

How does Graphic Design influences screen time and user behaviour?

Screen time continues to rise, and digital usage is becoming unavoidable. Graphic design plays a role — among others in this growing addiction. Recognising this is important to understand how design can help raise awareness and promote healthier habits.

Themes:

- Activism
- Addiction
- Ethical Design
- Materialism
- Screentime
- Technology
- Unethical Design

Artists:

- David Berman
- Jon Barnbrook
- Ken Garland
- Lucienne Roberts

Keywords:

- Algorithms
- Campaigns
- Colour
- Deception
- Design hooks
- Disconnect
- Gaming
- Influence
- Layout
- Manipulation
- Mental health
- Motion
- Physical health
- Platforms
- Social media
- Social norms
- UI/UX
- User behaviour

My practical project campaign puts my essay research into action.
While my research explores how graphic design influences screen time and user behaviour, my campaign applies these insights to raise awareness. I'm using design to engage users and encourage healthier digital habits.

- **Design & influence:**
Visualising the research in my dissertation on screen time and user behaviour to the practical campaign.
- **Ethical messaging:**
Raising awareness, not manipulating.
- **Multi-platform impact:**
Adverts and content encouraging mindful screen use, using the platforms that reach the target audience.



Campaign 'Good Clothes Fair Pay'
Storytelling, illustrations



Coca-Cola Campaign 'Turn up the energy'
Same look, multiple messages



Animation for 'Anyways: Olympic Yoodles'
Illustrations - style, colour, bold



Animation for 'Selfwealth'
Combination of illustration & Photography

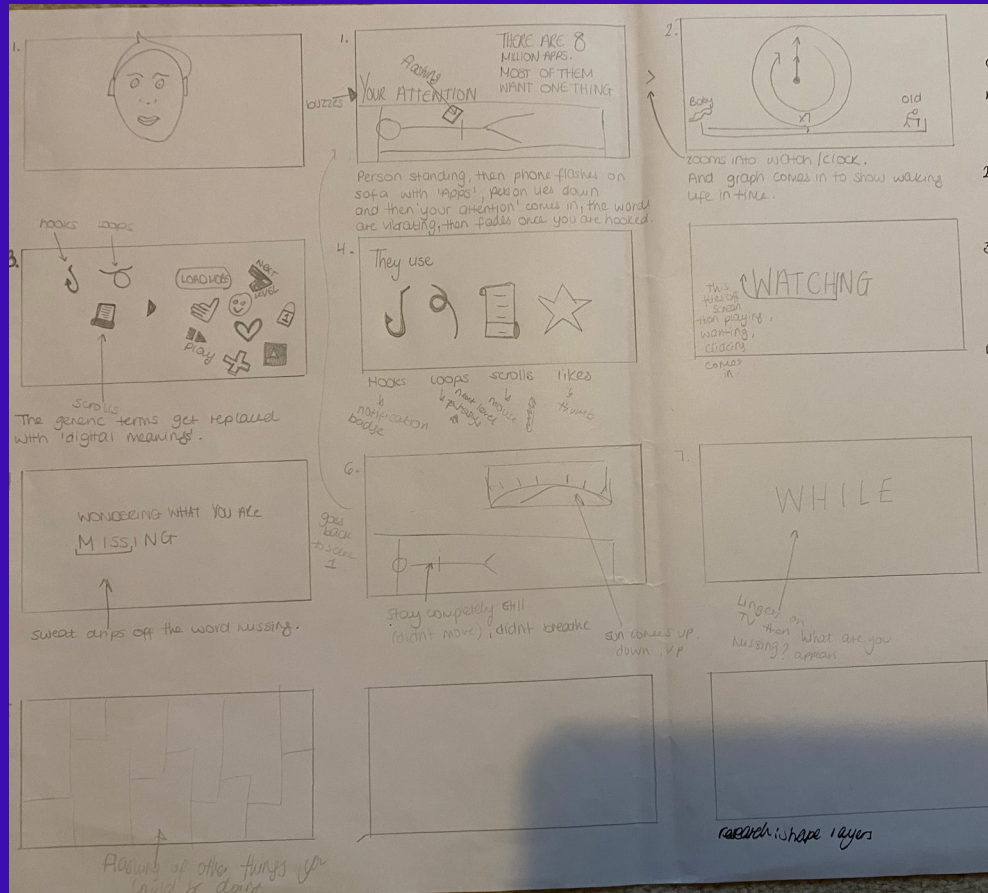


KitKat 'Phone Break' Campaign
Clever swap to raise awareness in a fun way

Three movie posters for the film 'Parasite' by Bong Joon-ho. The left poster is red with white text and a spiral graphic. The middle poster is white with black text and a black silhouette of a person. The right poster is blue with white text and a white silhouette of a person.

Visual communication through layout & typography

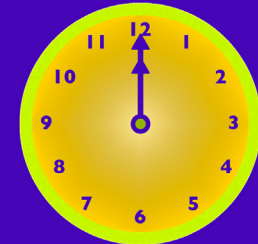
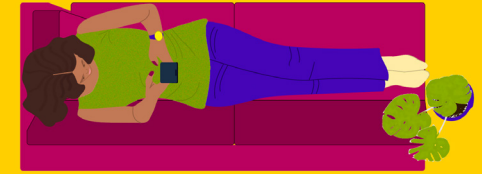
Storyboard:



Animation storyboard. Roughly 30 seconds long.
Combining typography and illustration.

Animation script:

1. There are eight million apps, and most of them want on thing - your attention.
2. You spend six maybe seven hours a day on screen. That's almost half your waking life.
3. It's not by accident. It's design. They use hooks, loops, scrolls, likes.
4. While you were watching, playing, wanting, clicking. Wondering what you are missing.
5. You didn't move, you didn't breathe. You said you'd only check one thing. Then it was tomorrow.
6. While. What are you missing?



**REFRESHING
STREAM
SEARCH**

**WONDERING
WHAT YOU ARE MISSING**

Research:

- Addiction campaigns
- Animation artists
- Branding
- UI/UX
- Current brands tackling screentime

Development:

- Draft two more storyboards for advert
- Develop typography for advert
- Create brand
- Draft shorts (short videos)

Challenges / questions:

- What is the best outcome to go with the advert?
Website? Newsletter?
Podcast? Infographic?
- Non digital outcomes