RISE UP

VISUAL THESIS

Samuel Vang
October 25, 2019
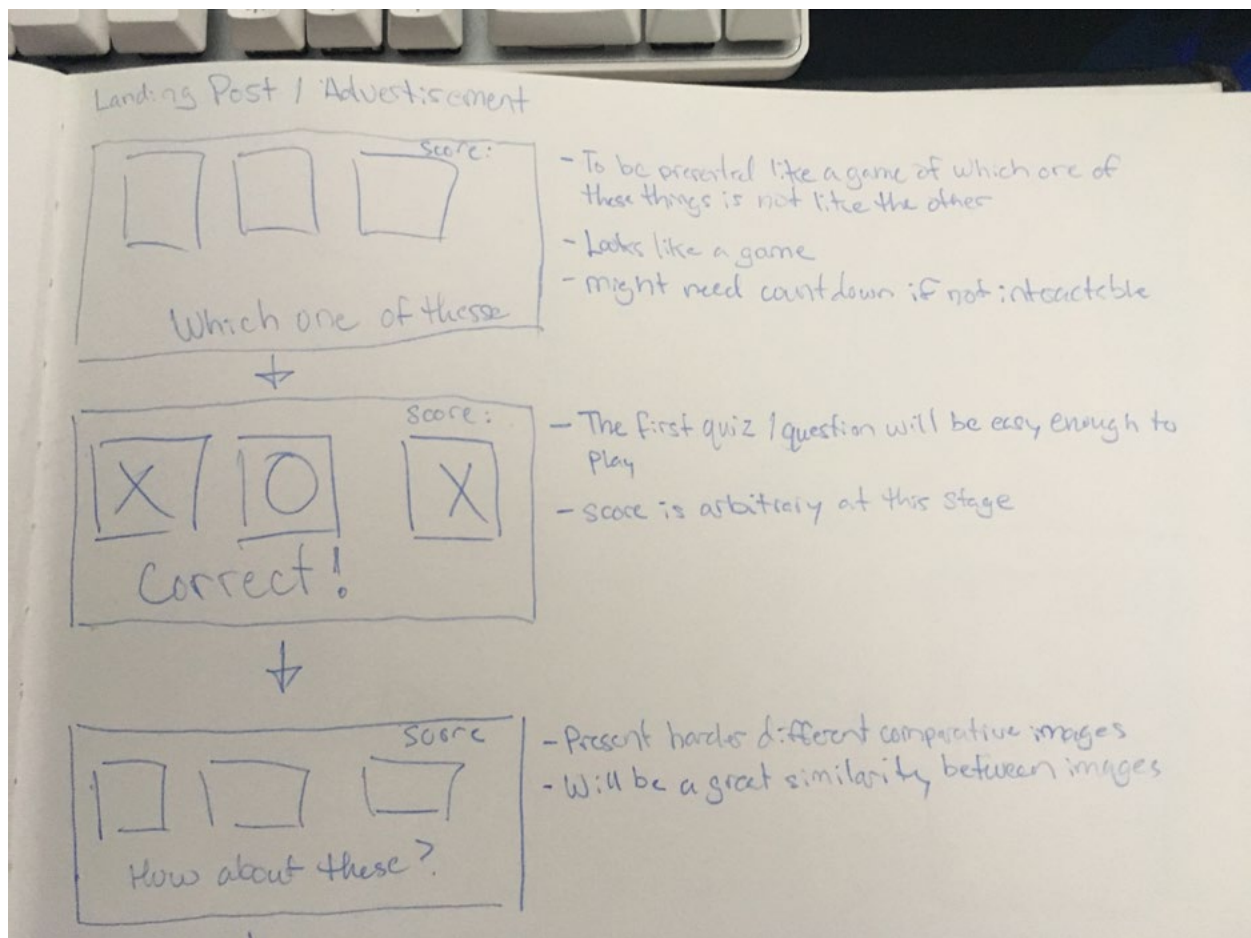Cindy Mason
GD 4980 – Senior Graphic Design Seminar

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The goal of the design solution is to engage users to continue a "Rise Up" campaign against nicotine. By gamifying the advertisement with a score that is calculated by how well a person performs as they Rise Up against nicotine, the goal is to get users competitive about the scores and share the issues about Nicotine addiction.
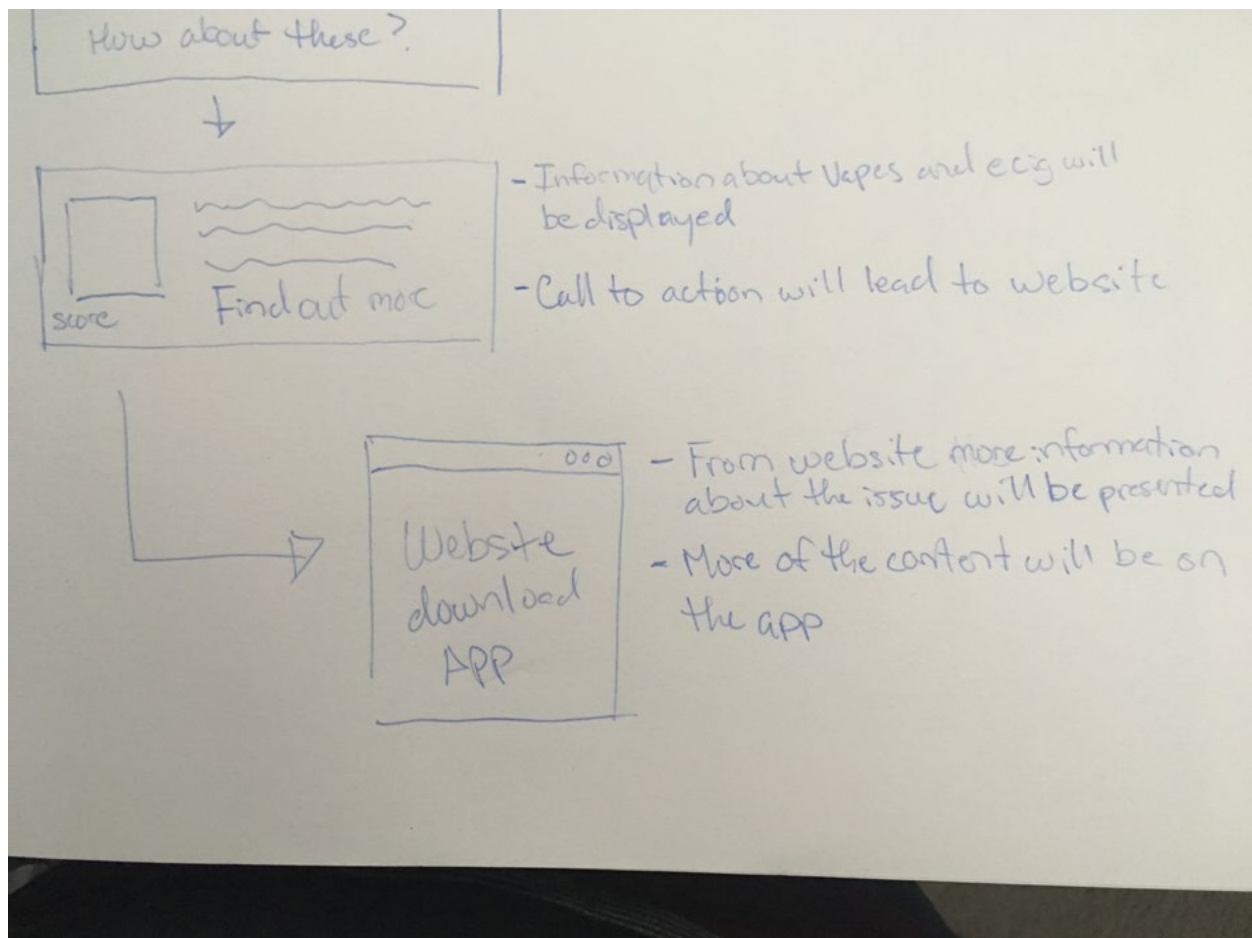
The wireframe of this campaign starts with an animated gif or interactive advertisement that begins like a game. After the first question is answered a harder question appears that will hook the questioner into finding out why they lost the quiz. This will lead to the website and then to the app where they can continue learning and earning points. In the app the points are tallied by how much content the user has gone through. Afterwards the user can share the app to others seeing if their friends, families, or peers are interested in this app or beating their score.

The content of the app is mostly going to be testimony or videos that are already online for the sake of this project. More content may include articles and questionnaires. Users are free to download the app and uninstall.

The philosophy here is that a regular ad may not be as effective, but it is much more efficient. By moving the campaign into an application, a digital good takes memory on a user's phone. This is a form of commitment or collateral for the user. Their digital attention and space have been taken. I believe that this digital space is valuable to users and by downloading an app it will lead to a commitment to proceeding through the campaign.

DESIGN SOLUTION

Social media interactive advertisement

SKETCH WORK

How about these?

↓

Information about Vapes and ecig will be displayed

Call to action will lead to website

score   Find out more

Website download APP

000

From website more information about the issue will be presented

More of the content will be on the app

Wireframe for Campaign and Notes

- leads to app that will tally points
content you consume

Wireframe /Loop

Risc UP

Ad → Wireframe /Loop
↓
Website
↓
App
↓
Share

Risc

Host
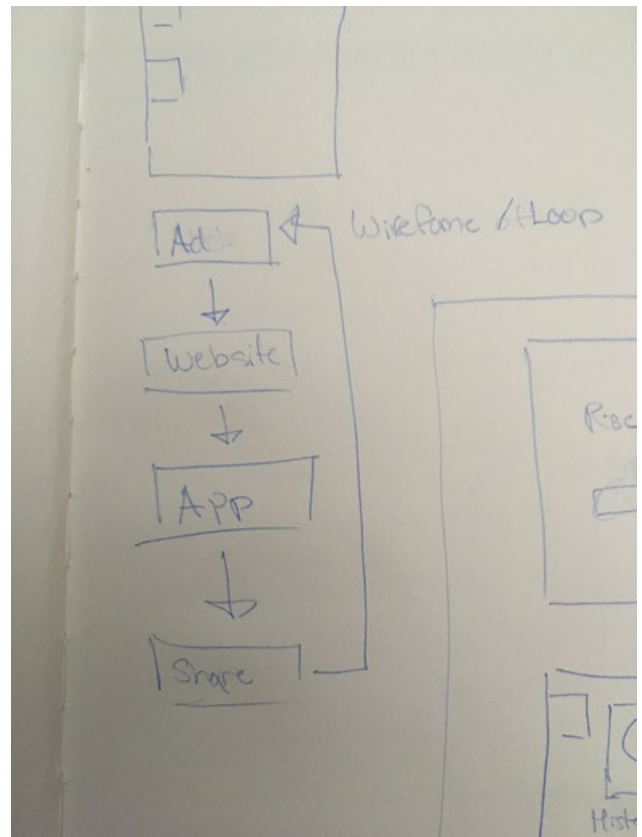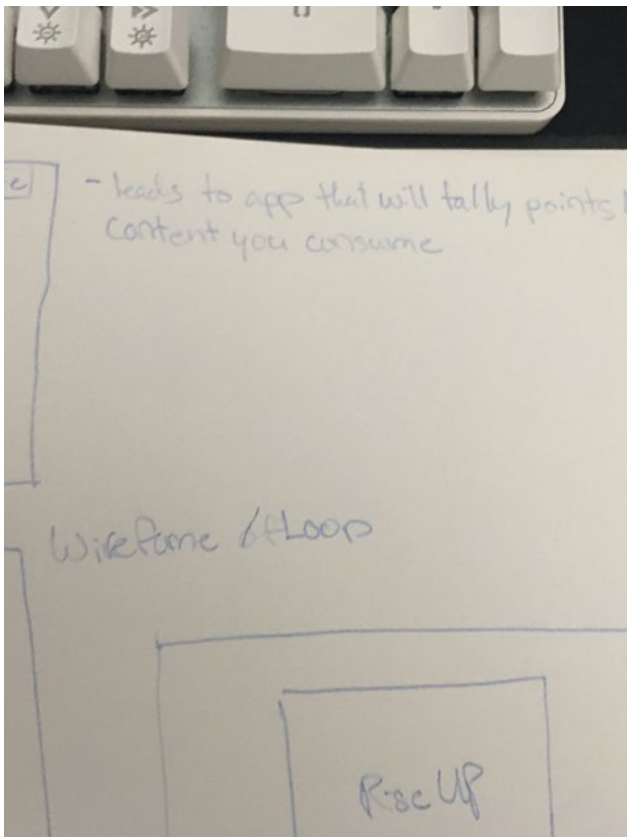
Wireframe and Feedback Loop
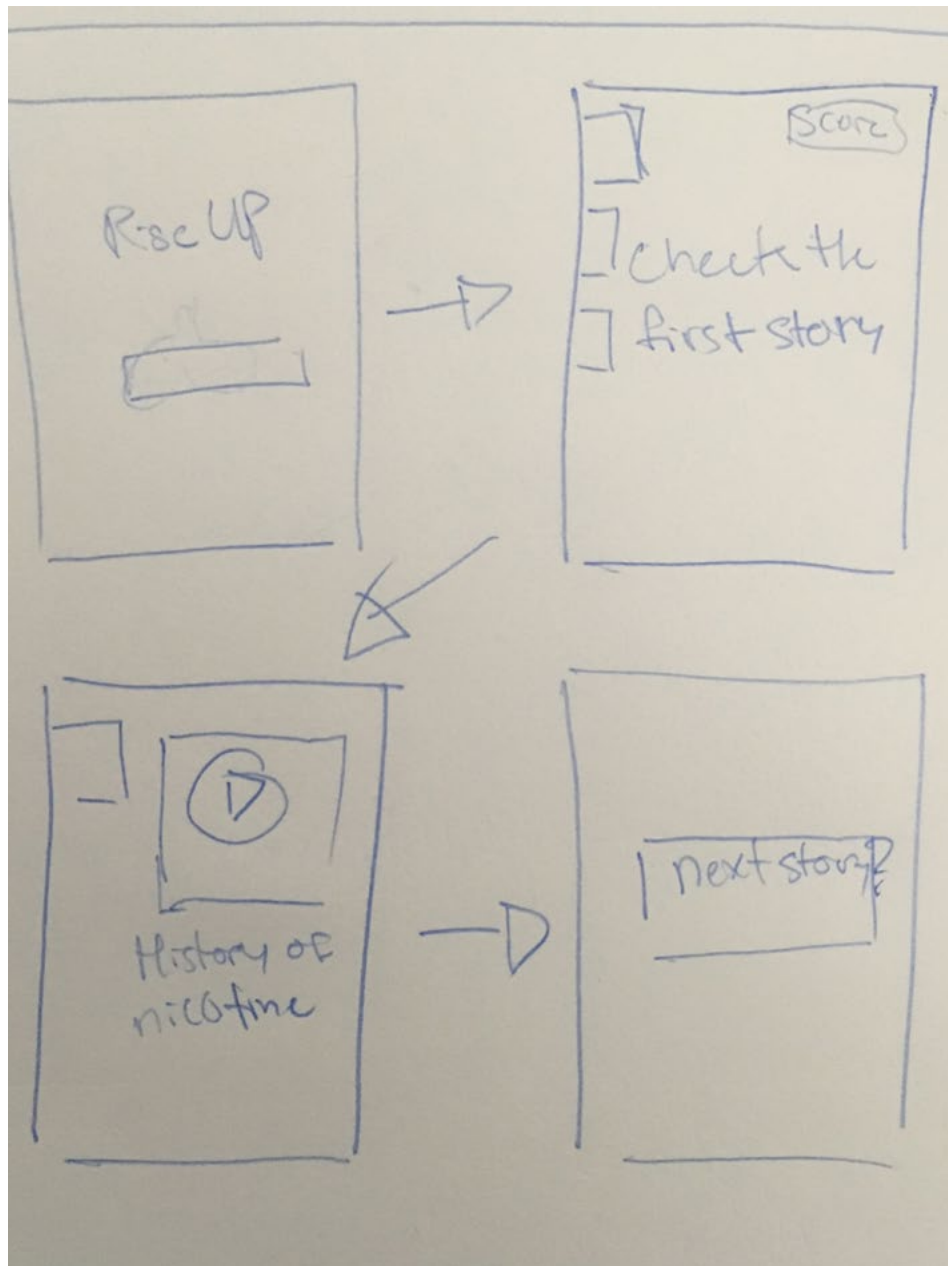
Preliminary sketch for application

Color

Pomegranate
C=37 M=98 Y=1 K=0

Orange
C=0 M=69 Y=82 K=0

Blueberry
C=0 M=69 Y=82 K=0

Grape
C=37 M=98 Y=1 K=0

Lime
C=0 M=69 Y=82 K=0

Fruit Punch - Gradient

White
C=0 M=0 Y=0 K=0

Rich Black
C=60 M=40 Y=40 K=100

STYLE GUIDE

Typography

Roboto Black
When zombies arrive, quickly fax Judge Pat.

Roboto Regular

The five boxing wizards jump quickly.

Noto Sans Condensed Light

 Amazingly few discotheques provide jukeboxes.

kill the Noise
pack my box with five dozen liquor jugs.

Logo Concepts

Kill the noise typeface

ЯIƧƎ Uꟼ

Reversed Roboto Black

RISE UP

Noto Sans Condensed Light
Inside a box

Logo and Symbols

Main Logo

App Button

Social Media Logo

The proposed design solution is an UAC or a Universal Ad Campaign[1] aimed to drive users to the app Rise Up: Against Nicotine. The strategy is to use marketing tools that are already effective in targeting the youth and bring information regarding e-cigarettes. The significance of this strategy is to place a parallel on how marketing campaigns delude or create interest for e-cigarette companies.

The goal is to use an interactable ad in order to engage users to the campaign. Branded Mini Games is a site that specializes in such ads mostly for video-game applications on the mobile market.[2] The reason to work with this method is to get the campaign's attention to those on mobile devices.[3] In this digital age more than forty-five percent of teens are online constantly on their mobile devices. In order to provide the most reach possible, an app that target's itself through social media and the different digital store fronts is a feasible solution for today's youth demographic.

What is communicated through this campaign will revolve around how marketing, branding, and design are shaping the landscape of e-cigarettes. Products such as Juul brand itself as a premium product that is discreet and attractive to the youth.[4] Children and teens are unaware to the power of design

[1] Sherwood, Robin. "Universal App Campaigns (UAC): What they are and how to use them" Click Z Marketing Technology Transformation, May 22, 2019. https://www.clickz.com/universal-app-campaigns-uac-overview/224195/.

[2] Emoji Games GmbH. Branded Mini Games. https://brandedminigames.com/playableads/

[3] Anderson, Monica and Jiang, Jingjing. "Teens, Social Media & Technology" Pew Research Center Internet and Technology, May 31, 2018. https://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/

[4] Chen, Angus. "Teenagers Embrace JUUL, Saying It's Discreet Enough To Vape In Class" National Public Radio, December 4, 2017. https://www.npr.org/sections/health-shots/2017/12/04/568273801/teenagers-embrace-juul-saying-its-discreet-enough-to-vape-in-class

RESEARCH

Nelson Nokela and Chaptr Studio Sticky Fingers E-Juice Rebrand

Bleeker Terri Nicotine: The danger to children

when it comes these products. An increase of e-cigarette usage amongst teens has been on the rise from year to year with the CDC showing an increase of one-hundred-and-thirty-five percent increase from 2017 to 2019.[5] Although this campaign's goal is to bring the information to children, it will only be adults that can take necessary steps to solve the nicotine epidemic. What is unique about this campaign is that in order to having genuine and lasting change for nicotine addiction and e-cigarettes, both the youth and adults should be informed to the issues surrounding such products.

Inspiration and visual ideas for this campaign can be located to these artists and groups. The first Addressing Youth and Nicotine Addiction Center for Learning & Innovation's site and campaign *Still Blowing Smoke*[6], second *Sticky Fingers E-Juice Rebrand*[7] by Chaptr Studio and Nelson Nokela, and *Liquid Nicotine: The danger to children*[8] by Terri Bleeker. These designs will set in motion the general aesthetic of the application, web-design, and campaign for Rise Up. The seamless grid of Still Blowing Smoke connects the various studies and testimonies in order to drive a holistic experience on the desktop browser, Sticky Fingers Re-branding sets a design style for the mobile interactive ad and Terri Bleeker's use of an info-graphic poster simplifies the mass amount of information into recognizable symbols.

[5] Bach, Laura. "Electronic Cigarettes and Youth." Campaign for Tobacco-Free Kids, pp. 1–6. https://www.tobaccofreekids.org/assets/factsheets/0382.pdf

[6] Population Health Division San Francisco Department of Public Health. Still Blowing Smoke August 27, 2015. Behance. https://www.behance.net/gallery/29048105/Addressing-Youth-and-Nicotine-Addiction?tracking_source=search%7Cnicotine and https://stillblowingsmoke.org/

[7] Nokela, Nelson and Chaptr Studio. Sticky Fingers E-Juice Rebrand August 19, 2019. Product Design. Behance. https://www.behance.net/gallery/84069821/Sticky-Fingers-E-Juice-Rebrand?tracking_source=search-all%7Cvape

[8] Terri Bleeker. Nicotine: The danger to children March 11, 2015. Digital, Infographic Poster. Behance. https://www.behance.net/gallery/24394299/Liquid-Nicotine-The-danger-to-children?tracking_source=search%7Cnicotine.

The ideal plan is to have a direct loop of user interaction that propels the campaign to new users via social media by score comparison and awareness. To do this an interactable advertisement or Universal App Campaign will be used to apply gamification to drive traffic and awareness to the campaign. This will be the first base before sending the users into the targeted application where the users can consume more condense information on e-cigarettes and nicotine. This will require the following materials, equipment, knowledge and software:

- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Web Hosting and WordPress
- Adobe Premiere and Video Editing
- Copy-writing

The goal is to lead to the application where the user can earn points in order as they continue to learn more about the e-cigarette campaign.

Most of the digital advertisement for the social media campaigns will require images to be sized to the 16:9 ratio in order to fit to the image standards for most platforms. With that in mind a slogan or copy will be needed for posts, tweets, cards, and Instagram. These deliverables will have to consist with responsive design for both mobile and web. Two overall layouts will be needed in portrait and landscape forms for the campaigns.

METHODOLOGY

MOCKUPS

RiseUp
@riseupcampaign

Follow

Earn points and spread the campaign! http://www.riseupagainstnicotine.com.

1:14 PM - 26 Feb 2019

1 Retweet **11** Likes

TWITTER

FACEBOOK

Viewable at:
https://xd.adobe.com/view/56a1ebdb-be29-41d4-4a30-a556d0b316b7-2090/

INSTAGRAM
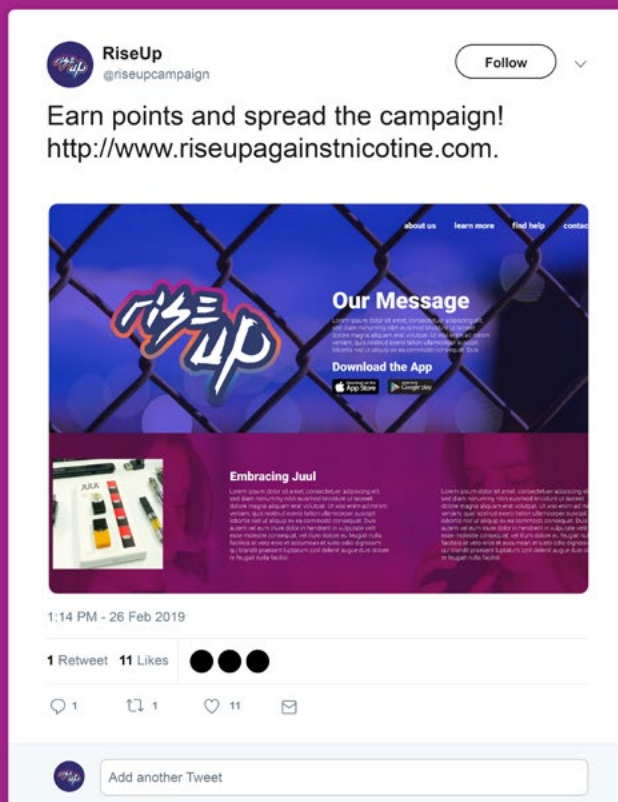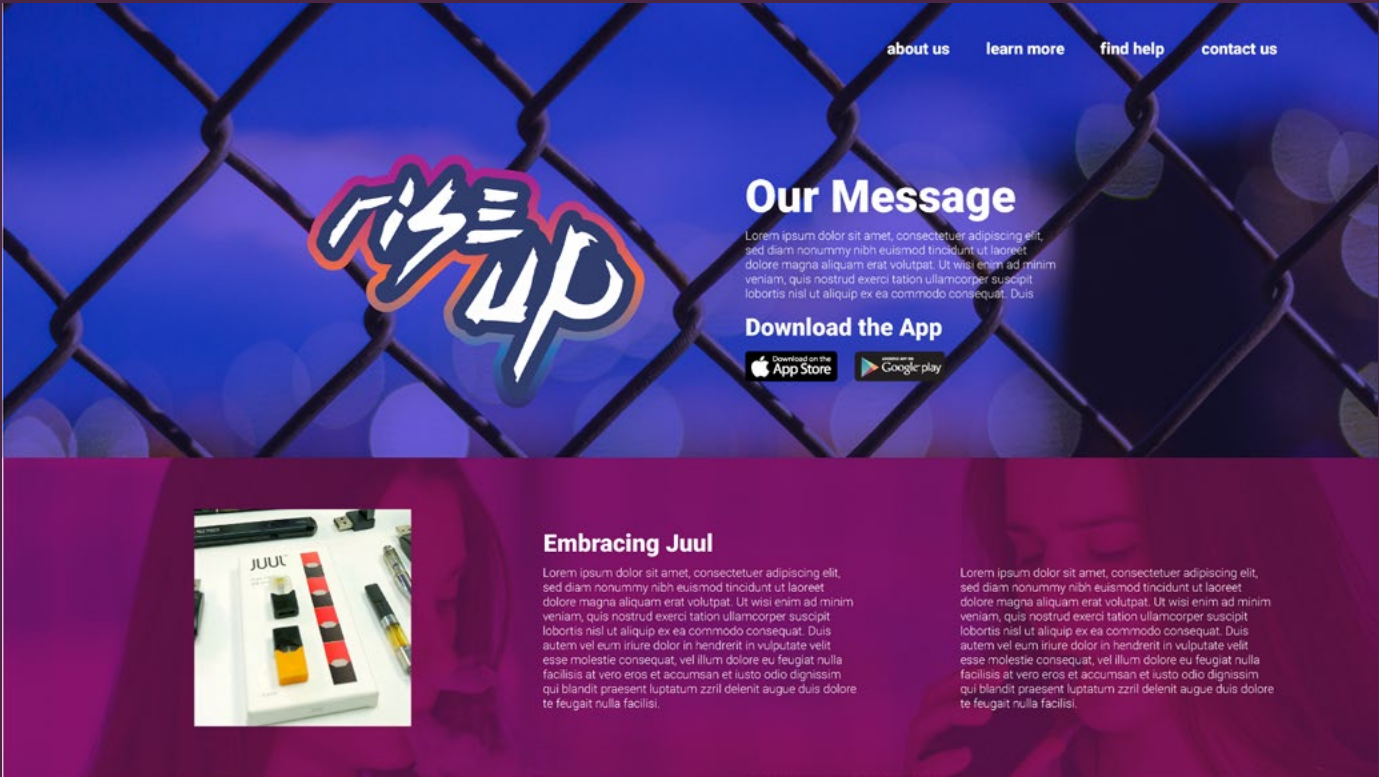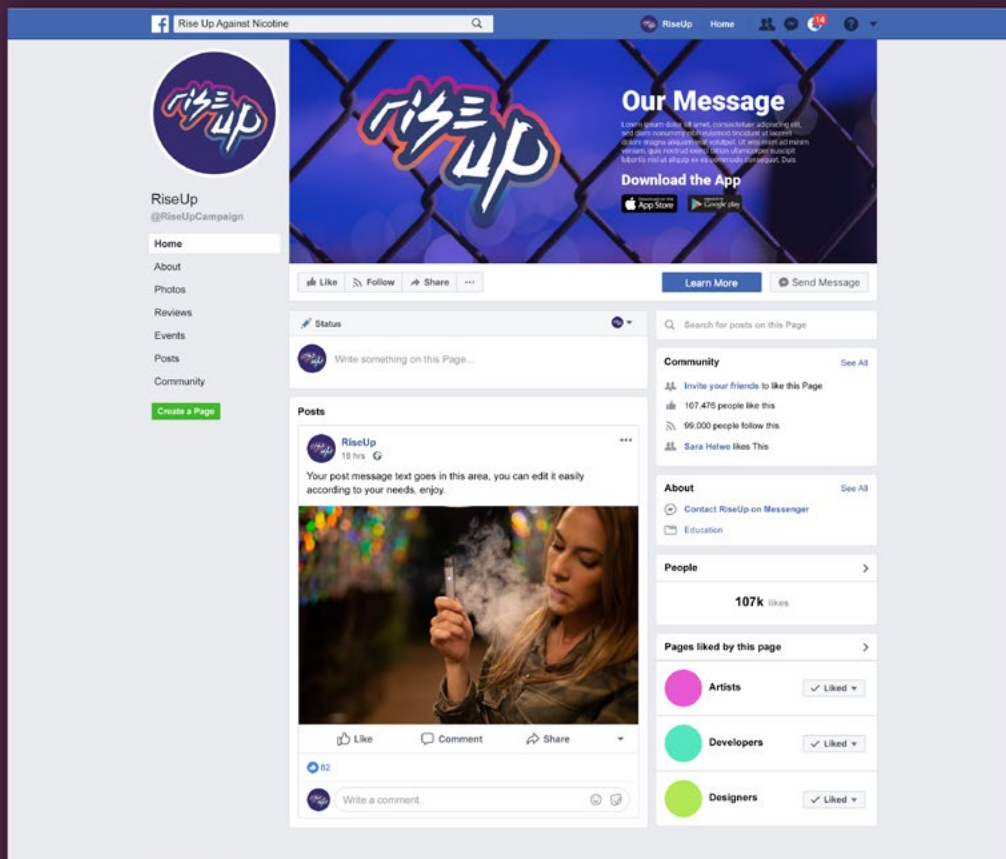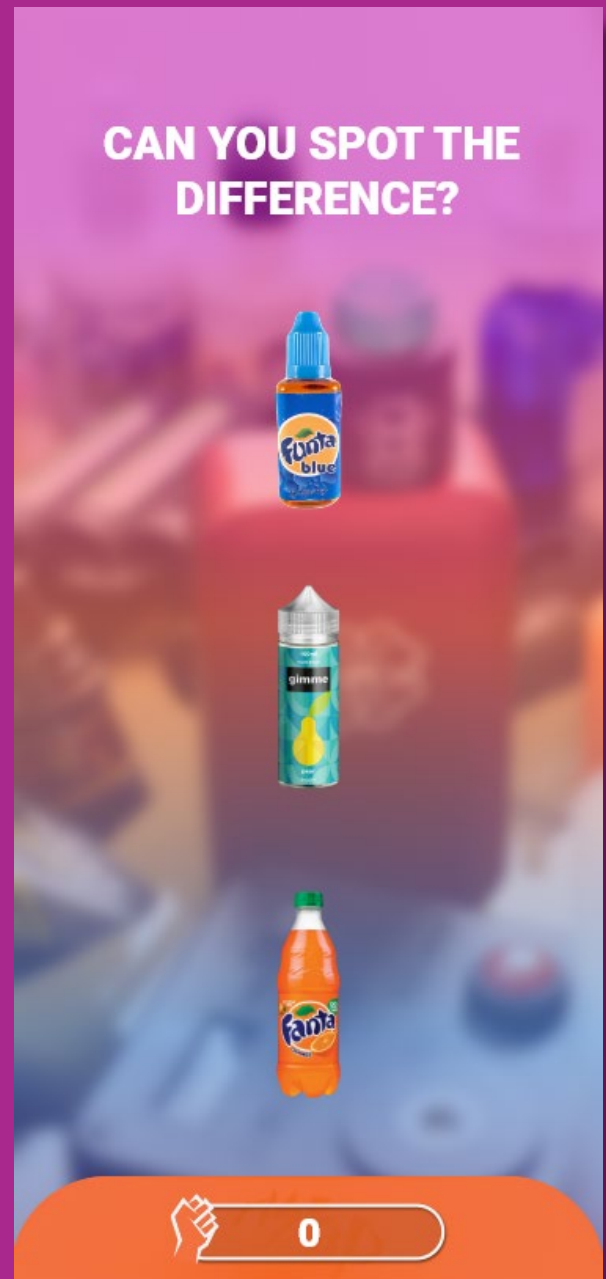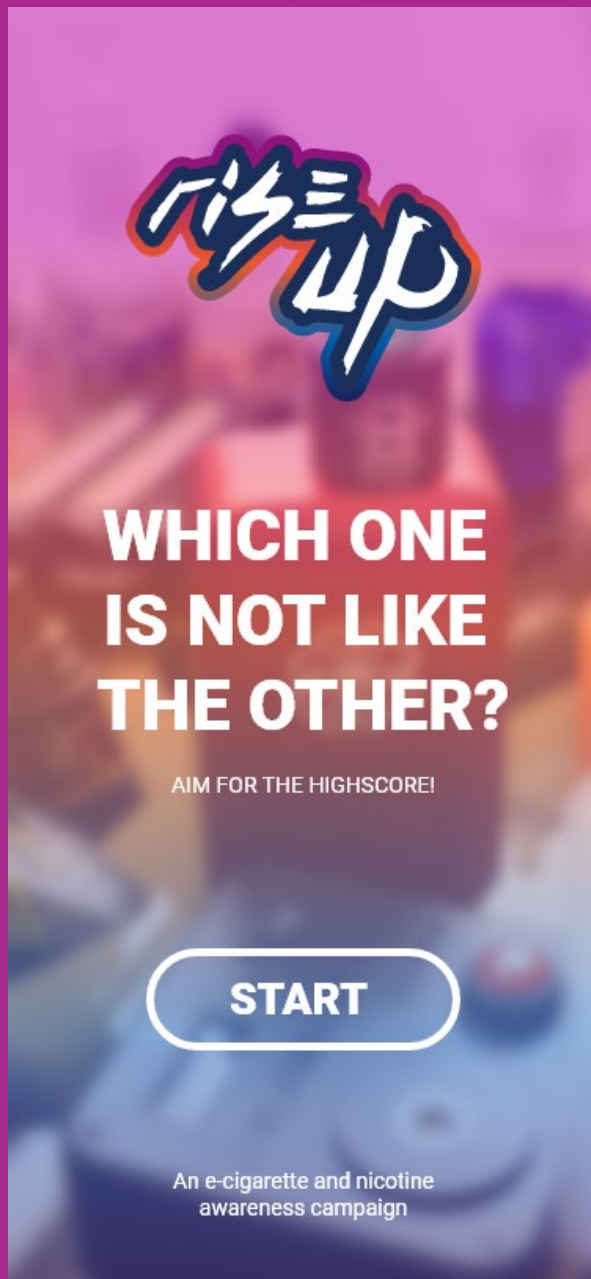
DID YOU KNOW THAT TEENS PREFER TO USE FLAVOR E-CIGARETTES?

8 out of 10 teens said that they started with flavors

5000

85% of teens who vape used flavored e-cigarettes.

Tap here to learn more and score more

5000

Share this campaign and rise up against
nicotine addiction and tabcacco

Viewable at:
https://xd.adobe.com/view/e025ccf1-d6ce-4a3a-636a-7b54c9a05464-9614/

APPLICATION

Earn points by viewing videos, articles,
and taking quizzes

"HARMLESS
WATER VAPER"

LEVEL 1

BIG TOBACO
QUIZ

LEVEL 2

EMBRACING JUUL

BAD NEWS
& MORE
BAD NEWS
QUIZ

LEVEL 3

JUUL

0

"HARMLESS WATER VAPER"

LEVEL 1

← HARMLESS WATER VAPER

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TAKE QUIZ

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ABOUT US

CONTACT US

LEARN MORE

FIND HELP

SHARE

APPLICATION

Screen 1

BIG TOBACO
QUIZ

LEVEL 2

← BIG TOBACO

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TAKE QUIZ

0

Screen 2

ABOUT US

CONTACT US

LEARN MORE

FIND HELP

SHARE

BIG TOBACO
QUIZ

LEVEL 2

APPLICATION

BAD NEWS
& MORE
BAD NEWS
QUIZ

LEVEL 3

← BAD NEWS & MORE BAD NEWS

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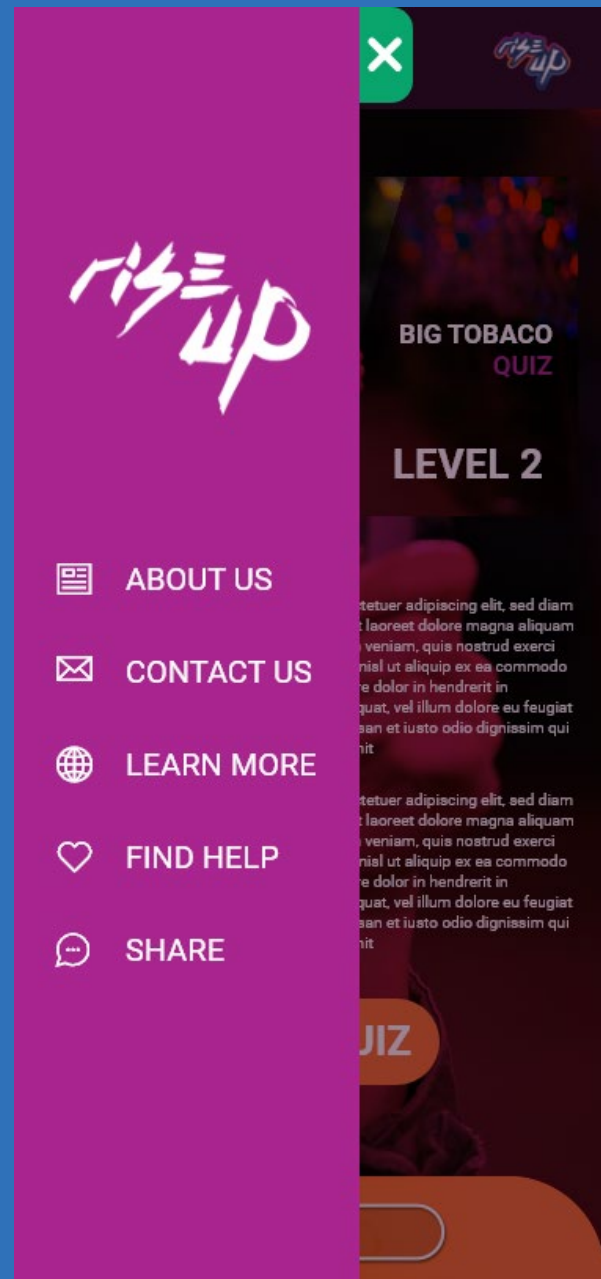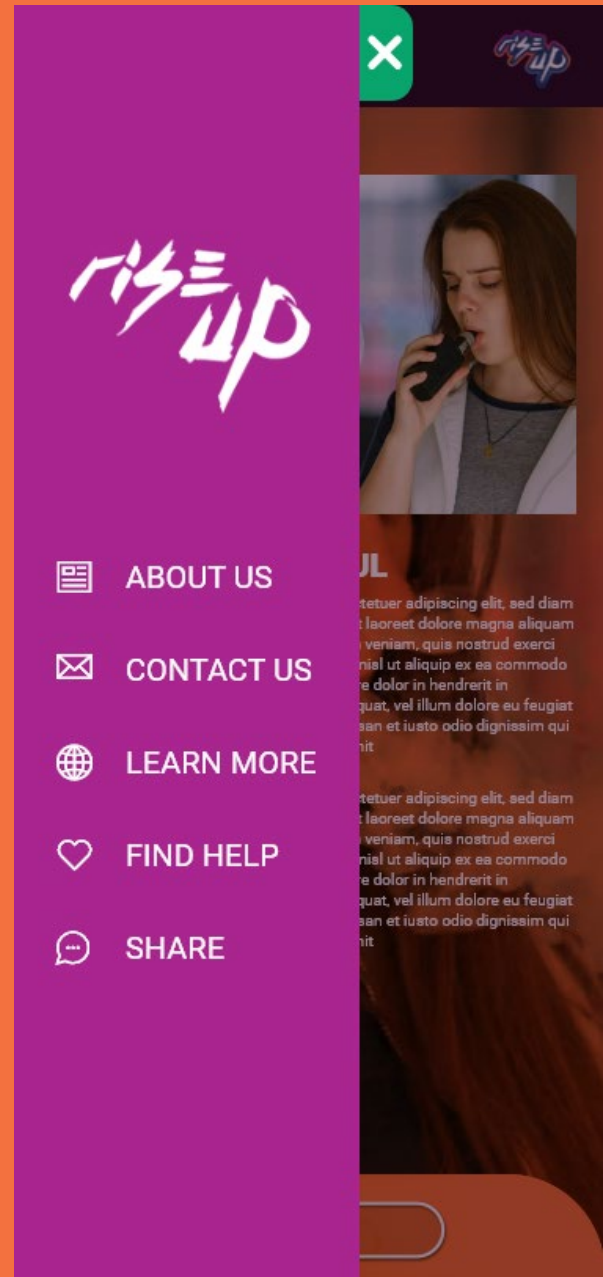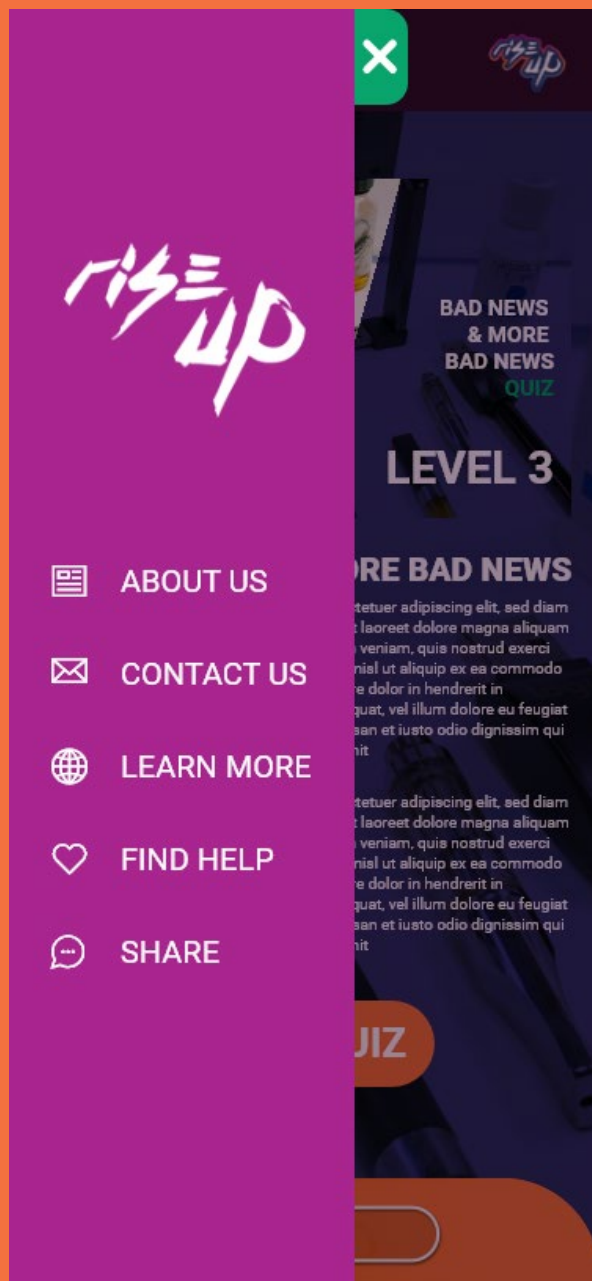**TAKE QUIZ**

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SHARE

rise up

RMCaD

ROCKY MOUNTAIN COLLEGE OF ART + DESIGN