Campaigns

THINGS TO THINK ABOUT WHEN DESIGNING FOR A CAMPAIGN STYLE PROJECT.

Three things to help you focus :

- **What are you trying to communicate with your project?**
  What are your intended goals?
  What is the project / design trying to do?
- **Who are you communicating it to?**
  Is there a specific group of people or type of person that you are aiming at?
- **How are you going to communicate it?**
  What type of design work do you need to create for them to engage with?
  How do they know the information is there?

Opportunities For Design

Discovery

Creating attention grabbing designs that point users to the core information.

Posters, adverts (print / digital), moving image, social media, location specific design, community facing design etc.

The levels of information are more bite sized and easier to absorb. Gaze time is a factor.

(Gaze time is the expected length of time required to absorb the information).

Information

This is the bulk of the information that you are creating designs for. Users will need to engage with this in some way.

It will most likely have the highest level on content to manage through either print or screen based design solutions.

The design focus can be more towards informing, educating, changing perception etc.

Gaze time is less of a factor as you have already grabbed the attention of the user.

Action

Design opportunities that go beyond the core information.

Things that give the user the opportunity to act upon their new found knowledge.

Sign ups, donations, volunteer, join social groups, implement new life practices etc.

Example: Conservation Campaign

Discovery

Design opportunities that point potential users to the core information.

Posters, bite size Information animations, social media adverts.

All pointing to the main website for further information.

Information

The aim of the project is to raise awareness towards endangered animals in Africa.

It is also to highlight the conservation attempts that are ongoing to help save the animals from extinction.

The project highlights and gives detailed information on the causes of endangerment and solutions offered by the conservation programme.

Website and Printed media.

Action

Offer user the opportunity to support the conservation through donations.

Offer users the opportunity to sponsor individual animals through humanisation strategies.

Offer users the opportunity to become more involved in the conservation process. Fundraisers, volunteer work.