

Title: The association of wellbeing and personal growth within Visual Communication.

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True or False. Can Graphic Design Really Save Your life? Honestly I'm not sure. I think in certain circumstances it can definitely help you, and possibly even save you but in most cases it can only help you educate yourself about the cause being spoken about. Some designs out there have step by step guides on how to prevent the cause, others are just fundraising pieces which are there to grab your attention and make you donate to the charity or organisation. Nevertheless they are both certainly helping people live, no matter how they do it, which is very considerable.

To me the most important charitable organisation that best represents this ideology, is Macmillan cancer support. Since they first came about this charity they have become the most famous for the bright eye-catching green colour and the use of the big 'M' and text. Their most recent rebrand was created by 'Studio Dragon Rouge'. They made sure they stuck to the same green colour because they didn't want to change the visuals too much as it wouldn't have been recognisable and it wouldn't have had the same effect as everyone is so used to this particular shade of green. They chose to use the colour green out of the many other colors because all around the world the colour green is typically associated with nature, it's linked to the grass and trees, which shows its quite a calming colour. Similarly it also represents growth and renewal which is vital for this cause as cancer patients and survivors need growth and renewal to get better.

According to 'Small Business Trends' "The psychology of colours can powerfully impact people's behavior and decision-making. People make subconscious judgments about a person, environment or product within a few seconds or minutes. Colour plays into this initial impression". (DashBurst, 2014). I totally agree with what they are saying because the second someone looks at their campaign posters and/or adverts they have to make a really big decision about whether or not they would donate, this is really crucial to Macmillan because they need all the help and money they can to continue their research on this disease. I'm not sure if it was a coincidence or not but the fact the money is also represented by the colour green goes well with the fact that macmillan is all about collecting money. Similarly the use of the big white bubble text that is being continuously used is also a massive help to the organisation because big typography is more likely to catch a passerby's eyes than if they used a smaller less bolder text. This is then going to attract a lot more people as well, which then more than likely allows them to get donated more money than other organisations and charities.

According to the 'Digital Marketing Agency' "Choosing the correct font size can play a part in your advert being noticed or not. Using a large font, for example, tends to stand out and attract readers, whereas a small font may come across as being cramped and squished together that it doesn't appeal to readers." (Digital Marketing Agency).

The next collection of art work I'm going to talk about is heavily associated with the health and wellbeing of people. I think the cigarette and tobacco companies had a great idea of putting the really gruesome and graphic images of lungs and other body parts on the front of their packaging showing the aftermath and the dangers of smoking. It's a great way of trying to stop people from smoking and help them recover, however I think if people are truly desperate to smoke they don't really care what's on the front of the packaging as long as they are still smoking. I think they show a powerful example of what would happen if you were to continue smoking, this is a great example to answer the question I chose, because I feel that if you were to take into account what would happen if you were to continue to smoke it would really save your life, or if it was too late to actually change anything it would easily postpone your death but not really improve your health as it's far to past that point. In contrast some cigarette brands in the past did not have the graphic images but instead decided to cover their packaging with bright and eye-catching colours and patterns. In theory this is a really good idea but also a really bad idea. It's a really good idea for the marketing and the brand because they are catching the smokers' attention, which makes it more likely they are going to buy from the nicer looking brand with the attractive box than the box covered in graphic images, as they might feel guilty by looking at the images because they are contributing to the effects that are caused, so if they buy the less graphic box they'll feel much less guilty looking at them. According to 'Neil Patel' "When marketing new products it is crucial to consider that consumers place visual appearance and color above other factors such as sound, smell and texture." (Patel), I agree, however even though they are very likely to buy the coloured box, some probably won't care what the box looks like and just want the cigarettes to smoke. During my research I found that there was an experiment taken about whether showing of graphic images of the health warning labels on cigarette and/or tobacco packages stopped adult smokers from purchasing cigarettes, they had people of different ages, races and genders, it said that "65% female; 59% African-American; 35% White were assigned randomly to shop for cigarettes" (Shadel, W. and Martino, S. and Setodji, C. and Dunbar, M. and Scharf, D. and Creswell, K, 2019), so the experiment wasn't biased with the same people and was completely fair, they had both graphic packages and normal colourful packages both on display and in direct view of the smokers eyesight, after they concluded the experiment and considered the ending results they found that the presence of the graphic images did not stop or influence the people from purchasing the cigarettes. However they did say that "nicotine dependence acted as a significant moderator of the experimental condition. Graphic health warning labels reduced the chances of cigarette purchases for smokers lower in nicotine dependence but had no effect on smokers higher in dependence" (Shadel, W. and Martino, S. and Setodji, C. and Dunbar, M. and Scharf, D. and Creswell, K, 2019), which I think is a reasonable thing to think about because, the people who are more dependent on nicotine are less likely to think about the packaging

and more likely just wanting to buy the cigarettes, which is probably slightly opposite to what the less dependent people are thinking.

The next pieces that I think answers the question quite well would be 'Health Infographics', I think this is a brilliant way to help a person save another person's life. According to Miss Details 'Infographics are effective because they combine the written word with visual elements to pack big ideas into small spaces. Presenting information in such a compelling fashion encourages visitors to spend time on your site, consuming and sharing more of your content.' (Miss Details) The first set of infographics I'd like to talk about are CPR infographics, I think these are very crucial if created correctly, because these could literally save someone's life. However shown by 'CPR Certified' "Cardiopulmonary resuscitation should only be performed by a trained first responder or an individual with a CPR certification." (CPR Certified). So make sure you find someone that is properly qualified and trained in CPR before you attempt to perform CPR on the patient, since this may put the person's life at risk. When doing my research I found loads of blog entries made by professionals with loads of different scenarios and situations and they explain what to do if any of these happen and give the answers to these situations, and I think these will be extremely helpful to everyone. There's also a few infographics and blogs that show how to recognize symptoms. There is one in particular that show and explain 'heart attack symptoms in women', if I was ever in a situation where I needed to know what symptoms of a heart attacks was, I honestly wouldn't be likely to do a google search on it because they are all undoubtedly all going to be incorrect and would scare me even more and according to 'Julianne Filion's' blog from the 'Gebauer Company' "[if you] Google just about any symptom and there is bound to be results that suggest surgery or connect the symptom with a form of cancer. These extreme conclusions can cause serious anxiety, especially for people who are already afraid of health problems. This anxiety happens so frequently today, there's a name for it—cyberchondria" (2016). I find this extremely helpful especially if you ever find yourself in a situation where you need to know what's going on, I also really like this blog because the amount of times I've gone and tried to google my symptoms is laughable, and after reading this blog of how much it can actually affect you and your mental health I feel like I won't want to google my symptoms ever again unless it's a trusted and reliable source written by someone educated enough to explain them - and that will definitely not be wikipedia or any normal web search or website.

Next, I think road traffic signs could easily fall under the question of improving your health and safety. They are most probably one of the only things that could help you navigate and show you what to do on the roads. Stop signs are the most important

along with give way signs because if you don't follow these signs and choose to ignore them you could easily severely injure yourself or any member of the public, and in the worst case scenario you would most likely kill someone and/or their family or whoever is in the vehicle with them. According to a study by the 'Journal of Consumer Research' they found out that "drivers react more quickly to road signs with symbols depicting motion." They also explain that "Warning signs are static visuals, yet they can vary in their ability to evoke a sense of movement. For example, the children depicted in a school crossing sign can be drawn as if they were running or walking. We discovered that more dynamic warning signs lead to quicker responses and changes in behavior" (University of Chicago, 2015). I also think that it's a really good idea to make the signs using brighter colours that stand out more and to make them reflective because, if they reflect people's car lights, you are going to be drawn to them and do what they tell you to do and not completely blank them out and ignore them because that would be really risky and turn out horrible, as stated by 'KBG' "If you are like most drivers, you've probably gone over the speed limit, or maybe even parked in a no parking zone. Overconfident drivers tend to be the most likely to ignore road signs. No matter how long you've been driving or how clean your driving record is, ignoring road signs puts yourself and others at risk." (KBG). On the contrary though, road traffic signs could be a helpful but rather dangerous thing, especially if you are paying more attention to reading the signs than you are to the road, you could easily create an accident just as well as trying not to by reading the signs. Justified by The Guardian, who stated, "Too many road signs could be making driving more dangerous, according to a new study. Psychologists said that the amount of advertising and signage typically present in a city centre could be pushing up the number of accidents." (Jha, A. 2008). I totally agree, loads but not all of the people who are driving on busy roads might get distracted by trying to read all the signs before they pass them, which then could lead to them not seeing the cars in front slowing or stopping and that could lead to a massive collision, risking people's lives. Similarly, if signs are made too reflective or if people have too bright headlights, the reflect could be too strong and obscure someone's vision most likely leading to another collision or crash.

In conclusion, after taking into account all the research I've done and all the things that I've spoken about, I think that graphic design can definitely save your life. First, Macmillan can save hundreds and thousands of people with cancer, if they get enough people to acknowledge their charity and organisation and get them to donate money to help fund their research to be able to save lives. Second, the graphic images on the cigarette packages, they can definitely make people second guess smoking and buying cigarettes, only if they are slightly less addicted to nicotine, because they're not 100% reliable on the aftermath, whereas I don't think it would affect or really save the people

who are 100% fully reliable, as they don't care what's on the package, they only care about actually smoking the cigarette or tobacco, and they don't feel guilty about it either. Thirdly, the health infographics, I think these are great pieces of design, because as I said before, these pieces are extremely educational if created correctly because no one wants false information which could possibly harm someone's life, and they can help anyone about just about anything you could possibly think of. Lastly, road traffic signs, this one was tricky to think about because they can save your life but on the contrary they can all endanger people's lives. They can obviously save your life, stop signs and give way signs are meant to put people's lives first, because if they weren't there the streets would be filled with crashes. Although they could be a good thing in some circumstances, for example, if there are way too many, really high reflective signs in one place, it could become distracting to drivers and cause crashes and fatalities.

So yes, in the end I totally think graphic design can save lives. What do you think?

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