

POSTER DESIGN FOR A CAUSE

Kaylyn Mok

The views and opinions expressed on this document are those of Kaylyn Mok's and does not reflect the official policy or position of the World Wildlife Fund.

Animal Rights and Wilderness Conservation

Today, there are a plethora of organizations that work towards the conservation of the wilderness and ethical treatment of animals. Whether it be pets or wild animals, animals deserve to be treated well and ethically. Our goal is to 1) raise conservation efforts and awareness for species that are in danger of being extinct and 2) raise awareness for and push the government to make legislative changes animal rights.

60%
of the world's vertebrate animals have been wiped out since 1970

43
out of 50 states have a zero tolerance policy on animal cruelty and convicts on a first-time felony

Animal cruelty includes physical abuse, neglect, and unlivable living conditions. Hunting is legal in all 50 states. There is no federal animal cruelty laws and cases are handled by individual states.



Target Audience

Parents: 68% of households own pets and parents have the income to support their animals

High school/ college students: many millennials are socially and politically active and participate in social and political events and causes

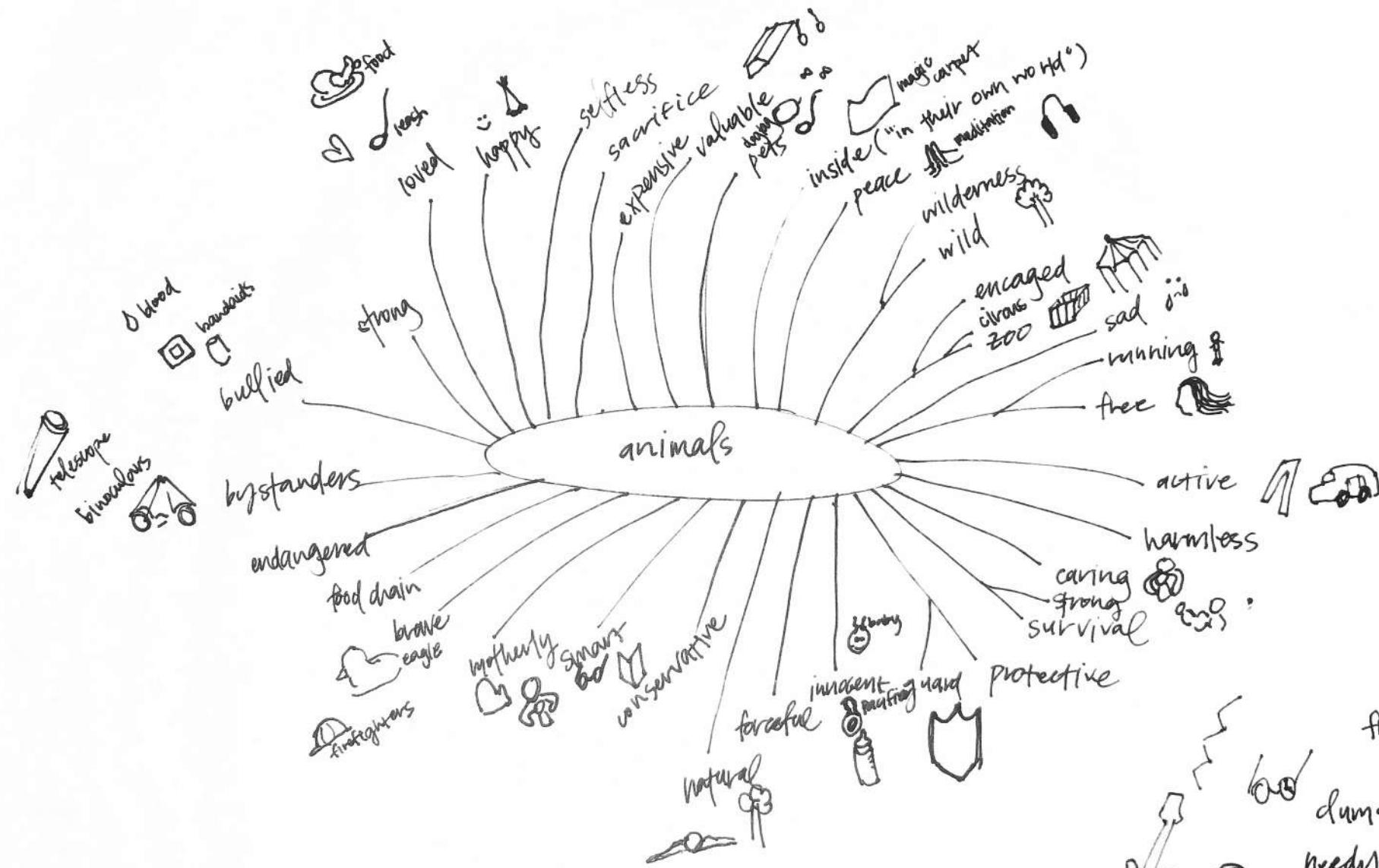
Law-makers: they have the power to create legislation to prevent more animal cruelty cases

Media Vehicle

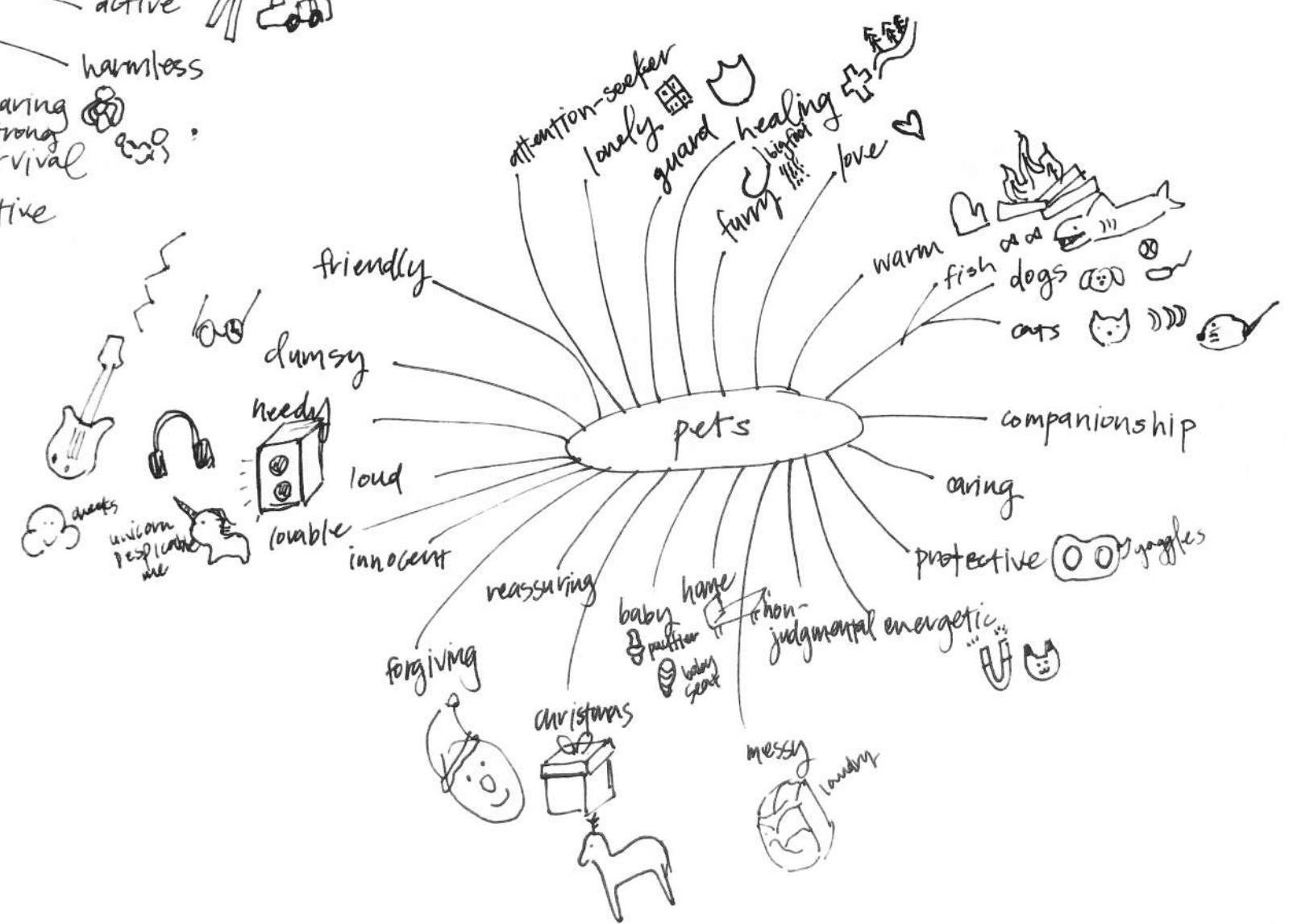
Flyers on college campuses
Post on social media
Billboards to see while driving
Flyers in zoos
Distribute and post flyers around city to stimulate interest in the cause, as familiarity leads to a growing interest
The goal is to make people recognize instantly that the advertisement from WWF or Humane Society

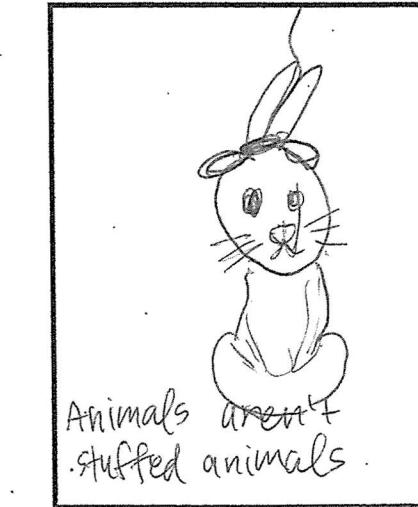
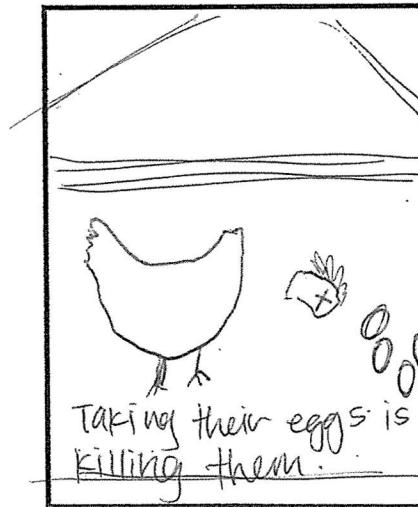
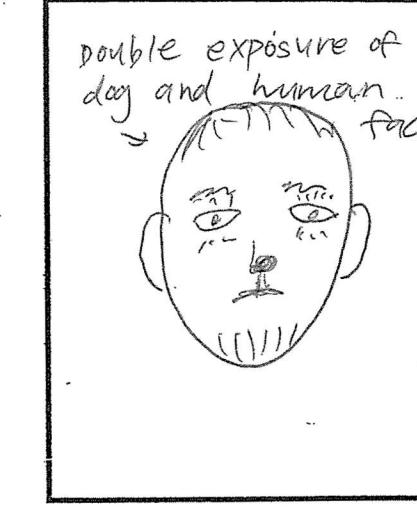
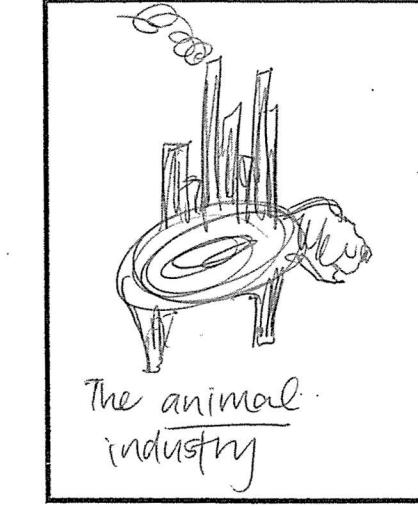
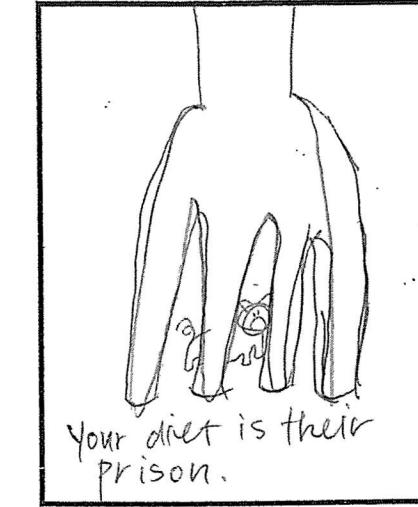
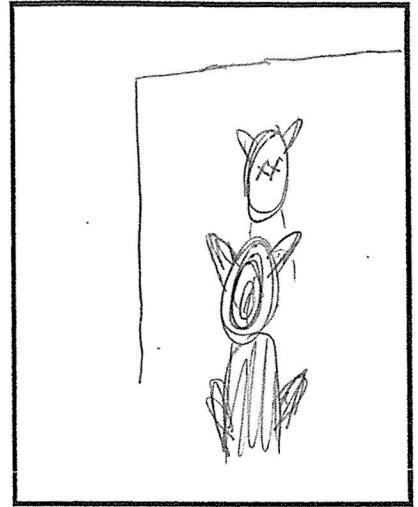
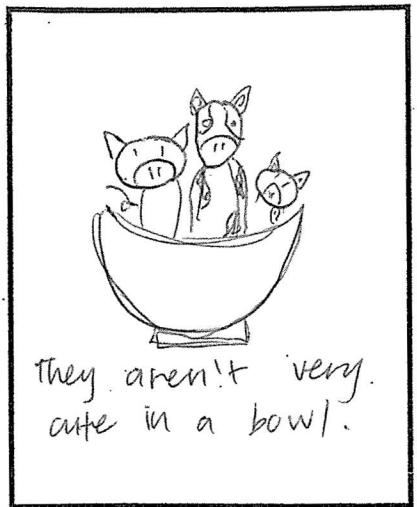
Time of Placement

All year round, focusing September to May. People attend zoos all year round. The span of September to May is that of a school year. During school season, students are more inclined to take action (call the government/ participate in marches). In addition, students are more likely to take political action with their friends, who they are with during mostly the school year.



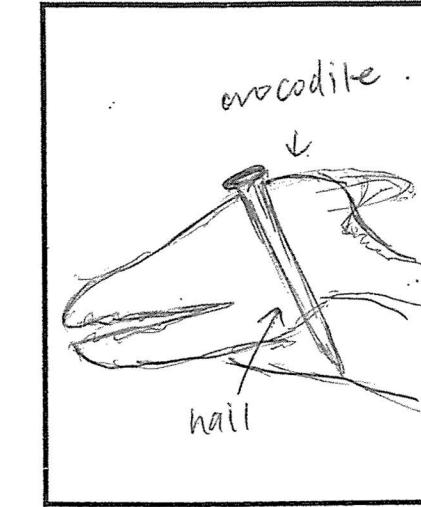
Mind mapping of associated words with the project.
I came up with any words associated with animals and pets.
Then I illustrated with symbols the connotations of the words
in order to create thumbnails from those combined symbols.



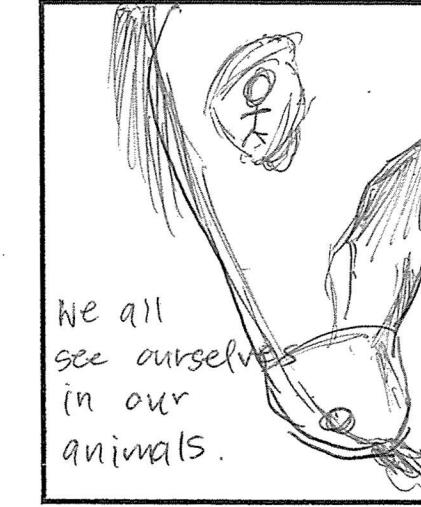




A luxury handbag



codile
nail



We all
see ourselves
in our
animals.



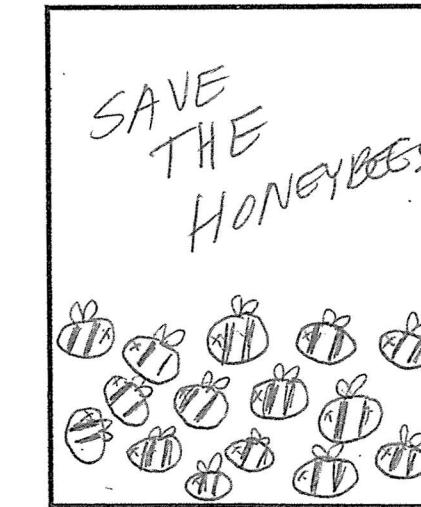
THE PRICE YOU
PAY FOR BACON



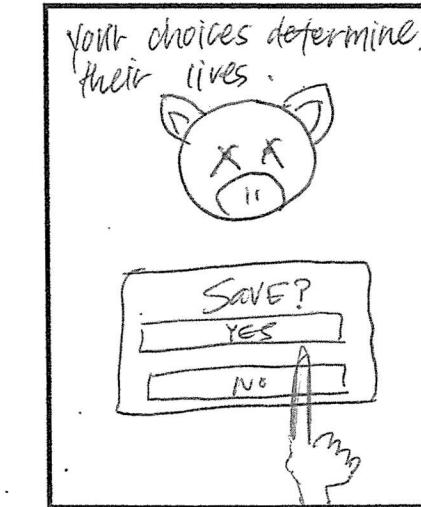
Your trash is
their trash too.



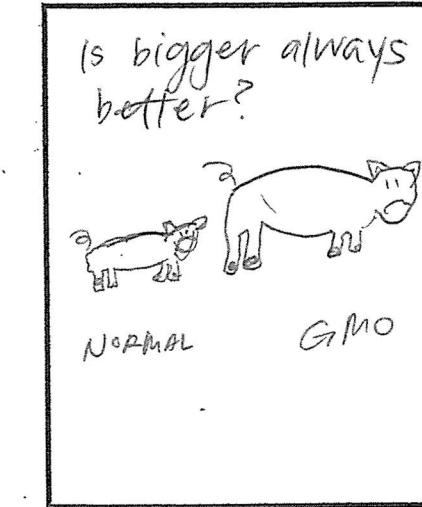
These animals
have hearts too.



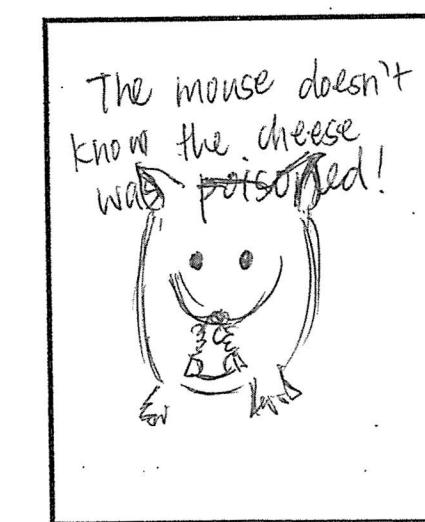
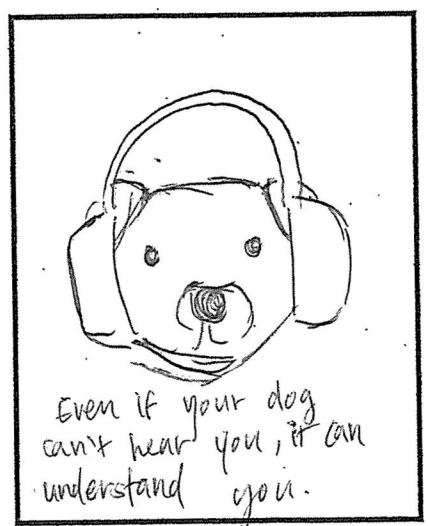
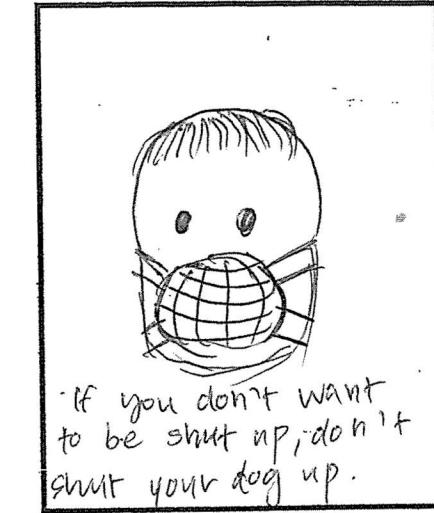
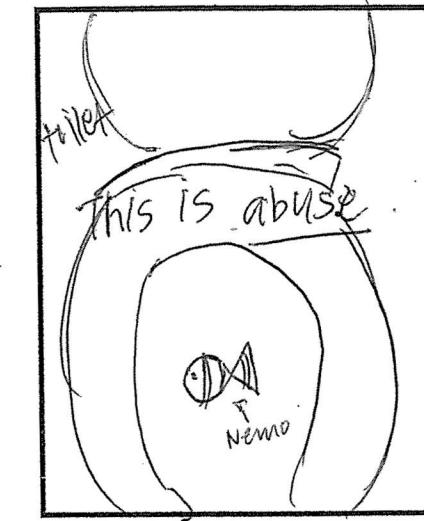
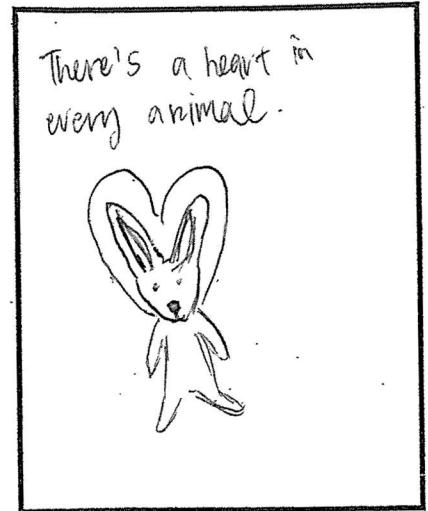
SAVE
THE
HONEYBEES

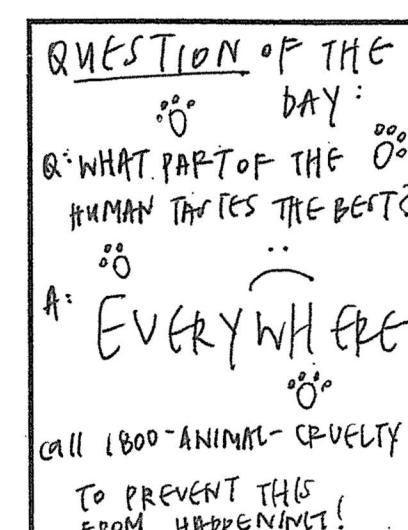
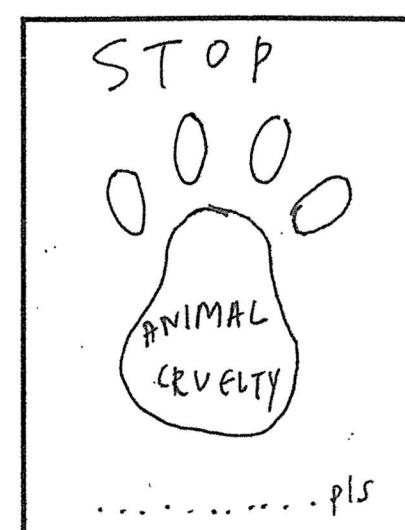
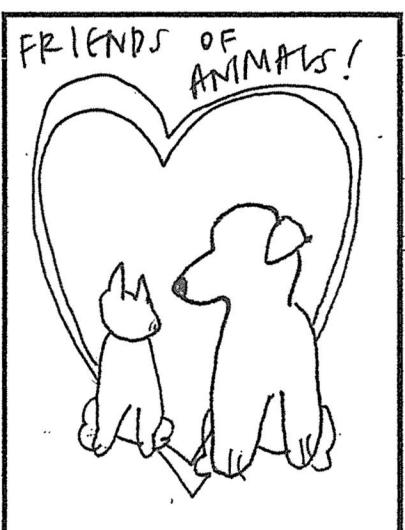
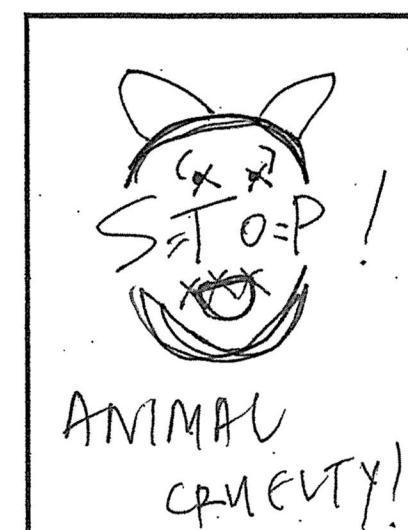
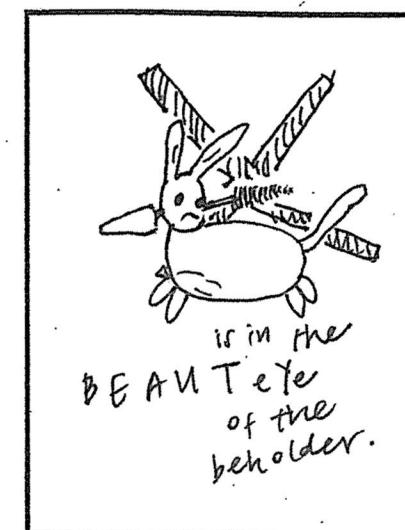
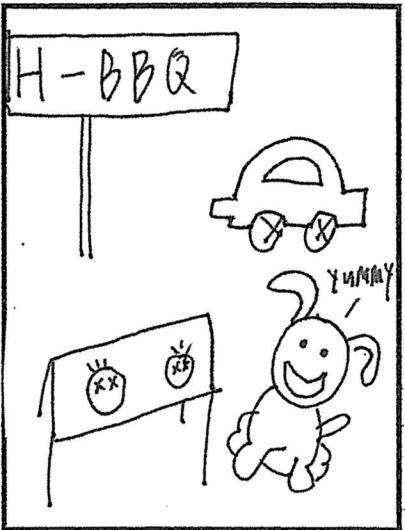


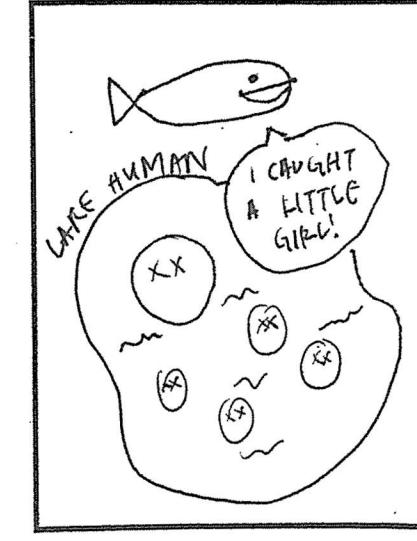
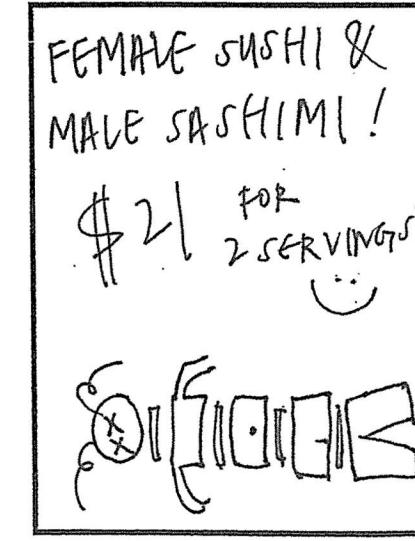
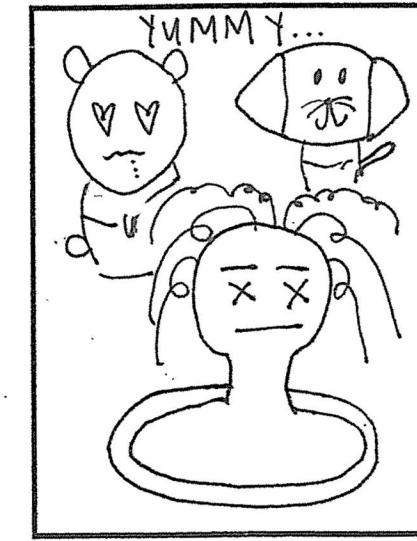
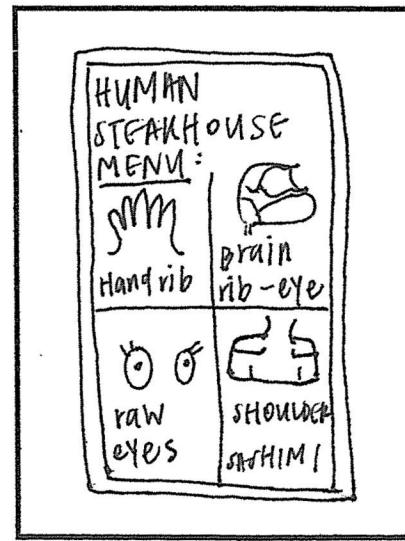
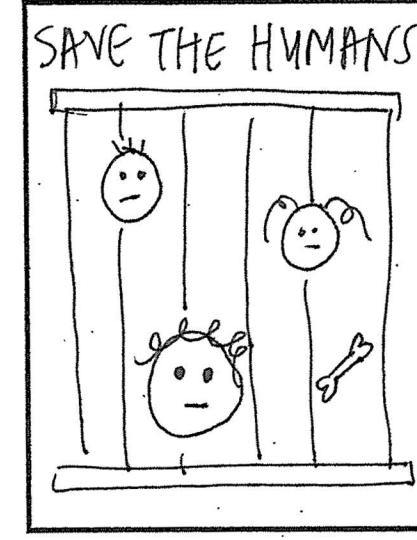
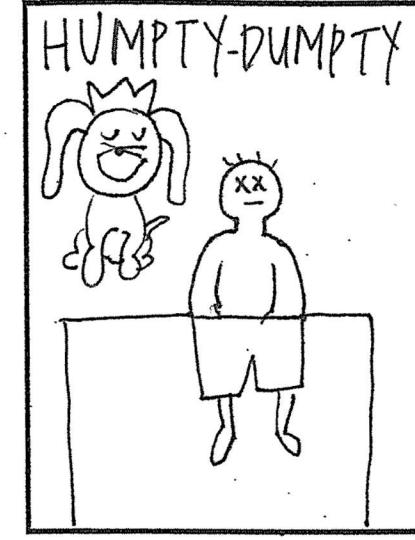
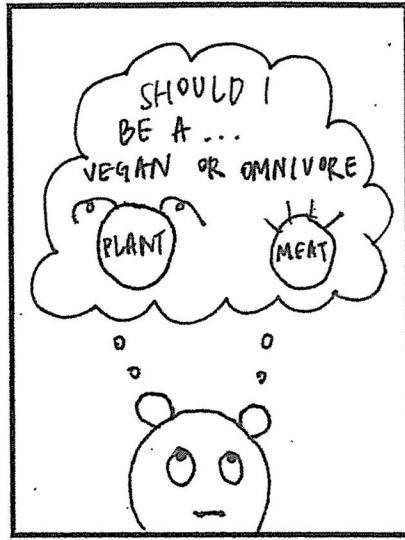
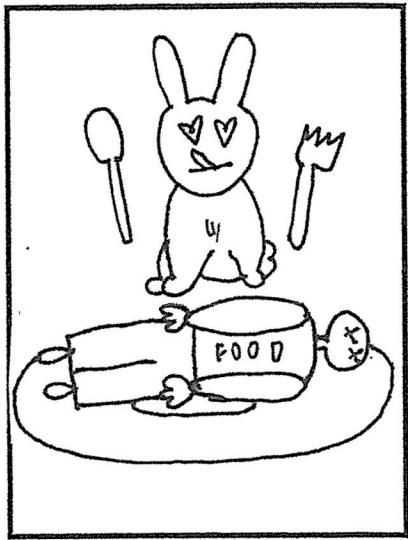
Your choices determine
their lives.

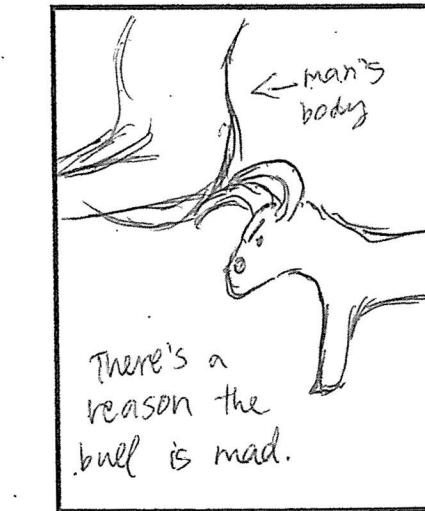
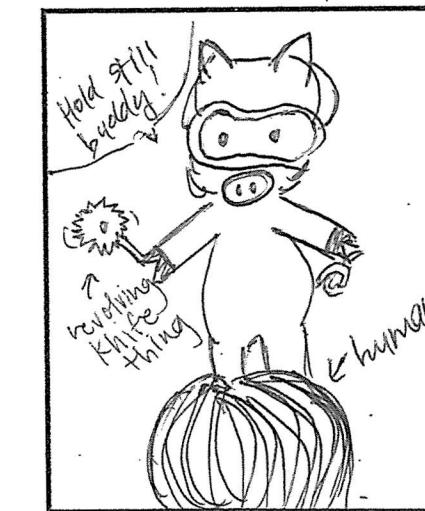
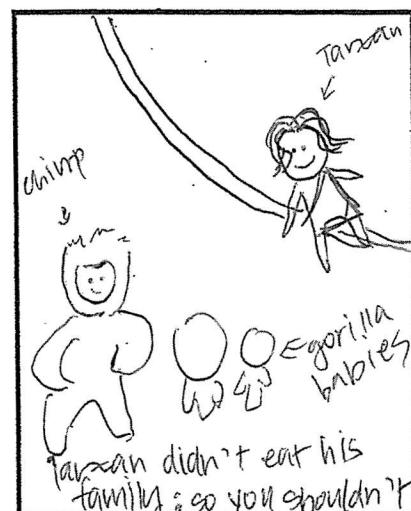
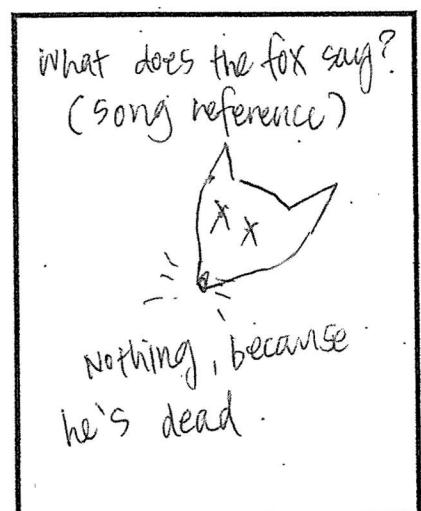
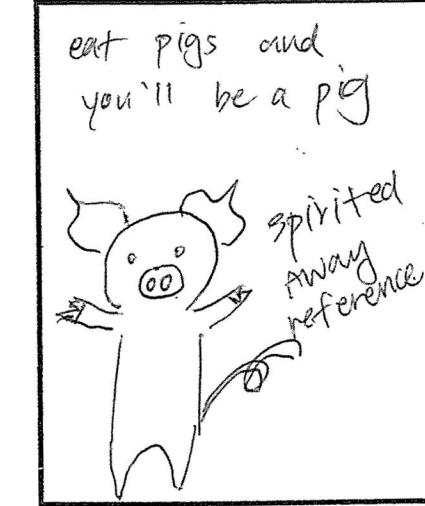
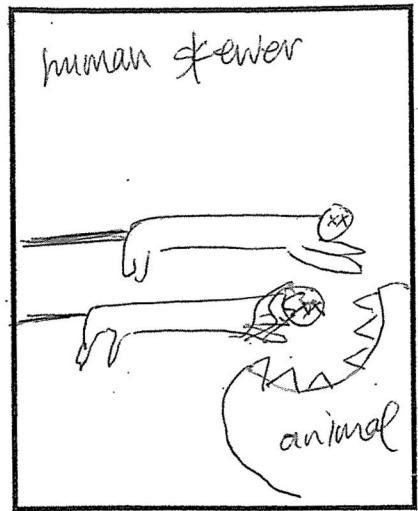


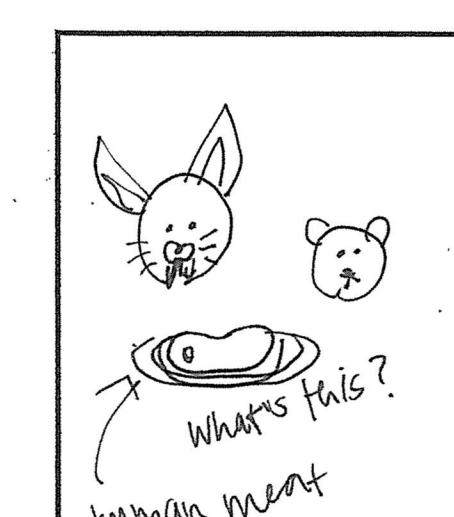
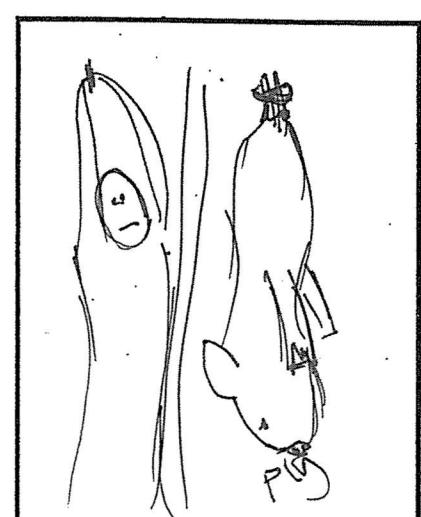
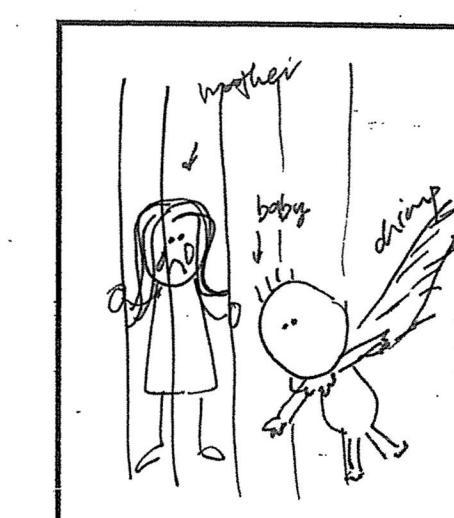
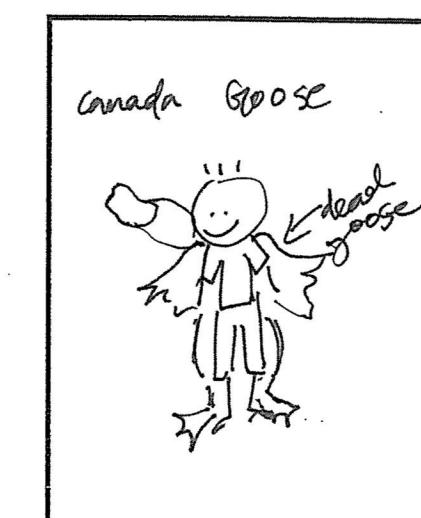
Is bigger always
better?

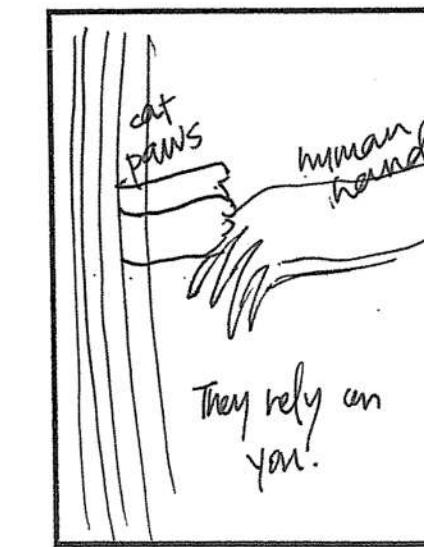
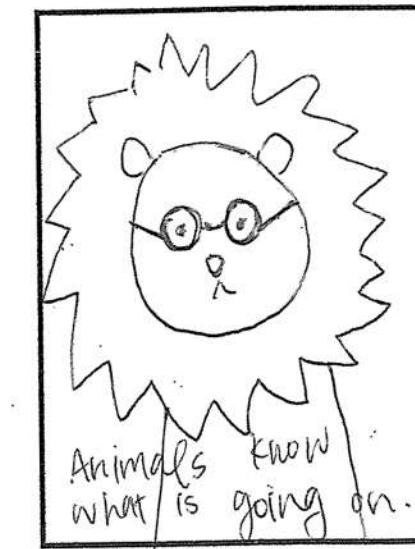
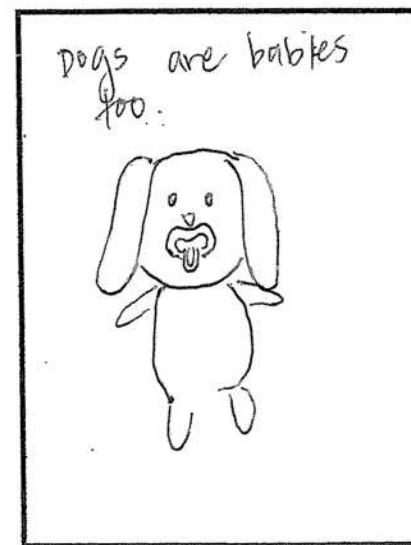
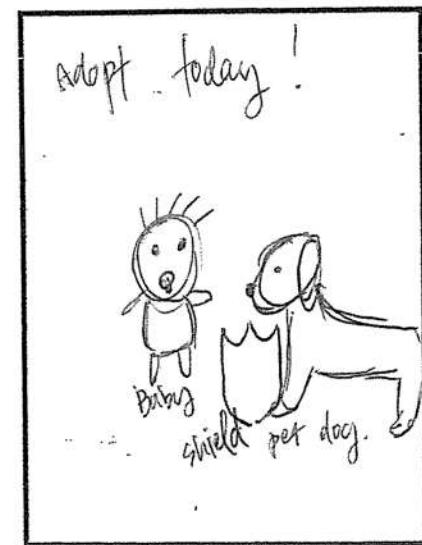
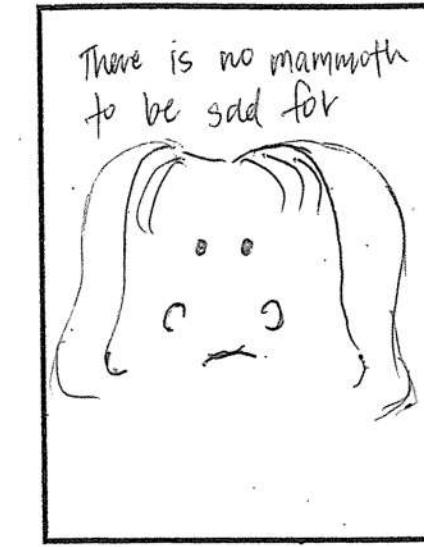
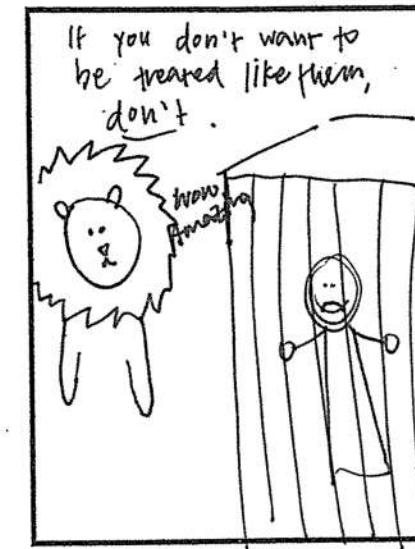
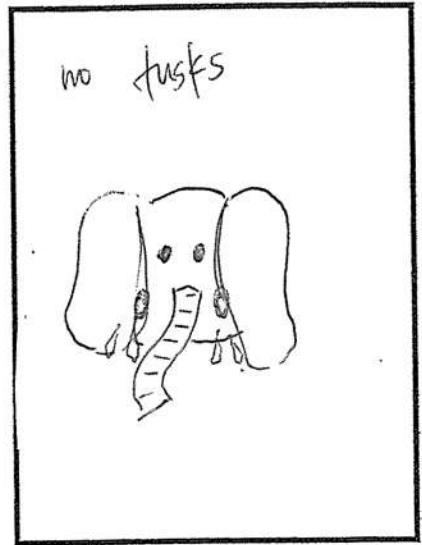




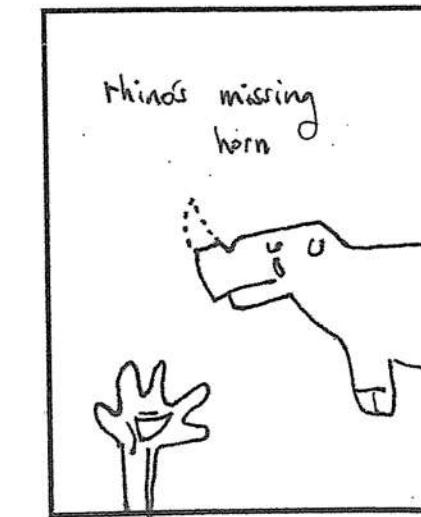
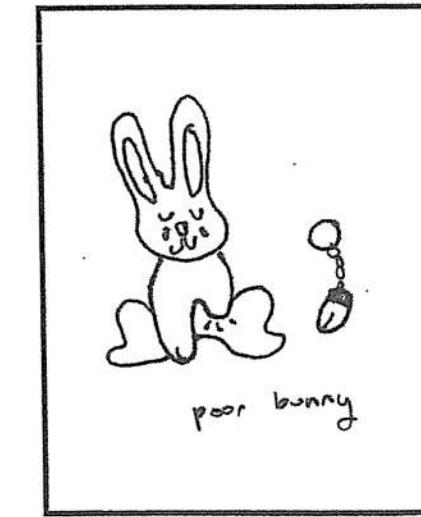
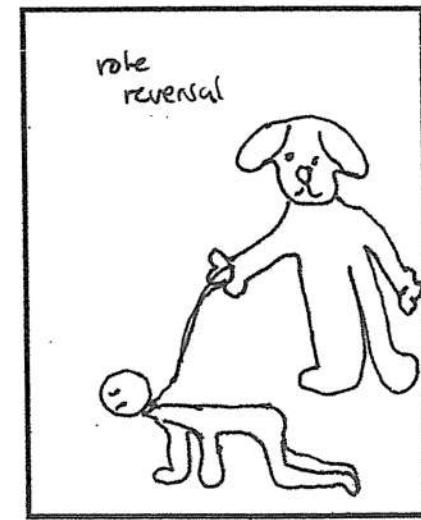
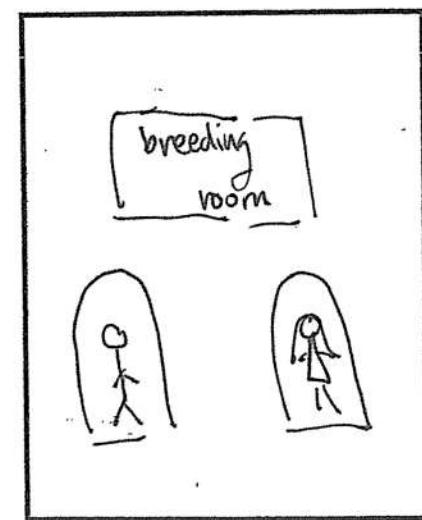
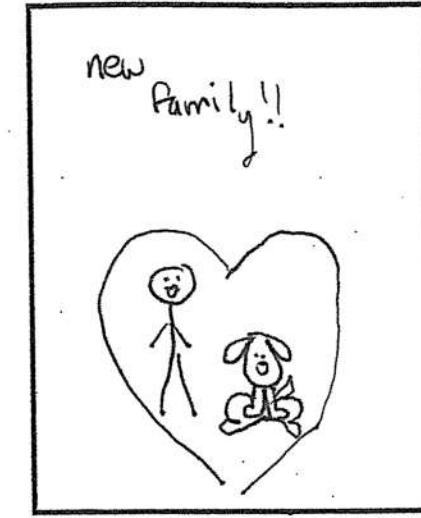
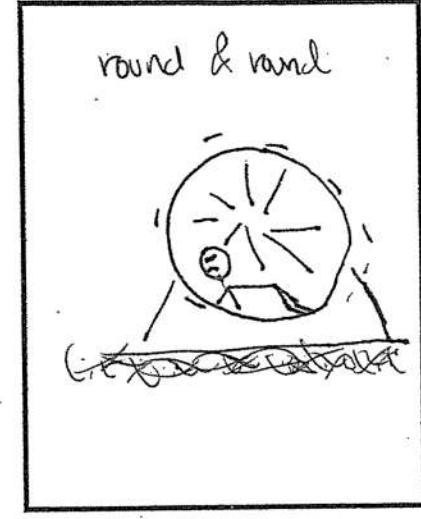
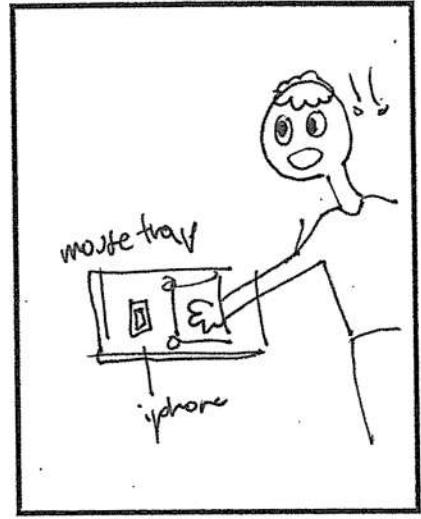
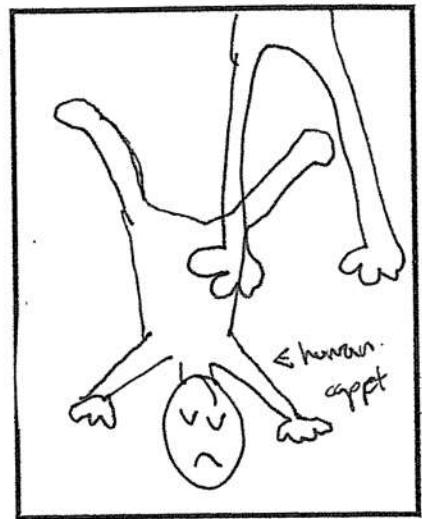


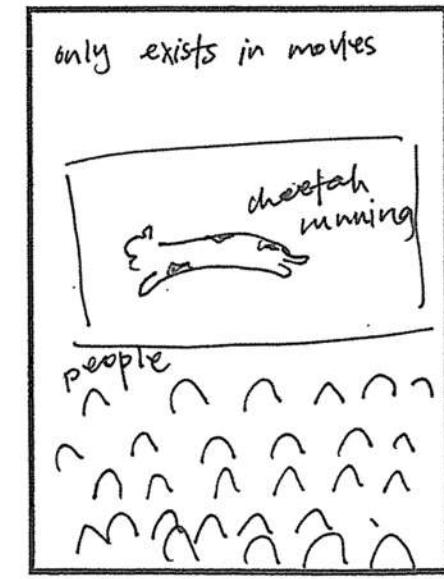
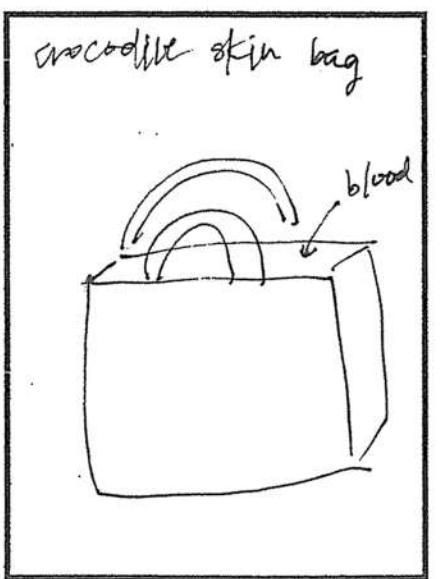
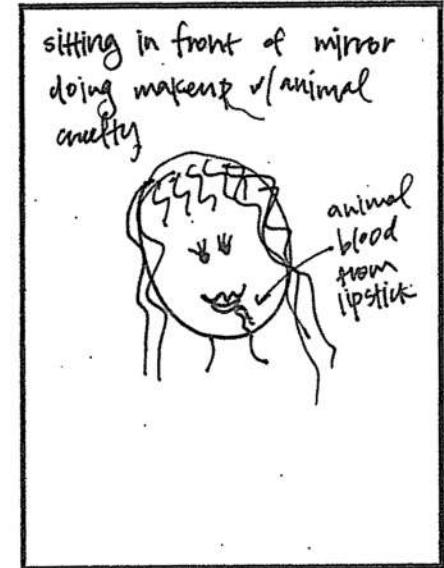
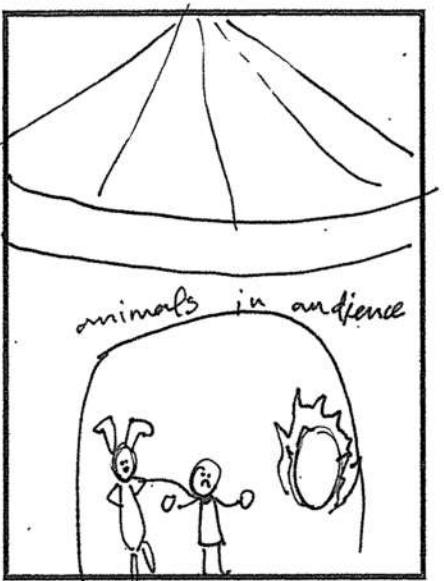






We literally made
them; care for them

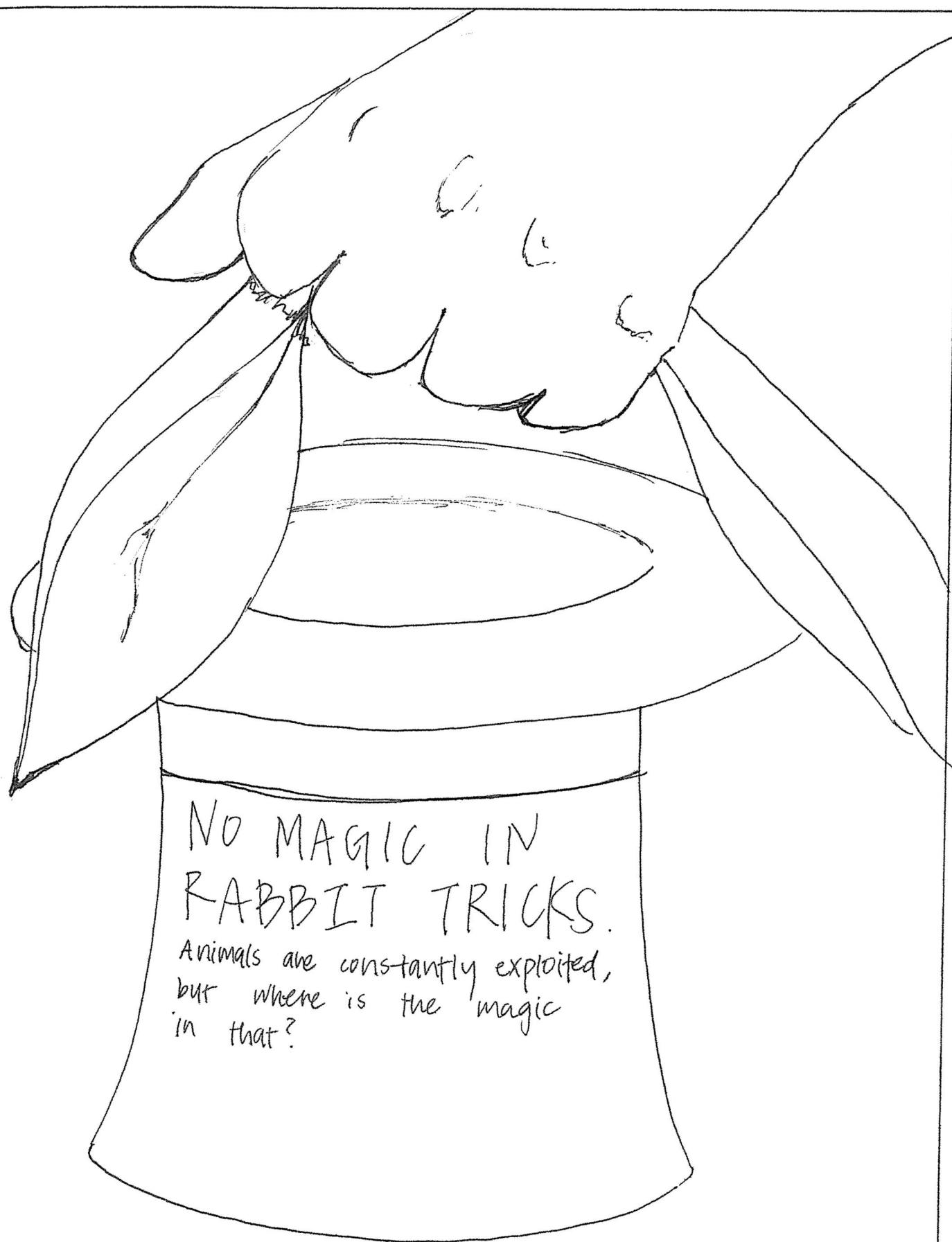






BEAUTY IS IN THE
EYE OF THE BEHOLDER

It's more beautiful to be aware of beauty products that are animal cruelty-free. By banning animal testing, the beauty industry can become a more beautiful and ethical place.



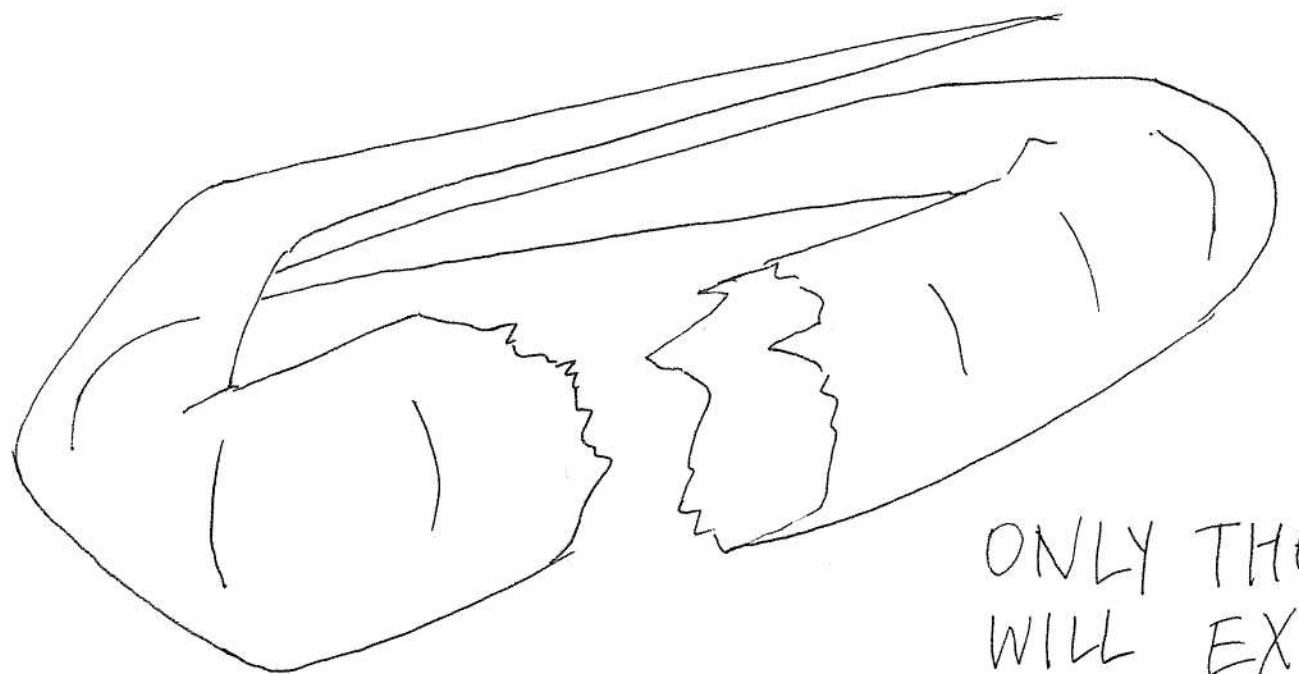
The concept is that animals should not be exploited by entertainers. Exploitation causes physical and mental abuse to animals.

An animal is not a toy.

Do not treat an animal like one!



The abused puppy sits amongst broken/ripped toys. The concept is that toys are dispensable while pets/animals are not.



ONLY THESE
WILL EXIST.

Elephants are poached
for their tusks and
their population is
quickly diminishing.
Contribute to the
conservation effort.

The concept is that the elephant population is quickly decreasing because of poaching and black-market trafficking of elephant tusk.

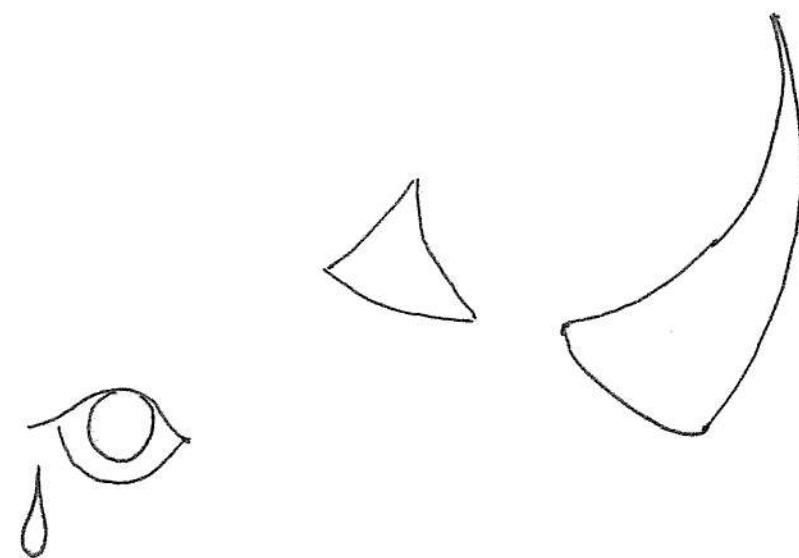


THE PRICE TO
PAY FOR BACON

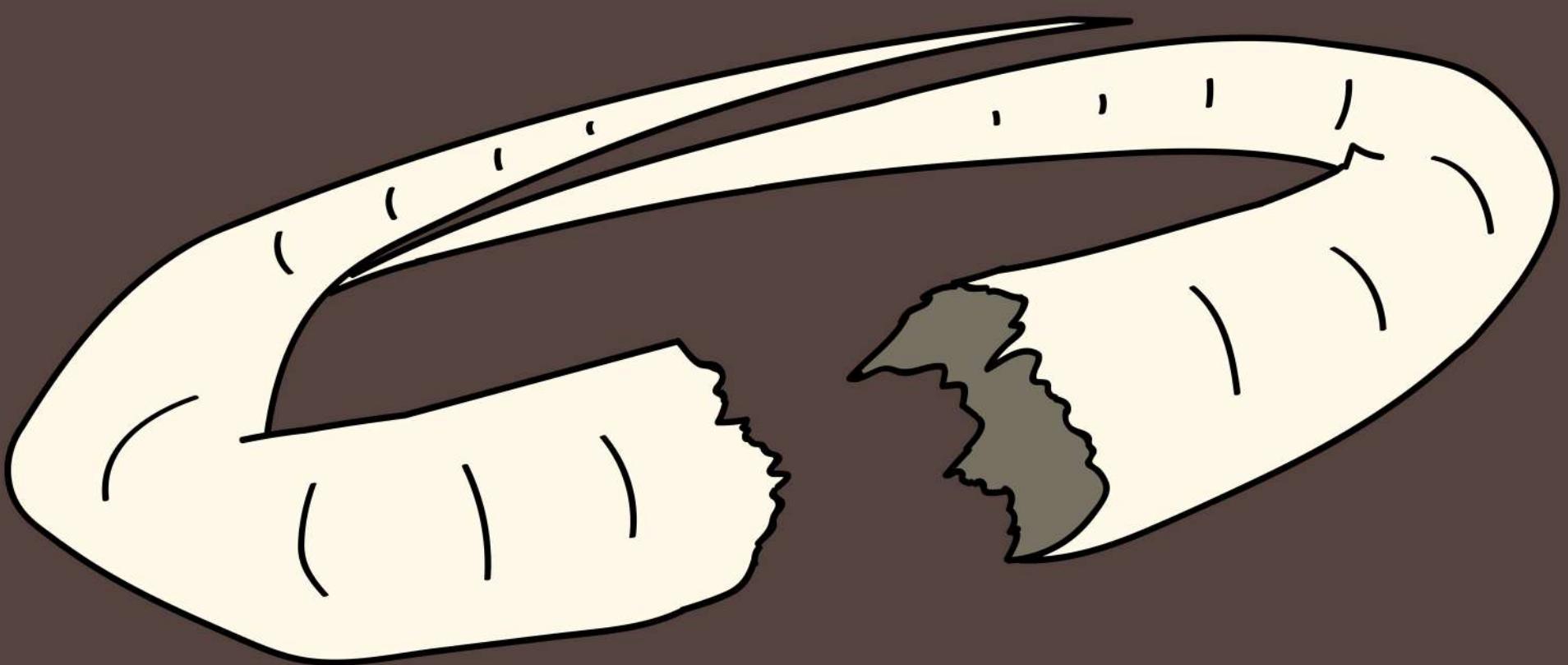
The concept is that while the cost of bacon is cheap, the lives of pigs are not. There are unethical consequences to eat pigs from farms to slaughterhouses.

These will be the only remains.

There are only 5,000 black rhinos left today,
because of poaching and black-market trafficking
of rhino horn.



The main image is of the rhino horns and eye. This concept encompasses the idea that rhinos will become extinct through the poaching of rhinos for their horns.

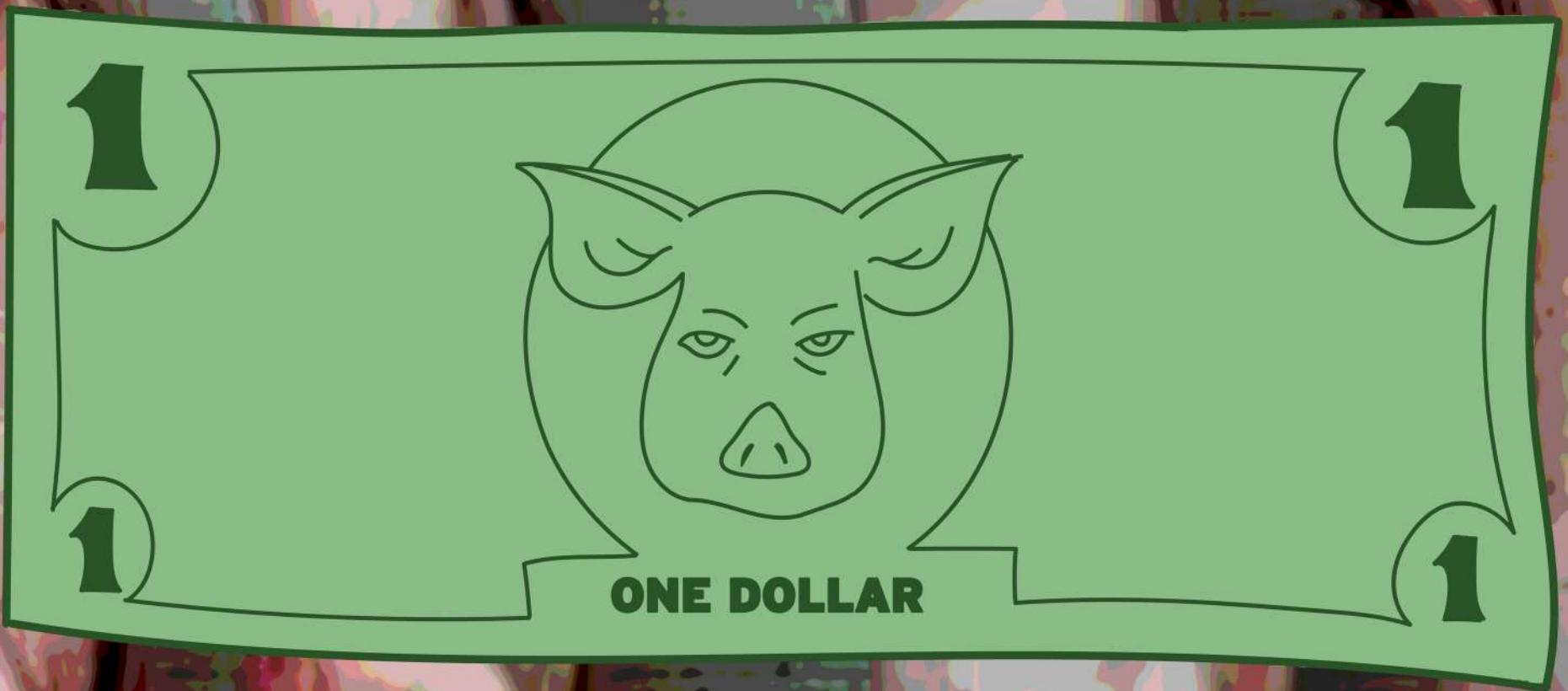


ONLY THESE WILL EXIST.

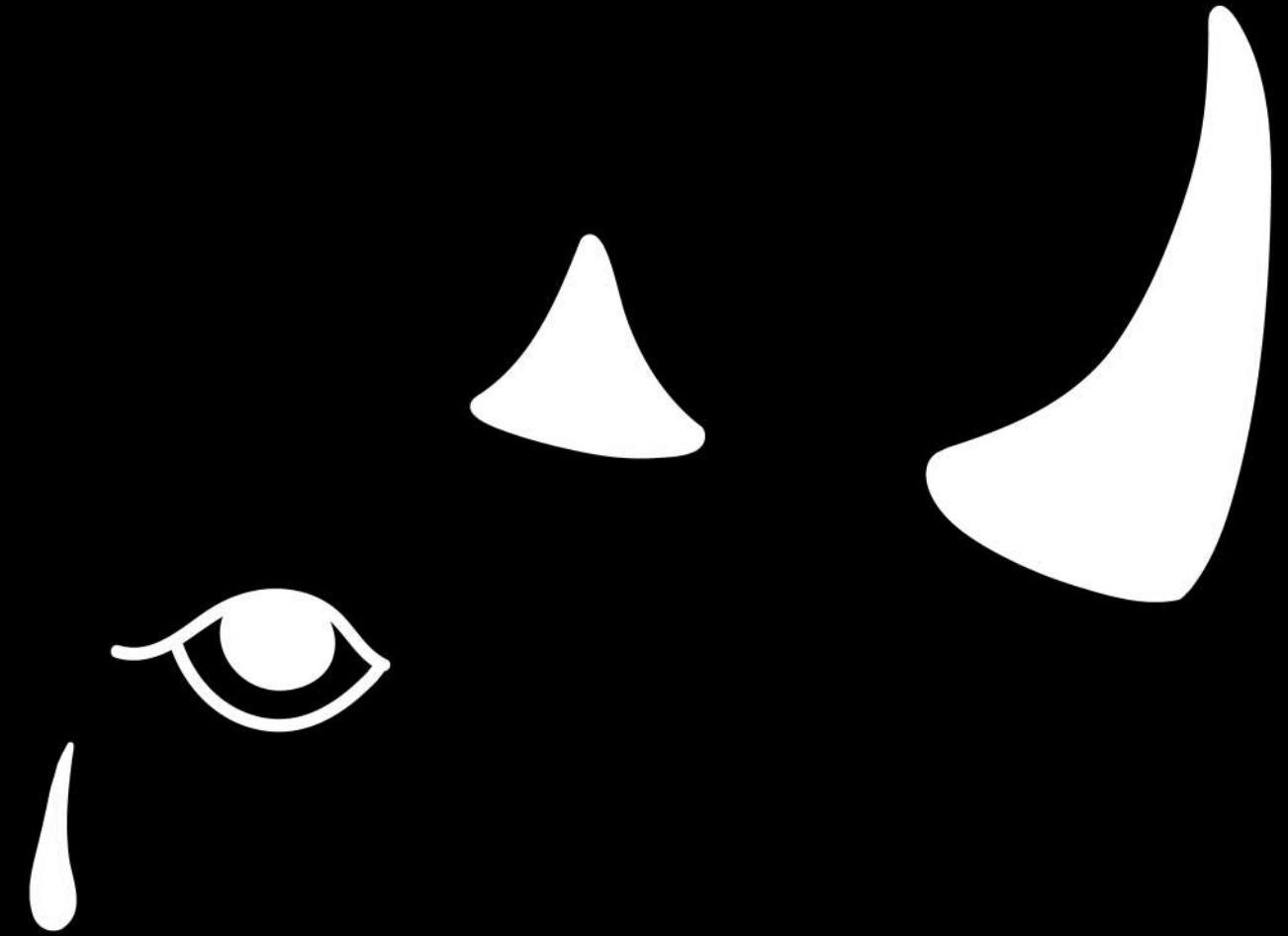
Elephants are poached for their tusks and their population is quickly diminishing. Contribute to the conservation effort today.



World
Wildlife
Fund



THE PRICE TO
PAY FOR BACON

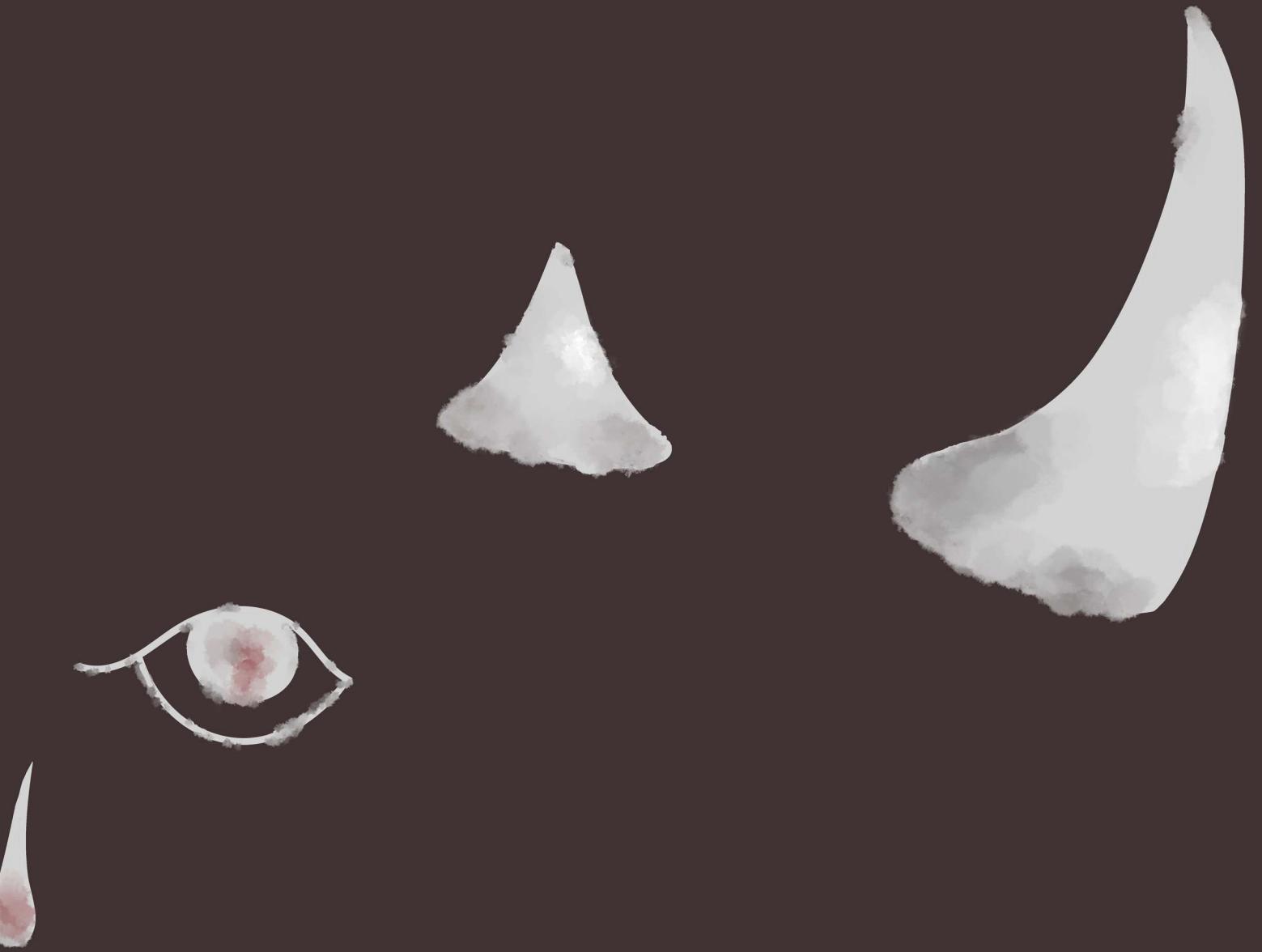


These will be the only remains.

Today, there are only 5,000 black rhinos left because of poaching
and the black-market trafficking of rhino horn.
Contribute to the conservation effort.



World
Wildlife
Fund



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World
Wildlife
Fund





WWF

World
Wildlife
Fund

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