Animal Awareness

Case Study

Michael James Tenorio

About

The "ANIMALS ARE NOT TOYS" is to raise awareness of animal cruelty for SPCA advertising. The design is the head of an animal on a stuffed body of a stuffed toy with an effective slogan and concerning facts about animal abuse. These mockups use many using layers of masks, blending modes, and adjustment layers in Adobe Photoshop. It promotes a serious message and an eye-catching image to the appropriate market. These are inspirations of how I imagine the poster design would look.

- INSPIRATIONS

Colours

The color palette is from the SPCA brand design. I choose this color theme because red and black best represent a serious and urgent matter. The white and gray to better contrast the two main colors.

Typography

The Helvetica font is recognizable and simple. This font will make the text easy to read and digest for the reader. This design will help people understad the sensitive and serious content. I use two types of Helvetica to separate the main title "ANIMALS ARE NOT TOYS" from the factual quote.

HELVETICA

AbCcDdEeFfGgHhIiJjKkLlMmNn
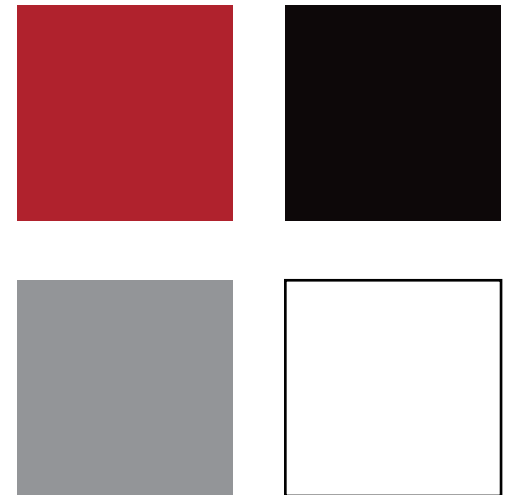OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

AbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

S P
C A
MONTRÉAL

- TYPOGRAHPY

- LOGO

- COLOUR PALETTE

Design

The design is on the most common domestic animal a dog, a cat, and a bunny. After my research on domestic animals, I learned that they are in danger and abused species. I represent them with a stuffed toy's body and product label because they are treated like toys that are abused and controlled. These designs make the graphic looks realistic and thoughtful.

Keywords

- Animals
- Caring
- Awareness
- Worried
- Adorable
- Innocent
- Abused

- Service
- Welfare
- Compassion
- Wellness
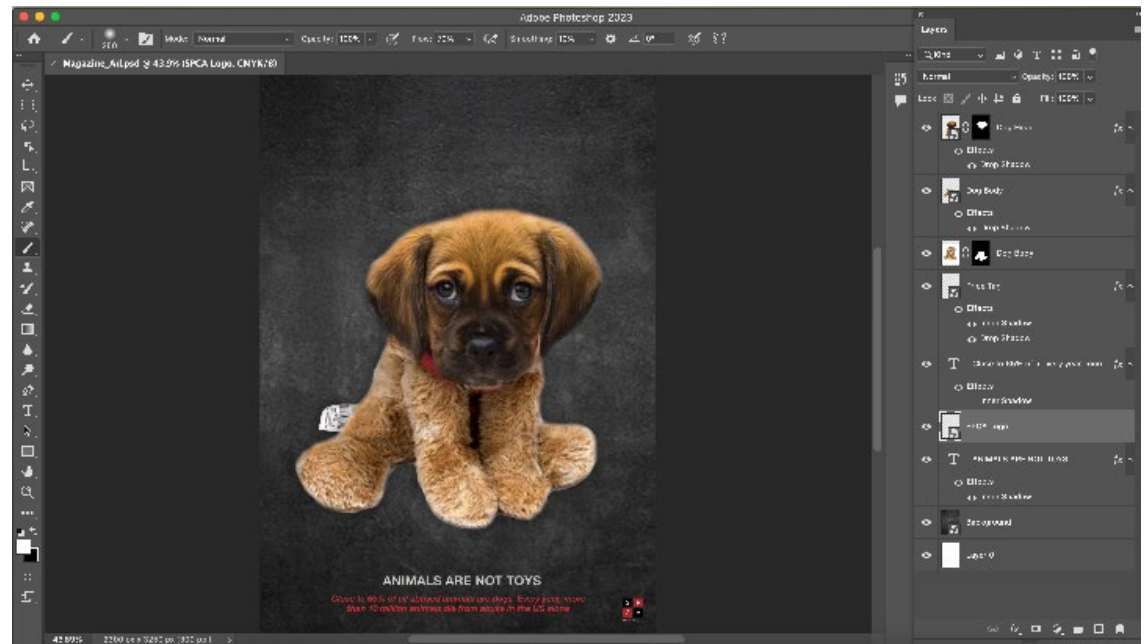- Shelter
- Vulnerable
- Toy

- PHOTOS

Challenges

I edited the image of the face of a real animal to the body of a stuffed toy in Adobe Photoshop. I also struggled to Photoshop blend mode the face and bodies of the animals. I had a hard time finding the perfect photos.

Solutions

I constantly ask for feedback and try different Photoshop techniques to match the images. I also tried using many pictures to fit with the composites which took a lot of time. I am happy with the outcome. I am passionate in making posters.

- APPLICATIONS

ANIMALS ARE NOT TOYS

Close to 65% of all abused animals are dogs. Every year, more than 10 million animals die from abuse in the US alone

ANIMALS ARE NOT TOYS

Thousands of cats are sold to schools for dissections and various projects. These cats are often homeless or adopted from shelters.

ANIMALS ARE NOT TOYS

Rabbits are stripped down, and their fur is ripped from their skin.

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