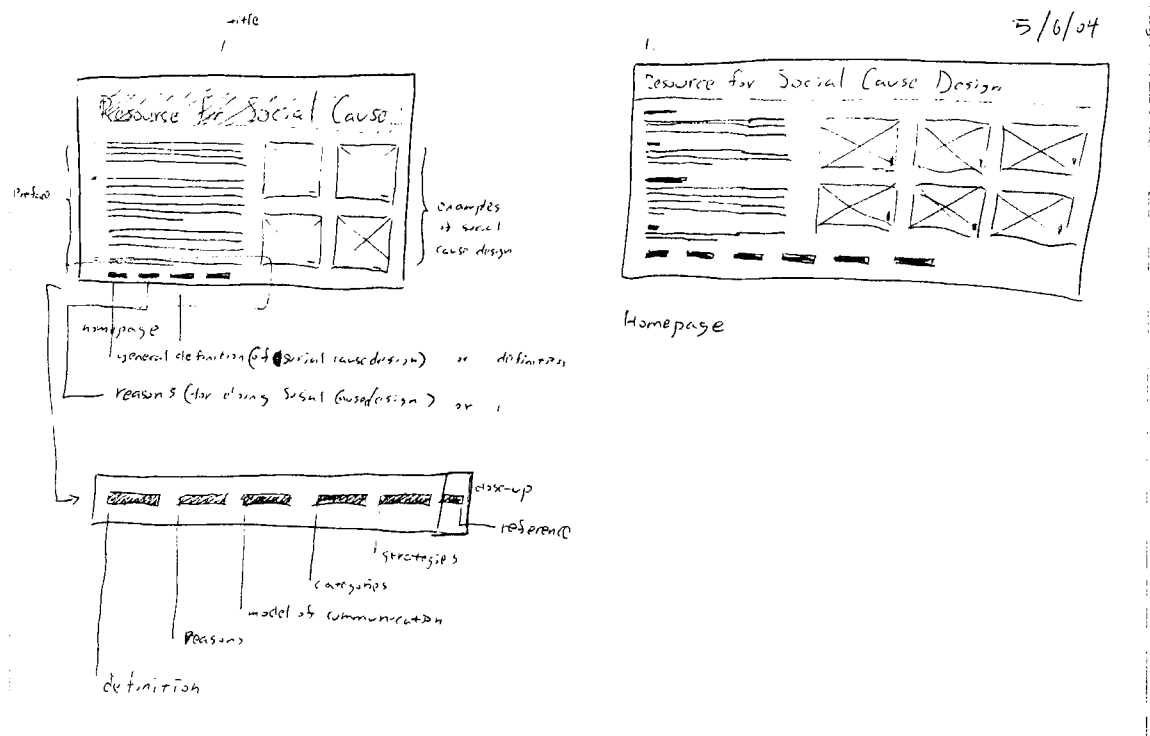
Reference

Homepage	This section includes a general definition of social cause design and the goals of the thesis project. They are provided to give users a basic understanding of social cause design and the purpose of the web resource.
Preface	This section talks about the designer's personal reasons behind developing this resource. It includes the ultimate purpose of graphic design, benefits of social cause design, and obstacles social cause design faces.
Reasons	This section discusses some of the reasons why designers choose to become involved with social cause design, including professional and personal reasons.
Communication Model	A basic communication model provides users with a basic knowledge of the communication process, which helps users better understand the analysis of examples of social cause design.
Examples	Examples provided are the twenty-seven examples analyzed earlier in Synthesis on page 21. There are six subsections which relate to the six major categories of social cause design. These sections are health, minority groups, political, social, nature, and education. Within each subsection, specific examples are provided. Users have the option of seeing which strategies were used to communicate a message, the advantages and disadvantages of these strategies, a detailed analysis of the examples, and the communication theories behind some of the strategies.
Reference	This section includes a bibliography and other helpful reference materials discovered during the course of the thesis project, which are also helpful for social cause design.
Feedback	Feedback includes questions for users who visit the site. They are designed to determine how users feel about the website and its usefulness as a resource for social cause design problem-solving.



Layout of the Web Resource

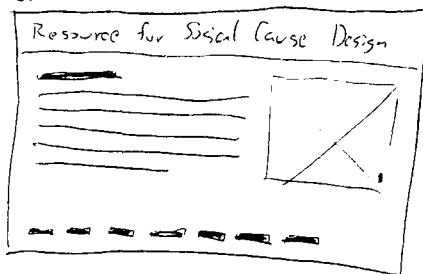
The goals for designing the website are to clearly present information and provide a user-friendly interface. Imagery, such as the examples of social cause design, was used not only as part of the analysis, but for visual interest. The website follows the basic standard for format size. The buttons are presented horizontally for easy use, and to show the preferred sequence for information to be viewed. Users have the option to go to a chosen section first. The site is designed so that a user would be able to go the page of his or her choice within two or three clicks.



These ideation sketches show the brainstorming for the homepage. The title of the web resource is located on the top of the page. The body text and images of the examples are in the middle of the page. Navigation buttons are placed near the bottom of the page.

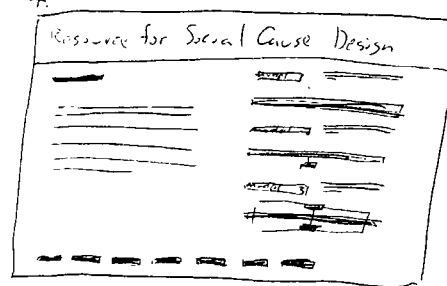
5 /

2.



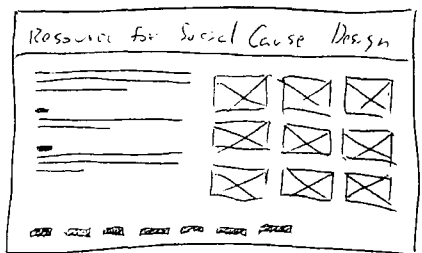
Definition

4.



Models of communication

3.



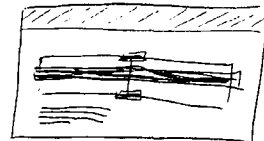
Reasons

4a.



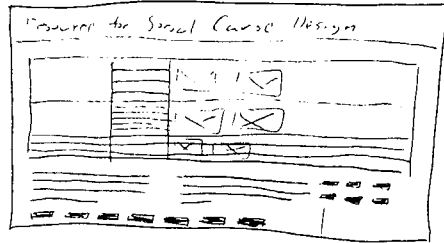
model 1 + 2

4b.



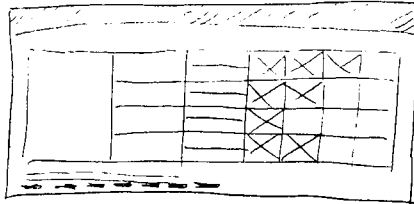
model 3

These ideation sketches show brainstorming for sections of the web resource. They follow the same layout of the homepage. These sketches explored different ways imagery and diagrams could be incorporated into the page.

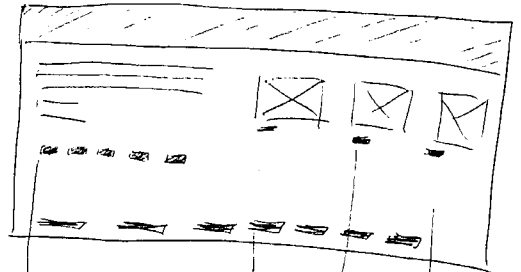


Category

↓
buttons to the
categories



example of a category

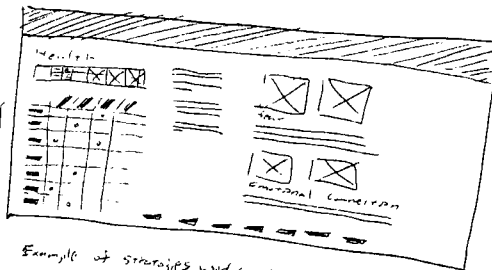


five categories
of social cause
design

Strategy 1

Strategy 2

Strategy 3



Example of strategies used under highlight

→ results

	land mine	AlDS	Smoking	Tourism
land mine				
AlDS		✓		
Smoking	✓		✓	
Tourism			✓	

These are additional ideation sketches of brainstorming for the web resource.

These sketches explored how the sections for each categories would look, and how other components, such as matrices, could be incorporated.

Intermediate Evaluation

Why Was the
Survey Conducted?

Evaluation came from two sources: outside feedback through surveys and feedback from the thesis advisors. The feedback collected was used to improve the application.

Survey Feedback

Data collected from the survey was compared to the results of the analysis done by the author. In the original analysis, a scale system was used to rate the effectiveness of a message's communication. The bi-polar scale system ranging from 0 to 5, 0 being neutral and 5 being most strong, was used because it presents the results clearly and quickly. The numeral system used by the bi-polar scale allowed the results of one analysis to be easily compared with the results of other analyses. The scale system has advantages in terms of presenting and comparing results, but has drawbacks as well. The scale system does not explain why and how a number score was given to a message. One may interpret the score as a result of personal opinion and not by critical analysis. This drawback was pointed out by the thesis committee members.

Communication											Perception										
Clarity											Connection Type										
clear					unclear						direct					indirect					
5	4	3	2	1	0	1	2	3	4	5	5	4	3	2	1	0	1	2	3	4	5
Accuracy											Immediacy										
accurate					inaccurate						quick					slow					
5	4	3	2	1	0	1	2	3	4	5	5	4	3	2	1	0	1	2	3	4	5
Appropriateness											Connection Strength										
appropriate					inappropriate						strong					weak					
5	4	3	2	1	0	1	2	3	4	5	5	4	3	2	1	0	1	2	3	4	5
Integrity											Resonance										
ethical					unethical						long-term					short-term					
5	4	3	2	1	0	1	2	3	4	5	5	4	3	2	1	0	1	2	3	4	5

This is a close-up sample of the bi-polar scale system.

How Was the Survey Conducted?	<p>To test the usability of the scale system, data was collected using surveys. Surveys used the same scale system used for the analysis of examples. This was done to see if the results or rating from a general audience group yielded the same results as the analysis conducted by the designer for this thesis project.</p>
What Examples Were Used and Why?	<p>The survey used examples of anti-smoking messages from the health category. Each survey contained six examples with one example placed on each page. The same social cause was used because the results would offer the most value in terms of comparing different strategies used to communicate the same message, and to see which strategies the audience responded to.</p>
Results of the Survey	<p>15 surveys were distributed to non-design students at RIT and 11 of them were returned. Among the six examples, three of them stood out as being most successful in communicating their messages. They are highlighted on the chart on page 38. All of them use simple and well-known symbols or imagery.</p> <p>Overall, audiences responded to the strategies used to communicate the message, although there was some confusion about the survey. Some of the respondents did not fully understand the terms, such as clarity and accuracy, used in the survey. More information was needed to clarify the scale system, such as short sentences explaining the individual terms. This would help make the survey and the analysis clearer. In addition, a short overview paragraph accompanying the scale system will help further explain reasons behind the number scores.</p>

Social Cause Design Example Survey



Communication

Perception

Clarity

clear

unclear

5 4 3 2 1 0 1 2 3 4 5

Connection Type

direct

indirect

5 4 3 2 1 0 1 2 3 4 5

Accuracy

accurate

inaccurate

5 4 3 2 1 0 1 2 3 4 5

Immediacy

quick

slow

5 4 3 2 1 0 1 2 3 4 5

Appropriateness

appropriate

inappropriate

5 4 3 2 1 0 1 2 3 4 5

Connection Strength

strong

weak

5 4 3 2 1 0 1 2 3 4 5

Integrity

ethical

unethical

5 4 3 2 1 0 1 2 3 4 5

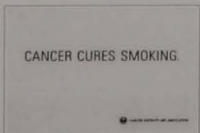
Resonance

long-term

short-term

5 4 3 2 1 0 1 2 3 4 5

This is a copy of the survey that was used. The actual survey contained 6 pages, one page for each example.



Clarity Is the message communicated clear?	Accuracy Is the message communicated accurate?	Appropriateness Is the message communicated appropriate?	Integrity Is the message communicated ethical?	Type Are you directly connected to the message?	Immediacy Are you immediately connected to the message?	Strength Are you strongly connected to the message?	Resonance Is the message communicated memorable?
Clear 64%	Accurate 36%	Appropriate 73%	Ethical 64%	Direct 45%	Quick 55%	Strong 55%	Long-term 73%
Unclear 36%	Inaccurate 36%	Inappropriate 9%	Unethical 18%	Indirect 55%	Slow 36%	Weak 36%	Short-term 27%
Neutral 0%	Neutral 27%	Neutral 18%	Neutral 18%	Neutral 0%	Neutral 0%	Neutral 9%	Neutral 0%
Clear 73%	Accurate 55%	Appropriate 64%	Ethical 82%	Direct 64%	Quick 64%	Strong 64%	Long-term 64%
Unclear 27%	Inaccurate 27%	Inappropriate 36%	Unethical 9%	Indirect 36%	Slow 27%	Weak 18%	Short-term 0%
Neutral 0%	Neutral 18%	Neutral 0%	Neutral 9%	Neutral 0%	Neutral 9%	Neutral 18%	Neutral 27%
Clear 100%	Accurate 100%	Appropriate 100%	Ethical 82%	Direct 91%	Quick 100%	Strong 82%	Long-term 100%
Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 9%	Indirect 9%	Slow 0%	Weak 18%	Short-term 0%
Neutral 0%	Neutral 0%	Neutral 0%	Neutral 9%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
Clear 82%	Accurate 82%	Appropriate 82%	Ethical 73%	Direct 82%	Quick 82%	Strong 82%	Long-term 82%
Unclear 9%	Inaccurate 9%	Inappropriate 9%	Unethical 9%	Indirect 9%	Slow 9%	Weak 9%	Short-term 0%
Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 9%
Clear 82%	Accurate 73%	Appropriate 73%	Ethical 73%	Direct 82%	Quick 82%	Strong 82%	Long-term 82%
Unclear 9%	Inaccurate 18%	Inappropriate 18%	Unethical 18%	Indirect 9%	Slow 9%	Weak 9%	Short-term 0%
Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 9%
Clear 64%	Accurate 64%	Appropriate 64%	Ethical 82%	Direct 82%	Quick 82%	Strong 73%	Long-term 82%
Unclear 18%	Inaccurate 27%	Inappropriate 27%	Unethical 18%	Indirect 18%	Slow 18%	Weak 27%	Short-term 9%
Neutral 18%	Neutral 9%	Neutral 9%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 9%

These are the results of the survey. The audience responded well to three of the examples in terms of their communication. They are highlighted above in grey.

Thesis Committee Members' Feedback

Committee members' feedback focused on making the analysis clear. Several problems existed within the original version of analysis. They included terms or the headings that were used, such as 'clarity,' 'accuracy,' and 'communication kind,' and their sequences, such as the order of 'communication' and 'perception.' The improvements suggested by the committee members were:

Improvements for the Analysis

- Add Meaningful Category Headings
- Adjust Logical Sequence
- Choose Terms that are not Ambiguous in Meaning
- Avoid Unnecessary Duplication
- Get an Outside Group to Evaluate the Bipolar Scales

Meaningful
Category Headings
and Avoid Ambiguity

Category headings include major terms, such as 'meaning,' 'communication,' and 'perception,' and minor terms, such as 'objective,' 'strategy,' 'advantages,' and 'disadvantages,' which are all under 'meaning.' These terms can be ambiguous, especially for someone not familiar with this thesis project, as was shown in the survey. Some of the terms caused confusion and had to be explained to the audience. As was discovered with the survey, a short sentence accompanying the terms can help clarify them. This would also eliminate ambiguities between the terms. For example, instead of having terms such as 'clarity,' 'accuracy,' and 'appropriateness,' these terms can be expanded into short questions, such as: 'Is the message clearly understood or communicated?,' 'Is the information communicated accurately?,' and 'Is the message ethical?.'


Logical Sequence and
Avoid Unnecessary
Duplication

The sequence of these terms was also unclear. In the communication and perception components of the analysis, these terms seemed to overlap each other and caused confusion, as discussed above. The sequence of these terms did not seem to be logical. The audience's 'perception' should perhaps come before 'communication.' This way the analysis talks about the audience's interpretation of the message first, then discusses the effectiveness or the successes of the communication. It was also suggested that one of these terms could possibly be eliminated altogether. This solves the problems with ambiguity, duplication, and illogical sequence. For example, if the term of 'communication' was eliminated, then more attention would be directed toward the two major components of the analysis. The analysis would concentrate on the intended meanings of a message and the audience's perception of that message.


Get an Outside Group
to Evaluate the
Bi-polar Scales

The results of the survey support the suggestions given by the committee members. The scale system is still a valuable part of the analysis, but needs explanation. As discussed earlier, a solution for this could be that rather than merely having the term 'clarity,' it could be accompanied with a question, such as: 'Is the message clearly understood or communicated?'

A comparison between the old and new version of the analysis is provided on the next page. To see all the analyses please go to Appendix B on page 73.

	<p>Type Informing a risk Taking action</p> <p>Persuasion Level Action</p> <p>Goal Get smokers to quit smoking</p> <p>Context Despite the increasing awareness of proven links between smoking and health, issues such as lung cancer, emphysema, and heart disease continue to be a major problem. Not only are there a large number of people who continue to smoke, but a percentage who smoke quit soon.</p> <p>More smokers continue to ignore warnings of health risks related to smoking. Some of their misconceptions are the common kinds of serious health problems caused by smoking may take years to develop, and not every smoker develops health problems.</p>	<p>Publication CIGAR Annual 80, Dec 80, p. 14</p> <p>Category Tobacco</p> <p>Design Firm Pearce & Fennell</p> <p>Client Cigarette Free Singapore</p>
<p>Meaning</p> <p>Objective</p> <ul style="list-style-type: none">Informing people of the risk of smokingGet people to quit smoking <p>Strategy Replacing the real price tag on a pack of cigarettes with a fake price tag that also includes the cost of a bypass surgery, which is a treatment for one of the health problems caused by smoking.</p> <p>Advantage Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them of the health risks of smoking. Many smokers seem to care more about their wallet than their health.</p> <p>Putting warning labels on cigarette packages means only smokers or potential smokers are being subjected to the advertisement and minimizes exposure to non-smokers.</p> <p>Disadvantage The application of the advertisement strategy is hard to apply in a real life situation. Limited application range. The tactic may not be legal. The ad strategy may not have much effect on potential smokers who have access to cigarettes through friends. By the time smokers see the advertisement, they may already be addicted to smoking. The strategy used in this advertisement may be more appropriate for the use with current smokers.</p>	<p>Communication</p> <p>Clarity clear</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Accuracy accurate</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Appropriateness appropriate</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Integrity ethical</p> <p>5 4 3 2 1 0 1 2 3 4 5</p>	<p>Perception</p> <p>Connection Type direct</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Immediacy quick</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Connection Strength strong</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Resonance long-term</p> <p>5 4 3 2 1 0 1 2 3 4 5</p>

Original Analysis

<p>Preventable Disease: Cautious Decision to Smoke Cigarettes, National Cancer Institute</p> <p>Publication J. Natl. Cancer Inst. 62, May 81, p. 101</p> <p>Category Tobacco</p> <p>Design Firm Pearce & Fennell</p> <p>Client Cigarette Free Singapore</p>			
<p>Meaning</p> <p>Intended Meaning and Goals of the Message</p> <p>Objectives of the Message Inform the audience of the risks of smoking Persuade the audience to quit smoking</p> <p>Strategies Used to Communicate the Message The message uses fear to persuade the audience not to smoke. Real price tag on cigarette packs were replaced with fake ones that include the cost of a bypass surgery, a treatment for smoking-related health problems. Since many smokers choose to continually ignore health risks of smoking, the high cost of medical treatments is used to scare the audience away from cigarettes.</p> <p>Advantages of the Strategies Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them of the health risks of smoking. Many smokers seem to care more about their wallet than their health.</p> <p>Disadvantages of the Strategies The relatively small size of the price tag makes it harder for the audience to spot. More audience members may not even know to look at the price tag because they look exactly the same as real ones. Often the health risks of smoking, such as lung cancer, are associated with cigarettes instead of their treatment. Some audience members may not be familiar with what bypass surgery entails.</p>			
<p>Perception</p> <p>Connection Type direct</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Immediacy quick</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Connection Strength strong</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Resonance long-term</p> <p>5 4 3 2 1 0 1 2 3 4 5</p>			

Improved Analysis

The analysis on the left is the original version, and the one on the right is the improved analysis based on feedback from the survey and thesis committee members. As shown above, the improved version of the analysis presents its content clearly and simply. It has two major components: the left page talks about the strategies designers used to communicate a message and the right spread talks about the audience's perception of that message. All of the major headings and subheadings are sentences instead of just key words. Bi-polar scales on the right spread use key words and short questions in combination. Under the scales are two short paragraphs explaining the scores given to the message. Attention was paid to making the analysis clear and immediate.

A sample analysis for each of the six categories of social cause design is provided in the Implementation section. The entire analysis of all twenty-seven examples is provided in Appendix B on page 73.

<p>Physical: Cigarette Pack Design: Public</p>	<p>Health</p>
<p>Context Despite the increasing awareness of proven links between smoking and health problems, such as lung cancer, emphysema, and heart disease, issues such as lung cancer, emphysema, and heart disease continue to be a major problem. Not only are there a large number of people who continue to smoke, but a percentage who smoke quit soon.</p> <p>More smokers continue to ignore warnings of health risks related to smoking. Some of their misconceptions are the common kinds of serious health problems caused by smoking may take years to develop, and not every smoker develops health problems.</p>	<p>Description of the Message The message is a cigarette pack design. The message is a cigarette pack design. The message is a cigarette pack design.</p> <p>Objectives Used to Communicate the Message The message is a cigarette pack design. The message is a cigarette pack design. The message is a cigarette pack design.</p>
<p>Meaning</p> <p>Intended Meaning and Goals of the Message</p> <p>Objectives of the Message Inform the audience of the risks of smoking Persuade the audience to quit smoking</p> <p>Strategies Used to Communicate the Message The message uses fear to persuade the audience not to smoke. Real price tag on cigarette packs were replaced with fake ones that include the cost of a bypass surgery, a treatment for smoking-related health problems. Since many smokers choose to continually ignore health risks of smoking, the high cost of medical treatments is used to scare the audience away from cigarettes.</p> <p>Advantages of the Strategies Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them of the health risks of smoking. Many smokers seem to care more about their wallet than their health.</p> <p>Disadvantages of the Strategies The relatively small size of the price tag makes it harder for the audience to spot. More audience members may not even know to look at the price tag because they look exactly the same as real ones. Often the health risks of smoking, such as lung cancer, are associated with cigarettes instead of their treatment. Some audience members may not be familiar with what bypass surgery entails.</p>	<p>Perception</p> <p>Connection Type direct</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Immediacy quick</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Connection Strength strong</p> <p>5 4 3 2 1 0 1 2 3 4 5</p> <p>Resonance long-term</p> <p>5 4 3 2 1 0 1 2 3 4 5</p>

The message does not attempt to make a deep emotional connection with the audience. The audience is not likely to feel directly affected by the message unless they are the smoker. The message has a weaker connection with the audience because these reasons. The use of a bypass surgery is probably correct. Although one every smoker will experience health problems in his or her life time, scientific research suggests the chance of a smoker developing serious health problems is high. It is not appropriate to suggest that if one smokes, one may be faced with high costs of such medical treatment.

Implementation

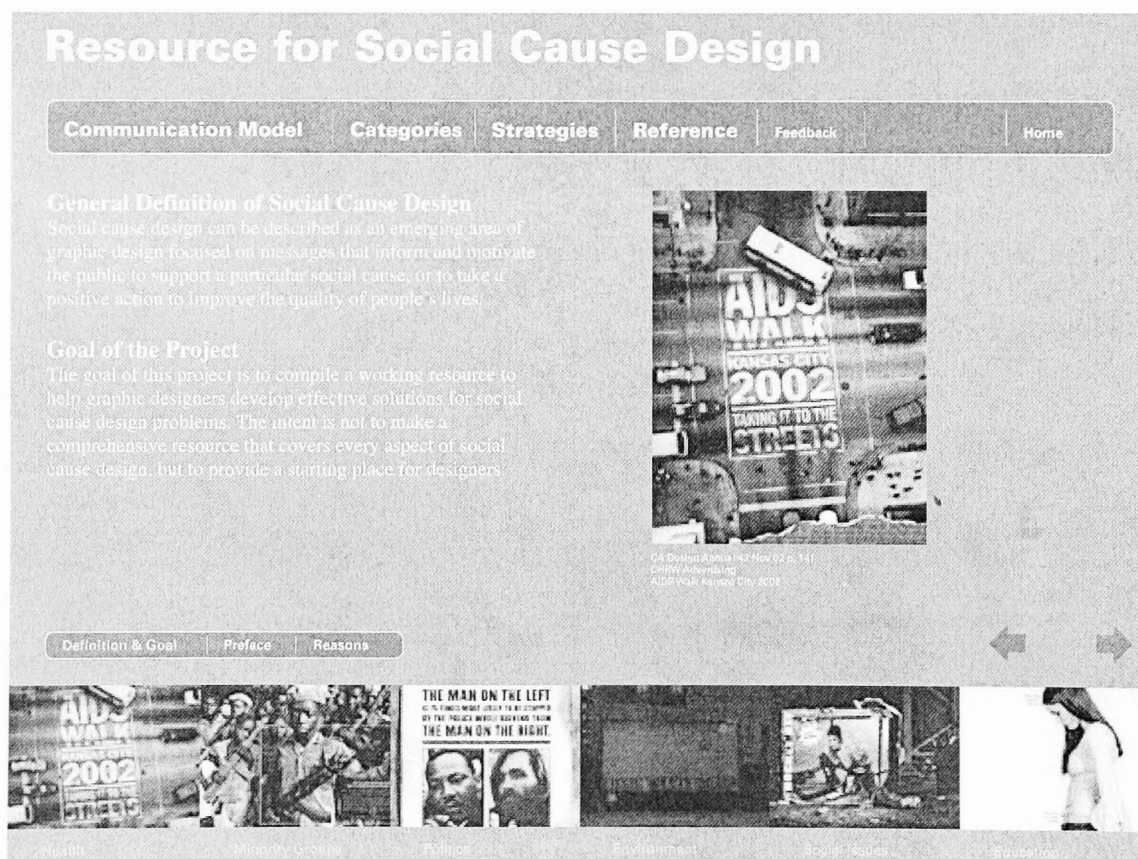
This section explains how ideation for the application of this thesis project was implemented. It was decided that the format of a web resource was most appropriate for the application of this thesis project. This web resource serves as a reference where designers could go for help on social cause design projects. Implementation focused on designing the actual web resource based on the range of approaches developed during ideation.

First Version of the Web Resource

This is an earlier version of the website designed based on the approaches developed in ideation. Global buttons leading to the main sections of the site are provided on the top of the page. Local buttons are listed closer to the bottom of the page. The website is laid out horizontally because users read text from left to right.

In addition to the global buttons located on the top of the site, buttons leading directly to individual categories of social cause design are provided on the bottom of the page. It was suggested that a user already familiar with social cause design may want to skip the introductory sections and go directly to the categories of his or her choice. Both textual and imagery buttons are provided to reinforce the individual categories.

Layout of the
Web Resource



This is the homepage of the website.

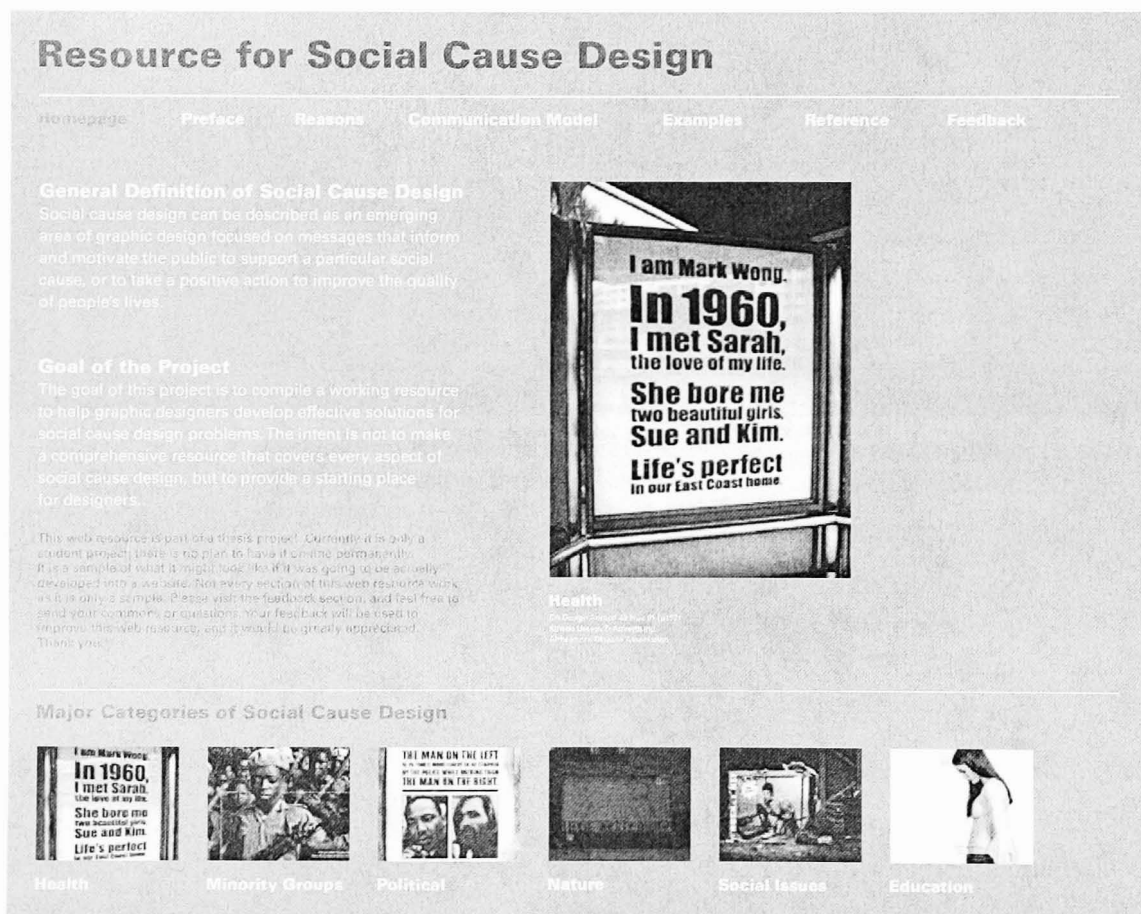
What Changed and
What Remained
the Same?

Improved Version of the Web Resource

This improved version of the website still follows the basic layout and concept of the earlier version. It is bigger, to accommodate more content, and the background color is lighter to allow content such as type and imagery to be more easily read. The basic navigation is still the same.

The global buttons for major sections of the site are located on the top of the page, and buttons leading to specific categories of social cause design are located near the bottom, allowing the user to go directly to a category if desired.

Images of the examples are also provided with buttons to reinforce the categories. One can click on the image to see a close-up and get a better idea of what kinds of examples are included in each category. One can also simply click on the buttons to the categories. The content of the web resource remained basically the same as described earlier.



This is the homepage of the web resource. Navigation buttons to the sections of the site are located on the top of the page. Buttons that lead directly to individual categories are located on the bottom. Other pages of the web resource follow the same layout.

Examples

Resource for Social Cause Design

[Homepage](#)
[Preface](#)
[Reasons](#)
[Communication Model](#)
[Examples](#)
[Reference](#)
[Feedback](#)

Major Category	Subcategory
Health	Physical, Psychological, Disability, Addiction
Minority Groups	Children, Race, Ethnicity, Women, African American, Gay/Lesbian/Porn
Political	Global Issues, National Issues, Local Issues
Nature	Environment, Wildlife
Social	Individual, Small Group, Large Group
Education	Academic Education, Social Education

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Examples of social cause design from a number of graphic design publications, such as magazines, journals, and annuals were examined. These examples can be put in six major categories: health, minority groups, politics, nature, social issues, and education. Each category can be divided into subcategories. Many of these subcategories can be further divided into even smaller categories.



Health

California State Board of Health
 National Health & Human Services
 American Cancer Association

One illustration is used to read, understand and interpret
 Lines in the poster to guide the eye to the subject

Major Categories of Social Cause Design



Health



Minority Groups



Political



Nature



Social Issues



Education

This is the example section of the web resource. This section serves as the introductory page of the major categories of social cause design. A visual example is provided for each category.

Examples Health

Resource for Social Cause Design

Homepage Preface Reasons Communication Model Examples Reference Feedback

Health

Physical, psychological, disability, addiction

I am Mark Wong.
In 1960,
I met Sarah,
the love of my life.
She bore me
two beautiful girls,
Sue and Kim.
Life's perfect
in our East Coast home.

Physical

Psychological

Disability

Substance Abuse

I am Mark Wong.
In 1960,
I met Sarah,
the love of my life.
She bore me
two beautiful girls,
Sue and Kim.
Life's perfect
in our East Coast home.

Health
A Campaign and 11 other billboards
by Mark Wong & Associates Inc.
© 1998 Mark Wong & Associates Inc.

Major Categories of Social Cause Design

Health

Minority Groups

Political

Nature

Social Issues

Education

This is the health section of the web resource. There are four images on this page, as there are four subcategories under health: 'physical,' 'psychological,' 'disability,' and 'substance abuse.' Other pages of different categories follow the same format. From here, the user would be able to click on the image of an example. One would see what design strategies have been used to communicate a specific message.

Examples Health

Physical

Resource for Social Cause Design

[Homepage](#)
[Preface](#)
[Reasons](#)
[Communication Model](#)
[Examples](#)
[Reference](#)
[Feedback](#)


Health Physical

Objectives of the Message

Inform the audience of the effects of Alzheimer's disease
Persuade the audience to help its patients.

Strategies of the Message




The message uses the story of a patient of Alzheimer's disease to demonstrate the devastating effects of the disease. The story is told in a claim and frank manner. It actually does not mention anything about the disease. Someone passing by may not even be aware of its true intention. The message was printed using a special type of ink that fades after a short period of time. After the message has partially faded, a smaller message was placed on top of the old one that explains the purpose of the message. The devastating effects of the disease as one slowly loses one's memory then becomes clear to the audience.




Health
California Architects 12 Nov. 01 0001
School: Design & Architecture
California's Southern Association

[Next Page](#)

Major Categories of Social Cause Design

[Health](#)
[Minority Groups](#)
[Political](#)
[Nature](#)
[Social Issues](#)
[Education](#)

This is a page of the website focused on an individual example. The information provided described the objective or goal of the message and what strategies have been used to communicate that message.

Examples Health

Physical

Resource for Social Cause Design

[Homepage](#)
[Preface](#)
[Reasons](#)
[Communication Model](#)
[Examples](#)
[Reference](#)
[Feedback](#)

Advantages of the Strategy

The strategy of using personal stories has strong affects on the audience and helps the message to establish a strong emotional connection with the them. The special feature of the message demonstrates the unique and devastating affects Alzheimer's disease on it patients and their families.

Disadvantages of the Strategy

The time needed for the ink to fade can make the message less immediate. The strategy calls for it to be placed in transportation stops, such as bus and train stops. In such places someone is more likely to be repeatedly exposed to the same message over a period of time. This may help to solve the problem of the immediacy of the message.

Detailed Analysis of the Message
Gain understanding of the Strategy

Health
A Campaign for Alzheimer's Disease
Visual Design & Illustration
Product & Brand Development

[Previous Page](#)

Major Categories of Social Cause Design

Health

Minority Groups

Political

Nature

Social Issues

Education

This is the second page of a specific example. It provides information on the advantages and disadvantages of the strategies that were used to communicate a message.

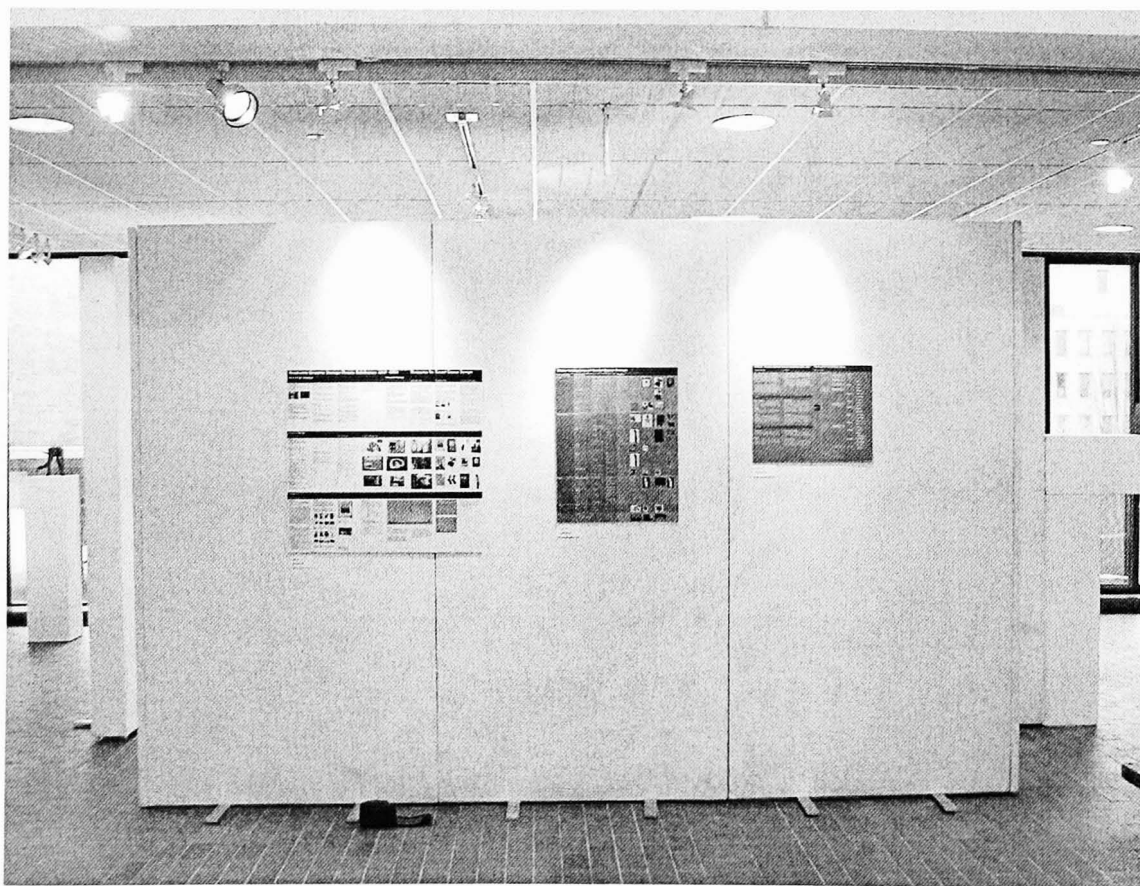
Dissemination

Dissemination has two parts. The first part describes the work-in-progress thesis exhibition in the Bevier Gallery at the Rochester Institute of Technology. The second part discusses the application of the working resource for social cause design problem solving as a website.

Work-In-Progress Thesis Exhibition












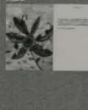



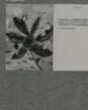




















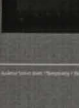








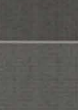







What Information
Was Presented in
the Exhibition?

This exhibition is an annual event in which all graduate students participate. It is an opportunity for graduate students to present their work to other students, faculty, and the public. Because the exhibition took place during the thesis development, the work presented may be different from the finished thesis. Material presented was work-in-progress designed to inform someone outside the Graduate Graphic Design MFA Program about this thesis project. A total of three display panels were designed for the exhibition. The information included an introduction about the thesis project, research and synthesis completed at that point, and the format of the final application.



The three panels designed for the work-in-progress thesis exhibition were presented in RIT's Bevier Gallery.

Major Categories of Social Cause Design

Major Categories	Subcategories		Examples					
Health	Physical		Curable Disease	Minor / Soft-Signals / Injured				
			Incurable but Treatable Disease (non-fatal)	Minor / Soft-Signals / Injured				
			Preventable Disease	Minor / Soft-Signals / Injured				
			Terminal Disease	Minor / Soft-Signals / Injured				
	Psychological		Mild / Normal Life	Minor / Soft-Signals / Injured				
			Manageable / Semi-normal Life	Minor / Soft-Signals / Injured				
			Disruptive / Abnormal Life	Minor / Soft-Signals / Injured				
			Life-Threatening	Minor / Soft-Signals / Injured				
	Disability		Physical	Minor / Soft-Signals / Injured				
			Psychological	Minor / Soft-Signals / Injured				
	Addiction		Legal Substances	Minor / Soft-Signals / Injured				
			Illegal Substances	Minor / Soft-Signals / Injured				
Minority Groups <small>group / member / non-group / group</small>	Children	Health	Physical	Child Abuse / Neglect				
			Psychological	Child Abuse / Neglect				
		Education	Academic Education	Access To Education, Quality of Education, Literacy / Numeracy				
			Social / Monitoring	Monitoring Programs				
	Teen	Health	Physical	Substance Abuse				
			Psychological	Substance Abuse				
		Education	Academic Education	Access To Education, Quality of Education, Literacy / Numeracy				
			Social / Monitoring	Monitoring Programs				
	Elderly	Health	Physical	Disability, Alzheimer's Disease				
			Psychological	Disability, Alzheimer's Disease				
		Political / Human Rights		Disability, Alzheimer's Disease				
				Disability, Alzheimer's Disease				
	Women	Health	Physical	Breast Cancer Awareness				
			Psychological	Breast Cancer Awareness				
		Education	Academic Education	Access To Education				
			Social / Monitoring	Women's Empowerment				
African American	Education	Academic Education	Quality of Education					
		Social / Monitoring	African American History					
	Political / Human Rights		Civil Rights Equality					
			Civil Rights Equality					
Nature	Natural Environment	Endorsement	Short-term / Temporary / Renewable	Endorsement Short-term / Temporary / Renewable				
			Long-term / Permanent / Unrenewable	Endorsement Short-term / Temporary / Renewable				
		Pollution	Short-term / Temporary / Renewable	Endorsement Short-term / Temporary / Renewable				
			Long-term / Permanent / Unrenewable	Endorsement Short-term / Temporary / Renewable				
	Wildlife	Habitat	Short-term / Temporary / Renewable	Habitat Destruction				
			Long-term / Permanent / Unrenewable	Habitat Destruction				
		Animal	Short-term / Temporary / Renewable	Wild, Bear				
			Long-term / Permanent / Unrenewable	Endangered Species				
		Animal Rights		Animal Rights				
				Animal Rights				
Politics	Global		Land Mines, Human Rights					
	US	National	Civil Rights, Gun Control, Free Trade					
		Local	Local Issues					
Social	Charity		Helping the Poor and Homeless					
	Social / Civic Involvement		Volunteering					
	Civic Pride		9/11, 11 June 07					

This is the second of the three panels designed for the work-in-progress thesis exhibition. The second panel is the matrix of major categories of social cause design developed earlier.

This is the third of the three panels designed for the work-in-progress thesis exhibition. The third panel presented information on the application of this thesis project. The application was not completed at the time of the exhibition; information presented showed what the application was anticipated to be.

Primary Goals for the Web Resource	<p>Web Resource for Social Cause Design Problem Solving</p> <p>The contents of the working resource for social cause design problem solving were used to develop the web resource. The primary goal of the web resource is to provide a starting point for designers who wish to know more about social cause design. It contains some basic background information and specific communication strategies other designers have used for social cause messages. A sample version of the web resource has been developed to test out its content and usability. For more information about the web resource please see the Implementation section.</p>
Secondary Goals	<p>Secondary goals are anticipated for the future if time and resources allow. The web resource can serve not only as a resource, but it can also be expanded into an online community where designers with similar interests in social cause design can come together virtually to share their ideas and experiences. As an online community, the web resource can be constantly updated with the latest information about social cause design.</p>
Target Audience	<p>As the original working resource for social cause design problem solving is intended for graphic designers only, the target audience for the web resource is also graphic designers. Non-designers may not have the basic understanding of graphic design to fully appreciate the web resource. However, non-designers, especially people working for non-profit organizations, are welcome to visit the site. If the web resource was to become an online community, non-profit organizations could visit the site to look for designers who are willing to help them with their causes. This could perhaps be the ultimate goal of the web resource. It would serve as a connection bringing together designers who want to help and social cause organizations that need assistance. It would be a place that attracts people who are motivated by a common goal of helping others and making contributions to society rather than by financial incentive.</p>
Future Publishing	<p>Articles on Social Cause Design</p> <p>The content of this thesis project could be developed further for publication, such as a magazine or journal article. The magazine or journal would most likely be a professional graphic design publication, such as <i>Communication Arts</i> or <i>Information Design Journal</i>. This article could provide background information on social cause design, such as the major categories, and raise awareness of the need for more resources on the subject. It could also discuss the strategies that have been used for social cause design projects, and what constitutes effective social cause design.</p>

Resource for Social Cause Design

[Home Page](#)
[Preface](#)
[Reasons](#)
[Communication Model](#)
[Examples](#)
[Reference](#)
[Feedback](#)

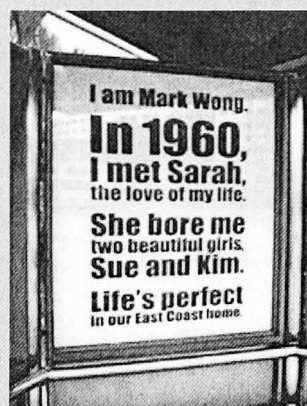
General Definition of Social Cause Design

Social cause design can be described as an emerging area of graphic design focused on messages that inform and motivate the public to support a particular social cause, or to take a positive action to improve the quality of people's lives.

Goal of the Project

The goal of this project is to compile a working resource to help graphic designers develop effective solutions for social cause design problems. The intent is not to make a comprehensive resource that covers every aspect of social cause design, but to provide a starting place for designers.

This web resource is part of a thesis project. Currently it is only a student project; there is no plan to have it online permanently. It is a sample of what it might look like if it was going to be actually developed into a website. Not every section of this web resource works as it is only a sample. Please visit the feedback section, and feel free to send your comments or questions. Your feedback will be used to improve this web resource, and it would be greatly appreciated. Thank you.



Health

CA, David, Andrew, & John, all 1970s
Mark, David, & Andrew
Mark, David, & Andrew

Major Categories of Social Cause Design


[Health](#)

[Minority Groups](#)

[Political](#)

[Nature](#)

[Social Issues](#)

[Education](#)

This is the homepage of the website.

Preface

Resource for Social Cause Design

[Homepage](#)
[Preface](#)
[Reasons](#)
[Communication Model](#)
[Examples](#)
[Reference](#)
[Feedback](#)

Ultimate Purpose of Graphic Design

Many designers have personal interest in social cause design. They believe in the noble nature and purpose of the graphic design profession is to make people's lives easier, safer, and more enjoyable.






Benefits of Social Cause Design

Social cause design is a combination of many noble qualities of graphic design. It gives individual designer the opportunity to make a contribution to society, and allows the entire graphic design profession to demonstrate its professional dedication, commitment, and skills. Social cause design brings about awareness to important issues, giving people an informed basis for deciding what causes they chose to support, and provides a forum for organizations to convey information about their causes, where they could otherwise not afford professional design service.

Health
A billboard for Mark Wong's health insurance company, featuring a large billboard advertisement.

Next Page

Major Categories of Social Cause Design

					
Health	Minority Groups	Political	Nature	Social Issues	Education

This is the preface page of the website.

Retrospective Evaluation

Evaluations focused on the web resource for social cause design, which is the application of the thesis project. It includes outside feedback as well as self-evaluation by the designer. Feedback is divided into the aesthetic qualities of the website and the actual written content of the web resource.

Outside Feedback

Questions about the effectiveness of the web resource are included in the feedback section. Feedback was returned via email, and included some positive comments about the website as well as specific suggestions for improving the web resource.

Positive Aspects of the Website

Good choice of color palette

Clean layout of the site

Good placement of links

Clarity of the links

Suggested Improvements

Aesthetics of the Website

Readability

All feedback commented on the readability of the text. In general, the audience suggested a larger type size, and found the caption or credit information for the example images too small to read. Because of time constraints, the web resource had to be put on the web as a slide show instead of an actual functioning website. The physical size of the web pages was reduced, so the web pages shown were about sixty to seventy percent of the original size. Some audience members thought the background color was too light and also contributed to readability problems.

Navigation

There were concerns about the clarity of the 'next' and 'previous' buttons for local navigation. The audiences may be more familiar with arrows, which are used by many sites. The position and name of the buttons could lead a user to mistakenly think that he or she is going to the next section of the web resource rather than going to a second page within the same section.

Contents of the Web Resource

Imagery

Several respondents commented on the limited number of images or examples that were used, and suggested using features, such as animation, to make the imagery more interesting for the audience. There were two reasons for the limited number of images used. First, due to time constraints, only a selected number of examples were used as a sample of what the finished resource would look like. Secondly, it was assumed that using a limited number of examples would help focus and reinforce the categories. The audience would associate one or two examples with a category and then would quickly understand the nature of the category.

Categories

Some audience members found the names for the categories unclear. For example, 'environmental' may be more logical than 'nature' as the name of a category. 'Health' can be replaced with 'medical,' to make the wording more consistent with other categories, such as 'political' and 'social.' It was also suggested that some groups listed under 'minority groups' are not minorities in terms of population size, such as women, which make up about half of the U.S. population. And groups such as African-Americans are not necessarily a minority in terms of world population.

Examples	Some audience members thought stronger examples could have been used for several categories. For example, the message for raising awareness of Alzheimer's disease was used as an example in the health category. Perhaps a message for AIDS would have been a better choice, since most people are more familiar with the subject and it has been considered a health issue for a longer period of time.
Reference	The feedback also suggested that more detailed information about the materials in the reference section would be helpful.
	Self Evaluation
Response to Suggestions	The outside feedback was valuable and provided insight into how to improve the web resource. Some of the problems, such as readability and the variety of imagery, were caused by technical difficulties and time constraints of the thesis project, but problems with the clarity of the categories should be addressed, since a large part of the information in the resource depends on these categories.
Clarity of the Categories	The names for the categories should be clear and their wording should be consistent. Since two of the categories are political and social, terms such as medical, environmental, and educational should be used to replace health, nature, and education currently being used. The name minority groups is more difficult to replace. Here the word "minority" does not necessarily represent the size of the population. It also suggests less political power, special needs, and obstacles against the groups of population.
Clarity of Terms	Large amounts of time have been spent clarifying terms used in the resource. Terms used in the analysis had to be accompanied by short sentences to make them clearer. This strategy can be used for terms from the categories and the web resource as well. In addition, sometimes a sentence may need to replace a key term. As was shown in the ideation stage, some of the key terms had to be replaced or eliminated because they were a duplication, or gave the impression of ambiguity.
Choosing Examples	Examples for the major categories of social cause design and those used in the application should be chosen more carefully. Examples often can be placed in more than one category. To minimize confusion, examples should be used only once and be placed in the most obvious category.
Simplify the Analysis	<p>The analysis should be simplified before it is used in the web resource. Although a link to the detailed version of the analysis was designed to be available on the website, only part of the analysis, mainly the part about communication strategies, was actually used on the website. A simpler version of the analysis could include the strategies designers used to communicate a message as well as the anticipated audience's perception of the message.</p> <p>An improved matrix of the major categories of social cause design is provided on the next page. Pages of the new website are in appendix d on page 131.</p>

Major Categories	Subcategories		
Medical	Physical	Preventable Disease	
		Curable Disease	
		Incurable Disease	
		Terminal Disease	
	Psychological	Minor	
		Manageable	
		Disruptive	
		Life Threatening	
	Disability	Physical	
		Psychological	
Substance Abuse	Legal Substance		
	Illegal Substance		
Minorities	Children	Health	Physical
			Psychological
		Education	Academic Education
			Social Mentoring
		Human/Political Rights	
	Teens	Health	Physical
			Psychological
		Education	Academic Education
			Social Mentoring
		Human/Political Rights	
	Elderly	Health	Physical
			Psychological
		Education	Academic Education
			Social Mentoring
		Human/Political Rights	
	Women	Health	Physical
			Psychological
		Education	Academic Education
			Social Mentoring
		Human/Political Rights	
African-Americans	Health	Physical	
		Psychological	
	Education	Academic Education	
		Social Mentoring	
	Human/Political Rights		
Disabled	Health	Physical	
		Psychological	
	Education	Academic Education	
		Social Mentoring	
	Human/Political Rights		

Political	Global Issues	Political
		Social
		Environmental
	National Issues	Political
		Social
		Environmental
	Local Issues	Political
		Social
		Environmental
Social	Individual	
	Small group	
	Large group	
Environmental	Environment	Short-Term
		Long-Term
	Wild life / Animal	Short-Term
		Long-Term
		Animal Rights/Protection
Educational	Academic Education	Access to Education
		Quality of Education
	Social Education	Health
		Political
		Social
		Environmental

This is the new and final version of the major and subcategories of social cause design. The revision was mainly focused on clarifying the names of the categories and making them more consistent as a system.

Conclusion

Major Categories of Social Cause Design

Why Were the
Categories Developed?

The development of the major categories of social cause design took place earlier in this thesis project. It was developed to give the graphic designer a better idea of the scope of this thesis project and to organize the large number of social cause design examples. These categories are especially helpful for an individual with no previous experience with social cause design projects. The categories give one an overview of the subject.

How Were the
Categories Used?

The categories were used for the analysis and the application. Analysis and the design strategies provided in the application were developed based on the categories and were designed to be used with these categories.

Improvements Made to
the Categories

Several changes have been made to the names of these categories in order to clarify them, but the basic content remained the same. The new categories are 'medical,' 'minority,' 'political,' 'social,' 'environmental,' and 'educational.' 'Medical' replaced 'health,' 'environmental' replaced 'nature,' and 'educational' is used instead of 'education.' These terms are used to be consistent with other terms that were already implemented and to give a better description of the examples within each category. Major categories were also subdivided into smaller sections. For example, under the 'medical' category, examples of social cause design were divided into 'physical illness,' 'psychological illness,' 'disability,' and 'substance abuse.' Although the subcategories are helpful, the more the categories are subdivided, the more they tend to duplicate information in other categories. Subcategories should be kept to a minimum.

Future Improvements

The categories are clearer than in the earlier version, but there are still some unresolved problems with the names of some of the categories. This is mainly the case for minority groups. The 'minority' here represents a number of factors, such as the political power of a group or the financial resources it has. It does not necessarily mean the group is smaller in population.

What Was the Analysis
Used for?

Analysis of Social Cause Design Examples

The analysis was completed mainly to see which strategies graphic designers have used to communicate messages for various social causes and how the audience is going to perceive the messages. Results of the analysis are included in the application to provide graphic designers an idea of how they might approach social cause design problems.

What Was Analyzed?

The basis of the analysis was taken from the semiotic model, which is a model used to examine the relative success of a design and its communication. Analysis included two main components: the strategies designers used to communicate a message and its intended meaning or goals, and how the audience interprets the message.

What Were the Results
of the Analysis?

Overwhelmingly, ninety-three percent of the examples analyzed used an emotional approach to try to establish a direct and personal connection with the audience. Most of these, about seventy percent, used a softer tone to communicate their messages. Some of the strategies used to improve the communication of the messages were sympathy, demonstration, fear, and compassion. Some of these strategies were provided in the application of the thesis project. Results of the analyses are provide as a matrix on the next page.

Application for the Thesis Project

The technical difficulties encountered during the development of the online application caused some problems in terms of audience feedback, but overall the feedback was valuable in terms of making improvements to the application. The sample web resource was designed to test its content and usability. The final version of the web resource would be much more comprehensive and include most of the examples that were found. As discussed in the Dissemination section, ultimately, the hope is that the web resource would become an online community where designers interested in social cause design can share ideas and experiences. It could be a connection between designers who want to help and nonprofit organizations that need assistance. Final version of the website are in appendix d on page 131.

General Conclusion

Overall, the major goal of the thesis project was to develop a resource for social cause design that designers can use. It was decided that the time frame of the project did not allow for a comprehensive resource that discusses social cause design from the past to the present. The resource will be more of a working resource that serves as a starting place for designers who are new to social cause design. The major categories of social cause design would give them an overview of the subject, and from there one would be able to go to the category of his or her choice to see the specific strategies other designers have used to communicate messages for the same or a similar social causes. Most of these goals have been accomplished and designers using this resource will gain a better understanding of social cause design.

Major Categories	Types of Message		Persuasion Level		Approach of the Message		Tone of the Message		Dominate Feature		Communication Strategies	Communication Devices
Medical	Persuasive	100%	Action	80%	Emotional	90%	Soft	50%	Image	80%	Fear, sympathy, culture jamming, humor, slogan, demonstration	Artifact, corporate symbol, story, fact/data, unusual imagery, personal testimony
			Conviction	20%								
	Suggestive	0%	Preference	0%	Scientific	10%	Forceful	50%	Type	20%		
			Liking	0%								
	Informative	0%	Knowledge	0%								
			Awareness	0%								
Minorities	Persuasive	100%	Action	50%	Emotional	100%	Soft	75%	Image	100%	Fear, demonstration, shock, sympathy	Illustration, children, commonality
			Conviction	50%								
	Suggestive	0%	Preference	0%	Scientific	0%	Forceful	25%	Type	0%		
			Liking	0%								
	Informative	0%	Knowledge	0%								
			Awareness	0%								
Political	Persuasive	63%	Action	38%	Emotional	100%	Soft	88%	Image	99%	Sympathy, familiarize, shock, comparison, demonstration	Artifact, illustration, celebrity, historical event, commonality
			Conviction	25%								
	Suggestive	38%	Preference	38%	Scientific	0%	Forceful	13%	Type	0%		
			Liking	0%								
	Informative	0%	Knowledge	0%								
			Awareness	0%								
Environmental	Persuasive	50%	Action	50%	Emotional	50%	Soft	50%	Image	50%	Selective audience, fear	Fact/data, artifact
			Conviction	0%								
	Suggestive	0%	Preference	0%	Scientific	50%	Forceful	50%	Type	50%		
			Liking	0%								
	Informative	50%	Knowledge	50%								
			Awareness	0%								
Social	Persuasive	33%	Action	33%	Emotional	100%	Soft	100%	Image	100%	Sympathy, curiosity, comparison	Children, artifact, commonality
			Conviction	0%								
	Suggestive	33%	Preference	33%	Scientific	0%	Forceful	0%	Type	0%		
			Liking	0%								
	Informative	33%	Knowledge	33%								
			Awareness	0%								
Educational	Persuasive	100%	Action	33%	Emotional	100%	Soft	100%	Image	100%	Sympathy, demonstration	Personal testimony, illustration, commonality
			Conviction	63%								
	Suggestive	0%	Preference	0%	Scientific	0%	Forceful	0%	Type	0%		
			Liking	0%								
	Informative	0%	Knowledge	0%								
			Awareness	0%								
All Categories	Persuasive	74%	Action	56%	Emotional	93%	Soft	70%	Image	89%	Most used: sympathy, demonstration, fear, comparison	Most used: Artifact, personal testimony, celebrity, Children, commonality
			Conviction	20%								
	Suggestive	15%	Preference	15%	Scientific	7%	Forceful	30%	Type	11%		
			Liking	0%								
	Informative	7%	Knowledge	7%								
			Awareness	0%								

This is a matrix showing the results of the analyses of the examples of social cause design. It includes all the criteria that were analyzed and their results. The results are presented in the six categories and as a summary for all categories.

Glossary of Terms

Social Cause Design

Social cause design can be described as an emerging area of graphic design focused on messages that inform and motivate the public to support a particular social cause, or to take a positive action to improve the quality of people's lives.

Resource

A set of information and guidelines to aid and support someone that can be drawn upon when needed.

Problem-Solving

The area of cognitive psychology that studies the processes involved in solving problems; the thought processes involved in solving a problem.

Non-profit Organization

An organized group that is not commercially motivated.

Category

Information that has been systematically arranged or organized by commonality.

Matrix

A rectangular array of elements set in rows and columns to compare sets of information.

Semiotic Model

A model for evaluating a design solution in relation to its basic design goals with respect to meaning, form, and use.

Analysis

A detailed examination or investigation of the components of a subject.

Message

A communication sent from a sender to a receiver that is: a written word, an image or imagery, or a spoken or signaled message.

Communication

The exchange of information or a message between a sender and a receiver.

Strategy

An elaborate and systematic plan or concept of actions or tactics.

Perception

The act of perceiving; cognizance by the senses or intellect; discernment; cognition.

Resonance

A message that "resonates" with someone is a message that affects the receiver with some force, significance or poignancy.

Online Community

A group of users, audiences, or people organized virtually on the Internet.

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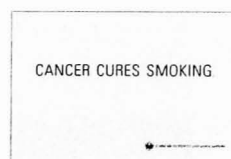
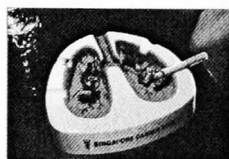
William Leiss, Stephen Kline, and Sut Jhally

Appendices

Appendix A: Social Cause Design Examples

Medical

Smoking



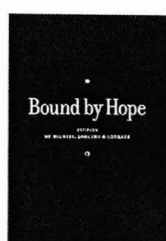
Organ Transplant



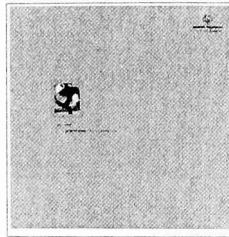
Home Safety



AIDS



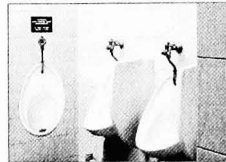
Special Olympics



Claustrophobia Helpline



Responsible Drinking



Minorities

Child Soldiers



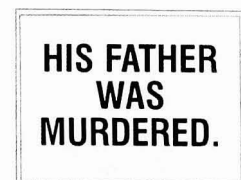
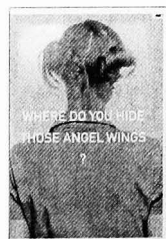
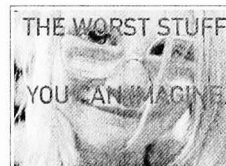
Boy Scouts



Illegal Diamond Trade



Child Mentoring Program



Child Mentoring Program



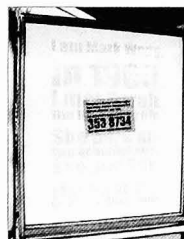
Teen Pregnancy



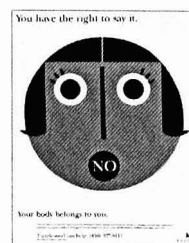
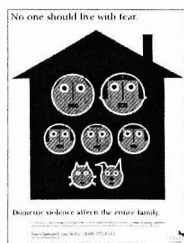
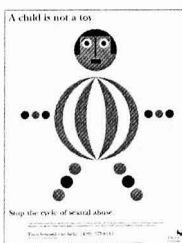
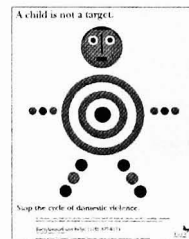
Teen Social Education



Alzheimer's Disease



Domestic Violence



African-American History



African-American History

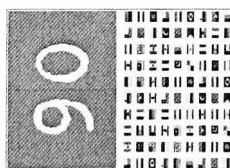
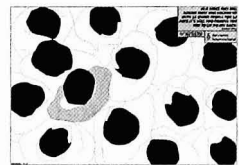


Disabled Person

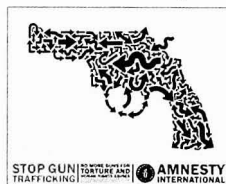


Political

Human Rights Abuse



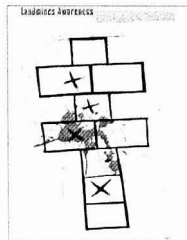
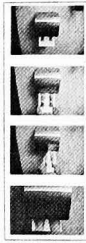
International Gun Trafficking



Landmine Use



Landmine Use



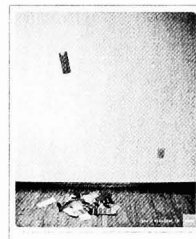
Gun Control



Racial Profiling



State Elections

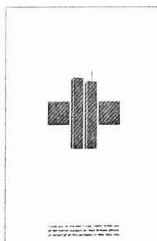


Social

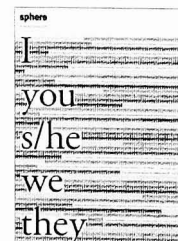
Racial Relationship



Civic Pride



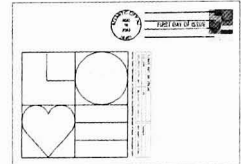
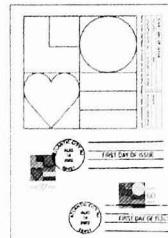
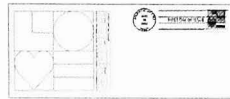
Social Involvement



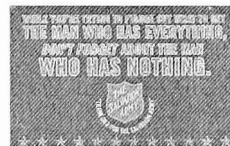
Social Involvement



Goodwill



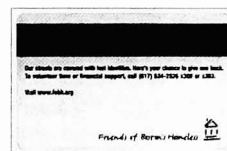
Charity



Homeless Kids



Homeless people



Educational


Vegetarian



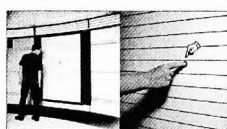
Wildlife



Ozone



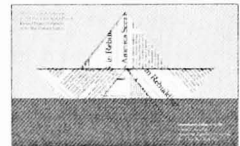
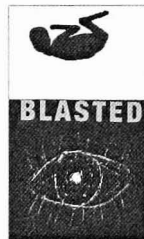
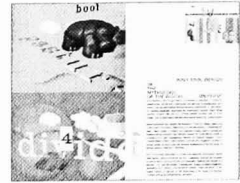
80%
PROGRAMMING &
DEVELOPMENT



Art Education



Arts



Library Opening



Presidential Library



Civil War Museum



WWII History



Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Art Annual 42 Dec 01 (p114)
Category
Price sticker
Design Firm
Swatchi & Swatchi
Client
Smoke-Free Singapore



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the risks of smoking
Persuade the audience to quit smoking

Strategies Used to Communicate the Message

The message uses fear to persuade the audience not to smoke. Real price tag on cigarette packs were replaced with fake ones that include the cost of a bypass surgery, a treatment for smoking related health problems. Since many smokers choose to continually ignore health risks of smoking, the high cost of medical treatments is used to scare the audience away from cigarettes.

Advantages of the Strategies

Warning smokers about the financial cost of smoking-related health problems may be more effective than just informing them of the health risks of smoking. Many smokers seem to care more about their wallet than their health.

Disadvantages of the Strategies

The relatively small size of the price tag makes it harder for the audience to spot. Most audience members may not even know to look at the price tags because they look exactly the same as real ones. Often the health risks of smoking, such as lung cancer, are associated with cigarettes instead of their treatments. Some audience members may not be familiar with what bypass surgeries are.

Analysis of each example is provided on two pages in sequence.

<p>sys and sys are the only two files in the /usr/include directory.</p>	<p>Health</p>
<p>Context</p> <p>As a result of the previous chapter, the following code is used to create a message and send it to the message queue. The code is in the file /usr/include/sys/msg.h.</p>	<p>Description of the Message</p> <p>Message is a structure defined in the /usr/include/sys/msg.h file. It is used to send a message to the message queue. The structure is defined as follows:</p>
<p>Devices Used in Constructing the Message</p> <p>Anybody passing a message to the message queue must use the following devices:</p>	<p>Devices Used in Constructing the Message</p> <p>Anybody passing a message to the message queue must use the following devices:</p>

Perception Audience's Perception of the Message

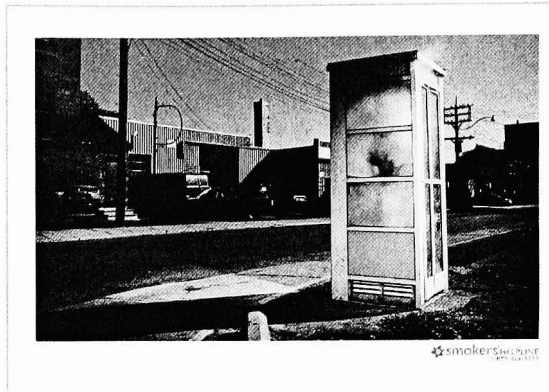
<p>Connection Type <small>How often is the message repeated by the mass media?</small></p> <p>direct indirect</p> <hr/> <p style="text-align: center;">1</p>	<p>Clarity <small>Is the message clear and unambiguous?</small></p> <p>clear unclear</p> <hr/> <p style="text-align: center;">1</p>
<p>Immediacy <small>How quickly is the message repeated by the mass media?</small></p> <p>quick slow</p> <hr/> <p style="text-align: center;">1</p>	<p>Accuracy <small>Is the message accurate and correct?</small></p> <p>accurate inaccurate</p> <hr/> <p style="text-align: center;">1</p>
<p>Strength <small>How strong is the message?</small></p> <p>strong weak</p> <hr/> <p style="text-align: center;">1</p>	<p>Appropriateness <small>Is the message appropriate for the target audience?</small></p> <p>appropriate inappropriate</p> <hr/> <p style="text-align: center;">0</p>
<p>Resonance <small>How long does the message stay in the audience's mind?</small></p> <p>long-term short-term</p> <hr/> <p style="text-align: center;">1</p>	<p>Integrity <small>Is the message morally and ethically sound?</small></p> <p>ethical unethical</p> <hr/> <p style="text-align: center;">0</p>

The message does not attempt to make a deep emotional connection with the audience. The audience is not likely to feel directly affected by the message unless he or she smokes. The message has a weaker connection with the audience because these reasons. But its strategy of using smokers' fear of high medical costs is different from most other messages of the same topic, and this uniqueness may help the audience remember the message.

The original concept is clear and unique, but the relatively small size of cigarette packs and the price tags makes it harder to see and distinguish from cigarette packs with real price tags. The intent of the message can be unclear to the audience. The cost of a bypass surgery is probably correct. Although not every smoker will experience health problems in his or her life time, scientific research suggests the chance of a smoker developing serious health problems is high. It is not inappropriate to suggest that if one smokes, one may be faced with high costs of such medical treatment.

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
 CA Ad Annual 42 Dec 01 (p39)
Category
 Newspaper ad
Design Firm
 TBWA
Client
 Canadian Cancer Society



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of smokers' helpline
 Persuade the audience to quit smoking

Strategies Used to Communicate the Message

The message tries to get people to quit smoking by helping them through a smokers' helpline. The tone of the message is friendly, and it emphasizes help.

Advantages of the Strategies

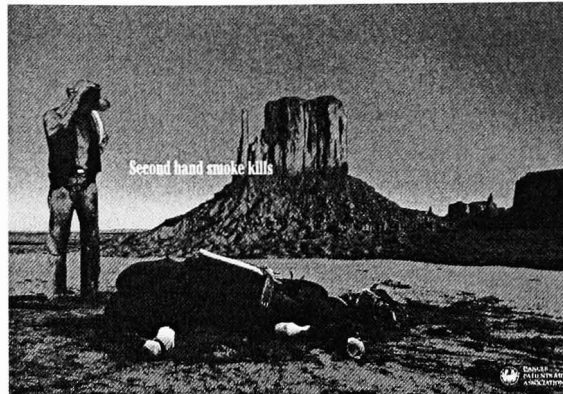
The tone of the message is friendly; it sounds like someone who understands the difficulties of quitting smoking. It is trying to help smokers, instead of judging or blaming them. A smoker may be more comfortable looking at this message.

Disadvantage of the Strategies

The message of a softer approach may not be enough to motivate someone to quit smoking.

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Ad Annual 43 Dec 02 (p89)
Category
none
Design Firm
Ogilvy & Mather
Client
Cancer Patients Aid Association



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the risks of secondhand smoking
Persuade the audience to quit smoking

Strategies Used to Communicate the Message

Sarcasm and a technique known as culture jamming is used for this message. It uses the image of the well-known Marlboro cowboy and his horse and turns the message around into something that is anti-smoking. In the message the horse is laying dead on the ground as the result of secondhand smoking. The cowboy is standing there scratching his head, trying to figure out how this happened.

Advantages of the Strategies

The message is entertaining, and may attract more viewers. Since imagery is familiar to most audiences, the message is easier to understand.

Disadvantage of the Strategies

The sarcastic humor used may mislead the viewer about the serious nature of secondhand smoking.

Physical/Psychological Disability, Addiction

Health

Context

Despite the increasing awareness of proven links between smoking and health problems such as lung cancer, smoking continues to be a major problem. Not only a large number of people continue to smoke, but there are many new smokers each year. Many of them claim to be aware of health risks. Some of them are not, but even those who know of health problems associated with smoking do not always take steps to develop these skills and habits.

Description of the Message

Message is image dominant (photograph).
 Message uses an emotional approach.
 Tone of the message is forceful.

Devices Used to Communicate the Message

People: unknown, well-known babies, children, victims.
 Facts/Data: actual facts, specific data, general statistics.
 History/Events: lesser-known, well-known, past, present.
 Name/Strategy: explanations, comparisons.
 Unusual Features: unusual images, special application, script, etc.

Perception Audience's Perception of the Message

Connection Type Are you directly connected to the message?
 direct indirect

1

Immediacy Are you personally connected to the message?
 quick slow

2

Strength Are you personally connected to the message?
 strong weak

0

Resonance Are you personally connected to the message?
 long-term short-term

2

Clarity Is the message communicated clearly?
 clear unclear

2

Accuracy Is the message communicated accurately?
 accurate inaccurate

0

Appropriateness Is the message conveyed in an appropriate manner?
 appropriate inappropriate

0

Integrity Is the message conveyed in an ethical manner?
 ethical unethical

1

There is a sense of sarcasm in the message as it uses one of the best known cigarette symbols to communicate a message against smoking. Techniques such as culture jamming are immediate and more memorable because the use well-known corporate images or icons. But such techniques do not always attempt to make an emotional connection, and the audience does not always feel personally connected to the message.

Because the Marlboro cowboy is so recognizable, the message is clear to everyone familiar to this symbol. Secondhand smoking may lead to diseases such as cancer, which can kill. It is not known the exact effect on animals, such as horses. Although the image suggests that secondhand smoking can kill a horse, it may not be perceived as accurate. However the overall claim of the message is still mostly true. The tactic of culture jamming can be controversial, and may not always be appropriate. In this case the message seems to be making fun of Marlboro and not the smokers.

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication

CA Ad Annual: 42 Dec 92 (p89)

Category

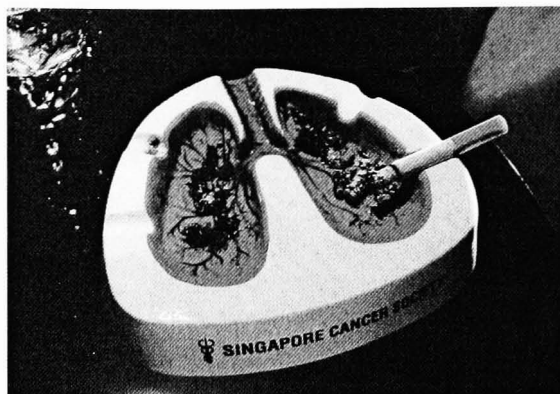
none

Design Firm

Dentsu, Young & Rubicam Singapore

Client

Singapore Cancer Society

**Meaning** Intended Meaning and Goals of the Message

Type of Message Persuasion Level

Persuasive Action

Objectives of the Message

Inform the audience of the risks of smoking

Persuade the audience to quit smoking

Strategies Used to Communicate the Message

Fear and shock are being used to communicate the risks associated with smoking. In the image an ashtray is in the shape and color of a person's lung. As it is filled up with cigarette ashes, one can see a dramatic representation of his or her own lungs being filled with ash.

Advantages of the Strategies


The message being communicated here is very strong. It is also relatively easy to understand. The dramatic representation of lungs filled with ashes is hard to forget.

Disadvantage of the Strategies

Smokers who already know the risks of smoking, and especially those who may already be trying to quit, may be put off by the image. It appears to be harsh. Like many similar messages of the same subject, it only informs the audience of a risk, but does not offer any information regarding where one can go for help.

Keywords: *work, work environment, work engagement, work satisfaction, organizational commitment, turnover intention*

Physical/ Psychological/ Community Affiliation	Health																																
<p>Context Describe the message within a social environment, but again, focusing on those of public health or long-term, lasting consequences to the community. Not only timing, number of people, but in the media, on television, on newsmagazines, etc. Many of the messages regarding warnings of health risks. Some of the messages are that a certain kind of health problem will develop or develop, and not every smoker develops major health problems.</p>	<p>Description of the Message Message is image, humor, (photograph) Message uses an emotional approach Tone of the message is soft</p> <p>Devices Used to Communicate the Message People: unknown, well known, babies, children, victim Stories: personal testimony, third person accounts Artifacts: personal artifacts, photographs, artifacts Facts/Data: actual facts, specific data, general statistics Demonstrations: explanation is convincing It is used: highly, in a consistent manner, special application</p>																																
Perception Audience's Perception of the Message																																	
<p>Connection Type (Is your connection to the message direct or indirect?)</p> <table border="1"> <tr> <td>direct</td><td>indirect</td></tr> <tr> <td>1</td><td></td></tr> </table> <p>Immediacy (Is the message immediate or delayed?)</p> <table border="1"> <tr> <td>quick</td><td>slow</td></tr> <tr> <td>2</td><td></td></tr> </table> <p>Strength (How strong is the message?)</p> <table border="1"> <tr> <td>strong</td><td>weak</td></tr> <tr> <td>1</td><td></td></tr> </table> <p>Resonance (How long-term is the message?)</p> <table border="1"> <tr> <td>long-term</td><td>short-term</td></tr> <tr> <td>2</td><td></td></tr> </table>	direct	indirect	1		quick	slow	2		strong	weak	1		long-term	short-term	2		<p>Clarity (Is the message clear or unclear?)</p> <table border="1"> <tr> <td>clear</td><td>unclear</td></tr> <tr> <td>1</td><td></td></tr> </table> <p>Accuracy (Is the message accurate or inaccurate?)</p> <table border="1"> <tr> <td>accurate</td><td>inaccurate</td></tr> <tr> <td>0</td><td></td></tr> </table> <p>Appropriateness (Is the message appropriate or inappropriate?)</p> <table border="1"> <tr> <td>appropriate</td><td>inappropriate</td></tr> <tr> <td>1</td><td></td></tr> </table> <p>Integrity (Is the message ethical or unethical?)</p> <table border="1"> <tr> <td>ethical</td><td>unethical</td></tr> <tr> <td>1</td><td></td></tr> </table>	clear	unclear	1		accurate	inaccurate	0		appropriate	inappropriate	1		ethical	unethical	1	
direct	indirect																																
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ethical	unethical																																
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<p>Although smoking is a serious topic, the message has a sense of humorous irony to it. The strategy of the message does not try to emotionally connect with the audience, rather it seems to be attempt to entertain the audience. The humor is what draws the audience in. The message is fairly immediate once the audience makes the connection between the cigarette and the soldiers on the ground. Its humor can help someone to remember the message.</p>	<p>Although one has to do some thinking to get the idea or the humor of the message, the overall communication is still clear. The message is accurate in its basic claim that secondhand smoking can cause a person's death. But it also depends on how much and how long someone is exposed to secondhand smoking. The image suggests secondhand smoking can kill someone instantly. It is not meant to be a scientific demonstration, but is meant to be an exaggerated dramatization.</p>																																

	Preventable Disease • Controllable Disease • Curable Disease • Incurable Disease
Publication Cancer Facts and Figures 2011 Category Cancer Design Firm Ogilvy & Mather Creative David Parnitzky Associates	<div data-bbox="649 380 1102 421">CANCER CURES SMOKING.</div> <div data-bbox="926 580 1129 605">  CANCER PATIENTS AID ASSOCIATION </div>
type int. copy external copy	<div data-bbox="593 717 1133 744">Meaning Intended Meaning and Goals of the Message</div> <div data-bbox="593 786 847 809">Objectives of the Message</div> <div data-bbox="593 811 960 856"> Inform the audience of the risks of smoking Persuade the audience to quit smoking </div> <div data-bbox="593 880 1034 903">Strategies Used to Communicate the Message</div> <div data-bbox="593 905 1159 1022"> Fear is used to scare people to quit smoking. The copy reads like an ultimatum, which tells smokers that if they keep smoking, they will get cancer. There are only three words in the copy. Instead of saying smoking can cause cancer such as other message in the same category, the copy reverses the usual order of the words as cancer come before smoking. </div> <div data-bbox="593 1046 872 1069">Advantages of the Strategies</div> <div data-bbox="593 1071 1126 1140"> The message is short and to the point. It is very straightforward. The message is especially effective for smokers who have tried to quit but gave up because it was too hard. </div> <div data-bbox="593 1165 890 1187">Disadvantage of the Strategies</div> <div data-bbox="593 1189 1159 1281"> The message may be too strong for some people, especially smokers who are aware of the dangers of smoking and have tried to quit before. The message could be interpreted as harsh and cold, and does not address the real difficulties smokers encounter when trying to quit. </div>

Project	Design	Source	MLA link
<p>Context is the situation in which the message is delivered. It includes the audience, the situation, the time, the place, the medium, and the purpose of the message.</p> <p>Description of the Message is the content of the message. It includes the topic, the purpose, the tone, the style, and the format of the message.</p> <p>Devices Used to Communicate the Message are the elements that make up the message. They include the words, the images, the sounds, and the layout of the message.</p>			
<p>Perception Audience's Perception of the Message</p>			
<p>Connection Type is the relationship between the sender and the receiver.</p> <p>direct</p> <p>indirect</p>		<p>Clarity is the degree to which the message is clear and easy to understand.</p> <p>clear</p> <p>unclear</p>	
<p>Immediacy is the degree to which the message is immediate and urgent.</p> <p>quick</p> <p>slow</p>		<p>Accuracy is the degree to which the message is accurate and truthful.</p> <p>accurate</p> <p>inaccurate</p>	
<p>Strength is the degree to which the message is strong and powerful.</p> <p>strong</p> <p>weak</p>		<p>Appropriateness is the degree to which the message is appropriate and suitable for the audience.</p> <p>appropriate</p> <p>inappropriate</p>	
<p>Resonance is the degree to which the message resonates with the audience.</p> <p>long-term</p> <p>short-term</p>		<p>Integrity is the degree to which the message is ethical and honest.</p> <p>ethical</p> <p>unethical</p>	
<p>The message has the tone of an ultimatum and uses fear to communicate. One would probably not feel emotionally connected to it, but the simplistic and powerful nature of the message makes it very immediate. The message itself only has three words. The authoritative tone resonates in the audience's mind long after seeing the message.</p>		<p>This is one of the clearest messages in terms of communication. Every non-essential part of the message has been taken away, leaving only the most important information. In terms of accuracy, the copy could be somewhat misleading. Although smoking has been linked to many diseases, such as cancer, there are other factors that contribute to the problem. But most audience reading the message would probably know that message is trying make a point. Its forceful tone may seem harsh and inappropriate, but sometimes because of the context of the issue a strong tone may be needed.</p>	

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Design Annual 44 Nov 02 (p141)
Category
none
Design Firm
CHRW Advertising
Client
AIDS Walk Kansas City 2002



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Persuade the audience to join an AIDS walk

Strategies Used to Communicate the Message

The tone of the message is positive and encouraging. It has the effect of a rallying slogan. It is unusual and eye-catching in that it depicts a message printed on a busy city intersection, which is referencing a part of the copy that reads "taking it to the streets"

Advantages of the Strategies

The message has the advantage of being positive. It encourages the audience and gives them hope. The audience usually is more likely to respond to positive messages.

Disadvantage of the Strategies

Although the message is encouraging and inviting for the audience, it does not seem to be trying to convince someone of why he or she should support the cause. It assumes that the audience is already familiar and sympathetic to the cause. Although many audiences may be familiar with the issue of AIDS, one may not necessarily be sympathetic to the issue or aware of its urgency.

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Design Annual 42 Nov 01 (p157)
Category
Poster
Design Firm
Kinetic Design & Advertising
Client
Alzheimer's Disease Association



Meaning *Intended Meaning and Goals of the Message*

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the effects of Alzheimer's disease
Persuade the audience to help its patients

Strategies Used to Communicate the Message

The message uses the story of a patient of Alzheimer's disease to demonstrate the devastating effects of the disease. The story is told in a clam and frank manner. It actually does not mention anything about the disease. Someone passing by may not even be aware of its true intention. The message was printed using a special type of ink that fades after a short period of time. After the message has partially faded, a smaller message was placed on top of the old one that explains the purpose of the message. The devastating effects of the disease as one slowly loses one's memory then becomes clear to the audience.

Advantages of the Strategies

The strategy of using personal stories has strong effects on the audience and helps establish a strong emotional connection with them. The special feature of the message demonstrates the unique and devastating effects Alzheimer's disease has on its patients and their families.

Disadvantage of the Strategies

The time needed for the ink to fade can make the message less immediate. The strategy calls for it to be placed in transportation stops, such as bus and train stops. In such places someone is more likely to be repeatedly exposed to the same message over a period of time. This may help to solve the problem of the immediacy of the message.

Physician's Disease in Patients' At Risk

AlzStk

Context

Context: Design: A social cause design for a video message. Purpose: The video is intended to raise awareness of a patient's disease. Many people have experienced the disease and its effects on the body and mind. Many people have experienced the disease and its effects on the body and mind. Many people have experienced the disease and its effects on the body and mind.

Description of the Message

Message: A video message about the disease. The message is soft and emotional. The message is soft and emotional. The message is soft and emotional.

Devices Used to Communicate the Message

People: A patient, a doctor, a family member, a friend, a victim. Stories: Personal testimonies, third person narrative. Facts: Data on the disease, statistics on the disease. Dynamics: A patient's story, a doctor's story. Emotions: A patient's story, a doctor's story. Selection: A patient's story, a doctor's story. Location: A patient's story, a doctor's story.

Perception Audience's Perception of the Message**Connection Type**

direct indirect

3

Clarity

clear unclear

0

Immediacy

quick slow

3

Accuracy

accurate inaccurate

2

Strength

strong weak

3

Appropriateness

appropriate inappropriate

3

Resonance

long-term short-term

3

Integrity

ethical unethical

3

The message tells the story of a patient of Alzheimer's disease. It establishes an emotional connection with the audience through sympathy. An audience member is likely to form a strong connection to the message and the patient. Such a story helps to teach what it is like to be personally effected by the disease. Information in the form of stories is easier for someone to remember. The only drawback of the message is its immediacy, since its strategy relies on the audience to view the message repeatedly over a period of time.

The intention of the message is clear once the original copy has faded away and another one is place on top. The message is clear as long as one watches it change over time. It is accurate in its representation of the demonstration of the effects of Alzheimer's disease. The story is told frankly and honestly, and is appropriate for its purpose. For these reasons the overall integrity of the message is high.

Legal Substance, Illegal Substance

Publication
 CA Ad Annual 43 Dec 03 (p75)
Category
 Die-cut sticker
Design Firm
 Theme Media & Production
Client
 Clarke Quay & Lox Entertainment



Meaning *Intended Meaning and Goals of the Message*

Type of Message	Persuasion Level
Persuasive	Connotation

Objectives of the Message

Inform the audience of the effects of alcohol
 Persuade the audience to drink responsibly

Strategies Used to Communicate the Message

The message attempts to inform the audience about the effects alcohol has on a person. Not being able to tell a two-dimensional print from a three-dimensional object can one of the side effects of alcohol. The message uses the urinal as an example of this side effects that can have deadly consequences. The demonstration helps to show a concept that may not be well understood by people who drink. Instead of a complicated scientific explanation, the advertisement uses an almost comical approach to explain the side effects of alcohol.

Advantages of the Strategies

The message serves as a demonstration of the effects of alcohol on a person. It is easy to understand and due to the sticker format, it can be placed in many areas, such as bars.

Disadvantage of the Strategies

Alcohol have many serious effects on people. Using the flat urinal as an example may not be enough to convey the more dangerous things that can happen when one drinks too much, such as driving while intoxicated.

Psychology Dept. Education: Disability Sample Item

Health

Content

Content refers to the actual information being presented. It is the message itself, the words and images used to convey the message. Content refers to the actual information being presented. It is the message itself, the words and images used to convey the message.

Description of the Message

Message is using a dramatic, emotional, and...
The message uses an emotional approach.
Type of the message is not...

Devices Used to Communicate the Message

Visuals: photographs, representative photographs
Facts: actual facts, story in the graphic, statistics
Declarations: exclamations, comparisons
Emphasis: using this to make the message stand out...

Perception Audience's Perception of the Message

Connection Type

Are you directly connected to the message?

direct 1 indirect

Immediacy

Are you directly connected to the message?

quick 1 slow

Strength

Are you directly connected to the message?

strong 1 weak

Resonance

Are you directly connected to the message?

long-term 2 short-term

Clarity

Is the message communicated clearly?

clear 2 unclear

Accuracy

Is the message communicated accurately?

accurate 1 inaccurate

Appropriateness

Is the message communicated appropriately?

appropriate 2 inappropriate

Integrity

Is the message communicated ethically?

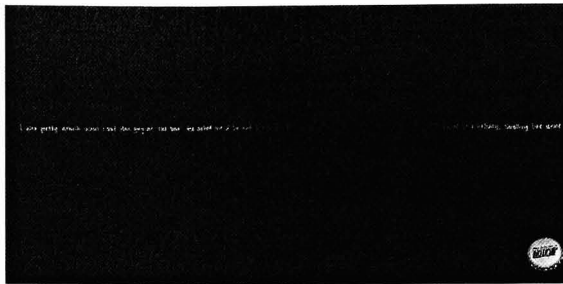
ethical 2 unethical

The message tries to educate people about the effects of alcohol. Since it does not make an emotional connection with the audience, one is less likely to feel directly affected by the message. The use of urinals may also be interpreted that message is only targeted to male audiences. The image helps the message be understood relatively quickly. The setting of a men's bathroom may cause someone to take the issue less seriously, but its unusual nature may also help someone to remember the message.

The message is explained fairly clearly, and the image helps to demonstrate the claim made by the message. The example of the urinal serves as a basic demonstration, and not as an accurate scientific explanation. Overall, the message is appropriate for its purpose.

Legal Substance, Illegal Substance

Publication
CA Ad Annual 43 Dec 03 (p81)
Category
Magazine ad
Design Firm
Savoye Riley Compton
Client
Georgia Institute of Technology



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Connection

Objectives of the Message

Inform the audience of the effects of alcohol
Persuade the audience to drink responsibly

Strategies Used to Communicate the Message

The message is very simple with most textly and a small image. Its copy reads, "I was pretty drunk when I met this guy at the bar. He asked me if he and his buddies could... half-naked in a hallway, smelling like urine." The black background and the part of the copy that is faded represent when the woman who is telling the story passed out. Near the bottom right corner of the message is a bear cap with the text, "Don't drink like an idiot." The tone of the copy is that of a young woman. She is probably in her early 20s since she was at a bar. And the fact she ended up in a hallway may suggest that she was a college student. The copy is written as a personal story, and it may very well be a true story of a young woman. Her personal account also serves as a testimony that proves the claim that alcohol impairs a person's judgment and leaves him or her open to be taken advantage of.

Advantages of the Strategies

The message uses the story of someone who is of similar age as the target audience, which gives advantage of being better received by the audience. Since the person in the message and the audience have similar lifestyle and experiences.

Disadvantage of the Strategies

The message hints that this young woman, or at least her actions is idiotic. Such tone may seem judgemental. The audience may also think this kind of action is isolated because of her own irresponsibility, and they know enough to not put themselves in the same situation.

Perception Audience's Perception of the Message

Health

Context

The advertisement is a very negative story in someone's own words about health. There are a large number and variety of messages about people who drink too much alcohol, born alcohol abuse, and people who drink too much alcohol. The message is a warning to people who drink too much alcohol. The message is a warning to people who drink too much alcohol. The message is a warning to people who drink too much alcohol.

Description of the Message

Message is a personal approach.
 Message uses an emotional approach.
 Tone of the message is fearful.

Devices Used to Communicate the Message

People included: well known, babies, children, victims.
 Stories, personal testimonies, and personal stories.
 Descriptive, explanatory, comparisons.
 Language: language, lifestyle, personal experience.

Perception Audience's Perception of the Message

Connection Type A: How easily connected to the message?

direct indirect

3

Immediacy: How quickly connected to the message?

quick slow

1

Strength: How strong the connection to the message?

strong weak

3

Resonance: How long the connection to the message?

long-term short-term

3

Clarity: How clear the message is?

clear unclear

2

Accuracy: Is the message communicated accurately?

accurate inaccurate

3

Appropriateness: Is the message communicated appropriately?

appropriate inappropriate

1

Integrity: Is the message communicated ethically?

ethical unethical

2

The personal story of a young woman being taken advantage of is very strong, and helps the message to make a connection with the audience. It also serves as a warning to others, especially young women of similar ages. The connection is immediate once one finishes reading the copy and understands its purpose. The personal account of the young woman is likely to be remembered by the audience that is personally connected to her and the message.

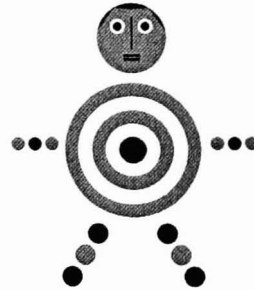
Visually the message is harder to see. The part where the copy fades away makes it difficult to understand. But if the audience takes the time to closely read the copy, the message is clear. The message is accurate because it uses the personal story of a victim told in the first person. Overall it is appropriate, but there may be some problems when the message seems to refer to the young woman, or at least her actions, as idiotic. Some audience members may have problems with the tone.

Health, Education, Human Rights

Publication
CA Design Annual 43 Nov 92 (p150)
Category
Poster
Design Firm
Spur Design
Client
Turn Around



A child is not a target.



Stop the cycle of domestic violence.

Turn Around can help. (419) 377-6111

Metropolitan Police, London, England, 1992. Turn Around can help. (419) 377-6111



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Conviction

Objectives of the Message

Persuade the audience to prevent domestic violence

Strategies Used to Communicate the Message

The message uses simple illustrations to convey a serious topic. The illustrations are easy to understand and to look at. It is also suitable for the whole family since the message is meant for all ages.

Advantages of the Strategies

The message is not graphic or traumatic for the audience. It is appropriate for the entire family to look at. This is important since domestic violence affects everyone in the family.

Disadvantage of the Strategies

This style of illustration may not appeal to everyone, and it could mislead about the seriousness of the issue.

Perception

Audience's Perception of the Message

Connection Type direct → indirect 1	Clarity clear → unclear 2
Immediacy quick → slow 2	Accuracy accurate → inaccurate 3
Strength strong → weak 1	Appropriateness appropriate → inappropriate 2
Resonance long-term → short-term 1	Integrity ethical → unethical 3

Through a simple and easy to understand illustration, the message is clearly communicated. The information it presents is accurate and appropriate as well.

Health, Education, Human Rights

Publication
CA Ad Annual 43 Dec 03 (p75)
Category
Poster
Design Firm
GSD & M
Client
Peace Council



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the issue of child soldiers
Persuade the audience to take preventive actions

Strategies Used to Communicate the Message

The message uses fear to persuade the audience to take actions again the use of child soldiers in many African countries. It depicts children holding either real or wooden models of assault rifles. The copy of the message references other messages for raising the awareness of starvation in Africa. This message reverses the tone of these messages and the role of the audience, and seems to suggest that the audience is not just helping the children, but are also helping themselves.

Advantages of the Strategies

The forceful tone may be more motivational for the audience. It conveys the urgency of the issue.

Disadvantage of the Strategies

Fear does not always work; sometimes the audience become fatigued from the tactic and chooses to purposefully ignore the message.

Children, Teen, Elderly, Women, etc. - American, Disabled Person

Minority Groups

Context

Context of the message: Is the message being communicated in a context that is relevant to the audience? The message is being communicated in a context that is relevant to the audience. The message is being communicated in a context that is relevant to the audience. The message is being communicated in a context that is relevant to the audience.

Description of the Message

Description of the message: What is the message? The message is a photograph of a child soldier holding a rifle. The message is a photograph of a child soldier holding a rifle. The message is a photograph of a child soldier holding a rifle.

Devices Used to Communicate the Message

Devices used to communicate the message: The message uses a photograph of a child soldier holding a rifle. The message uses a photograph of a child soldier holding a rifle. The message uses a photograph of a child soldier holding a rifle.

Perception Audience's Perception of the Message**Connection Type**

Is the message communicated directly or indirectly?

direct

indirect

1

Immediacy

Is the message communicated immediately or indirectly?

quick

slow

2

Strength

Is the message communicated strongly or weakly?

strong

weak

1

Resonance

Is the message communicated in a way that resonates with the audience?

long-term

short-term

1

Clarity

Is the message communicated clearly or unclearly?

clear

unclear

2

Accuracy

Is the message communicated accurately or inaccurately?

accurate

inaccurate

1

Appropriateness

Is the message communicated appropriately or inappropriately?

appropriate

inappropriate

0

Integrity

Is the message communicated ethically or unethically?

ethical

unethical

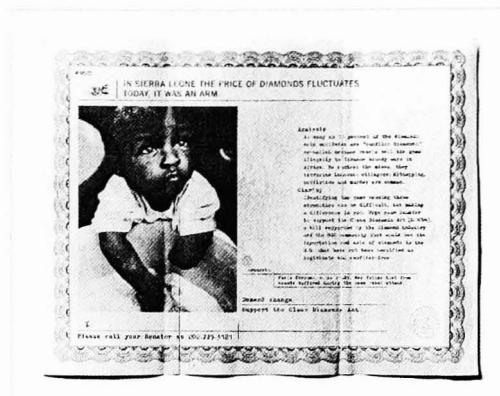
0

The message uses fear to suggest this army of armed African children may be marching to America. It attempts to make the audience afraid for its own safety and feel personally affected by the message. The image of the child soldiers is fairly recognizable. It looks as if it has been taken off of a newspaper. One may or may not believe that this army is actually going to be able to march into the U.S., but the intention is to make the audience feel personally affected, and someone is more likely to remember something that affects him or herself.

The depiction of these child soldiers is clear in its communication of fear. One can not help to be concerned seeing this many young kids holding assault rifles. The message references other earlier messages that tried to raise the awareness of starvation in African. It uses those messages as a set up for its message. Images of African children such as these are not easy to look at, and most audiences have already been exposed to them many times before. It should be cautioned that overexposure to them can cause audience fatigue and it would be counterproductive to the message and the social cause.

Health, Education, Human Rights

Publication
CA Ad Annual 43 Dec 02 (p87)
Category
Newspaper ad
Design Firm
Martin Williams
Client
Amnesty International



Meaning intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the illegal diamond trade and its consequence
Persuade the audience to take action against the practice

Strategies Used to Communicate the Message

The image of a young child with her left arm missing is used to shock the audience. She appears to be washing something, and is obviously having a hard time with the task. With tears in her eyes, one can tell that she is in both physical and emotional pain. The image is one of the most powerful images of all the examples of social cause designs found. Seeing such an image can easily overwhelm a person.


Advantages of the Strategies

The powerful image will cause a quick and strong emotional response from the audience. It has a lot of motivational power over the audience because of its subject matter.

Disadvantage of the Strategies

The image is very difficult to look at. Some audience members may be overwhelmed by it. It may even force someone to look away.

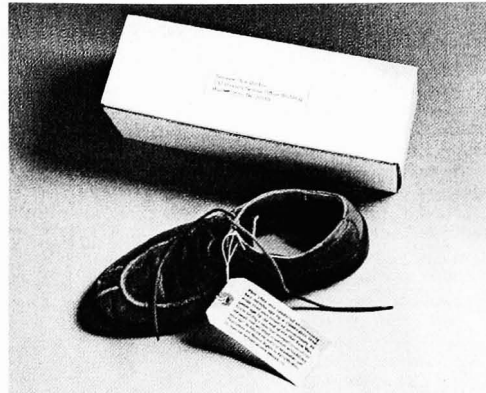
Children, Men, Women, African American, Disabled Person		Minority Groups
<p>Context In many parts of Africa, such as Sierra Leone, children are being affected in order to fund armies or other groups that are harming each other. Immediately, many are often caught in the middle. There is one child who is used to keep the people's minds, to minimize the damage that can be done in order to control. Millions of such children are affected in Africa, and it is a very scary situation.</p> <p>Devices Used to Communicate the Message Photography, and even well-known names, children victims. Statistics are used to help to avoid personal details. Facts about general knowledge, the data that is collected.</p>		<p>Description of the Message Message is image dominant (photograph). Message uses an emotional approach. Tone of the message is soft.</p> <p>Devices Used to Communicate the Message Photography, and even well-known names, children victims. Statistics are used to help to avoid personal details. Facts about general knowledge, the data that is collected.</p>
Perception Audience's Perception of the Message		
<p>Connection Type How directly connected to the message?</p> <p>direct indirect</p> <p>3</p>		<p>Clarity How clear and uncomplicated is it?</p> <p>clear unclear</p> <p>2</p>
<p>Immediacy Are you immediately connected to the message?</p> <p>quick slow</p> <p>3</p>		<p>Accuracy Is the message accurate and not distorted?</p> <p>accurate inaccurate</p> <p>3</p>
<p>Strength How strong is the message?</p> <p>strong weak</p> <p>3</p>		<p>Appropriateness Is the message appropriate and appropriate?</p> <p>appropriate inappropriate</p> <p>0</p>
<p>Resonance How long-term is the message?</p> <p>long-term short-term</p> <p>3</p>		<p>Integrity Is the message ethical and not unethical?</p> <p>ethical unethical</p> <p>0</p>
<p>This message is one of the strongest messages out of the 27 examples analyzed. The audience tends to associate with images of children and victims. The audience will feel directly effected by the message. The connection of the message is immediate, strong, and hard to forget.</p> <p>In the case of this message, the image is so powerful and even painful for the audience to look at it can get in the way of the communication goals. The information communicated is accurate; it contains both the little girl's personal story and general statistics about others like her. It is hard to judge if the message is appropriate or not and if the overall strategy is ethical. In general, the use of such imagery should be avoided out of concerns for the audience, but it is also the truth, and sometimes truth is needed to convince and motivate someone.</p>		

Health, Education, Human Rights	
<div><div>Publication</div><div>CA Ad Annual 43 Dec 03 (p78)</div><div>Category</div><div>Magazine ad</div><div>Design Firm</div><div>BRO Atlanta</div><div>Client</div><div>Save the Children</div></div>	<div></div>
Meaning Intended Meaning and Goals of the Message	
<div><div>Type of Message</div><div>Persuasion Level</div></div> <div><div>Persuasive</div><div>Concision</div></div>	<div><div>Objectives of the Message</div><div>Persuade the audience (teens) to practice safe sex</div></div> <div><div>Strategies Used to Communicate the Message</div><div>The message personifies unborn fetuses to think and talk like average teenagers. It uses a commonly used teenaged phrase illustrate the serious nature of unprotected sex. It asks teens to consider the consequences of their actions by making them think about what they would do if they were to get pregnant.</div></div> <div><div>Advantages of the Strategies</div><div>Because the message uses the language familiar to teens and plays off of how they think, it is easier for them understand and may be more appealing to them.</div></div> <div><div>Disadvantage of the Strategies</div><div>The message hints at abortion as one of the consequences of unwanted teen pregnancy. Depending on the personal view of the audience, one can have a less favorable view of the message.</div></div>

Message		Audience		Context		Medium	
<p>Message</p> <p>Image of a pregnant girl standing sideways, with text: "Standing sideways is pregnant. But condoms do not provide 100% protection."</p>		<p>Target Audience</p> <p>Teenage girls</p>		<p>Location</p> <p>India</p>		<p>Medium</p> <p>Billboard</p>	
<p>Description of the Message</p> <p>The message is a billboard featuring a photograph of a pregnant girl standing sideways. The text on the billboard reads: "Standing sideways is pregnant. But condoms do not provide 100% protection."</p>		<p>Perception</p> <p>The message is perceived as a billboard advertisement for condoms.</p>		<p>Connection Type</p> <p>Direct</p>		<p>Clarity</p> <p>Clear</p>	
<p>Devices Used to Communicate the Message</p> <p>Photograph of a pregnant girl standing sideways. Text: "Standing sideways is pregnant. But condoms do not provide 100% protection."</p>		<p>Perception</p> <p>The message is perceived as a billboard advertisement for condoms.</p>		<p>Connection Type</p> <p>Indirect</p>		<p>Clarity</p> <p>Unclear</p>	
<p>Connection Type</p> <p>Direct</p>		<p>Connection Type</p> <p>Indirect</p>		<p>Clarity</p> <p>Clear</p>		<p>Clarity</p> <p>Unclear</p>	
<p>Immediacy</p> <p>Quick</p>		<p>Immediacy</p> <p>Slow</p>		<p>Accuracy</p> <p>Accurate</p>		<p>Accuracy</p> <p>Inaccurate</p>	
<p>Strength</p> <p>Strong</p>		<p>Strength</p> <p>Weak</p>		<p>Appropriateness</p> <p>Appropriate</p>		<p>Appropriateness</p> <p>Inappropriate</p>	
<p>Resonance</p> <p>Long-term</p>		<p>Resonance</p> <p>Short-term</p>		<p>Integrity</p> <p>Ethical</p>		<p>Integrity</p> <p>Unethical</p>	
<p>The message attempts to make an emotional connection with the audience. It uses the audience's language and way of thinking to try to establish a strong and more immediate connection. The message also personifies a fetus and gives it a voice. The strategy may help the audience better remember the message better.</p>		<p>The message is mostly clear once one reads the copy. The image alone may cause some confusions. The message suggests that the teenage girl standing sideways is pregnant, but her appearance does not suggest the same thing. The message also suggests that condoms can prevent unwanted pregnancy. But condoms do not provide 100% protection</p>					

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Ad Annual 42 Dec 01 (p109)
Category
Series
Design Firm
Euro RSCG McCannaughy Tatham
Client
Physicians for Human Rights



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Inform the audience of the risk of landmines

Persuade the audience to take actions against their use

Strategies Used to Communicate the Message

The message uses actual artifacts from landmine victims to make an emotional connection with the audience. Selected politician and opinion maker received a paper box containing a shoe of a landmine victim injured by a mine explosion. The shoes used in the campaign included shoes of men, women, and children, representing the variety of victims of landmines. A labeling tag was attached to the shoe with the story of the victim. The shoes have the appearance of physical evidence used in criminal cases. One can imagine the potential emotional impact of someone holding the left or right shoe of a landmine victim, especially the shoe of a little boy or girl.

Advantages of the Strategies

Using actual artifacts from victims has a tremendous amount of emotional power. With an artifact, one not only sees the object, but can also touch and smell it. Selecting politicians for the campaign greatly improves the chances of action in support of the social cause.

Disadvantage of the Strategies

Sometimes messages can be too powerful. Some audience members may not like to be emotionally involved with a message. One may choose to ignore these messages in order to protect themselves.

Physical Elements of the Design: Visual Elements

Negative

Context

The context of this shoe is a recently historical conversation about the Chinese shoe people started in the 1970's and since was Project Diaries. Mark Stebbins is a designer, selling the shoes in his store in Portland, Oregon. He is in communities where languages other than his are still largely not on the local population. There is a lot of no-bias attitudes which refuses to sign the language. It is really a case of "anonymous" effectiveness in promoting a lot of knowledge about South Korea. Many people are asking the shoes to be made and to be made in the general public. But it is not the support from the government and the local South Korean community. It is a lot of people who are not aware of the shoe and the shoe.

Description of the Message

Message is image dominant (photograph)
 Message use: an emotional address
 Tone of the message is soft

Devices Used to Communicate the Message

Stories: personal histories, third person accounts
 Artifacts: personal artifacts, representational artifacts
 Facts/Data: actual facts, scientific data, general statistics
 Emphasis: using the language makes the invisible visible, ascription
 Self-referential language, construction, location
 Historical features: on visual images, social application, support

Perception: Audience's Perception of the Message

Connection Type

direct indirect

3

Immediacy

quick slow

2

Strength

strong weak

3

Resonance

long-term short-term

3

Clarity

clear unclear

2

Accuracy

accurate inaccurate

3

Appropriateness

appropriate inappropriate

1

Integrity

ethical unethical

1

By holding these shoes and reading the stories of the victims it can be predict that the emotional response of the audience will be great. As soon as one realizes the meaning of the shoes, one is likely to be immediately and directly connected to the message, and is not likely to forget such emotion.

Although one may not know what the shoe is for when he or she first receives it, once that person reads the label the message should come across very clearly. The information in the message is accurate because it is an actual story of a victim. The strategies of the message no doubt will cause strong emotional reactions from the audience. Because of the powerful nature of these artifacts, their use should be cautioned.

Preventable Disease, Curable Disease, Incurable Disease, Terminal Disease

Publication
CA Ad Annual 43 Dec 02 (p86)
Category
Series
Design Firm
Santchi & Santchi
Client
Adopt A Minefield



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Suggestive	Preface

Objectives of the Message

Inform the audience of the risk of landmines
Persuade the audience to take actions against their use

Strategies Used to Communicate the Message

At first look this clothing store seems like any other fashionable store in American malls. One may as well as replace its sign with *Gap* or *Abercrombie & Fitch*. But at second glance, one will be surprised to see that the manikins in the store window only have one leg. Then one makes the connection that the store was designed for victims of landmines. Similar to the socks, the clothing store brings the issue closer to home, and put it in a setting familiar to western audiences. This sense of familiarity allows audience members to personally experience something that is normally far from them, and establishes a stronger emotional connection with the audience.

Advantages of the Strategies

The strategy of making something that is unfamiliar to western audiences familiar using object and experiences they know helps to put the audience in the victims' shoes. This allows for a fast communication of the message.

Disadvantage of the Strategies

The original objects or concepts can be takeout of context so much so that they can start to lose their meaning. In the case of this store, it looks so much like a western store that it can be hard to tell its purpose.

Physical: Psychological: Social: Addition

Health

Context

The context of the message is a night scene in a city street. The message is a photograph of a person's foot stepping on a landmine. The person's foot is in the foreground, and the landmine is in the background. The person's foot is wearing a shoe, and the landmine is a small, dark object. The message is a photograph of a person's foot stepping on a landmine. The person's foot is in the foreground, and the landmine is in the background. The person's foot is wearing a shoe, and the landmine is a small, dark object.

Description of the Message

The message is a photograph of a person's foot stepping on a landmine. The message is a photograph of a person's foot stepping on a landmine. The message is a photograph of a person's foot stepping on a landmine.

Genres Used to Communicate the Message

The message is a photograph of a person's foot stepping on a landmine. The message is a photograph of a person's foot stepping on a landmine. The message is a photograph of a person's foot stepping on a landmine.

Perception Audience's Perception of the Message

Connection Type How directly connected to the message?
direct indirect

1

indirect

Immediacy How immediately connected to the message?
quick slow

0

Strength How strong is the message?
strong weak

1

Resonance How long-term is the message?
long-term short-term

1

Clarity Is the message communicated clearly?
clear unclear

1

Accuracy Is the message communicated accurately?
accurate inaccurate

1

Appropriateness Is the message communicated appropriately?
appropriate inappropriate

1

Integrity Is the message communicated ethically?
ethical unethical

1

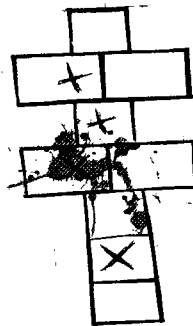
The message uses objects and experiences familiar to the audience in order to make a more direct connection. It is not as immediate because the images in the message look so normal, it can be hard to tell what they are for. This drawback may also affect the strength of the message, and make it less memorable.

The message is less clear because its images look so normal that it is hard to tell what the message is trying to communicate. But it is accurate in communicating what happens when someone steps on a landmine. And overall, it is appropriate because the information it contains correct and the strategies it uses do not harm the audience.

Preventable Disease Control Campaign

Publication
 Campaign Name: Nov 2010
 Category
 Poster
 Design Firm
 Slighttwo
 Client
 United Nations

Landmines Awareness



Meaning

Intended Meaning and Goals of the Message

Topic: Resilience
 Introduction Level

Objectives of the Message

Inform the audience of the risk of landmines

Persuade the audience to take actions against its use

Strategies Used to Communicate the Message

Puddles of blood are used to shock the audience. The realization that the victim in this land mine explosion was a young child and he or she was probably dead or terribly injured will have a tremendous emotional effect on the audience. This message uses a commonly played children's game familiar to many audiences. This innocent game takes on a deadly twist.

Advantages of the Strategies

The contrast of the red blood and the white background helps the message to stand out. The shock of this much blood will grab audience's attention and make them feel sympathetic to the social cause.

Disadvantage of the Strategies

The strategy of using shock to get the audience's attention to make them support a cause can backfire. No one wants to be shocked or made to be afraid. One may choose to look away if he or she expects to be shocked.

Physician: Physiotherapist, Dietician, Audiologist

Health

Context

The message is a poster used to educate the public about the dangers of landmines. The poster is titled "Landmines: A Silent Killer" and features a photograph of a young boy who has been injured by a landmine. The boy is lying on the ground, and his leg is in a cast. The poster is designed to be placed in public areas where people can see it. The poster is designed to be placed in public areas where people can see it. The poster is designed to be placed in public areas where people can see it.

Description of the Message

The message is a poster used to educate the public about the dangers of landmines. The poster is titled "Landmines: A Silent Killer" and features a photograph of a young boy who has been injured by a landmine. The poster is designed to be placed in public areas where people can see it.

Devices Used to Communicate the Message

Visuals: photograph of a young boy who has been injured by a landmine. Text: Data on the dangers of landmines, general statistics. Demonstrations: explanations, comparisons. Facts: large numbers, statistics, map of the world. Tone: serious, urgent. Language: simple, direct, easy to understand.

Perception Audience's Perception of the Message**Connection Type**

see you do it? (emotional) (for the message)

direct

indirect

3

Immediacy

see you do it? (emotional) (for the message)

quick

slow

2

Strength

see you do it? (emotional) (for the message)

strong

weak

3

Resonance

see you do it? (emotional) (for the message)

long-term

short-term

3

Clarity

see you do it? (emotional) (for the message)

clear

unclear

3

Accuracy

see you do it? (emotional) (for the message)

accurate

inaccurate

2

Appropriateness

see you do it? (emotional) (for the message)

appropriate

inappropriate

0

Integrity

see you do it? (emotional) (for the message)

ethical

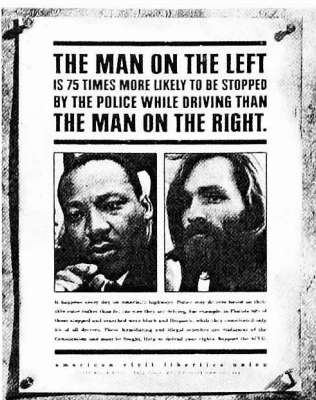
unethical

0

The message use child victims of landmines to make its point. The audience often finds it is easier to feel sympathetic towards kid. The message is likely to establish a quick and strong emotion connection with the audience. The audience will find it hard to forget the traumatic representation of blood.

The message uses simple copy and illustrations. The communication is very clear. It is also fairly accurate in its suggestion of the damages caused by landmines. However the tactic of using shock should be avoided if possible. Such traumatic images may do more harm than good for the audience and the social cause itself.

Publication
CA Ad Annual 42 Dec 01 (p107)
Category
Magazine ad
Design Firm
DeVito / Verdi
Client
ACLU



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Suggestive	Preference

Objectives of the Message
Inform the audience of the practice of racial profiling
Persuade the audience to take action against the practice

Strategies Used to Communicate the Message
The message compares Martin Luther King, Jr. and Charles Manson to demonstrate that racial profiling is not always right. It uses what each person stands for to show that a person's skin color does not always reflect one's moral characters. Both people are also celebrities, although for different reasons.

Advantages of the Strategies
Both Martin Luther King, Jr. and Charles Manson are well-known. Most people are aware of what each person symbolizes. This fact makes the message more immediate. The strong moral contrast between them makes a great argument against racial profiling.

Disadvantage of the Strategies
There may be the chance that by not looking at the message carefully, one may misinterpret it and wonder why the image of Martin Luther King, Jr. is used with that of Charles Manson.

Publication
CA Ad Annual 42 Dec 01 (p105)
Category
Newspaper ad
Design Firm
Goodby, Silverstein & Partners
Client
Gun Control



Meaning intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Suggestive	Preference

Objectives of the Message

Persuade the audience to support gun control

Strategies Used to Communicate the Message

The message's strategy uses well-known historical events and people to communicate. The images in the message show the front page of The Chicago Times, each depicting the assassination of a famous person. These people include President Kennedy, Martin Luther King, Jr., and John Lennon from the Beatles who were all killed by someone with a gun. The campaign uses the assassination of these well-known and important people to convey the deadly nature of guns.

Advantages of the Strategies

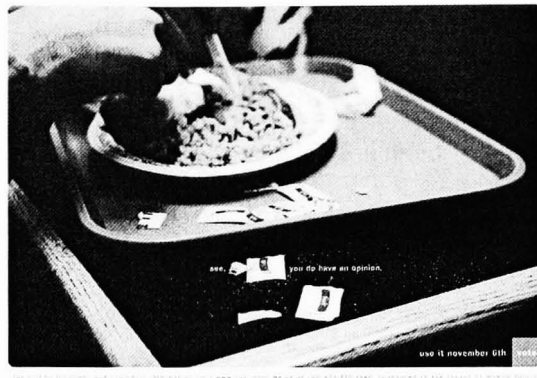
Because the people and events are well known, the message does not have to communicate new knowledge to the audience. These three people are all well liked by many, and their deaths shook many people's lives. Many were saddened and angered by their assassinations, and this makes them more likely to feel sympathetic to the cause.

Disadvantage of the Strategies

Although these people were all killed by someone with a gun, one can still argue that it was the assassins not the guns who are responsible for their death.

Global Issues: National Issues		Political
Context: The issue is a current social issue that is relevant to the audience. The issue is a social issue that is relevant to the audience. The issue is a social issue that is relevant to the audience. The issue is a social issue that is relevant to the audience.		Description of the Message: Message is using color and text to represent Message uses a repetition of words The color message is soft
Devices Used to Communicate the Message: Color is used as well as text to represent the message Symbols are used to represent the message Symbols are used to represent the message Symbols are used to represent the message Symbols are used to represent the message		Devices Used to Communicate the Message: Color is used as well as text to represent the message Symbols are used to represent the message Symbols are used to represent the message Symbols are used to represent the message Symbols are used to represent the message
Perception: Audience's Perception of the Message		
Connection Type: Are you directly involved in the message? direct indirect 2		Clarity: Is the message clear and direct? clear unclear 3
Immediacy: Is the message clear and direct? quick slow 2		Accuracy: Is the message clear and direct? accurate inaccurate 2
Strength: Is the message clear and direct? strong weak 2		Appropriateness: Is the message clear and direct? appropriate inappropriate 2
Resonance: Is the message clear and direct? long-term short-term 3		Integrity: Is the message clear and direct? ethical unethical 2
President Kennedy, Martin Luther King, Jr., and John Lennon are not just well-known, many people see them as role models and associate personally with what they stand for. Many people felt directly affected by their death. The images that are used are from actual newspapers from the day when these three people were killed. Audience members who are old enough may even remember seeing these images in the newspaper.		The message is clear because the images used are already familiar to many audience. It is fairly accurate since it uses actual news reports from the days when these events happened. Overall, the message is appropriate and ethical in its use of historical events to convey a point.

Publication
 CA Ad Annual '82 Dec 01 (p108)
Category
 Poster
Design Firm
 Collier-McVoy
Client
 Minneapolis League of Women Voters



Meaning intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Persuade the audience to participate in the voting process

Strategies Used to Communicate the Message

The message uses common, everyday tasks to demonstrate how easy it is to vote. The first message in the series shows someone eating lunch at a cafeteria, and next to his tray are several opened packs of salt. The copy reads, "See, you do have an opinion." The text is strategically placed so that a pack of opened salt comes after the word "see" and before "you do have an opinion". Other messages in the series have similar looks. The other messages depict a person going to a sporting game, someone leaving the olives on a pizza uneaten, and a person deciding what color to paint his or her house. The message suggests that if you can decide when to put salt in your food, choose what sporting team to follow, know what you like to eat, and pick a favor color, then you can and should vote.

Advantages of the Strategies

The message demonstrates the process of voting through common tasks that are already familiar to people. It allows the message to be communicated quicker.

Disadvantage of the Strategies

By focusing on how easy it is to vote, one may forget why it is so important to vote. The tasks that are used in the message are not necessarily tasks that are crucial to people's lives.

Global Issues: National Issues Local Issue

Political

Context

The freedom to vote is one of the most cherished rights in this country, and a place often goes for a record of fairly people but difficult to exercise their rights to be able to vote. Some of the things that protest it is a daily act. But a large number of people, especially young people, do not vote. They do not have the time, they do not know how to register to vote. The young people are not a very active group, and many of them are not interested in politics.

Description of the Message

Message is image-driven and photographed.

Message uses an emotional approach.

Tone of the message is soft.

Devices Used to Communicate the Message

Images, graphics, explanations, rhetorical devices.

Emotions being the focus make the message more relatable, not so much.

Communication, language, lifestyle, interest, etc.

Perception Audience's Perception of the Message**Connection Type**

direct

little or no connection to the message

indirect

1

Immediacy

Are the tasks important to the audience?

quick

slow

1

Strength

Are the tasks related to the message?

strong

weak

1

Resonance

Are the tasks memorable?

long-term

short-term

1

Clarity

Is the message communicated clearly?

clear

unclear

1

Accuracy

Is the message communicated accurately?

accurate

inaccurate

0

Appropriateness

Is the message communicated appropriately?

appropriate

inappropriate

1

Integrity

Is the message communicated ethically?

ethical

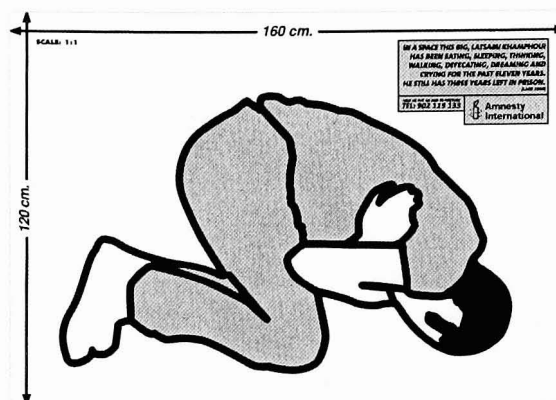
unethical

1

Although the message uses tasks familiar to the audience, these tasks are not important or life changing. An audience is not likely to feel personally affected by message and directly connect to the message. But these simple daily tasks do help to make the message to be more immediate. Overall the tasks used by the message show how easy it is to vote and not how important it is to vote. They are not likely to have a strong emotional affect on the audience, and help the audience remember the message.

The message is fairly clear because it uses familiar tasks in its communication. In terms of accuracy, the message is more neutral since it is not explaining how to vote. It uses metaphors to demonstrate how easy the whole process is. For the goal of the message, it is appropriate.

Publication
CA Ad Annual 42 Dec 01 (p106)
Category
Adhesive poster
Design Firm
Contrapunto
Client
Amnesty International



Meaning *Intended Meaning and Goals of the Message*

Type of Message	Persuasion Level
Persuasive	Convection

Objectives of the Message

Inform the audience of human rights abuses in foreign countries
Persuade the audience to take preventive action

Strategies Used to Communicate the Message

Using personal stories of a victim can have tremendous affect on the audience. An audience member is no longer just making a connection to a message; he or she is actually listening to the victims telling their own stories of torture. First person accounts such as these stories are more powerful because someone can feel like one was there to personally experience those things. Personal and first person accounts are much more credible, An audience member is more likely to believe and associate with a real person than a third person who is retelling the story.

Advantages of the Strategies

The audience is more likly to believe and associate with someone telling his or her own story. Powerful personal accounts can take the audience into the story and allow him or her to personally experience it.

Disadvantage of the Strategies

There are already many storries of human rights abuse out there, Many of which are graphic and difficult to listen to or watch. The audience may chose to protect itself emotionally by looking away.

Global Issues: International Social and Political Issues

Political

Content

Stories of torture, sexual abuse, slavery, and war around the world. It is a specialty from many third world countries. Torture is still used to be in the police station to control and many people are abused.

Description of the Message

Message is image focused and emotional.

Message uses an emotional approach.

Tone of the message is soft.

Devices Used to Communicate the Message

People, unknown, well known, babies, children, victims.

Stories, personal testimonies, third person accounts.

Artifacts, personal artifacts, presentation of artifacts.

Fact, Data, actual facts, specific facts, general statistics.

History/Events, history, known, well known, past, present.

Demonstration, explanations, comparisons.

Familiarize from the far away, make the invisible visible, association.

Commonalities, language, life style, interest, experience.

Sensitiveness, connection, to a place, identity.

Universal Features, universal feelings, universal experiences, universal.

Perception Audience's Perception of the Message**Connection Type** How is the message related to the message?

direct indirect

2

Immediacy How much do they feel the message?

quick slow

1

Strength How much do they feel the message?

strong weak

2

Resonance How much do they remember the message?

long-term short-term

2

Clarity Is the message clear and not clear?

clear unclear

1

Accuracy Is the message communicated accurately?

accurate inaccurate

2

Appropriateness Is the message communicated appropriately?

appropriate inappropriate

1

Integrity Is the message communicated ethically?

ethical unethical

1

The message tries to make an emotional connection with the audience through personal stories. After reading these stories one is likely to feel sympathetic towards the people who were tortured, and feel directly connected to them. Emotional connection are usually more immediate, and establish stronger connections with the audience. If one is truly touched by the stories, he or she is likely to remember the message for longer periods of time.

The communication of the message is fairly clear through the use of simple illustrations and personal accounts. It is also accurate because the person telling the story was actually there and lived through the experience. Overall, the message is appropriate because the stories are told in an honest manner. They are used to tell the truth, and not to shock the audience.

Publication
CA Ad Annual 43 Dec 02 (p95)
Category
none
Design Firm
Butler, Shine & Stern
Client
Amnesty International



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Conviction

Objectives of the Message
Inform the audience of human rights abuses in foreign countries
Persuade the audience to take preventive action

Strategies Used to Communicate the Message
The message talks about the experience of a 12-year-old who was placed in a tiny cell of a prison. To western and U.S. audiences who may not be familiar with the concept of a tiny foreign prison cell far away, the message compares the size of a concrete block common in American city sidewalks to the small size of the prison cell. A familiar object is used to explain a foreign concept to an audience in order to make the strange familiar. The same technique is also used to make a foreign experience of being confined in a small prison cell familiar to American audiences. Most Americans would probably never find themselves in a similar situation, but have walked over or stood on top of a concrete block on the sidewalk on a daily basis. As the copy of the message suggest in order to understand how the 12-year-old felt, just stand within the boundary of a concrete block with six of one's friends for 18 months.

Advantages of the Strategies
The comparison between something that is unfamiliar to the audience and something the audience knows helps explain the concept of the message. The strategy helps the audience understand something that is foreign to them

Disadvantage of the Strategies
The message may be overlooked since it does not have the usual look that people have come to expect from this type of message that people have come to expect.

Global Issue: <i>Prison overcrowding</i>		Political
<p>Context The topic of this cause is a major social issue that everyone can relate to. The cause is a global issue that is a very common. The audience is going to be the audience of the general public and is a very common issue.</p>		<p>Description of the Message The cause is a very common issue of the general public. The message is a very common issue of the general public. The message is a very common issue of the general public. The message is a very common issue of the general public.</p> <p>Devices Used to Communicate the Message Stories: personal testimonies, real life stories, etc. Audio: personal testimonies, real life stories, etc. Video: personal testimonies, real life stories, etc. Data: personal testimonies, real life stories, etc. Statistics: personal testimonies, real life stories, etc. Images: personal testimonies, real life stories, etc. Text: personal testimonies, real life stories, etc.</p>
<p>Perception: Audience's Perception of the Message</p>		
<p>Connection Type How directly are you connected to the message? direct indirect</p>		<p>Clarity Is the message clear or unclear? clear unclear</p>
<p>2</p>		<p>3</p>
<p>Immediacy How quickly are you connected to the message? quick slow</p>		<p>Accuracy How accurate is the message? accurate inaccurate</p>
<p>1</p>		<p>1</p>
<p>Strength How strong is the message? strong weak</p>		<p>Appropriateness Is the message appropriate or inappropriate? appropriate inappropriate</p>
<p>2</p>		<p>2</p>
<p>Resonance How long-term is the message? long-term short-term</p>		<p>Integrity Is the message ethical or unethical? ethical unethical</p>
<p>2</p>		<p>2</p>
<p>Because the story of the 12-year-old is powerful, the audience is likely to feel directly and immediately connected with the message. The personal experience of the 12-year-old will have a strong emotional impact on the audience that one is not likely to forget.</p>		<p>The comparison helps to make the message clear. Although it is not meant to be an exact representation of the original jail, it does give the audience a good idea of what it is like to be held in a cell like that. Overall, the strategy is appropriate for the message it is communicating.</p>

Short-Term, Long-Term

Publication
CA Design Annual 42 Nov 01 (p157)

Category
Promotion cards

Design Firm
Ogilvy & Mather

Client
Worldwide Fund for Nature



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Persuade the audience to take actions to protect the environment

Strategies Used to Communicate the Message

It is an air conditioner regulator card designed to inform people about the harm of AC use. These cards were designed for use during the World Climate Conference, since the chemical gas used in many air conditioners is one of the leading destroyer of the ozone. This can in turn, can have effects on the global climate. Each card was placed on the AC control in the hotel rooms of the delegates attending the conference. The cards are designed to bring the issue to the delegates' attention, since they and the conference may have real effects on the issue of global climate. The campaign targets delegates of the World Climate Conference. It bypasses everyday audiences and goes straight to the people who can have an immediate effect on protecting the environment.

Advantages of the Strategies

If successful The strategy of targeting only the delegates will have more immediate and effective result on the environment.

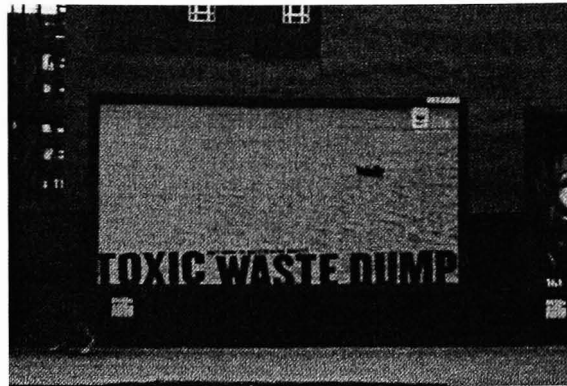
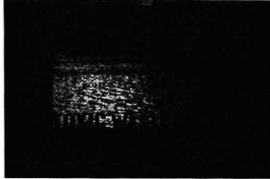
Disadvantage of the Strategies

The strategy calls for the card to be placed inside hotel rooms of the delegates. One may feel their privacy has been violated when he or she sees the message in the private room.

Context		Nature	
<p>Context</p> <p>Global warming is potentially having huge impacts on people's lives. Scientists predict that if current greenhouse gasses continue, there will be a considerable shift on the issue. But they aren't all in agreement on the best way to protect the environment. One side of the argument is that we should take action now, while the other side is that we should wait until we have more information.</p>		<p>Description of the Message</p> <p>Message is type dominant.</p> <p>Message uses a scientific approach.</p> <p>Tone of the message is factual.</p>	
<p>Devices Used to Communicate the Message</p> <p>Visuals: A photograph of a person holding a sign that says "Global Warming is Real".</p> <p>Text: A list of facts about global warming and a call to action.</p> <p>Statistics: A line graph showing the increase in greenhouse gas emissions over the last 50 years.</p>		<p>Devices Used to Communicate the Message</p> <p>Visuals: A photograph of a person holding a sign that says "Global Warming is Real".</p> <p>Text: A list of facts about global warming and a call to action.</p> <p>Statistics: A line graph showing the increase in greenhouse gas emissions over the last 50 years.</p>	
<p>Perception Audience's Perception of the Message</p>			
<p>Connection Type How directly connected to the message?</p> <p>direct _____ indirect _____</p> <p>2 _____</p>		<p>Clarity Is the message communicated clearly?</p> <p>clear _____ unclear _____</p> <p>2 _____</p>	
<p>Immediacy How quickly connected to the message?</p> <p>quick _____ slow _____</p> <p>0 _____</p>		<p>Accuracy Is the message communicated accurately?</p> <p>accurate _____ inaccurate _____</p> <p>1 _____</p>	
<p>Strength How much power can the message get?</p> <p>strong _____ weak _____</p> <p>1 _____</p>		<p>Appropriateness Is the message communicated appropriately?</p> <p>appropriate _____ inappropriate _____</p> <p>0 _____</p>	
<p>Resonance How long will the message be remembered?</p> <p>long-term _____ short-term _____</p> <p>2 _____</p>		<p>Integrity How ethical is the message?</p> <p>ethical _____ unethical _____</p> <p>0 _____</p>	
<p>By going into someone's private room, the audience may feel personally affected. One may feel directly connected to the message only because one's privacy was violated. The audience may be put off by the tactic, but he or she is likely to remember the experience.</p>		<p>The message is clear in what it is trying to communicate. The information communicate may be controversial, since some of the information regarding global warming is not accepted by everyone or has not been conclusively scientifically proven.</p>	

Short-Term, Long-Term

Publication
CA Ad Annual 42 Dec 01 (p114)
Category
Poster
Design Firm
Saatchi & Saatchi
Client
World Wildlife Foundation



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Informative	Knowledge

Objectives of the Message

Inform the audience of toxic waste dumps

Strategies Used to Communicate the Message

The message tries to raise the awareness of toxic waste dumps. A large image representing a toxic waste dump was printed on the wall of a building using special ink that glows in the dark. Toxic waste is usually hidden underground away from the public. The strategy tries to familiarize the public with a subject that is often ignored by bringing it into the open where one cannot ignore it.

Advantages of the Strategies

The strategy brings out something that is hidden and easy to overlook. It is effective in forcing the public to examine an issue that no one wants to think about.

Disadvantage of the Strategies

The forceful nature of the strategy may put off some audience. One may not want to look at such image or to think about the issue, and just choose to ignore the message in the first place.

Environment

Nature

Context

When a toxic waste dump is located in a residential area, it is a problem. Some people may not want to think about it, such as children, and usually push it out of their mind and away from their homes. Other people, however, such as mothers, may also have grown up in poor near residential areas, where they have health problems for decades, and this is a very common

Description of the Message

The game is information on light pollution.

Message uses an emotional approach.

Tone of the message is soft.

Devices Used to Communicate the Message

Animals, personal objects, foreign national symbols.

Facts Data, good facts, specific data, general statistics.

Demonstrations, explanations, comparisons.

Familiarizing things that are near to the message, and author.

Unusual Features, unusual images, special appliances, articles.

Perception Audience's Perception of the Message

Connection Type

is the message communicated directly?

direct

indirect

1

Immediacy

how quickly is the message communicated?

quick

slow

2

Strength

how strong is the message?

strong

weak

2

Resonance

how long is the message communicated?

long-term

short-term

2

Clarity

is the message communicated clearly?

clear

unclear

2

Accuracy

is the message communicated accurately?

accurate

inaccurate

0

Appropriateness

is the message communicated appropriately?

appropriate

inappropriate

0

Integrity

is the message communicated ethically?

ethical

unethical

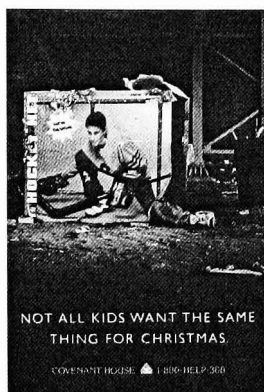
1

The message is made to look similar to a toxic waste dump. It seems to have been placed in a residential area. Any one seeing this image in their neighborhood would be concerned even if one knows that it only a representation. The message tries to make the audience feel personally affected by the problems caused by toxic waste dumps and establish a direct connection with the audience. The idea of a dump comes across fairly quickly because the simplicity of the image and the large size of the copy. The message is effective during the night when the image glows.

The idea of a toxic waste dump is very clear. The information communicated in the message is not as accurate because it is not meant to be scientific. It only represents of a waste dump, and real toxic wastes may or may not actually in the dark. Although the message and its communication strategies are effective, its tactic of placing the image in residential area may not be welcomed by near by residents.

Health, Education, Human Rights

Publication
CA Ad Annual: 43 Dec 02 (p93)
Category
Poster
Design Firm
TAXI
Client
Covenant House



Meaning Intended Meaning and Goals of the Message

Type of Message	Persuasion Level
Persuasive	Action

Objectives of the Message

Persuade the audience to help homeless kids

Strategies Used to Communicate the Message

Through visual juxtaposition the message compares what fortunate and homeless kids received for Christmas. The strategy tries to establish an emotional connection with the audience, and persuades one to help by making one feel sympathetic towards homeless kids on the street.

Advantages of the Strategies

Conceptually, the comparison of what different kids received for Christmas has a lot of emotional meaning. It is easy to associate with and feel sympathetic to a less fortunate child. The emotional connection between the audience and kids in the image is very strong.

Disadvantage of the Strategies

Sometime such strong emotions may not be an advantage for the message. In time, a strong emotional connection may lose its effect if it is used too often. An audience member may not want to experience such emotion, and chose to look away to prevent it.

Children in the Holiday Season: African American Design Project

Minority Groups

Context

Topic: Homeless children
 Issue: Discrimination
 Audience: Homeless children
 Location: Homeless children
 Time: Homeless children
 Situation: Homeless children
 Goal: Homeless children

Description of the Message

Message is in a dominant photograph
 Message uses an emotional approach
 Tone of the message is soft

Devices Used to Communicate the Message

People unknown will know how to connect
 Anticipate a good connection to assist in the message
 Design situation: expectations, not emotions
 Familiarize brand: home to make the message visually associated
 Communicate: home to make the message visually associated

Perception *Perceiver's Perception of the Message*

Connection Type Are you directly connected to the message?
 direct indirect

3

Immediacy Are you immediately connected to the message?
 quick slow

2

Strength How strong is the connection to the message?
 strong weak

3

Resonance How long-term is the connection to the message?
 long-term short-term

3

Clarity Is the message presented clearly and
 clear unclear

3

Accuracy Is the message or information in the message
 accurate inaccurate

1

Appropriateness Is the message or information appropriate
 appropriate inappropriate

2

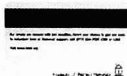
Integrity Is the message or information ethical
 ethical unethical

2

The message uses imagery of homeless children sleeping on the street to establish a strong emotional connection with the audience. Christmas is also used to make the message more persuasive. Upon seeing the image one is likely to feel an immediate sympathy towards the kids. And the feeling of sympathy is likely to last long after ward.

The message is fairly clear. There is a small chance that one may not fully understand the juxtaposition, a technique often used by designers. It hard to say if the information offered by the message is accurate or not. The message does not have any statistical data on the number of homeless kids on the street. The situation presented in the message is a hypothetical one that is trying to make a point. The technique of juxtaposition softens a normally difficult topic for the audience.

Publication
CA Ad Annual 43 Dec 02 (p90)
Category
none
Design Firm
Group 3
Client
Friends of Boston's Homeless



KEEP YOUR *head down.*

WALK BRISKLY, WITH PURPOSE.
 AVOID EYE CONTACT. DON'T EXCHANGE
 PLEASANTRIES. DON'T OFFER A SPARE CIGARETTE.
 DON'T EVEN ANSWER REQUESTS FOR THE TIME.

JUST KEEP WALKING.	THIS WILL EFFECTIVELY
THWART MUGGERS.	DETER RAPISTS.
AND PREVENT	THE OVER 6,000 HOMELESS
CITIZENS OF BOSTON	FROM FEELING LIKE
X <i>human beings.</i>	



Meaning Intended Meaning and Goals of the Message

Type of Message Persuasion Level
Informative Knowledge

Objectives of the Message

Persuade the audience to help the homeless

Strategies Used to Communicate the Message

The message is designed to raise awareness of the homeless. Information about the homeless and stories of a specific homeless person is printed on a small card made to look like someone's driver's license. These cards were then thrown on city sidewalks as if they had been lost. Many pedestrians walking by saw the cards, believing they were real driver's licenses, and picked them up to take a closer look. Thinking they were real licenses, people wanted to try to return them to their rightful owners. People's curiosities were used as a device to pull in the audience.

Advantages of the Strategies

Sometimes the audience is more open to a message when he or she is the one who decided to seek it out. The strategy gives a face and name to the homeless. People tend to connect with a face or name, rather than with a faceless issue.

Disadvantage of the Strategies

The strategy depends on the audience to initiate the communication process. Although the message was designed to raise one's curiosity, most of the audience is likely to walk by without knowing its purpose.

Individual Social Group (Age 18-25)		Social
Context Homelessness is one of the oldest and most well known social causes. It's more prevalent than all kinds of drug murders. Most people agree that it's a very serious problem. Homelessness is a social issue that we can't ignore. There are also prejudices against people who are homeless. Some people believe that it's their fault that they are homeless.		Description of the Message Message is image oriented (photograph). Message user on how and approach. Tone of the message is soft.
Devices Used to Communicate the Message People unknown, well known, babies, children, victims. Stories: personal testimonies, third person accounts. Artifacts: personal artifacts, reconstructed artifacts. Foundations: actual facts, specific data, general statistics. Selflessness and grace, a situation, decision. Unusual features: unusual images, against expectation, surprise.		
Perception Audience's Perception of the Message		
Connection Type <small>is the audience connected to the message?</small> direct indirect <hr/> 1 0	Clarity <small>is the message communicated clearly?</small> clear unclear <hr/> 0	
Immediacy <small>is the message communicated immediately?</small> quick slow <hr/> 0	Accuracy <small>is the message communicated accurately?</small> accurate inaccurate <hr/> 1	
Strength <small>is the message communicated to the audience?</small> strong weak <hr/> 0	Appropriateness <small>is the message communicated appropriately?</small> appropriate inappropriate <hr/> 1	
Resonance <small>is the message communicated to the audience?</small> long-term short-term <hr/> 1	Integrity <small>is the message communicated ethically?</small> ethical unethical <hr/> 1	
The message uses personal stories of the homeless to connect with the audience. The story will help the audience have a more direct connection with the message. The unusual application of the message may help it to be remembered.		The information on the cards is not always consistent. Sometimes deals with the homeless person, while other times it seems to try to teach people how to be street smart. But overall, the strategy does respect the individual homeless person and is done to help the situation.

Publication
CA Ad Annual 43 Dec 03 (p79)
Category
Magazine ad
Design Firm
Leo Burnett Singapore
Client
Allin Moore



Meaning *Intended Meaning and Goals of the Message*

Type of Message	Persuasion Level
Suggestive	Preference

Objectives of the Message

Persuade the audience to have accept people of other races

Strategies Used to Communicate the Message

The setting for these messages is NYC, they take place on the streets, sidewalk cafes, and in subways. This particular message takes place underground in the subway. A Caucasian businessman in suit sits on one side of the subway car while typing on his laptop. On the other side sits a young man wearing a white turban on his head. The text above both of them reads, "Can't wait to see my daughter." The central theme of the campaign is, "We are more alike than you think." Here contrast and comparison are used not to show differences, but to demonstrate similarities. People's racial and cultural backgrounds are used to create contrast and to their differences on the outside. The text placed on each person's head represent that despite external difference we all think alike on the inside.

Advantages of the Strategies

The strategy brings out something that is not normally seen. It let people to see what others are thinking about, and to demonstrate that people and the same on the inside.

Disadvantage of the Strategies

The message is location . Although the copy in the message talks about family, boyfriends, and the city, visually the message only shows a limited number of daily activities.

The message is very specific about its location and audience. Someone from outside of that audience group may not connect with the message. Although the concept of the message is thoughtful, it does not establish a very strong emotional bond with the audience.

Contents of the resource for social cause design problem solving

General definition of social cause design

Goals of the project

Preface

Reasons for doing social cause design

Social cause design: model of communication

Major categories of social cause design

Problem solving strategies

Reference

General Definition of
Social Cause Design

Social cause design can be described as an emerging area of graphic design focused on messages that inform and motivate the public to support a particular social cause, or to take a positive action to improve the quality of people's lives.

Goals of the Project

The goals of this project are to compile a working resource to help graphic designers develop effective solutions for social cause design problems. The intent is to provide a starting place for designers rather than to create a comprehensive resource that covers every aspect of social cause design.

Preface

Ultimate Purpose of Graphic Design

Many designers have a personal interest in social cause design. They believe the noble nature and purpose of the graphic design profession is to make people's lives easier, safer, and more enjoyable.

Benefits of Social Cause Design

Social cause design is a combination of many noble qualities of graphic design. It gives individual designers the opportunity to make a contribution to society, and allows the entire graphic design field to demonstrate its professional dedication, commitment, and skills. Social cause design brings about awareness of important issues, giving people an informed basis for deciding which causes they choose to support. In addition, it provides a forum for organizations, which could not otherwise afford professional design services to convey, information about their causes.

Obstacles Against Social Cause Design

Social cause design benefits everyone, from graphic designers to ordinary people on the street. However, with all of its benefits, it has not always been a priority for the design discipline. One major reason is that there are few financial incentives for designers to practice social cause design. Designers who are motivated to support or serve the community often take the initiative on their own, and many social cause design projects are completed free of charge. The lack of financial benefits has hindered the development of social cause design as a viable component of the graphic design discipline. This has also translated into a lack of professional interest. There are few resources, such as guidelines, that help designers with social cause design strategies.

Reasons for Working on Social Cause Design Projects

Although each designer may have his or her own reasons for contributing to various social causes, these reasons can be categorized into two groups: professional and personal.

Professional Reasons

Social cause design can offer a designer the chance to gain a positive professional experience where client bias and constraints may not be as strict. It can also offer designers exposure to large segments of the public. Additionally, social cause design provides opportunities for the public to better understand the design discipline.

Personal Reasons

A designer's own personal, ethical, moral, religious, and political beliefs can motivate one to help a nonprofit organization with its causes.

Social Cause Design: Model of Communication

To understand social cause design, it is helpful to examine its communication process. Lasswell's model of communication can be used to show this process. It includes five components: who, says what, in which channel, to whom, and with what effect. Using this model, one can follow the path of a message as it travels from the original sender to the intended receiver. Although there are more recent and advanced models of communication, Lasswell's model is simple and easy to understand. It has all of the basic components of the communication process.



Major Categories of Social Cause Design

Major categories include: health, minority groups, political, nature, social issues, and education. They are the same six categories developed in the Synthesis stage of the thesis project. For more information on the categories of social cause design, please see the synthesis section.

Problem Solving Strategies Used for Social Cause Design

These strategies came from the analysis of examples of social cause design. They are presented within the six major categories. For more information on these strategies please see the Ideation section.

Reference

Reference materials includes publications such as magazines, journals, and books. For more information please see the Precedents and Bibliography sections.

Feedback

Feedback includes questions for users who visit the site. They are designed to determine how users feel about the web resource and its usefulness as a resource for social cause design problem-solving. Feedback questions are listed on the next page.

Feedback
Questions

-
- Is the web resource helpful?
 - Is the matrix of categories of social cause design helpful?
 - Should any additional categories be added?
 - Are the strategies provided helpful?
 - Should any additional strategies be added?
 - Would you add anything to the web resource?
 - Would you improve any part of the web resource?
 - Do you have a better understanding of social cause design after viewing the web resource?
 - Do you think social cause design is important?
 - Are projects such as this web resource worthwhile?
 - Would a graphic design online community for social cause design be helpful?
 - What are some of the other things that can be done to help designers with social cause design?
 - Do you have any additional comments?

Resource for Social Cause Design

Homepage

Homepage

Preface

Reasons

Model

Examples


Reference

Feedback

General Definition of Social Cause Design
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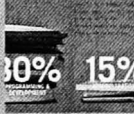
Goal of the Project
 The goal of this project is to compile a working resource to help graphic designers develop effective solutions for social cause design problems. The intent is not to make a comprehensive resource that covers every aspect of social cause design, but to provide a starting place for designers.

This web resource is part of a Graduate Graphic Design thesis project. Currently it is only a student project; there is no plan to have it on-line permanently. It is a sample of what it might look like if it was actually going to be developed into a website. Not every section works as it is only an example. Please visit the feedback section and feel free to send your comments or questions. Your feedback will be used to improve this web resource, and is greatly appreciated. Thank you.



Type of Message: Persuasion/Leads
Publication: Salem & Seaside
Design Firm: Smoke-Free Singapore
Client: Positives
 Action: Campaigner for Abolishing Animal Cruelty (p.14)

Major Categories of Social Cause Design

Medical

Minorities

Political

Social

Environmental

Educational

This is the homepage of the website.

Resource for Social Cause Design

Preface

Homepage

Preface

Reasons

Model

Examples

Reference

Feedback

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Type of Message:

Persuasion Level:

Publication:

Design Firm:

Client:

Persuasion:






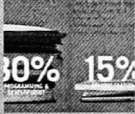
Agency:

Communication Firm:

Research & Strategy:

Service Firm:

Major Categories of Social Cause Design

Medical

Minorities







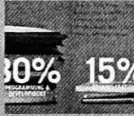





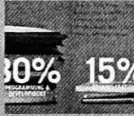





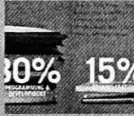
Political

Social







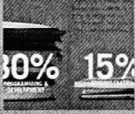
Environmental

Educational

This is the preface section of the website.

Resource for Social Cause Design				Reasons														
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback												
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<p>Major Categories of Social Cause Design</p> <table border="0"> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Medical</td> <td>Minorities</td> <td>Political</td> <td>Social</td> <td>Environmental</td> <td>Educational</td> </tr> </table>													Medical	Minorities	Political	Social	Environmental	Educational
																		
Medical	Minorities	Political	Social	Environmental	Educational													

This is the reasons section of the website.

Resource for Social Cause Design				Model		
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>To understand social cause design, it is helpful to examine its communication process. Lasswell's model of communication can be used to show this process. It includes five components: they are who, says what, in which channel, to whom, and with what effect. Using this model, one can follow the path of a message as it travels from the original sender to intended receiver. Although there are more recent and advanced models of communication, Lasswell's model is simple and easy to understand. It has all of the basic components of the communication process.</p>						
<p>Who → Says What → In Which Channel → To Whom → With What Effect?</p>				<p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p> <p>Persuasive Adults Communication Arts Advertising Annual 12 Dec 03 (p14) Sketch & Sketch Smoke-free Singapore</p>		
<p>Major Categories of Social Cause Design</p>						
						
Medical	Minorities	Political	Social	Environmental	Educational	

This is the model section of the website.


Resource for Social Cause Design

Examples of social cause design from a number of graphic design publications, such as magazines, journals, and annuals, were examined. These examples are divided six major categories: medical, minority, political, environment, social, and educational. Each category is divided into subcategories. Many of these subcategories can be further divided into even smaller categories.

Major Category	Subcategory
Medical	Physical, Psychological, Disability, Addiction
Minorities	Children, Teens, Elderly, Women, African-Americans, Disabled
Political	Global Issues, National Issues, Local Issues
Environmental	Environment, Wildlife
Social	Individual, Small Group, Large Group
Educational	Academic Education, Social Education

Examples


Homepage Preface Reasons Model Examples Reference Feedback




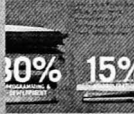


Type of Message:
Persuasion/Legal
Publication:
Design Firm:
Client:

Packaging
Article:
Communications and Advertising Annual 42 Dec 01 (p.14)
Source: 9 Assets
Source: 12 Assets











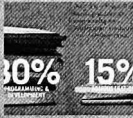
Major Categories of Social Cause Design















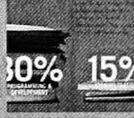





Medical Minorities Political Social Environmental Educational

This is the category page of the examples section.








Resource for Social Cause Design				Examples	Medical	
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Medical: Physical, Psychological, Disability, and Substance Abuse</p> <p>Under the medical category there are four subcategories: physical, psychological, disability, and substance abuse. Examples include messages for issues, such as anti-smoking, claustrophobia helpline, special Olympics, and responsible drinking. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.</p>						
<p>Physical</p>  <p>Smoking</p>	<p>Psychological</p>  <p>Claustrophobia</p>	<p>Disability</p>  <p>Special Olympics</p>	<p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p>			
<p>Substance Abuse</p>  <p>Responsible Drinking</p>			<p>Persuasion: Action: Communication Area: Advertising Annual \$1,026,011,031 Sector: & Launch Smoke-Free Singapore</p>			
<p>Major Categories of Social Cause Design</p>						
 <p>Medical</p>	 <p>Minorities</p>	 <p>Political</p>	 <p>Social</p>	 <p>Environmental</p>	 <p>Educational</p>	

This is the 'medical' page of the examples section.

Resource for Social Cause Design				Examples	Medical	
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Physical Preventable Diseases</p> <p>Six of the examples found were messages that try to persuade the audience to quit smoking. Although two of them deal with secondhand smoke, they all have the same ultimate goal of getting someone to quit smoking. These examples used different strategies to communicate their message. Some used fear to scare someone into quitting, and others used more positive methods, such as informing smokers of available help and support, such as the smokers' helpline. Together these examples offer an unique opportunity to examine how different strategies were used to communicate messages for the same goal, and which of the strategies used were most successful in communicating their messages to the audience.</p> <div>       </div> <p style="text-align: center;">Next</p>				 <div> <p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p> <p>Reference: Action: Communication Date: Advertising Annual 67 Dec 01 (p114) Beatty & Rastola Santitas-Free Singapore</p> </div>		
<p>Major Categories of Social Cause Design</p> <div>       </div> <div> <p>Medical</p> <p>Minorities</p> <p>Political</p> <p>Social</p> <p>Environmental</p> <p>Educational</p> </div>						

This page is part of the medical section that has all six examples of anti-smoking messages.


Resource for Social Cause Design
Examples Medical

Homepage	Preface	Reasons		Model	Examples	Reference	Feedback
	Clarity	Accuracy	Appropriateness	Integrity	Type	Immediacy	Strength
	Clear 64%	Accurate 36%	Appropriate 73%	Ethical 64%	Direct 48%	Quick 55%	Strong 55%
	Unclear 36%	Inaccurate 64%	Inappropriate 9%	Unethical 10%	Indirect 55%	Slow 16%	Weak 30%
	Neutral 0%	Neutral 27%	Neutral 18%	Neutral 18%	Neutral 0%	Neutral 9%	Neutral 9%
	Long-term 75%	Short-term 27%	Neutral 0%				
	Clear 73%	Accurate 65%	Appropriate 64%	Ethical 62%	Direct 64%	Quick 64%	Strong 64%
	Unclear 27%	Inaccurate 27%	Inappropriate 36%	Unethical 9%	Indirect 36%	Slow 27%	Weak 16%
	Neutral 0%	Neutral 16%	Neutral 0%	Neutral 9%	Neutral 0%	Neutral 9%	Neutral 16%
	Long-term 64%	Short-term 36%	Neutral 27%				
	Long-term 100%	Short-term 0%	Neutral 0%				
	Clear 100%	Accurate 100%	Appropriate 100%	Ethical 100%	Direct 100%	Quick 100%	Strong 100%
	Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 0%	Indirect 0%	Slow 0%	Weak 0%
	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
	Long-term 0%	Short-term 0%	Neutral 0%				
	Long-term 0%	Short-term 0%	Neutral 0%				
	Clear 100%	Accurate 100%	Appropriate 100%	Ethical 100%	Direct 100%	Quick 100%	Strong 100%
	Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 0%	Indirect 0%	Slow 0%	Weak 0%
	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
	Long-term 0%	Short-term 0%	Neutral 0%				
	Long-term 0%	Short-term 0%	Neutral 0%				
	Clear 100%	Accurate 100%	Appropriate 100%	Ethical 100%	Direct 100%	Quick 100%	Strong 100%
	Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 0%	Indirect 0%	Slow 0%	Weak 0%
	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
	Long-term 0%	Short-term 0%	Neutral 0%				
	Long-term 0%	Short-term 0%	Neutral 0%				
	Clear 100%	Accurate 100%	Appropriate 100%	Ethical 100%	Direct 100%	Quick 100%	Strong 100%
	Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 0%	Indirect 0%	Slow 0%	Weak 0%
	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
	Long-term 0%	Short-term 0%	Neutral 0%				
	Long-term 0%	Short-term 0%	Neutral 0%				
	Clear 100%	Accurate 100%	Appropriate 100%	Ethical 100%	Direct 100%	Quick 100%	Strong 100%
	Unclear 0%	Inaccurate 0%	Inappropriate 0%	Unethical 0%	Indirect 0%	Slow 0%	Weak 0%
	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%	Neutral 0%
	Long-term 0%	Short-term 0%	Neutral 0%				
	Long-term 0%	Short-term 0%	Neutral 0%				


The survey was taken from a group of students at Rochester Institute of Technology.

Next


Major Categories of Social Cause Design




Medical




Minorities



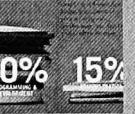
Political



Social









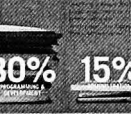





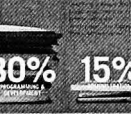





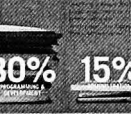


Environmental













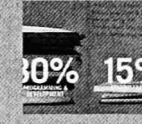


Educational

This page is part of the medical section that has the survey results of anti-smoking examples.

Resource for Social Cause Design			Examples	Medical														
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback												
 <p>Objectives of the Message Inform the audience of the risks of secondhand smoke. Persuade the audience to quit smoking.</p> <p>Strategies Used to Communicate the Message Culture jamming is used for this message. It uses the image of the well known Marlboro cowboy and his love and care for the message around into something that is anti-smoking. In the message the horse is laying dead on the ground as the result of secondhand smoking. The cowboy is standing there scratching his head, trying to figure out how this happened.</p> <p>Advantages of the Strategies The message is entertaining, and may attract more smokers. Since imagery is familiar to most audiences, the message is easier to understand.</p> <p>Disadvantage of the Strategies The success has not been as great as intended. The viewer about the serious nature of secondhand smoking.</p> <p>Detailed Analysis</p>	 <p>Objectives of the Message Inform the audience of the risks of smoking. Persuade the audience to quit smoking.</p> <p>Strategies Used to Communicate the Message Fear is being used to communicate the risks associated with smoking. In the image, an autopsy is in the shape and color of a person's lung. As it is filled up with cigarette ash, we can see a dramatic representation of how our own lungs being filled with ash.</p> <p>Advantages of the Strategies The message being communicated here is very strong. It is also relatively easy to understand. The dramatic representation of lungs filled with ash is hard to forget.</p> <p>Disadvantage of the Strategies Smokers who already know the risks of smoking, and especially those who may already be trying to quit, may be put off by the image. It appears to be harsh. Like most similar messages of the same subject, it only informs the audience of a risk, but does not offer any information regarding where one can go for help.</p> <p>Detailed Analysis</p>	 <p>Objectives of the Message Inform the audience of the risks of secondhand smoke. Persuade the audience to quit smoking.</p> <p>Strategies Used to Communicate the Message Humor and irony are used to give the message that secondhand smoking kills. The image of a prisoner about to be executed by a firing squad who kills his executioners with secondhand smoke seems funny and ironic at first. It is communicating a more serious message about the dangers of secondhand smoking. The most targeted audience is not the smoker, but rather people around smokers, such as families and friends.</p> <p>Advantages of the Strategies The humor will have a wide appeal and attract more people to look at the message. People may be more willing to spend extra time viewing the image and reading the copy.</p> <p>Disadvantage of the Strategies The humor may mislead people about the serious dangers of smoking. The concept of the message requires thought and interpretation from the audience, this may lead to misinterpretation on the part of the audience, and the message may not be immediate.</p> <p>Detailed Analysis</p>																
<p>Major Categories of Social Cause Design</p> <table border="0"> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Medical</td> <td>Minorities</td> <td>Political</td> <td>Social</td> <td>Environmental</td> <td>Educational</td> </tr> </table>													Medical	Minorities	Political	Social	Environmental	Educational
																		
Medical	Minorities	Political	Social	Environmental	Educational													

This page is part of the medical section that describes the strategies used for the three examples the audience liked.

Resource for Social Cause Design				Examples	Minorities
Homepage	Preface	Reasons	Model	Examples	Reference
<p>Minorities: Children, Teens, Elderly, Women, African-Americans, and Disabled.</p> <p>Under the minority category there are six subcategories: children, teens, elderly, women, African-Americans, and disabled. Examples include messages for issues, such as child soldiers, teen pregnancy, African-American history, disabled people, Alzheimer's disease, and domestic violence. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.</p>					
<p>Children</p>  <p>Child Soldiers</p>	<p>Teens</p>  <p>Teen Pregnancy</p>	<p>Elderly</p>  <p>Alzheimer's Disease</p>	<p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p>		
<p>Women</p>  <p>Domestic Violence</p>	<p>African-Americans</p>  <p>African American History</p>	<p>Disabled</p>  <p>Disabled Person</p>	<p>Persuasion: Adapt: Creative: Carlos Arte Alvarado (April 24 Dec 05/07) ESDM Pledge Credit</p>		
<p>Major Categories of Social Cause Design</p>					
 <p>Medical</p>	 <p>Minorities</p>	 <p>Political</p>	 <p>Social</p>	 <p>Environmental</p>	 <p>Educational</p>

This is the 'minority' page of the examples section.

Resource for Social Cause Design

Examples

Political

Homepage

Preface

Reasons

Model


Examples

Reference

Feedback

Political: Global Issues, National Issues, and Local Issues
 Under the political category there are three subcategories: global issues, national issues, and local issues. Examples include messages for issues, such as international gun trafficking, racial profiling, and state elections. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.


Global Issues



STOP GUN TRAFFICKING AMNESTY INTERNATIONAL

International Gun Trafficking


National Issues



STOP GUN TRAFFICKING AMNESTY INTERNATIONAL

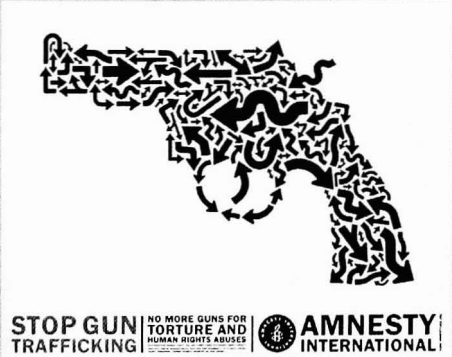
Racial Profiling

Local Issues



STOP GUN TRAFFICKING AMNESTY INTERNATIONAL


State Election




STOP GUN TRAFFICKING NO MORE GUNS FOR TORTURE AND HUMAN RIGHTS ABUSES AMNESTY INTERNATIONAL

Type of Message: Persuasive
 Persuasion Level: Action
 Publication: Communication Arts Design Annual 66 (Nov 62 to 1971)
 Design Firm: Penland
 Client: Amnesty International


Major Categories of Social Cause Design




Medical




Minorities



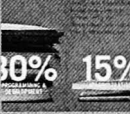
Political



Social










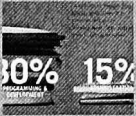


Environmental









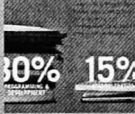


Educational

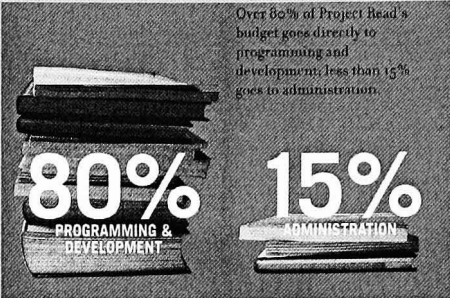
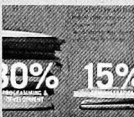






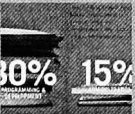
This is the 'political' page of the examples section.

Resource for Social Cause Design				Examples	Social	
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Social: Large Group, Small Group, and Individual Under the social category there are three subcategories: large group, small group, and individual. Examples include messages for issues, such as racial relationships, homeless kids, and individual homeless people. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.</p>				 <p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p> <p>Suggestion: Promotion: Communication: Arts Advertising Annual 43 Dec 93 (p.18) Lee Burnett Singapore Adara-More</p>		
<p>Large group</p>  <p>Racial Relationship</p> <p>Small Group</p>  <p>Homeless Kids</p> <p>Individual</p>  <p>Individual Homeless Person</p>						
<p>Major Categories of Social Cause Design</p>						
 <p>Medical</p>		 <p>Minorities</p>		 <p>Political</p>		
 <p>Social</p>		 <p>Environmental</p>		 <p>Educational</p>		



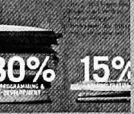
This is the 'social' page of the examples section.

Resource for Social Cause Design				Examples	Environmental
Homepage	Preface	Reasons	Model	Examples	Reference Feedback
<p>Environmental: Wildlife and Environment Under the environmental category there are two subcategories: wildlife and environment. Examples include messages for issues, such as wildlife habitat protection and toxic waste treatment. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.</p>					
<p>Wildlife</p>  <p>Wildlife Habitat Protection</p>		<p>Environment</p>  <p>Toxic Waste Treatment</p>		<p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p> <p>Message: Persuasion: Communication Arts Advertising Annual 43 Dec 02 (p.6) Shirley Riley Compton Rocky Mountain Elk Foundation</p>	
<p>Major Categories of Social Cause Design</p>					
 <p>Medical</p>	 <p>Minorities</p>	 <p>Political</p>	 <p>Social</p>	 <p>Environmental</p>	 <p>Educational</p>






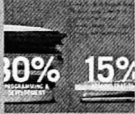
This is the 'environmental' page of the examples section.

Resource for Social Cause Design				Examples	Educational	
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Education: Academic Education and Social Education Under the education category there are two subcategories: academic education and social education. Examples include messages for issues, such as literacy and teen social education. The persuasion levels of these messages range from raising the audience's awareness of an issue to motivating someone to take a positive action.</p>						
<p>Academic Education</p>  <p>Literacy</p>		<p>Social Education</p>  <p>Teen Social Education</p>		<p>Type of Message: Persuasion Level: Publication: Design Firm: Client:</p>		
				<p>Information: Knowledge: Awareness: Art: Design Annual to No 91 (all)</p>		
<p>Major Categories of Social Cause Design</p>						
 <p>Medical</p>	 <p>Minorities</p>	 <p>Political</p>	 <p>Social</p>	 <p>Environmental</p>	 <p>Educational</p>	






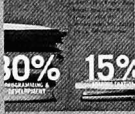





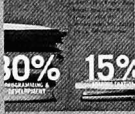





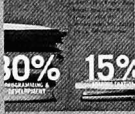
This is the 'education' page of the examples section.

Resource for Social Cause Design				Reference		
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
Articles <hr/> Information Design Journal Social Issues Infotainment: Using Emotion and Entertainment To Attract Readers' Attention in Social Issues Leaflets P. 67-81, 11(1), 2003/2003 Judy Gregory				<hr/> Design Issues In the Shadow of the Fasces: Political Design in Fascist Italy P. 39-52, Vol. 13, No. 1, Spring 1997 Dennis P. Doordan		
<hr/> Graphis Crispin Porter & Bogusky: "Truth" in Advertising P. 72-89, Nov/Dec 2000, 56, 330 Warren Berger				<hr/> Branzi's Dilemma: Design in Contemporary Culture P. 3-20, Vol. 14, No. 1, Spring 1998 Richard Buchanan		
<hr/> TBWA Hunt Lascaris: Advertising in South Africa P. 16-32, Mar/Apr 2001, 57, 332 Warren Berger				<hr/> Grimaces on the Walls: Anti-Bolshevist Posters and the Debate about Kitsch P. 16-40, Vol. 14, No. 2, Summer 1998 Sherwin Simmons		
<hr/> Print Matches Are Not Toys! P. 99-101, 57, No. 1, 2003 Andreea Dersu				<hr/> Information and Persuasion: Rivals or Partners? P. 80-83, Vol. 16, No. 3, Autumn 2000 Katherine McCoy		
<hr/> Reality Bites P. 184-186, 57, No. 5, Sep/Oct 2003 Rick Poyner				<hr/> Human Dignity and Human Rights: Thoughts on the Principles of Human-Centered Design P. 35-39, Vol. 17, No. 3, Summer 2001 Richard Buchanan		
				Next Page		
Major Categories of Social Cause Design						
						
Medical	Minorities	Political	Social	Environmental	Educational	






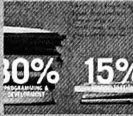
This is the first page of the reference section.

Resource for Social Cause Design			Reference			
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>A "Social Model" of Design: Issues of Practice and Research P. 24-30, Vol. 18, No. 4, Autumn 2002 Victor Margolin and Sylvia Margolin</p> <p>Speaking of the Heart: Some Annotations P. 62-67, Vol. 18, No. 1, Winter 2002 Hanno Ehses</p> <p>Users' Creative Responses and Designers' Roles P. 64-73, Vol. 19, No. 2, Spring 2003 Kin Wan Michael Siu</p> <p>Creative Review Milton Glaser and Jonathan Bambrook Discuss Design's Rules of Engagement P. 52-56, December 2003 Milton Glaser and Jonathan Bambrook</p> <p>Visible Language Get Real: The Need for Effective Design Research P. 93-109, 37, No. 1 2003 Christopher Nemeth</p> <p>Graphic Assimilation: New Immigrants and Social Identity, P. 221-233, 37, 2, 2003 Barbara Marunson and Sauman Chiu</p>			<p>Art Business News The Art of Healing P. 68-70, 30 No. 9 S, 2003 Jube Koub</p> <p>Metalsmith Embodied Sympathy P. 34-39, 22, No. 3, Summer 2002 Bruce Metcalf</p> <p>Newspaper New York Times Advertising: A Consultant Issues a Report that Looks at How Public Service Ads could be Greatly Improved, May 8, 2002, C9 Allison Fass</p> <p>Books Graphic Design Why Bad Ads Happen to Good Causes: and How to Ensure They Won't Happen to Yours, 2002 Andy Goodman</p>			
<p>Previous Page</p>			<p>Next Page</p>			
<p>Major Categories of Social Cause Design</p> <div>       </div> <div> <p>Medical</p> <p>Minorities</p> <p>Political</p> <p>Social</p> <p>Environmental</p> <p>Educational</p> </div>						






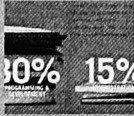
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Resource for Social Cause Design			Reference															
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback												
<p>Design Issues: How Graphic Design Informs Society, 2002 Edited by DK Holland</p> <p>Social Work: Saatchi and Saatchi's Cause-Related Ideas, 2002 Saatchi and Saatchi</p> <p>Graphic Design: Reproduction and Representation Since 1800, 1997 Paul Jobling and David Crowley</p> <p>Graphic Design for Non-Profit Organizations, 1991 Peter Laundry and Massimo Vignelli</p>			<p>Communication Communication Theories: Origins, Methods, and Uses in the Mass Media, Fifth Edition, 2001 Werner J. Severing and James W. Tankard Jr.</p> <p>Visual Intelligence: Perception, Image, and Manipulation in Visual Communication, 1997 Anne Marie Seward Barry</p> <p>Communication: The Living End, 1989 John A. Ciampa</p> <p>Compassion Fatigue: How the Media Sell Disease, Famine, War and Death, 1999 Susan D. Moeller</p>															
<p>Methodology The Craft of Research, Second Edition, 2003 Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams</p> <p>The Universal Traveler: A Soft-Systems Guide to Creativity, Problem-Solving and the Process of Reaching Goals, The Updated Classic Edition, 2003 Don Kobenz, Jim Bagnall</p> <p>Creative Whack Pack Roger Von Oech</p>			<p>Social Marketing Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment, 1995 Alan R. Andreasen</p> <p>The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy, 2002 Richard Earle</p>															
Previous Page			Next Page															
<p>Major Categories of Social Cause Design</p>																		
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This is the third page of the reference section.

Resource for Social Cause Design				Reference		
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Advocacy Advertising and Large Corporations: Social Conflict, Big Business Image, the News Media, and Public Policy, 1977 S. Parkash Sethi</p> <p>Brand Spirit: How Cause Related Marketing Builds Brands, 2001 Hamish Pringle and Marjorie Thompson</p> <hr/> <p>Advertising Creating Effective Advertising: Using Semiotics, Second Edition, 1994 Nihai Nadin and Richard D. Zakia</p> <p>Ads, Fads and Consumer Culture: Advertising's Impact on American Character and Society, 2003 Arthur Asa Berger</p> <p>Endless Propaganda: The Advertising of Public Goods, 2000 Paul Rutherford</p> <p>Social Communication in Advertising: Persons, Products and Images of Well-Being, 1990 William Leiss, Stephen Klum, and Sut Jhally</p> <p>Rebels and Colleagues: Advertising and Social Change in French Canada, 1973 Frederick Elkin</p> <p>Previous Page</p>						
<p>Major Categories of Social Cause Design</p> <div>       </div> <div> <p>Medical</p> <p>Minorities</p> <p>Political</p> <p>Social</p> <p>Environmental</p> <p>Educational</p> </div>						

This is the fourth page of the reference section.

Resource for Social Cause Design				Feedback		
Homepage	Preface	Reasons	Model	Examples	Reference	Feedback
<p>Please feel free to send your comments, questions, or concerns. Any constructive criticism that would improve this web resource is welcomed. Your feedback will be greatly appreciated.</p> <p>Please send your comments to: hangliangraphicdesign at yahoo.com</p>				<p>• Would a graphic design online community for social cause design be helpful?</p> <p>• What are some of the other things that can be done to help designers with social caused design?</p> <p>• Do you have any additional comments?</p> <p>Thank You</p>		
<p>• Is the web resource helpful?</p> <p>• Is the matrix of categories of social cause design helpful?</p> <p>• Should any additional categories be added?</p> <p>• Are the strategies provided helpful?</p> <p>• Should any additional strategies be added?</p> <p>• Would you add anything to the web resource?</p> <p>• Would you improve any part of the web resource?</p> <p>• Do you have a better understanding of social cause design after viewing the web resource?</p> <p>• Do you think social cause design is important?</p> <p>• Are projects such as this web resource worthwhile?</p>						
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