

**WELCOME – HOWEVER
WARNING AS SOME
IMAGES MAY BE UPSETTING.**

Research in Context – Donna Williams 10 October 2024

Can Graphic Design Really Save Your Life?

- Since caves were first painted, graphic information has quickly and concisely conveyed life-saving information.
 - **This animal is good to eat...this animal will eat you.**
 - Zoom to now, and a roadside red triangle with a thick black double bend line could slow a maxed-out Ferrari driver from certain death.
 - It is a skill of imparting information.
-
- Malcolm Gaskin (Aids campaign designer)

CAN GRAPHIC DESIGN REALLY SAVE YOUR LIFE?

- As part of the London Design Festival, in September 2017, The Wellcome Collection opened a major exhibition exploring the relationship between Graphic Design and Health.
- Curated by founder graphic designers:
Lucienne Roberts and educator Rebecca Wright.
- 200 objects spanning packaging, posters, signage, brand identities, flags, and more, highlighting “the widespread and often subliminal nature of graphic design in shaping our environment, our health and our sense of self”
- <mailto:https://www.itsnicethat.com/news/can-graphic-design-save-your-life-wellcome-trust-exhibition-lucienne-roberts-rebecca-wright-050917>

**LUCIENNE
ROBERTS**

**REBECCA
WRIGHT**

**CAN
GRAPHIC
DESIGN
SAVE YOUR
LIFE?**



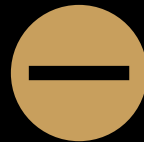
QUESTION



Question One:
Would you design for a
tobacco industry?



Yes



No





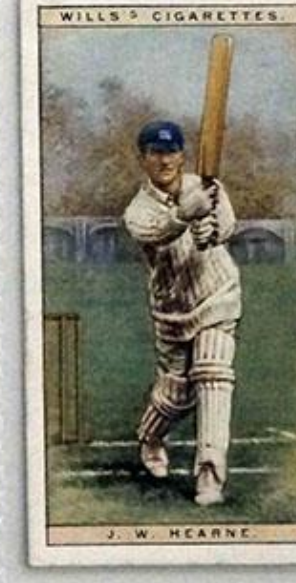
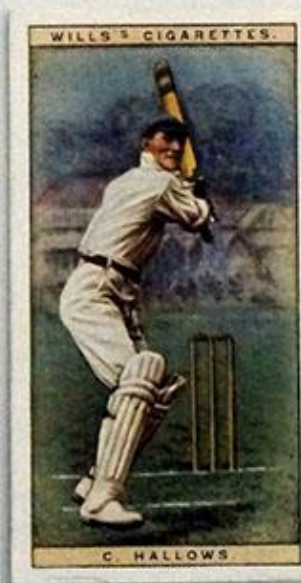
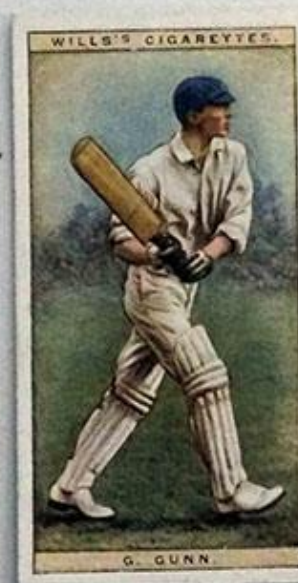
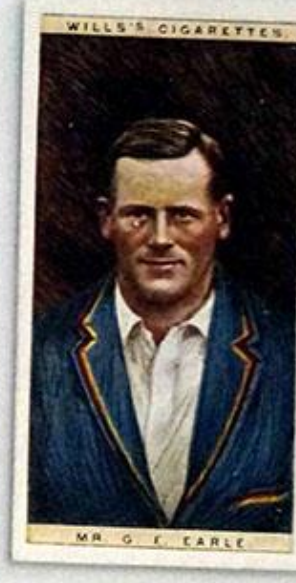
Royal Artillery
Harry Williams
Dunkirk Veteran June 1940

The label is rectangular with a light green background and a black border. It features a central white banner with the words 'WILD WOODBINE' in a large, black, serif font, and 'CIGARETTES' in a smaller, black, serif font below it. The banner is flanked by decorative elements: a circular motif with a wheel-like design in the top left, a rectangular box with a floral pattern in the top right, and a large, stylized floral design in the bottom right. The bottom of the label is a solid red rectangle containing the text 'W.D. & H.O. WILLS, BRISTOL & LONDON.' in a black, serif font.

**WILD
WOODBINE**

CIGARETTES

W.D. & H.O. WILLS,
BRISTOL & LONDON.



WILLS'S CIGARETTES.

WOUND. RING.



RING PAD APPLIED
TO STOP BLEEDING FROM SCALP.

WILLS'S CIGARETTES.



THE FIREMAN'S LIFT.

WILLS'S CIGARETTES



DO NOT READ WHILE WALKING
IN THE STREET



JOAN BENNETT in her
American Women's Voluntary
Services uniform
★
Starring in Edw. Small's United Artists
Production "Twin Beds"

*His Cigarette
and Mine*

It's CHESTERFIELD

Yours too for a full share of Mildness
Better Taste and Cooler Smoking...that's what you
and all other cigarette smokers are looking for...
and you get it in Chesterfield's Right Combination
of the world's best cigarette tobaccos.

*Make your next pack Chesterfields...regardless
of price there is no better cigarette made today.*

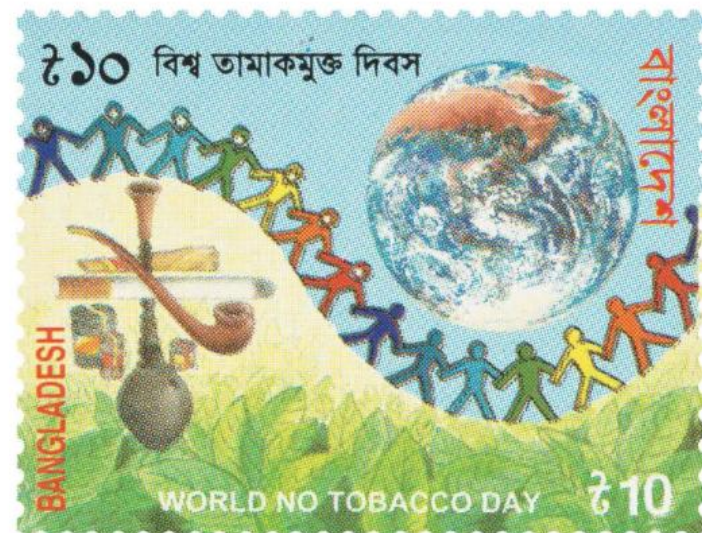
EVERYWHERE YOU GO *They Satisfy*

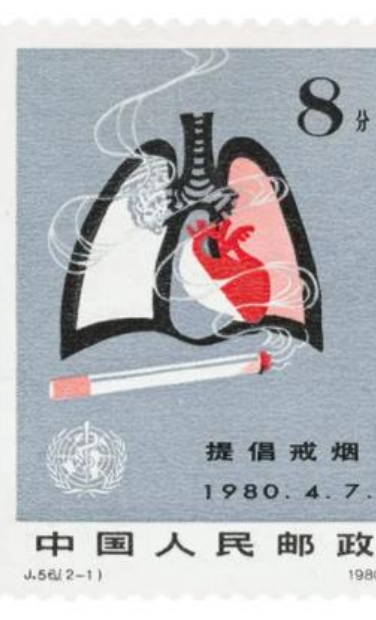
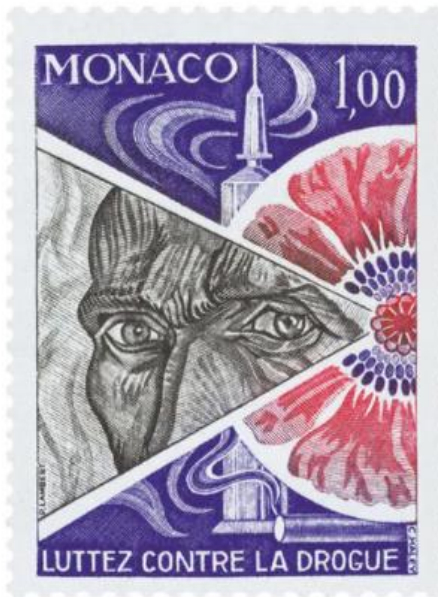


WOULD YOU WORK FOR THE TOBACCO INDUSTRY?

**FOR YEARS THIS HAS BEEN THE
BENCHMARK QUESTION FOR
GRAPHIC DESIGNERS.**

- Tobacco companies have been quick to harness branding and advertising to extend reach and increase sales – and graphic design had long been complicit in this endeavor.
- However, in 2003 Graphic Design became an influencer in the campaign in supporting anti smoking with health warnings, packaging and even anti smoking postage stamps



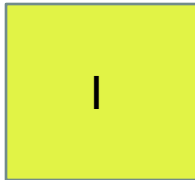


TOBACCO

- Two thirds of current smokers started smoking before the age of 18
- Standardised packaging was introduced in Australia in 2012 and the country has already seen a decline in smoking rates since the policy of standardised packaging became law. (BMJ 2014;349:g4689)
<mailto:https://www.kcl.ac.uk/health/10035-TSO-2901853-Chantler-Review-ACCESSIBLE.PDF>
- In the UK, an independent review conducted for the government by leading doctor Sir Cyril Chantler found it “highly likely that standardised packaging would serve to reduce the rate of children taking up smoking”. The policy has already received the overwhelming support of both Houses of Parliament. (Chantler 2014)
<mailto:https://www.kcl.ac.uk/health/10035-TSO-2901853-Chantler-Review-ACCESSIBLE.PDF>
- After the legislation took effect sales began dropping off much more steeply. Monthly sales were almost 3.29bn individual cigarettes in May 2015, but fell to 3.16bn in April 2018.

**VOTED - THE WORST PANTONE
EVER!**

WHICH ONE?



PANTONE 448 C

I sort of feel sorry for Pantone 448C

It took three months, seven studies, and more than 1000 regular smokers, but the researchers finally determined the most offensive colour to print was Pantone 448C, alongside new graphic health warnings.

Also in the running?

Lime green, white, beige, dark grey, and mustard.

Dark brown came in a close second, but its rich (and chocolatey!) undertones seemed too appetizing — similar to medium olive's "classy"



PANTONE 448 C

OHHHH....NOT SO NICE...MAYBE?



20
MARLBORO REDS
FILTER CIGARETTES
9771473968012
 >

*PUBLISHED IN THE BRITISH MEDICAL JOURNAL, IS BASED ON THE DIFFERENCE IN LIFE EXPECTANCY BETWEEN MALE SMOKERS AND NON-SMOKERS AND AN ESTIMATE OF THE TOTAL NUMBER OF CIGARETTES A REGULAR MALE SMOKER MIGHT CONSUME IN A LIFETIME.

[BACK](#)

SIDE

20
MARLBORO
REDS

20
MARLBORO
LIGHTS
FILTER
CIGARETTES

9771473968012
 >

ARSENIC (LETHAL
POISON), NICOTINE
(USED AS AN HERBICIDE
AND INSECTICIDE),
*DIBENZACRIDINE,
*CADMIUM (USED IN


 SUBSTANCES -
 *KNOWN CARCINOGENIC
 PLASTIC MATERIALS)
 CHLORIDE (USED IN
 (INSECTICIDE), VINYL
 EXHAUST FUMES), DDT
 MONOXIDE (FOUND IN
 ELEMENT), CARBON
 RADIOACTIVE
 *POLONIUM 210 (A
 BATTERIES)

SIDE

20
MARLBORO
LIGHTS

SMOKING-KILLS/ SMOKIN
SMOKING-KILLS/ SMOKIN
SMOKING-KILLS/ SMOKIN
SMOKING-KILLS/ SMOKIN
SMOKING-KILLS/ SMOKIN

SMOKING-KILLS/SMOKIN
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SMOKING-KILLS/SMOKIN
SMOKING-KILLS/SMOKIN

9771473968012

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SMOKING-KILLS/SMOKIN
20-MARLBORO--/SMOKIN
MENTHOL-----/SMOKIN
FILTER-----/SMOKIN
CIGARETTES---/SMOKIN
SMOKING-KILLS/SMOKIN
SMOKING-KILLS/SMOKIN
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SMOKING-KILLS/SMOKIN
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SMOKING-KILLS/SMOKIN

[illegible]

SIDE

20
MARLBORO
MENTHOL



OCR A

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

0123456789

OCR B

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

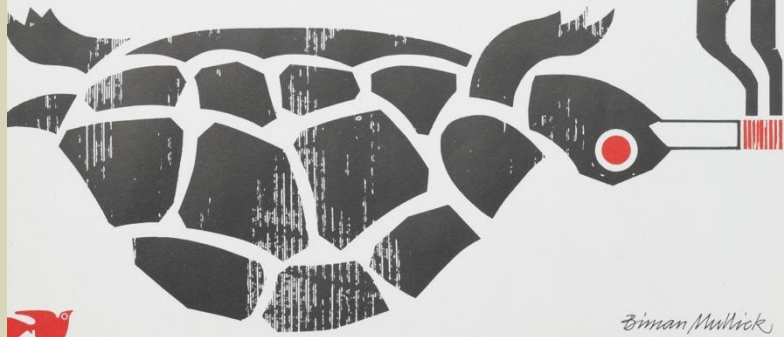
0123456789

Adrian Frutiger – OCR-A (1968) & OCR-B (1968). Source: <https://tinyurl.com/ycmqvlwv>

is one of a series of mini-posters published by Cleanair

'SMOKING is SLOW- MOTION SUICIDE'

Dr Joseph A Califano, Former US Secretary of the Dept of Health, Education and Welfare



Biman Mullick



Campaign for a
Smoke-free Environment

A copy of this mini-poster and information on **CLEANAIR** will be sent FREE on request.
Please send a large stamped addressed envelope to **CLEANAIR** 33 Stillness Rd, London SE23 1NG

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Biman Mullick

PASSIVE SMOKING KILLS.

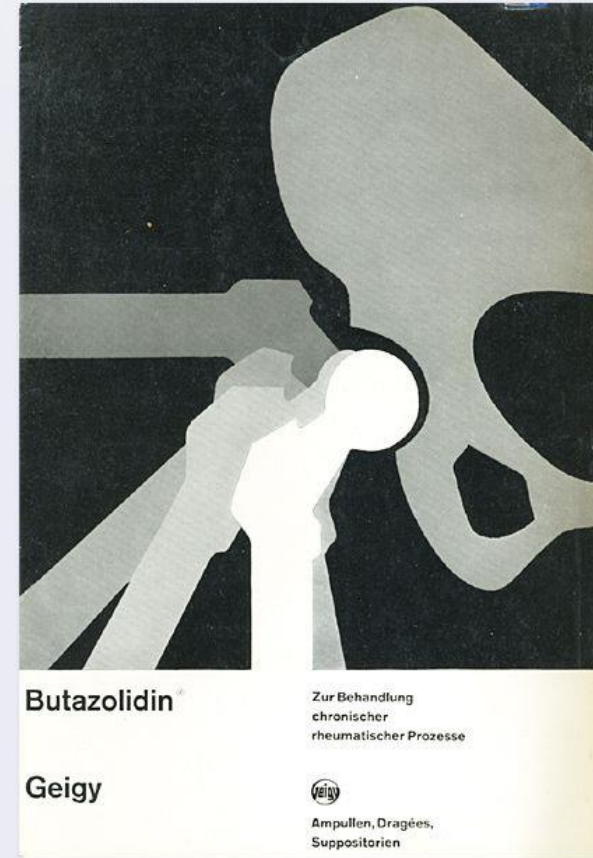
A copy of this mini-poster will be sent free on request. Please send a large stamped SAE to Cleanair

Campaign for a
Smoke-free
Environment
33 Stillness Road
London SE23 1NG



MEDICAL

**JOSEF
MÜLLER-
BROCKMANN**



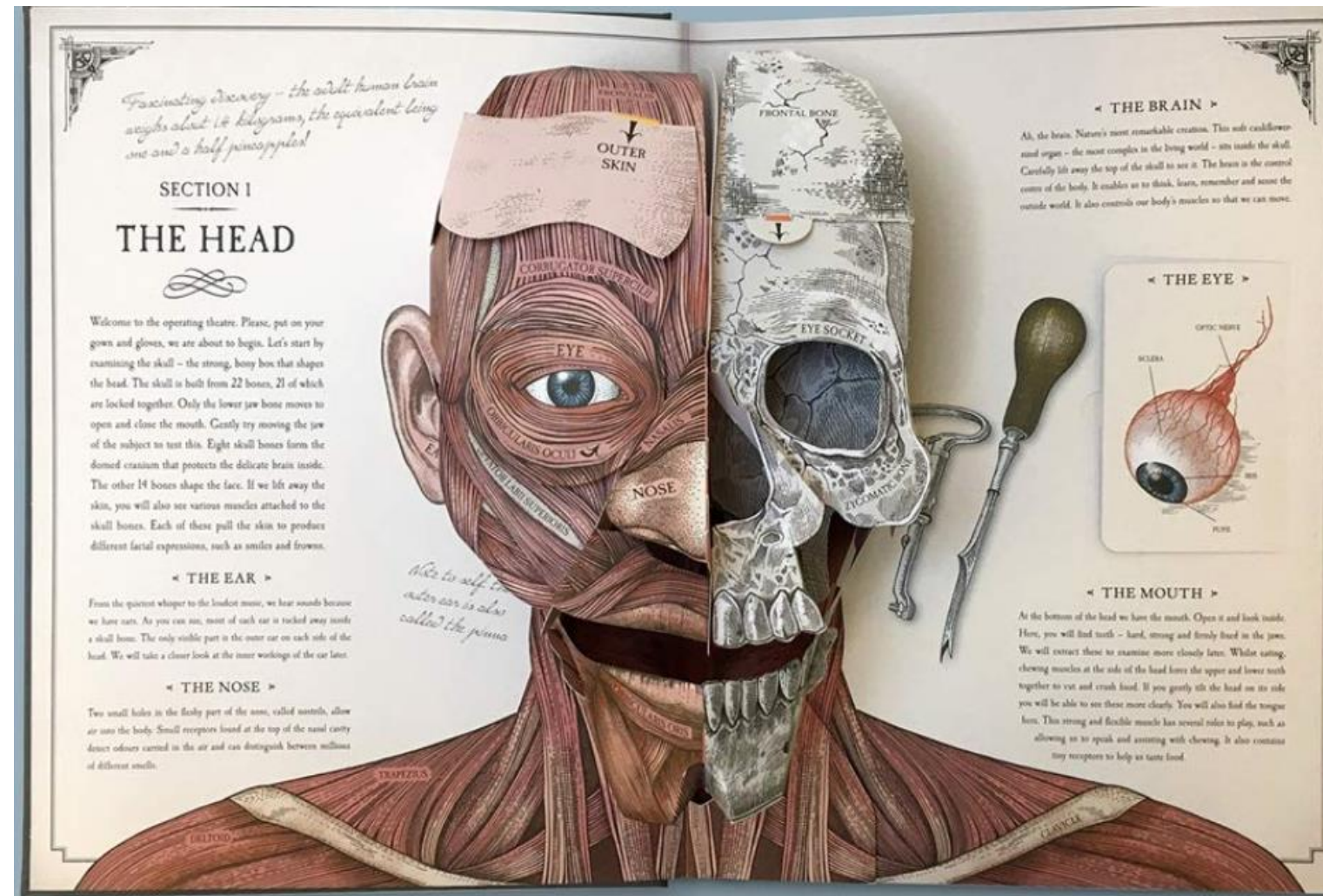
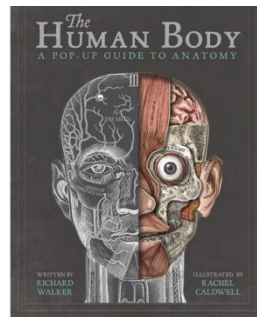


JOSEF MÜLLER-
BROCKMANN

Aus Kahn, DAS LEBEN DES MENSCHEN / Franckh'sche Verlagshandlung, Stuttgart /

German Jewish physician who published popular science books and is known for his illustrations, which pioneered infographics (1926)

The Human Body by Richard Walker, illustrated by Rachel Caldwell. (2018)



Peter Grundy

At the Royal College of Art in the late 1970s, I became interested in design that was more about explaining things than selling things.

Peter Grundy

concept, illustration
Peter Grundy

062-063

Infographics: Human Body book

Described by colleague Simon Rogers as 'the father of infographic design', Peter Grundy is something of a pioneer. For decades, he and business partner Tilly Northedge produced lively, dynamic and enticing work that redefined the meaning of information design. This is Grundy's first book for children. As with all his projects, he started with the data. While his brief was to create a book for young people that explains how the human body works, his proposal was to steer away from conventional medical illustration and employ information design as a form of storytelling instead.

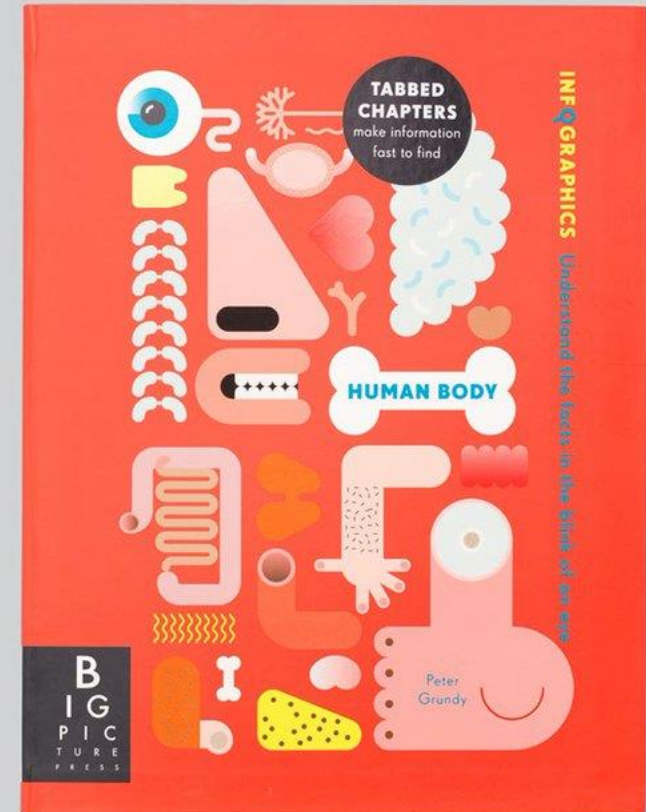
date
2014

concept, illustration
Peter Grundy

publisher
Big Picture Press

object photography
Steven Pocock
Wellcome Collection

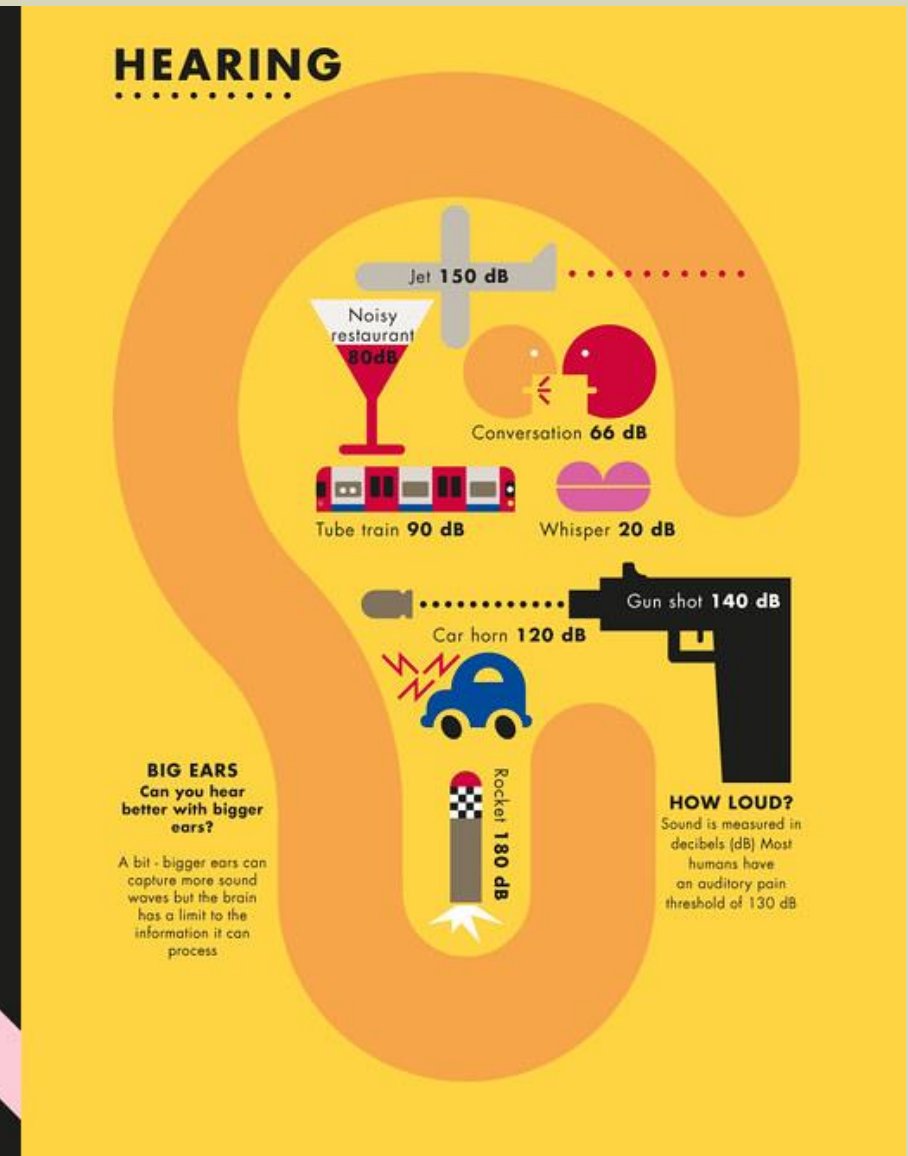
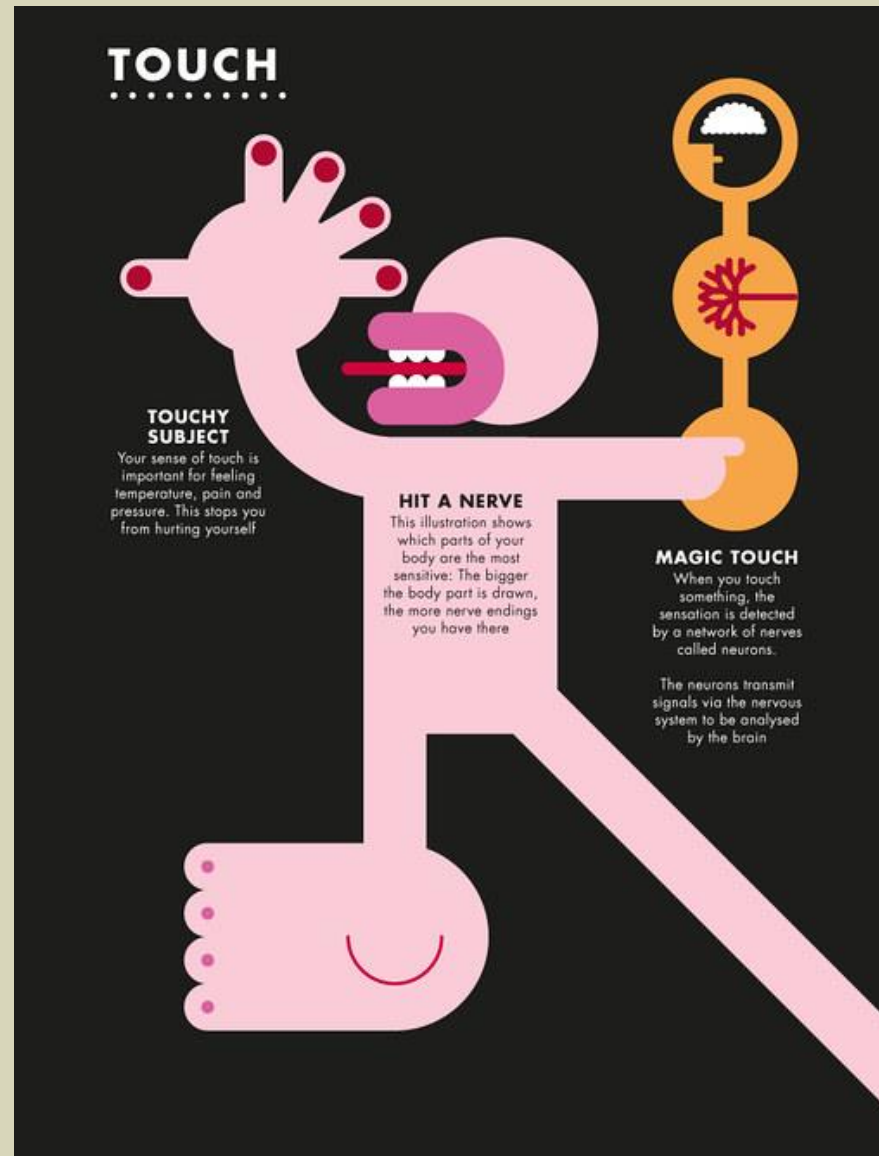
Peter Grundy [UK, 1954], working under the name Grundini, has carried on the infographics work of Grundy & Northedge since Tilly Northedge retired in 2006. He has created illustrations for *The Guardian*, Google, Shell International and *Wired*.

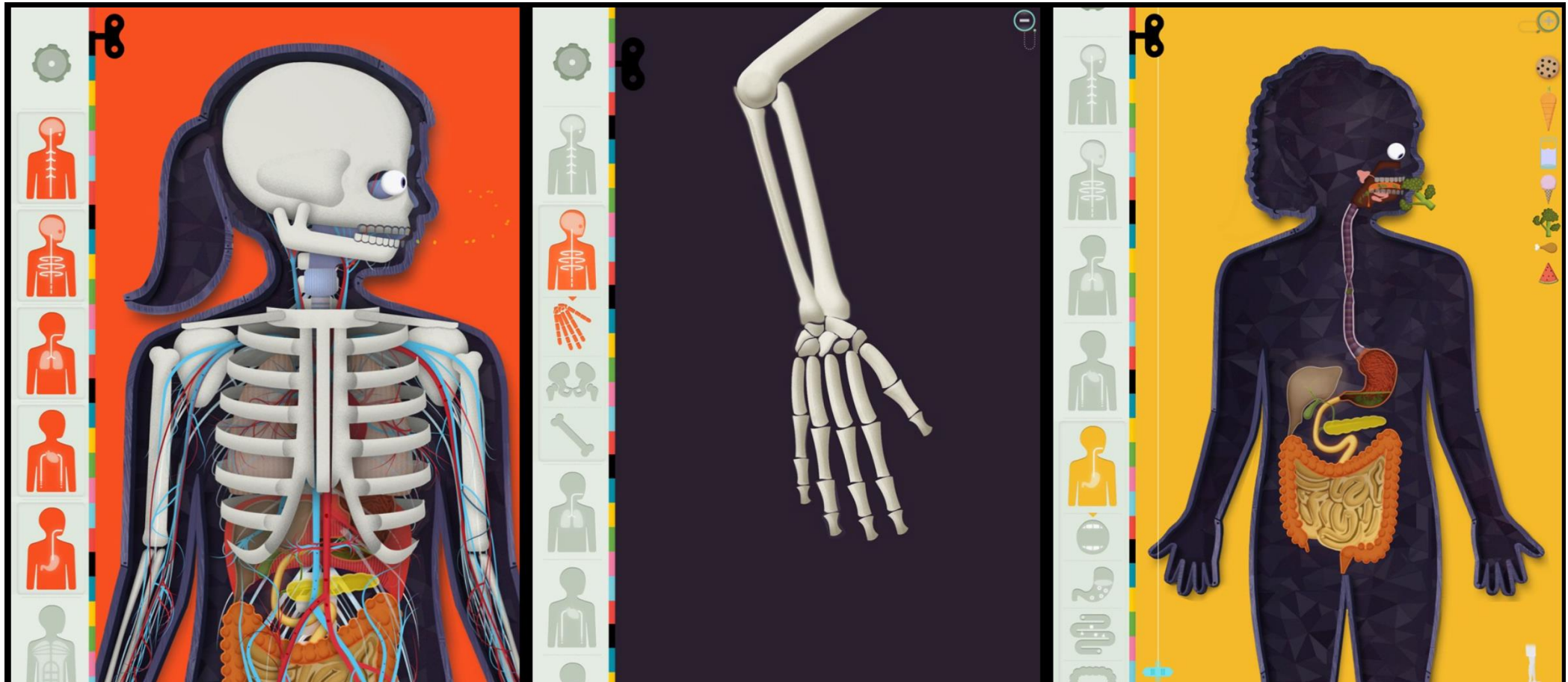


- Peter Grundy



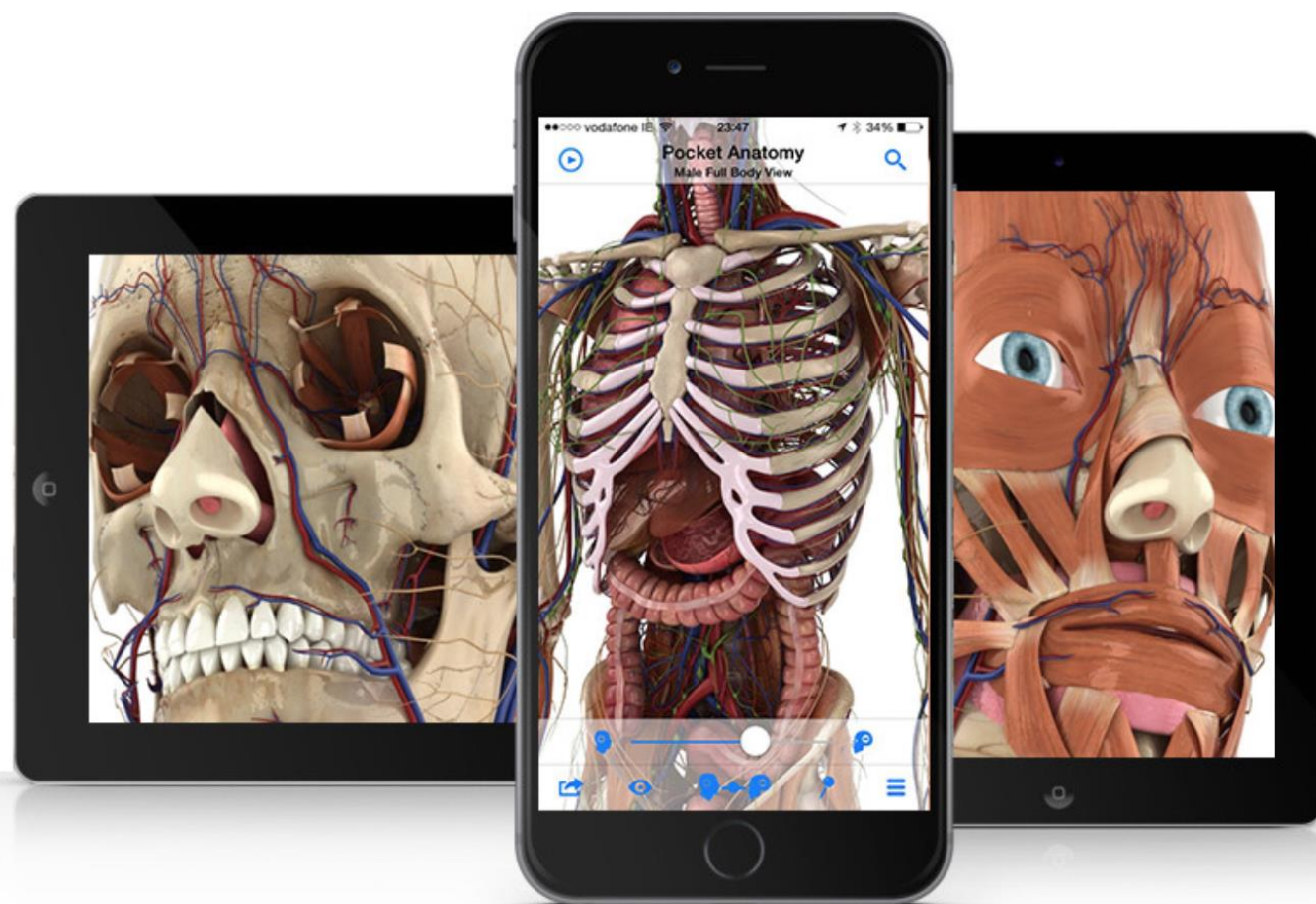
- Peter Grundy



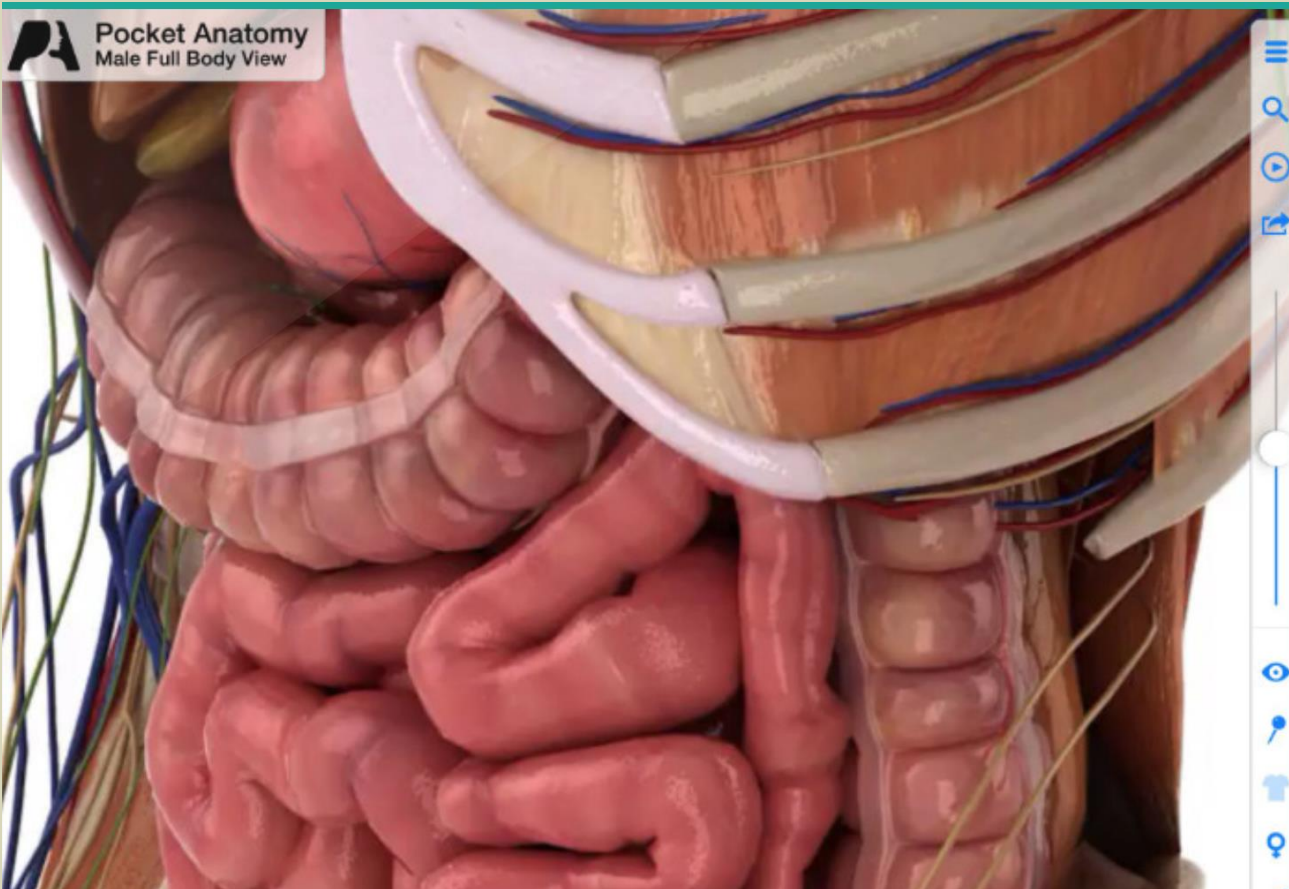


Illustrator and designer Kelli Anderson created over 200 animated illustrations for The Human Body app, the first educational app by Tinybop studio

Pocket Anatomy now available on iPhone, iPad and iPad Air, so no matter if you're on the go or in your office you can always have access to your ultimate anatomy reference.



 Download on iOS



Systems and Anatomy Views

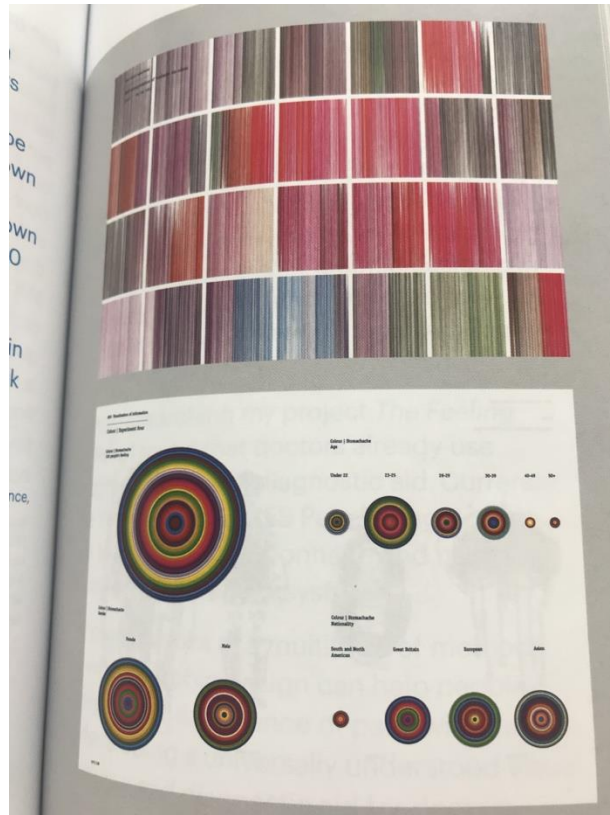
Pocket Anatomy includes full 3D male and female anatomy as well as detailed stand alone visual information on Human Systems. In addition to offering 360 Degree rotation of the body, there is also the option of accessing both Cranial and Plantar viewpoints



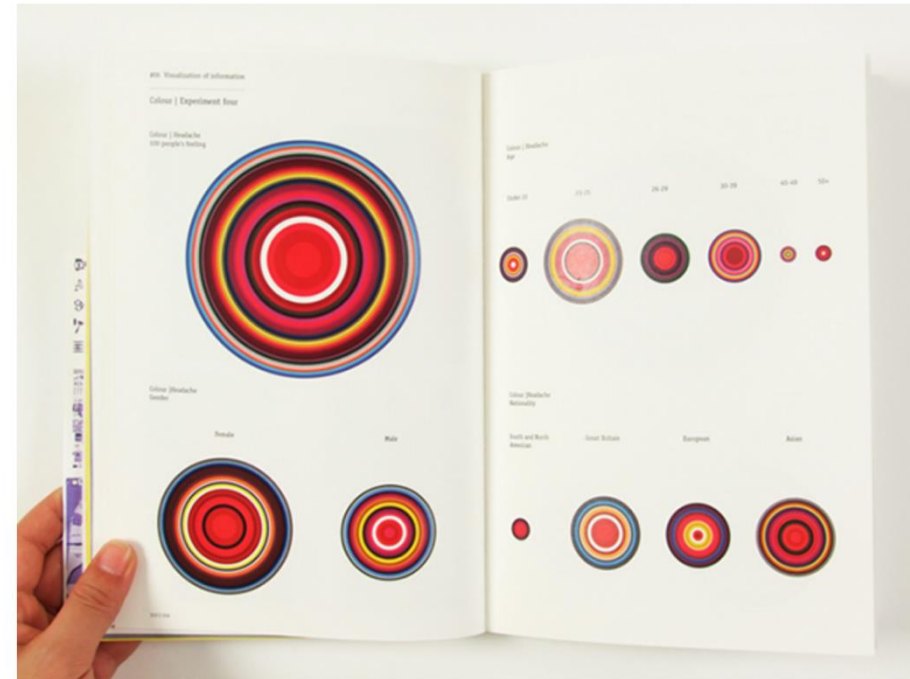
Poulin + Morris

Communi Card –
Rapid and effective
communications –
Hospitals in New York –
between staff and patients.

Designed to break down
language and for patients
unable to speak.



The Feeling of Pain (2012) – Yin Yao



The Feeling of Pain by Yin Yao. Final year project from 100 participants suffering from migranes.

GEIGY

Swiss Geigy's Design. (*pronounced Guy-gee*)

The modern movement
(The International Style)

Art Director for 23 years was Max Schmid
and worked in the 'propaganda department'.

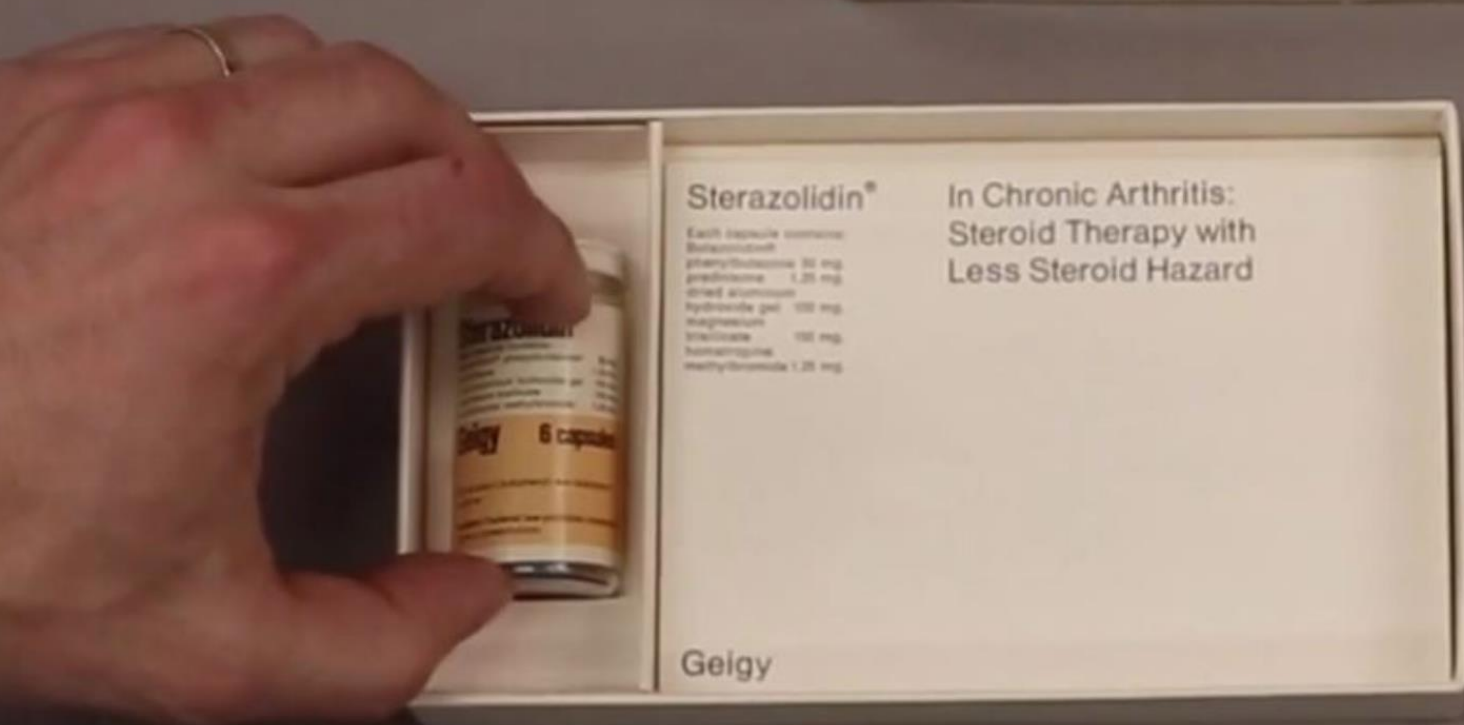
"Design is so simple. That's why it's so complicated." –Paul Rand



Fred Troller –

The Geigy team developed a style that used playful sans serif typography, geometric form, bold colours and symbolic visuals to depict therapies.

60 years later Geigy's graphical style still feels modern, vivid and iconic and stands as an exemplar to graphic designers, inspiring generations of designers to adopt the Swiss Style of graphic design

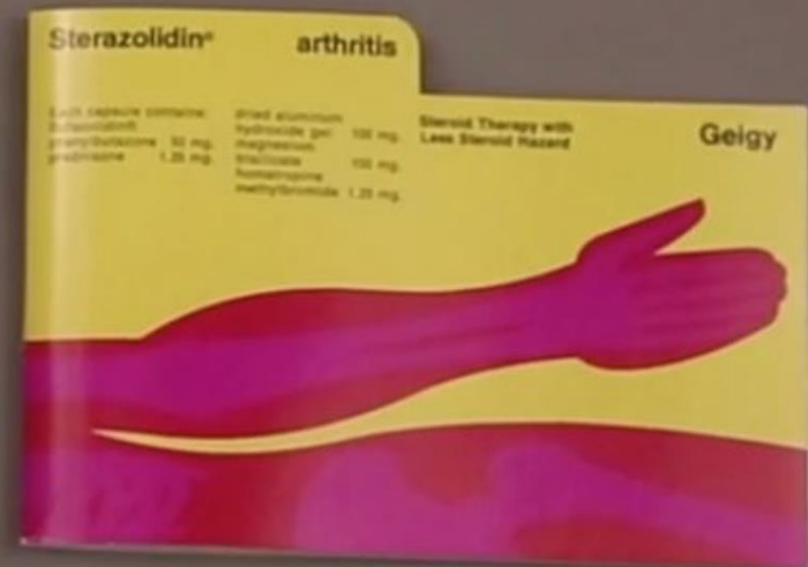


Sterazolidin®

Each capsule contains:
Bismuth
phenylbutazone 50 mg
prednisone 1.25 mg
dried aluminum
hydroxide gel 100 mg
magnesium
tricalcium 100 mg
hydroxyapatite
methylcellulose 1.25 mg

In Chronic Arthritis:
Steroid Therapy with
Less Steroid Hazard

Geigy



Sterazolidin®

arthritis

Each capsule contains:
Bismuth
phenylbutazone 50 mg
prednisone 1.25 mg

dried aluminum
hydroxide gel 100 mg
magnesium
tricalcium 100 mg
hydroxyapatite
methylcellulose 1.25 mg

Steroid Therapy with
Less Steroid Hazard

Geigy



Packaging for Persantin



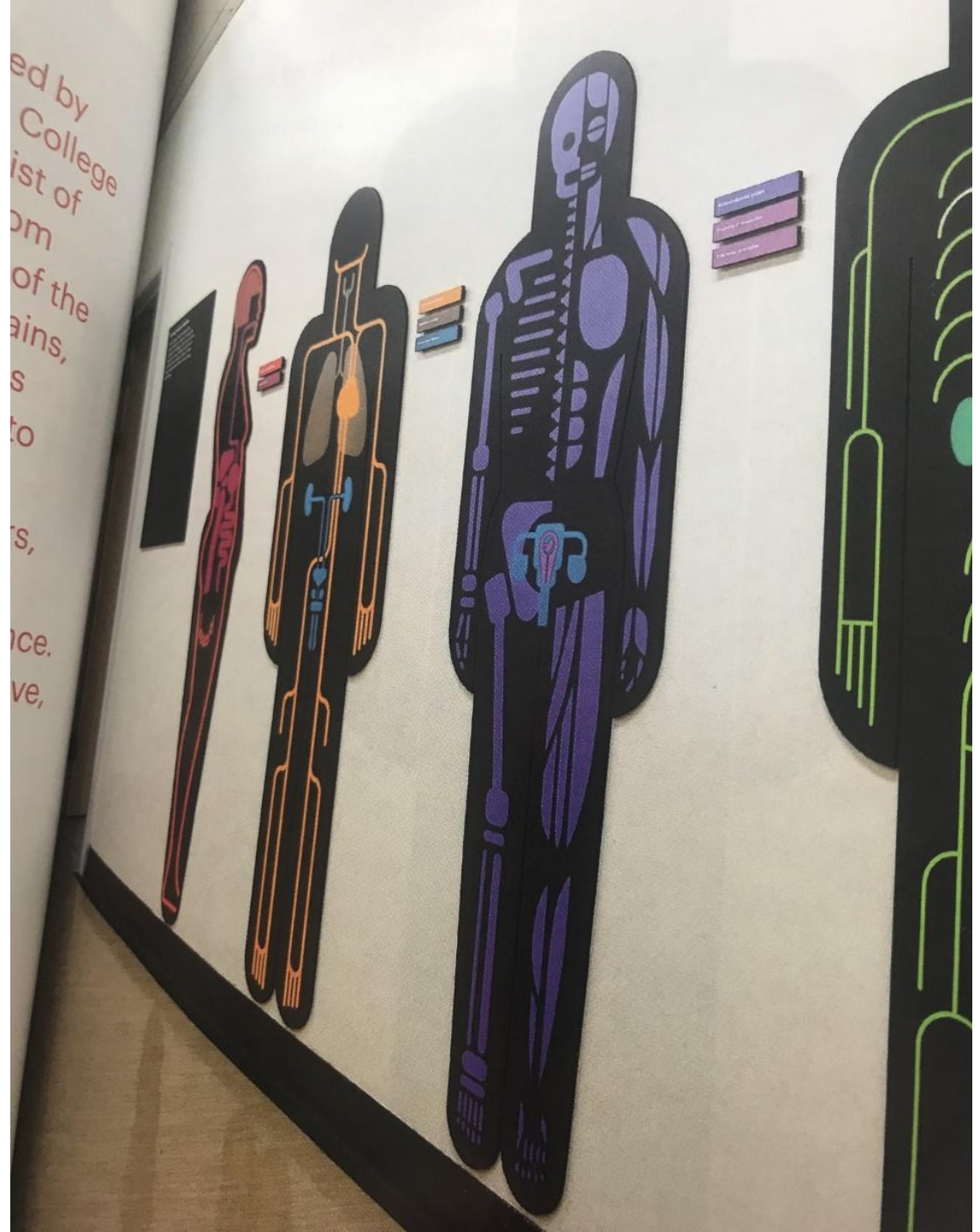


WAY-FINDERS

WAYFINDERS

DESIGNER
LUCIENNE ROBERTS

ILLUSTRATOR
MARK HUDSON



inic

« tank' store
asising
his
c Umeda
e cotton
eplaced.
clinic,
n the
highly
length

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Wayfinders

Signage in Umeda Hospital Japan

Kenya Hara

<mailto:https://www.ndc.co.jp/hara/en/works/2014/08/umedahospital.html>















ARE TIMES CHANGING?

You save lives by making life worth living,
by making a world in which all kinds of
people can see a future for themselves.

Nick Bell

Can graphic design save your life?

You save lives by making life worth living, by making a world in which all kinds of people can see a future for themselves.

Making a world that nurtures everyone's very different aspirations is, however, enormously difficult to achieve. This is partly because public institutions are configured to respond to crises *after* the event.

For example, health services are deployed primarily after a person becomes unwell; justice is meted out primarily after a crime has been committed; rehabilitation and reconciliation are advocated primarily after sentencing; public inquiries are commissioned primarily after disasters.

Traditionally, the discipline of design has conformed to this after-the-event model, fixated and dependent on the 'solving' of 'problems' framed by a commissioner.

Times are changing, though. Design is no longer limited by the so-called solving of so-called problems. Design is also imagination, long-term vision and transformation. Design is becoming more about the creation of futures in which everyone can see themselves.

This aspiration will only be achievable if designers are members of a trans-disciplinary community acting *before* events. Designers, together with practitioners from many other fields, must advocate for preventative behaviours. The example of the health service is obvious – the aim that people are less likely to become ill.

Can graphic design save your life? Yes it can, but not by itself. No single domain of expertise can, not even medicine. It would be hubris for any one field of practice to make that claim. With everyone working together, there is a better chance that it can.

TO THE INHABITANTS OF THE PARISH OF
CLERKENWELL.

His Majesty's Privy Council having approved of precautions
proposed by the Board of Health in London, on the alarming approach
OF THE

INDIAN CHOLERA

It is deemed proper to call the attention of the Inhabitants to some of
the Symptoms and Remedies mentioned by them as printed, and now
in circulation.

Symptoms of the Disorder;

Giddiness, sickness, nervous agitation, slow pulse, cramp beginning at
the fingers and toes and rapidly approaching the trunk, change of
colour to a leaden blue, purple, black or brown; the skin dreadfully
cold, and often damp, the tongue moist and loaded but flabby and
chilly, the voice much affected, and respiration quick and irregular.

REMEDIES:

All means tending to restore circulation and to maintain the warmth of the body should be had
recourse to without the least delay.

The patient should be immediately put to bed, wrapped up in hot blankets, and warmth should
be sustained by other external applications, such as repeated frictions with flannels and camphor-
ated spirits, poultices of mustard and linseed (equal parts) to the stomach, particularly where
pain and vomiting exist, and similar poultices to the feet and legs to restore their warmth. The
returning heat of the body may be promoted by bags containing hot salt or bran applied to different
parts, and for the same purpose of restoring and sustaining the circulation white wine with
spice, hot brandy and water, or salvolatile in a dose of a tea spoon full in hot water, frequently
repeated; or from 5 to 20 drops of some of the essential oils, as peppermint, cloves or cajuput, in a
wine glass of water may be administered with the same view. Where the stomach will bear it,
warm broth with spice may be employed. In every severe case or where medical aid is difficult
to be obtained, from 20 to 40 drops of laudanum may be given in any of the warm drinks previously
recommended.

These simple means are proposed as resources in the incipient stages of the Disease, until Medical aid
can be had.

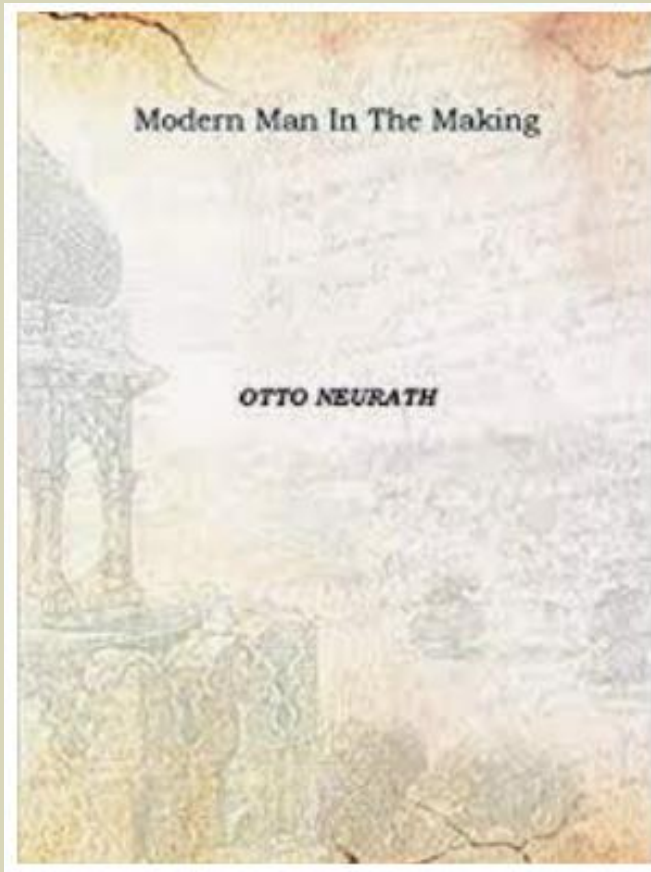
THOS. KEY, } Churchwardens.
GEO. TINDALL, }

Sir GILBERT BLANK, Bart. in a pamphlet written by him on the subject of this Disease, recommends persons to guard against its approach by
moderate and temperate living, and to have in readiness the prescribed remedies; and in case of attack to resort thereto immediately but the great
preventative he states, is found to consist in a due regard to Cleanliness and Ventilation.

N.B. It is particularly requested that this Paper may be preserved, and that the Inmates generally, in the House where it is left may be
made acquainted with its contents.

NOV. 1st, 1831.

T. GOODE, PRINTER, CROSS STREET, WILDERNESS ROW.



Otto Neurath.
Founders of ISOTYPE

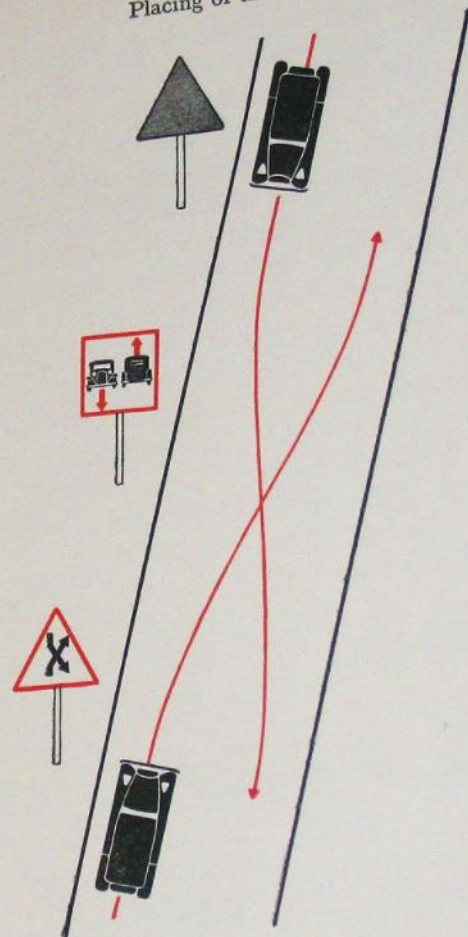




PICTURE 10

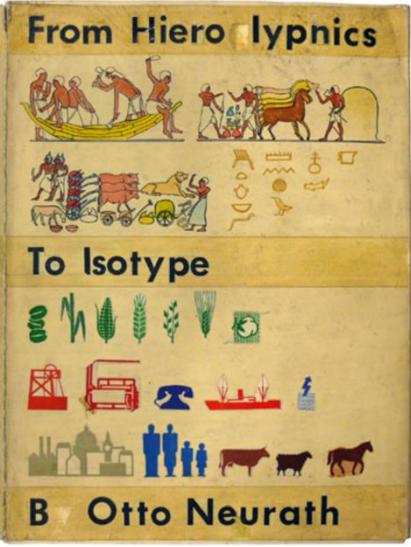
38

Placing of the road signs



PICTURE 11

39

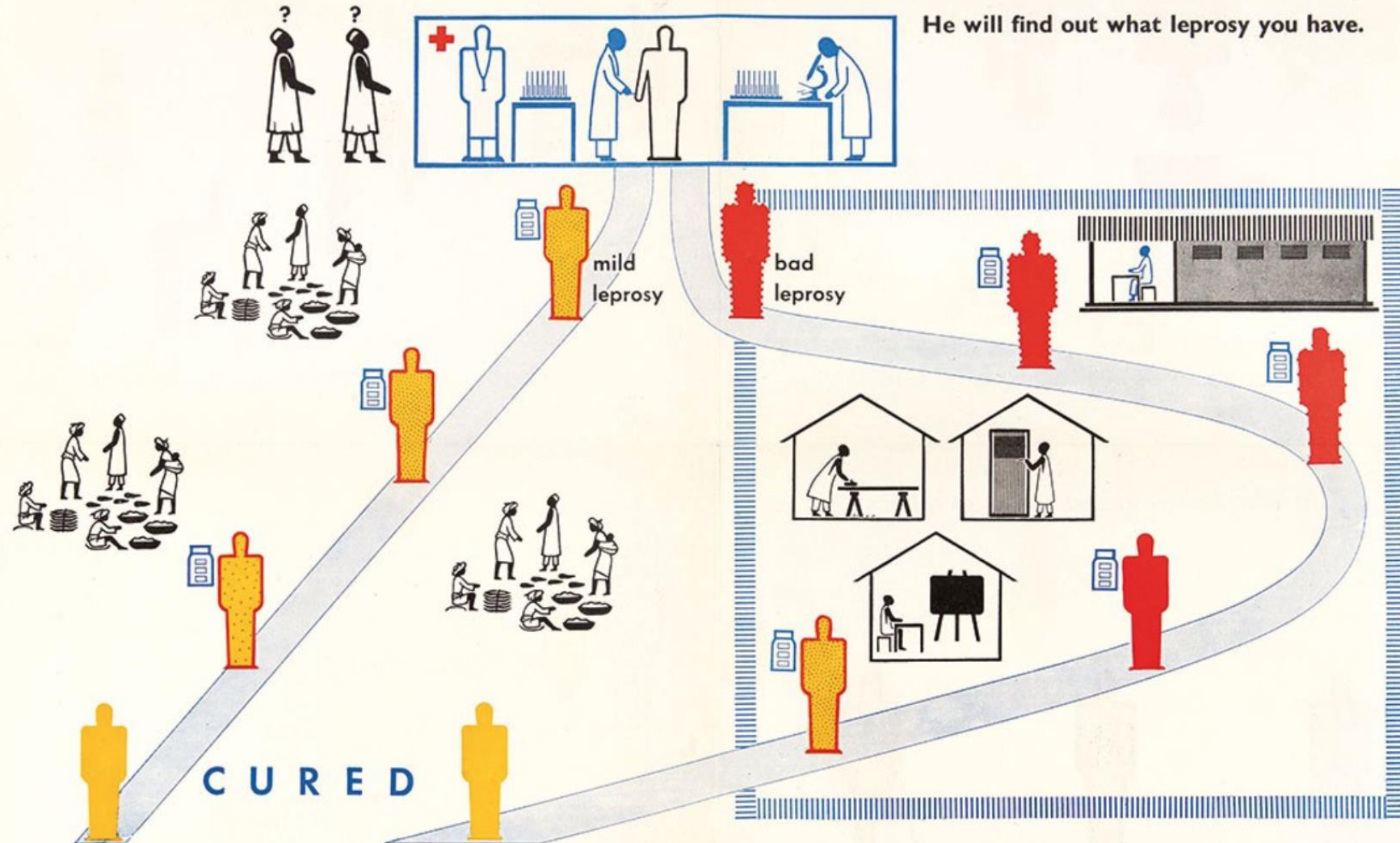


- It is the responsibility of the transformer to understand the data, to get all necessary information from the expert, to decide what is worth transmitting to the public, how to make it understandable, how to link it with general knowledge or with information already given in other charts. In this sense, the transformer is the trustee of the public.

- *Marie Neurath*

<https://medium.com/nightingale/the-missing-legacy-of-marie-neurath-f9800733d1fc>

Leprosy can be stamped out! HOW? Go and see the doctor early.



Either you can go on with your work and get treatment at home and will be cured—

Or you can go to a segregation village where you will be cured and at the same time learn useful trades.

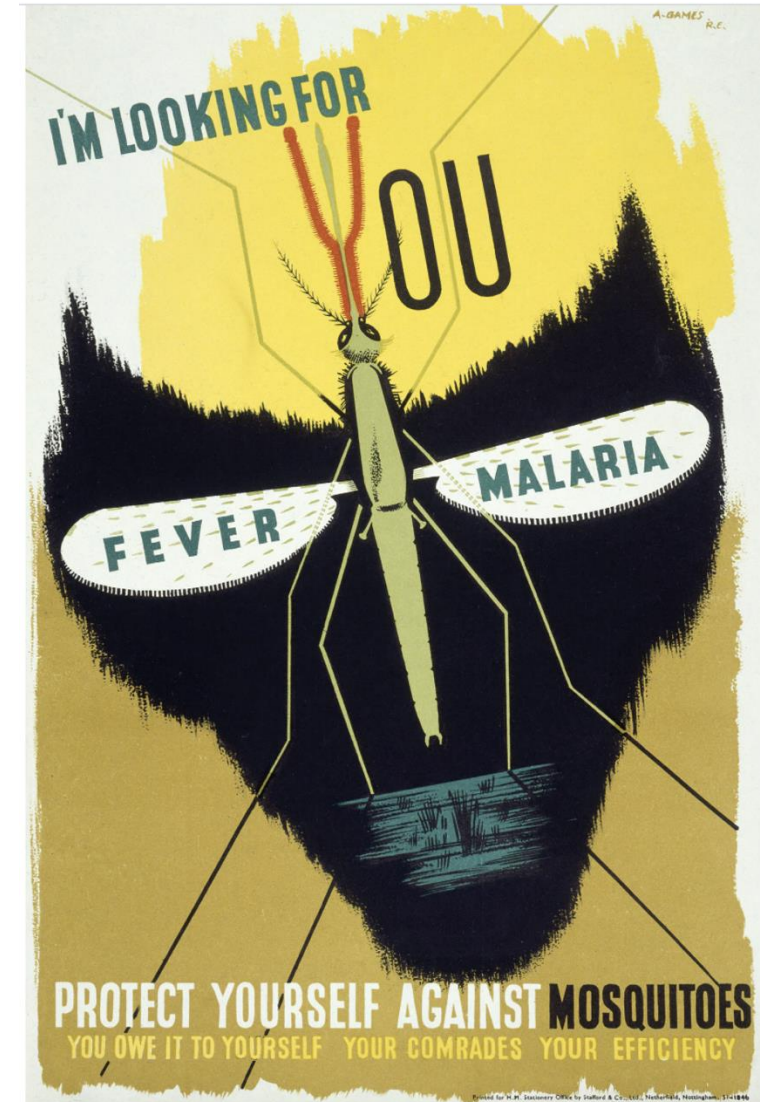
If everyone helps, all leprosy cases can be cured and no new cases will occur.

Malaria

I'm Looking for You poster,
1941.

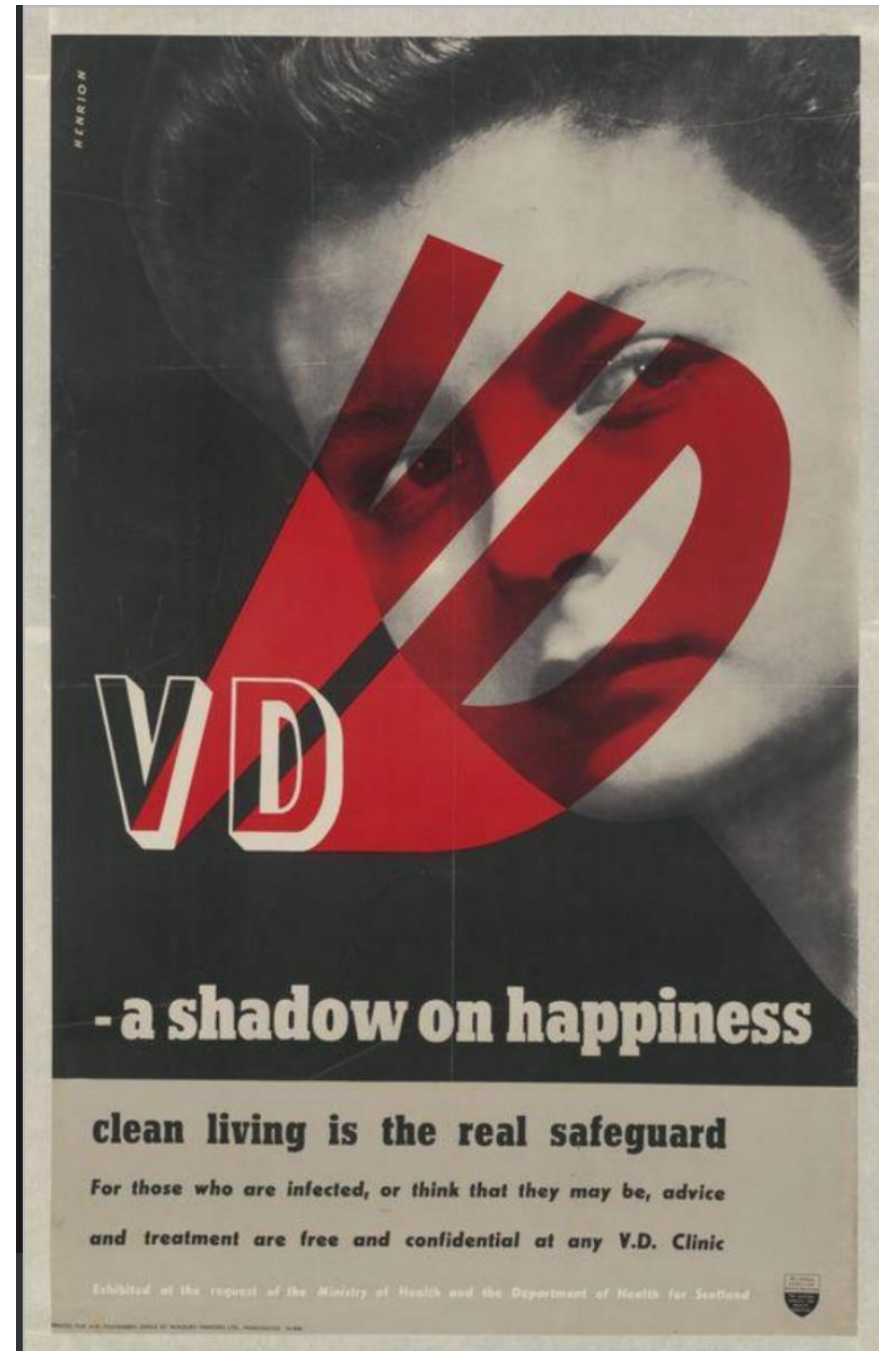
Designer:
Abram Games for Her
Majesty's War Office, UK.

The late, great Abram Games
was one of the most celebrated
and prolific designers of the
20th century.



FHK Henison 1943
Ministry for Health Scotland

So persuasive that even young
people not suffering from this
sexually transmitted disease
turned up at clinics.



Aids

Don't die of Ignorance.

Was TERRIFYING

1987

Malcom Gaskin

(former president of D&AD)

Agency -TBWA

Department of Health,UK

<https://www.youtube.com/watch?v=iroty5zwOVw>



AIDS DON'T DIE OF IGNORANCE

STAY ON THE SAFE SIDE. MALE
NO TIE-UP PARTNERS.

GET AIDS FROM SEXUAL INTERCOURSE.
PROTECT YOURSELF, USE A CONDOM.

THE NATIONAL
AIDS TRUST
1988-1989





SILENCE=DEATH

© 1987 THE SILENCE = DEATH PROJECT. Used by permission by ACT-UP. The AIDS Coalition To Unleash Power. 110 West 26th St., #110, NYC 10001

Before the pink triangle became a worldwide symbol of gay power and pride, it was intended as a badge of shame.

In Nazi Germany, a downward-pointing pink triangle was sewn onto the shirts of gay men in concentration camps—to identify and further dehumanize them.

It wasn't until the 1970s that activists would reclaim the symbol as one of liberation.



- **Ebola**

- This unicef supported poster was designed by Samba Cisse in 2014 to help fight the Ebola outbreaks in Sierra Leone.
- With Literacy rates being low in Sierra Leone it became key to find a way of communicating symptoms and action in a way that meant even illiterate people could understand.

illustration
Samba Cisse

Ebola poster

This poster was used across Sierra Leone during the Ebola outbreak in 2014–15. Part of a broader communication strategy, it provides a visual reminder of the key symptoms of the disease. The regional and national offices of the United Nations Children's Fund [UNICEF] collaborated with Senegalese artist Samba Cisse to create the illustrations. Low literacy levels meant that a strong and clear visual language was required. All materials were extensively pre-tested at community level to ensure that they communicated effectively.

date
2014

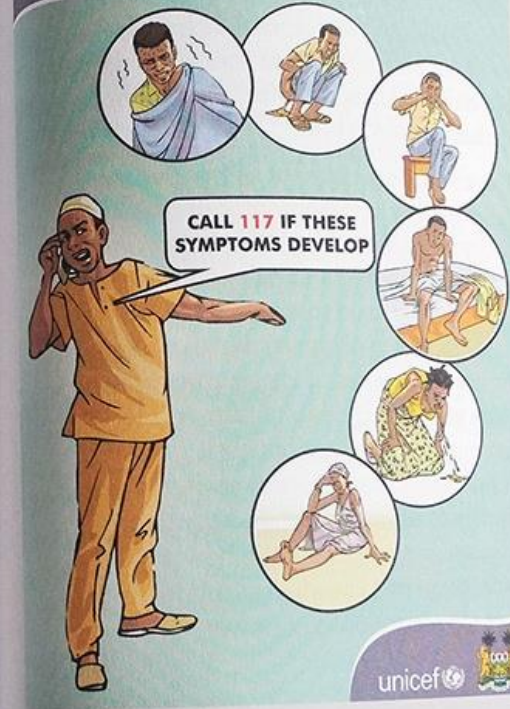
illustration
Samba Cisse

concept
UNICEF
Health Education Division

Samba Cisse [Senegal] is a senior web developer with a background in art direction, development and business. Based in France, he is CEO of Oben Interactive, the company he founded in 2011.

202-203

LEH WI DREB EBOLA



The Mosquito killer billboard

During the Zika outbreak in Brazil. Two Advertising agencies designed and installed two gruesome, interactive and awareness-raising posters in Rio de Janeiro.

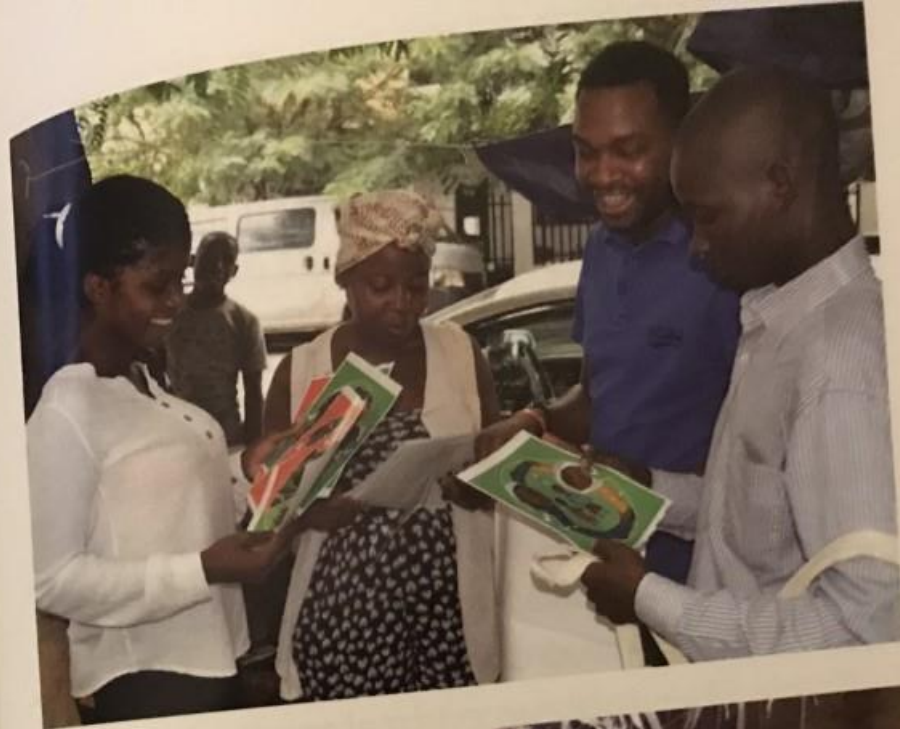
The posters emitted a solution that mimicked human sweat, attracting the mosquito responsible for Zika transmission.

100 mosquitoes a day,
(2015)





project leads
Myrna MacLeod
Iain Macdonald



Life-saving stickers



Edinburgh Napier University
Myrna Macleod and Ian Macdonald

A small group of collaborated with local designers
in Nampula region in Mozambique
to create effective warnings.

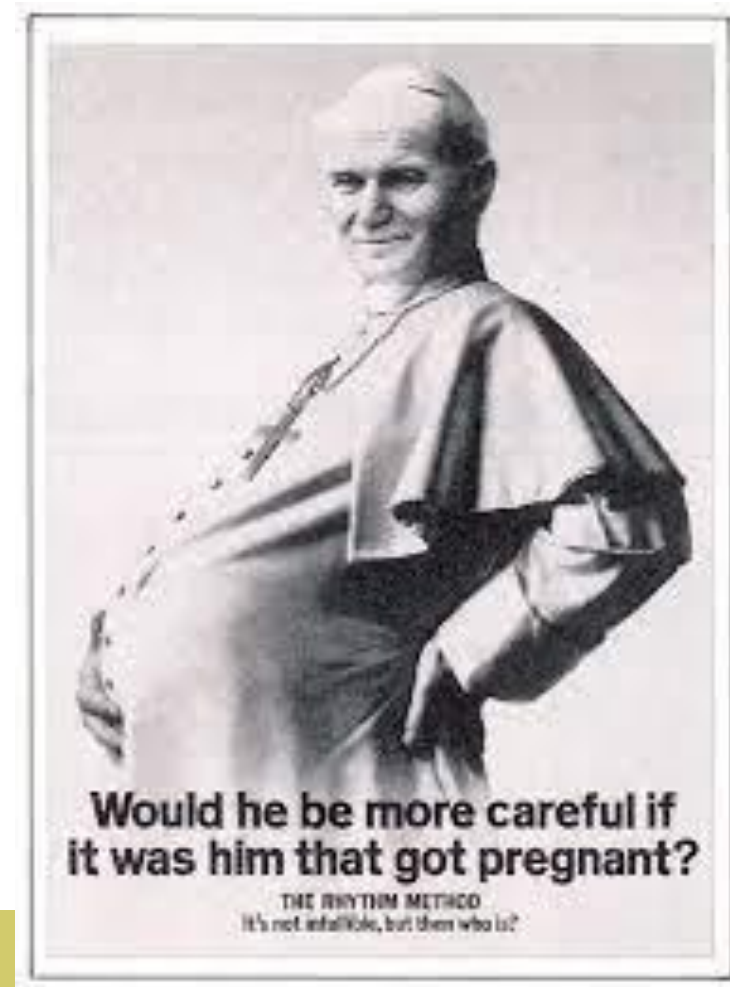


"'Kill Jill,' and is less about fear and more about taking responsibility," said Roberts. "You see a picture of a child and you're invited to make a decision about her life, depending on if you donate organs or not. It led to a 300% rise in organ donations ... The TV ad had many complaints, but its effectiveness won over."

- <https://www.youtube.com/watch?v=raMabDzNI2s>

GRAPHIC DESIGN CAN INFORM, EDUCATE, PROMOTE AND PERSUADE

Can Graphic Design be a tool for empowerment and a call to action?



This is a poster promoting contraception, issued by the Family Planning Association. The poster reminded men of the risk of unwanted pregnancy at a time when it was often claimed that 'sexual liberation' was transforming British life. A very well-known image, it was reused by the Newspaper Publishers Association in 1991 to illustrate the power of advertising

Inspire action and
behaviour change.

Alzheimers
2012 by studio Dumbar







Heart&Stroke
Cœur+AVC...

KR Trousse n°

Thank you
for canvassing!
Merci de faire
du démarchage!

Your Trousse Tools Only

Your Local Office
Tools Included

heartandstroke.ca/help
fmcoeur.ca/aidepap

Heart&Stroke

A heartfelt
thank you!

Add
years
to your
life!
Know
your risk
and what
to do
about it.

heartandstroke.ca/risk17

Heart&Stroke

Hi I'm _____
your neighbourhood volunteer.

Help me stop
a killer that
strikes every
7 minutes in
Canada.

Give
heartandstroke.ca/give

Heart disease or stroke takes
a Canadian 15 every 7 minutes.

**Family
history can
double your
risk for heart
disease or
stroke.**
Know your risk and
what to do about it.
Take our free online
Risk Assessment and
add years to your life —
every day.

“
Not having enough
funding is one of the
most urgent research
challenges we're
facing today.
”

Dr. Rebecca Sklar
Neurologist and Director
Heart and Stroke
Research Institute

heartandstroke.ca/risk17

Heart&Stroke

Tips for
success

**Canvass
Online**
heartandstroke.ca/help

We're here to
help. Use these
tools to raise
funds and
share life saving
information.

Risk Assessment
Read online
Give a booklet
and a flyer to
people who donate.

Volunteer Badge
Wear it to identify
yourself when
canvassing.

Flyers
Leave a pamphlet
if people aren't home or
want to make an online
donation at a later time.

**Heart&Stroke
Canvass Website**
Visit heartandstroke.ca/help
for additional resources.

Receipts
Provide for a proof of receipt
donation of \$10 or more,
and when requested.

Volunteer Agreement
Sign and deliver
your name. Then return
it with your kit.

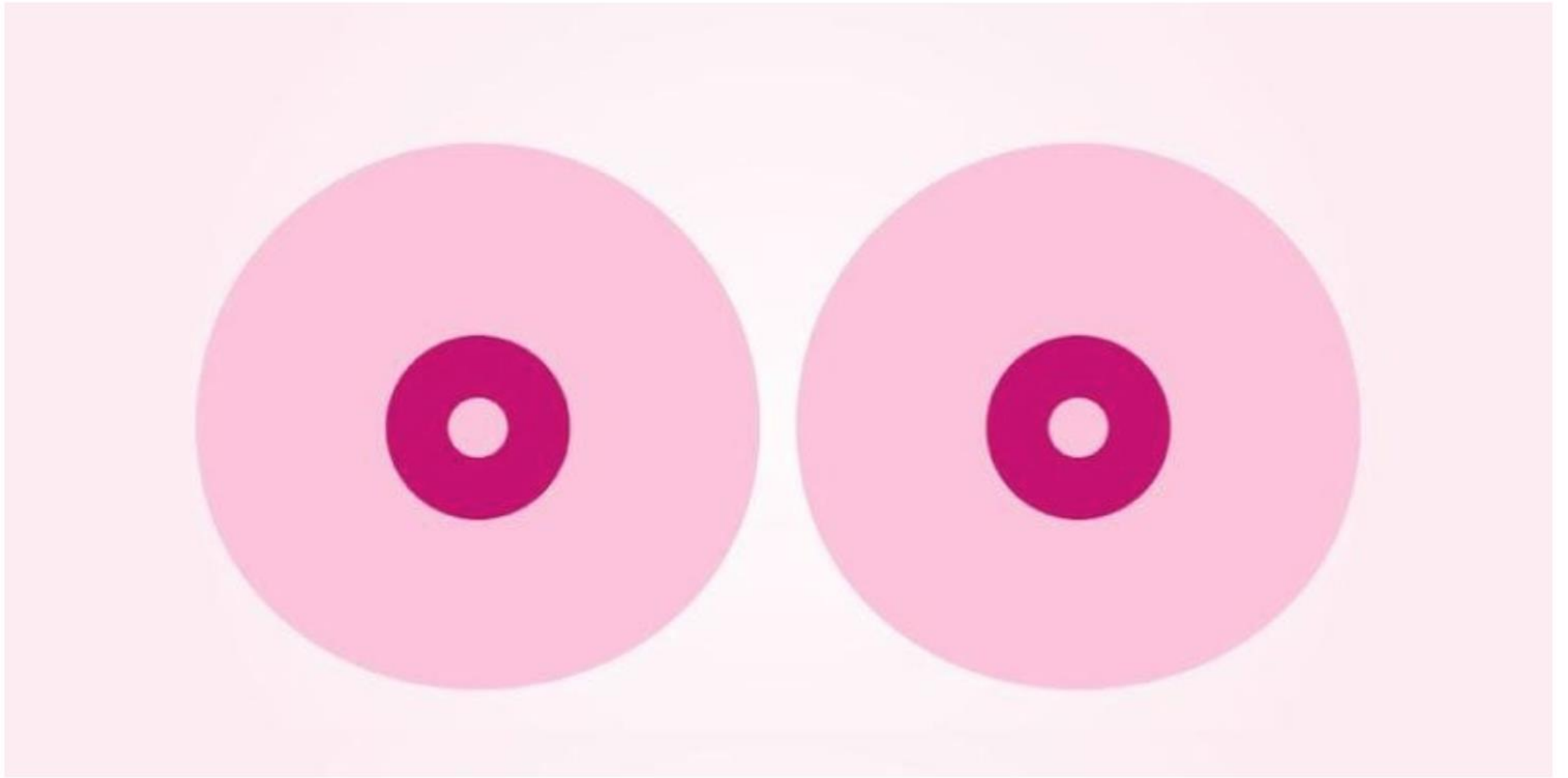
Canvass online: heartandstroke.ca/help

Our team goal is to
connect with 2 million
Canadians and raise
\$10 million. We can
do it! Here's how:

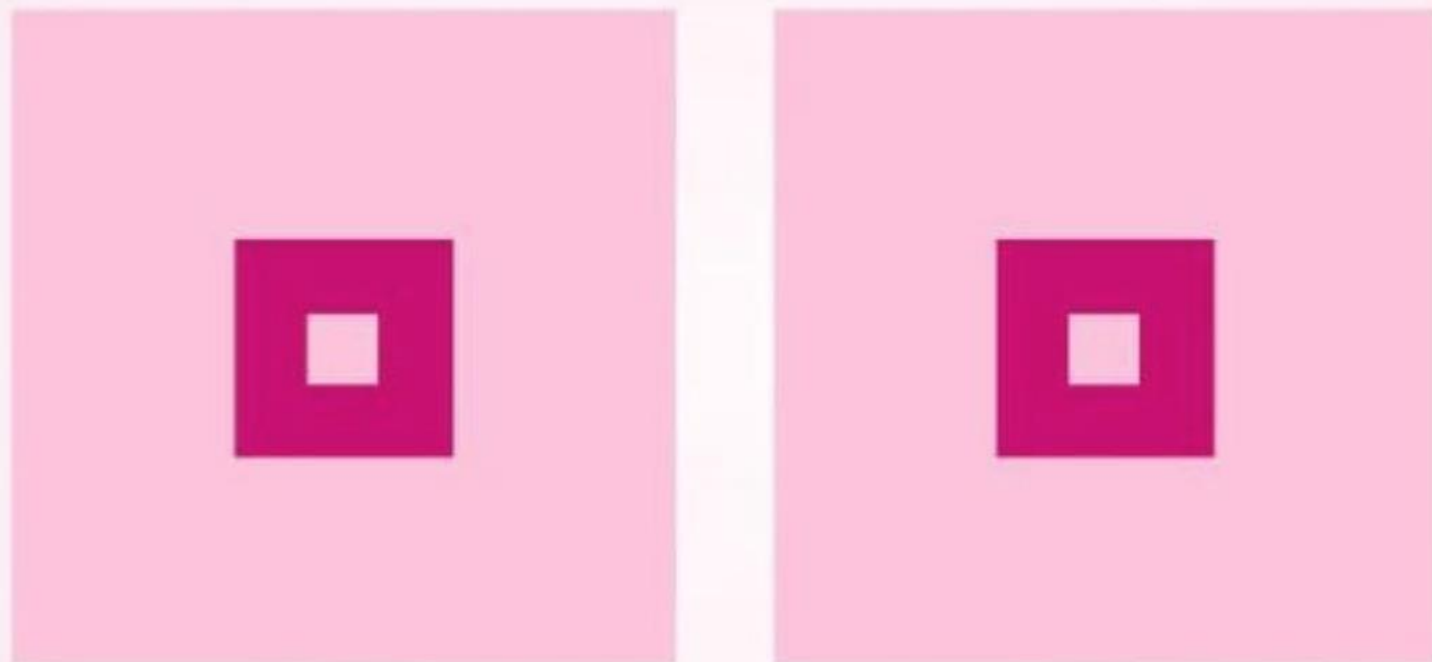
- 1
Practice and canvass online. Raise
money and reach your goal faster!
- 2
Recruit 2 canvassers
to your network.
- 3
Set a fundraising goal and share
it when asking for donations.
- 4
Ask your family, friends,
neighbours, local businesses.
- 5
Have questions? Meet another volunteer!
Ask your Captain or local office.







Design by Kalle Mattsson, 2016



© Cancerfonden (Swedish Cancer Society)

- <https://mashable.com/article/facebook-breast-cancer-awareness-video>



Macmillan Cancer Support saw its brand recognition and market share **increase rapidly after it's rebrand in 2006.**

During the period from 2006 to 2011 their fundraising income increased from £97m to £141m

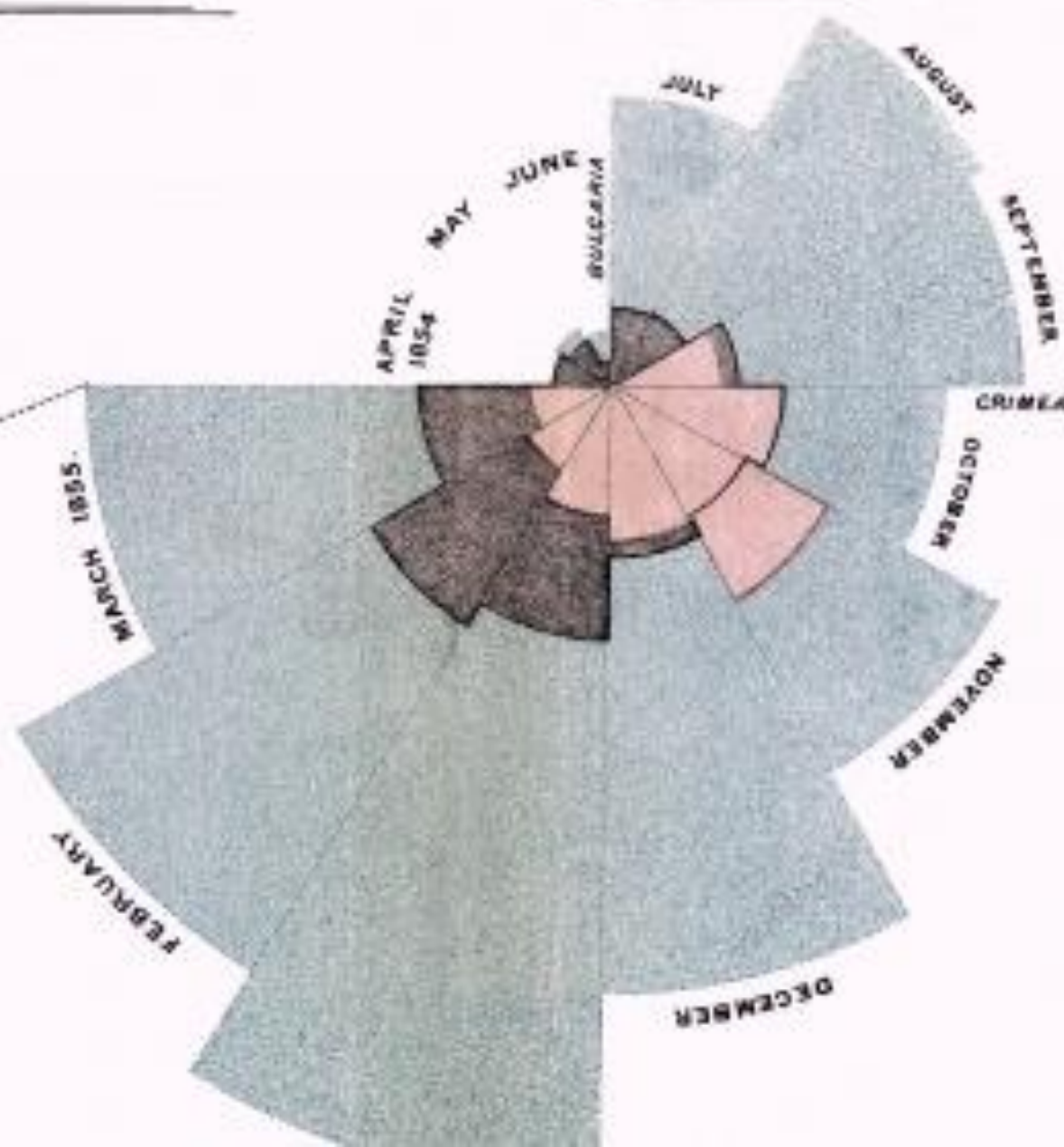
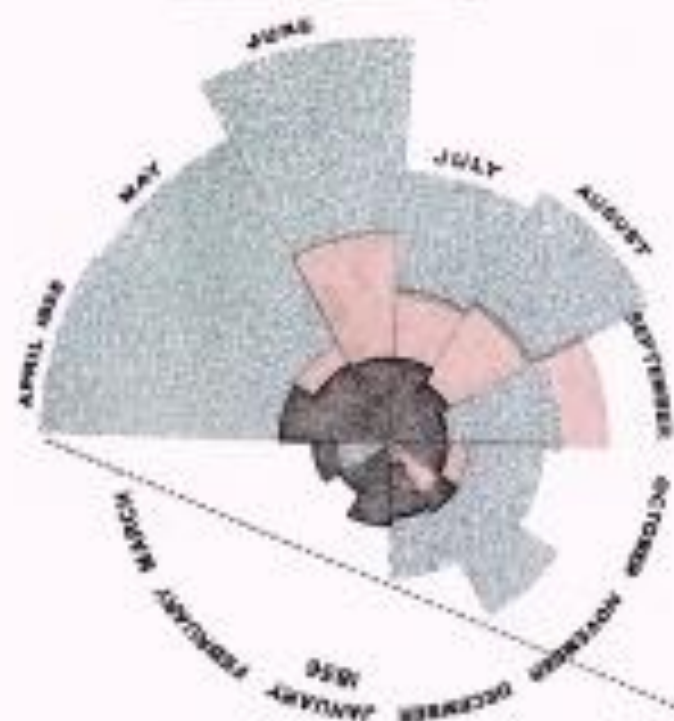


**GRAPHIC WITH MORE
WARNINGS FOR HEALTH**



DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

1.
APRIL 1854 TO MARCH 1855.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventable or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov^r 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red.

STAY
HOME. **IT'S**
CORONA
VIRUS.

TO STOP THE SPREAD.

WASH
YOUR
HANDS
♥♥♥♥ AND ♥♥♥♥
OPEN
YOUR
HEART

DON'T HOARD THE TP!



Leave plenty to go 'round.

©2020

BIO

MEDICATION PACKAGING AND INSTRUCTIONS / LANDMINE WARNING SIGNS /
INTERNATIONAL CODE OF SIGNALS FOR VESSELS / GRAY'S ANATOMY / ROAD AND PUBLIC
TRANSPORTATION SAFETY SIGNAGE / GHOULISH DETERRENTS ON CIGARETTE
PACKAGING/ WORKPLACE HEALTH AND SAFETY SIGNAGE / HAZARDOUS PICTOGRAM
WARNING AGAINST DANGEROUS CHEMICALS / THE SNELLEN EYE TEST CHART / POSTERS
AND OTHER PUBLICITY MATERIAL TO RAISE AWARENESS AND FUNDS FOR LIFE-SAVING
CHARITIES / THE FOOD STANDARDS AGENCY TRAFFIC LIGHT NUTRITION PACKAGING
LABELS / WALK/DON'T WALK SIGNS / HOSPITAL AND HEALTHCARE CENTRE WAYFINDING
SIGNAGE / CAMOUFLAGE, 'DAZZLE' SHIPS / SCHOOL CROSSING SIGNS / MEDICAL
PRESCRIPTIONS / EMERGENCY RESPONSE VEHICLE SIGNAGE / BLOOD AND DONOR CARDS
/ FIRE SAFETY SIGNAGE / THE NHS.UK WEBSITE / RED CROSS / RED CRESCENT AND RED
CRYSTAL EMBLEMS / EMERGENCY EXIT SIGNS / AIRLINE SAFETY CARDS / ARE JUST
SOME EXAMPLES OF HOW GRAPHICS, DIRECTLY AND INDIRECTLY SAVE YOUR LIFE.

BILLIE JEAN (DESIGNER FOR CLIENT - SAMARITANS AGENCY LUNAR BBDO)

WHAT DO YOU THINK?

**DO YOU THINK GRAPHIC DESIGN COULD SAVE
YOUR LIFE?**