Rachel Langdon 2305545

Independent Project

Research & Development



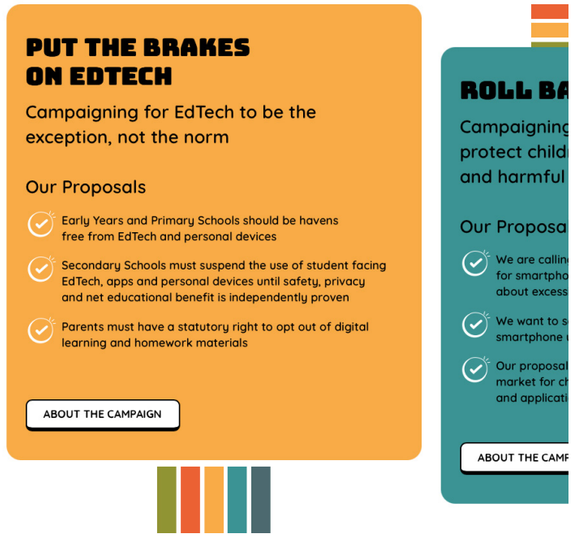
Good Clothes Fair Pay
https://www.stashmedia.tv/fashion-revolution-good-clothes-fair-pay-by-anna-ginsburg-and-strange-beast/

This animation was the key piece of research that influenced my practical work and inspired me to create an animated outcome.
The 30-second animation clearly explained the problem through storytelling and beautiful visuals.
I really liked the bold colours and contemporary feel, which helped convey a serious topic effectively.
I also really liked the illustrative designs by the artist Viktoria Cichoń; they inspired me to incorporate a similar illustration style into my own work.



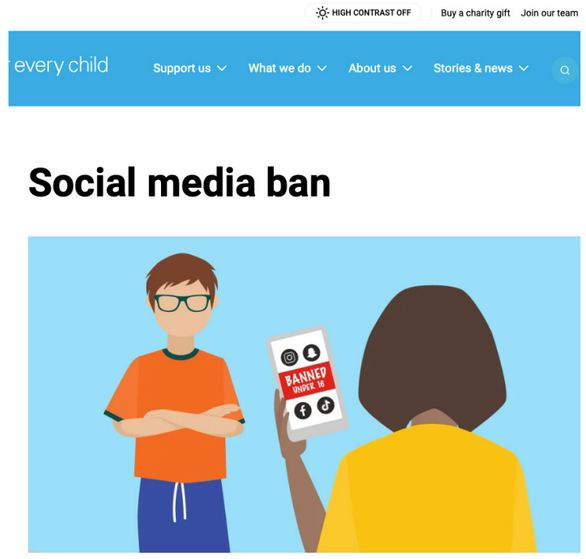
Kit Kat Phone Break
https://www.famouscampaigns.com/2025/06/kitkat-wins-big-by-calling-out-screen-addiction/#:~:text=A%20gentle%20roast%20of%20our,reach%20for%20chocolate%2C%20not%20tech.

I found this Kit Kat advert very clever, and I loved its intentional obviousness. Of course, swapping out Kit Kats for phones works effectively. It inspired me to think outside the box. The campaign uses small changes to create a huge visual impact—a simple way to raise awareness while adding a comedic effect.



Safe Screens
https://safescreens.org

Safe Screens is a campaign aimed at raising awareness about the harmful and negative effects of digital devices on children and teenagers. What I really like about this campaign is its clear messaging and bold, playful use of colour across the website. This inspired my own work to follow a similar direction.



Australia social media ban
https://www.unicef.org.au/unicef-youth/staying-safe-online/social-media-ban-explainer?srslti-d=AfmBOoozE0EFstCWobZWf1q-8_MKIBXZpxhoZu0dBvu1hWlHX-BMp-BF6

I found the campaign to ban social media in Australia highly relevant to my own dissertation and interesting to learn more about.It led me to think about creating a break of our own within my campaign.



Vivo smart phone addiction warning
https://mediashotz.co.uk/vivo-launches-haunting-toxic-smartphone-addiction-campaign/

This campaign carries a very strong and clear message, and it reiterates many of the themes I discovered while researching for my dissertation, such as the manipulation and hooks used to keep people engaged for longer. The storytelling is cleverly executed, and it's an advert I will remember for a long time afterward.



#I AM WHOLE
https://www.whole.org.uk

I discovered this campaign while researching for my dissertation. I really liked the messaging and boldness of the campaign. They use strong graphic elements throughout the visuals, and it feels almost like a response to my own brief.



UnHashtag Vienna
https://unhashtag.vienna.info/en-us

Another campaign I explored in my dissertation. I feel this campaign is very simple and clean, but with an eye-catching edge. It uses humorous imagery to resonate with the audience, and the bold hash-tag is easily recognisable, helping to create strong brand recognition.



Mothers Against Media Addiction
https://wearemama.org

This campaign is driven by parents, for parents. I like their bold logo and the way they use facts and statistics across their homepage. They have a clear target audience and deliver a very clear message.

‘While’

Audience: 25-50
Parents?

Mindfulness > Partner with workplaces

Detox Tool-kit > Stick on your wall > find in schools and workplaces

Tag-lines:
1. Reclaim your moments
2. What are you missing?
3. Time to log off

Screen Free Challenge (similar to veganuary) > ‘While Week’

Website
Newsletter

Pledge - Sign Up

Key Questions:
1. What exactly am I trying to change?
2. Why is this problem?
3. Who does it effect?
4. What does success look like?
5. Who do I need to reach?
6. What motivates them?
7. What is the core message?
8. Can people relate?
9. Who else cares about this issue?

Purpose: Raise awareness and shift behaviour around screen-time addiction. Targeting adults (to influence families). Using facts and storytelling to show people what they are missing out on. ‘While’ on their screens.

Subliminal advertising
Colour Psychology
Guerilla advertising
Serious factual vs light hearted funny design
Pop ups

Emoji’s

Stories, interviews

Delete social media

Ideas:
Business
Education
Book
Film
Exhibition
Lock box for phone
Reward
Advert
Motion Infographic?
Pixels
Concept of time
Mental, physical and social health
Call to action
Petition
Working with other brands
Factual
Short videos
Not shaming
Shutter speed
Manifesto
Spoof ads

> ... Spends 2.5 playing video games, he/she could be ...
> In the time it takes to respond to emails, he/she could be...

Deliverables?
1. Brand
2. Large scale stickers
3. Newsletter (physical > digital?) ‘read this and then log off’
4. Meet ups?
5. Website
Tips, ideas, help, quiz
Is this contributing to the problem?
6. Posters
7. Radio?
8. Podcast?
9. Newspaper based on interests
10. Buses? Train stations? Underground?

Knowing I wanted to create an animation for this campaign, the next stage was deciding the who, what, why, and how—thinking about my target audience, what the campaign was trying to achieve, why people should care, and the best way to reach them. I explored many ideas and let the research from my dissertation help guide me.

***While* Campaign**
What are you missing?

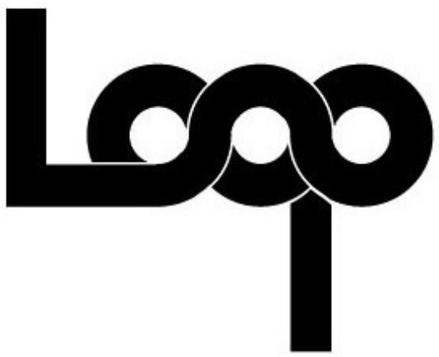
Part one of my Independent Project involved a deep exploration of screen-time addiction, the role graphic design plays in the problem, user behaviour and psychological manipulation, and how ethics and responsibility factor into design practice. In 2025, it seems that everywhere you look someone is holding a phone or device. These tools are incredibly useful, but they also have a more addictive side. Many people spend excessive hours on screens, raising the question of whether their time could be spent more purposefully or playfully, as people once did before these devices dominated daily life.

The *While* campaign aims to raise awareness about taking a break from screens and reflecting on what you might be missing. While there are already campaigns addressing screen time, this one takes a gentler, more awareness-based approach. It targets adults of all genders between the ages of 25 and 45. The campaign is not directed specifically at parents, but it may also reach individuals who use screens heavily within family life.

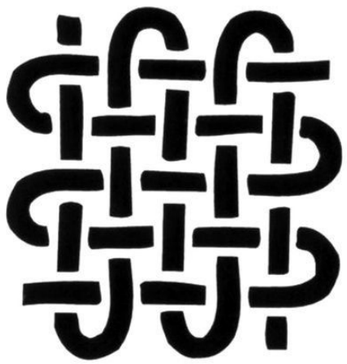
To reach this audience, the campaign includes an advert designed for TV, You Tube, and social media—meeting the audience where they already spend their time. The messaging is not shaming or judgemental; instead, it is enlightening, supportive, and encouraging of change.
Alongside the advert, there will be floor-based advertisements. Since many people walk while looking down at their phones, it makes sense to place the message directly in their line of sight. These adverts will link to a website designed purely to inform, not sell. The website will include a challenge (May-Be Offline) inviting participants to take a break from their most-used app, platform, or device (not all technology unless they wish to). A downloadable tick-box calendar will help track their progress, and limited-edition prints will be offered as a reward for completing the challenge.

Deliverables:

- Logo and Brand
- Advertising:
  > 30+ second animation
  > Interactive floor murals
  > Stickers
  > Billboard ad
- Website
  > Home, About, Newsletter & Challenge Pages
  > Brand Guidelines
- Challenge:
  > Calender
  > Prints
- Merch:
  > Badges
  > Tote Bags



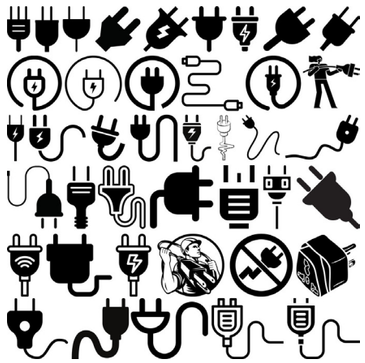
I like the overlapping of the type, the simplicity, and how it could work across a whole brand identity by breaking it apart. I also like the visual flow.



Similar to Loop, I like interwoven elements. Creates interest.



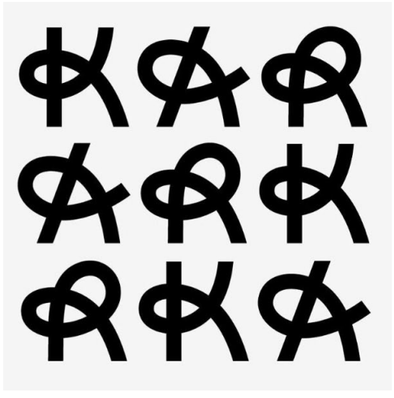
I like the boldness of the designs, and using simple shapes that are easily recognisable as eyes.



Nice iconography that link to the idea of being ‘unplugged’. Simple shape, easily recognisable.



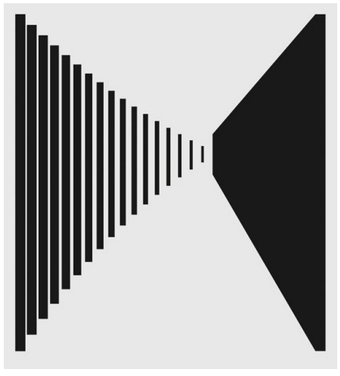
Harsher edges than the example above, however I like the clear message and distortion.



Inspiring to think about whether to create my own typeface based on the direction the logo goes in. I like the visual flow and how type can create a feeling.



Firstly I really like the bold colours, but more than that I like the line work. Simple but shows you exactly what it is. Very modern and ‘cool’.



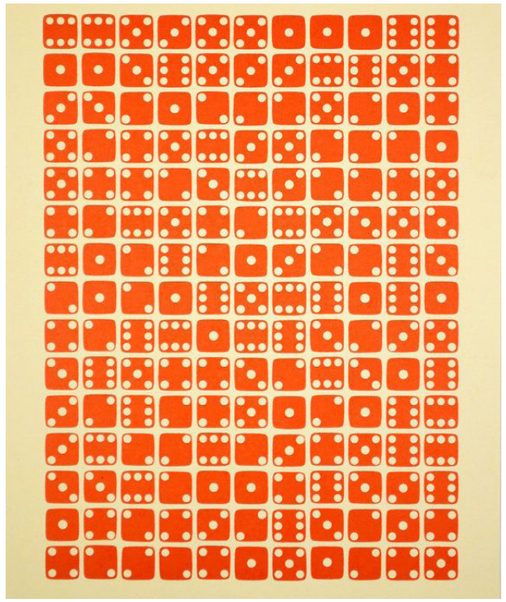
I like the contrast and distortion.



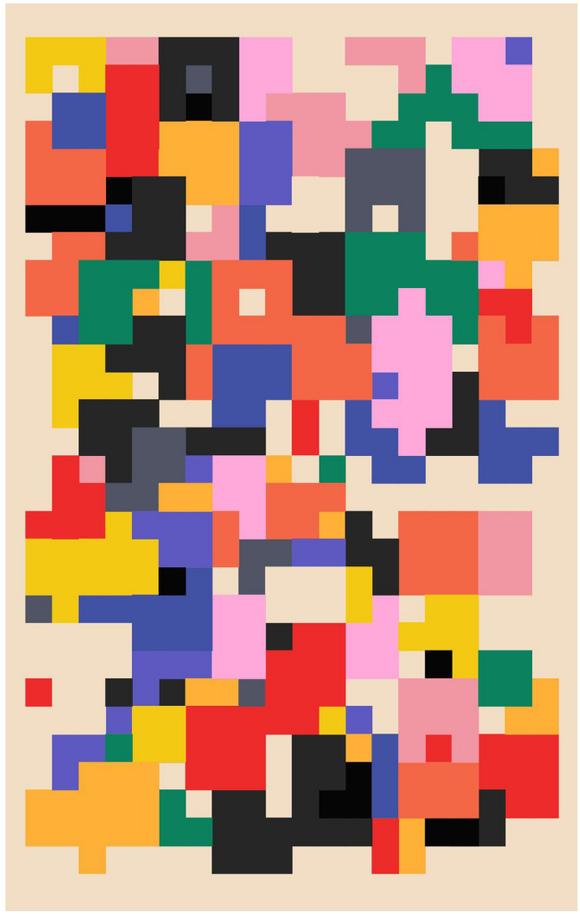
I really like the overlapping of the colours and the ‘stripes’ of colour, adds interest.



Texture and layering. Nice riso effect.



Nice pattern and the dice lean into the idea of more than two sides.



Colour and pattern. The shapes make me think of pixels which is a nice nod to screen and tech.



I really like the colour choices and patterns across the hand.



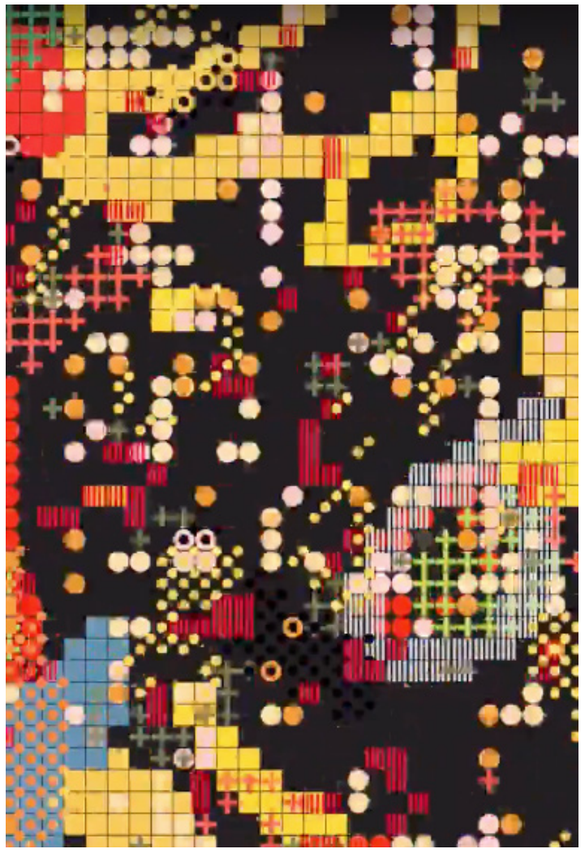
Nice gradient and shape. Unusual funnel shape. The 3D make it more interesting.



Really like the swirling and connection - which suggests intertwining and locked in.
I like the human element of the feet.



I really like the duo tone colours, and the contrast. I also like the simplicity of the type with the illustration.
The illustrations are detailed even though they are one colour. I really like the designs.



Similar to before, the shapes remind me of pixels. I like the placements of the different shapes. Some of the shapes feel like textures even though many of them are just stripes - they have a deeper feeling.

1. Detox
   > Clean
   > Release
2. Two sides
   > Funnel
   > Dice
   > Elastic
3. Pledge
4. Awareness
   > New
   > Eyes
   > Open mind
5. Screen-time
6. Phone
7. Glare
8. Time
   > Battery
   > Lap
   > Dash
   > Shutter
   > Closed
   > Leap
9. Health
10. Mindfulness
    > Leaf
    > New life
    > Sun
    > Light
11. Influence
12. Algorithm
13. Disconnect
    > Plug
    > Unplug
    > Circle
    > Hands
    > Loop
    >Wire
    > Clip
    > Scissors
    > Cut cord
    > Block
    > Loading
14. Log off
15. See the other side
16. Rectangle
17. Help
18. Responsibility
19. Action
    > Bolt
    > Delay
    > Movement
20. Personal
    > I
    > Myself
    > Personal battery
    > Drained / Full
21. Over loaded
22. Blink

Word association related to tech, screens, raising awareness, etc., before I start sketching logo ideas.
Having the words written down helps me to flush out ideas.

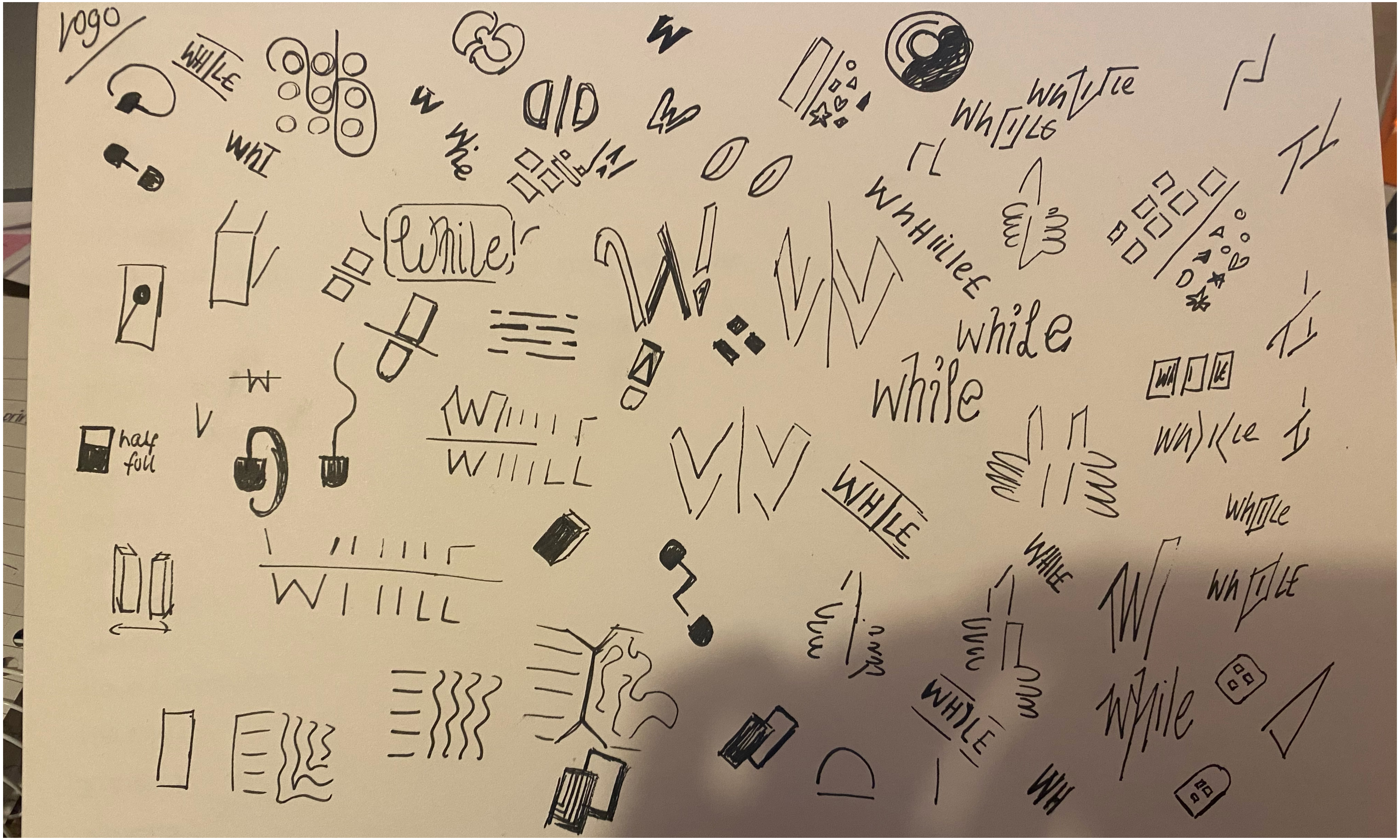




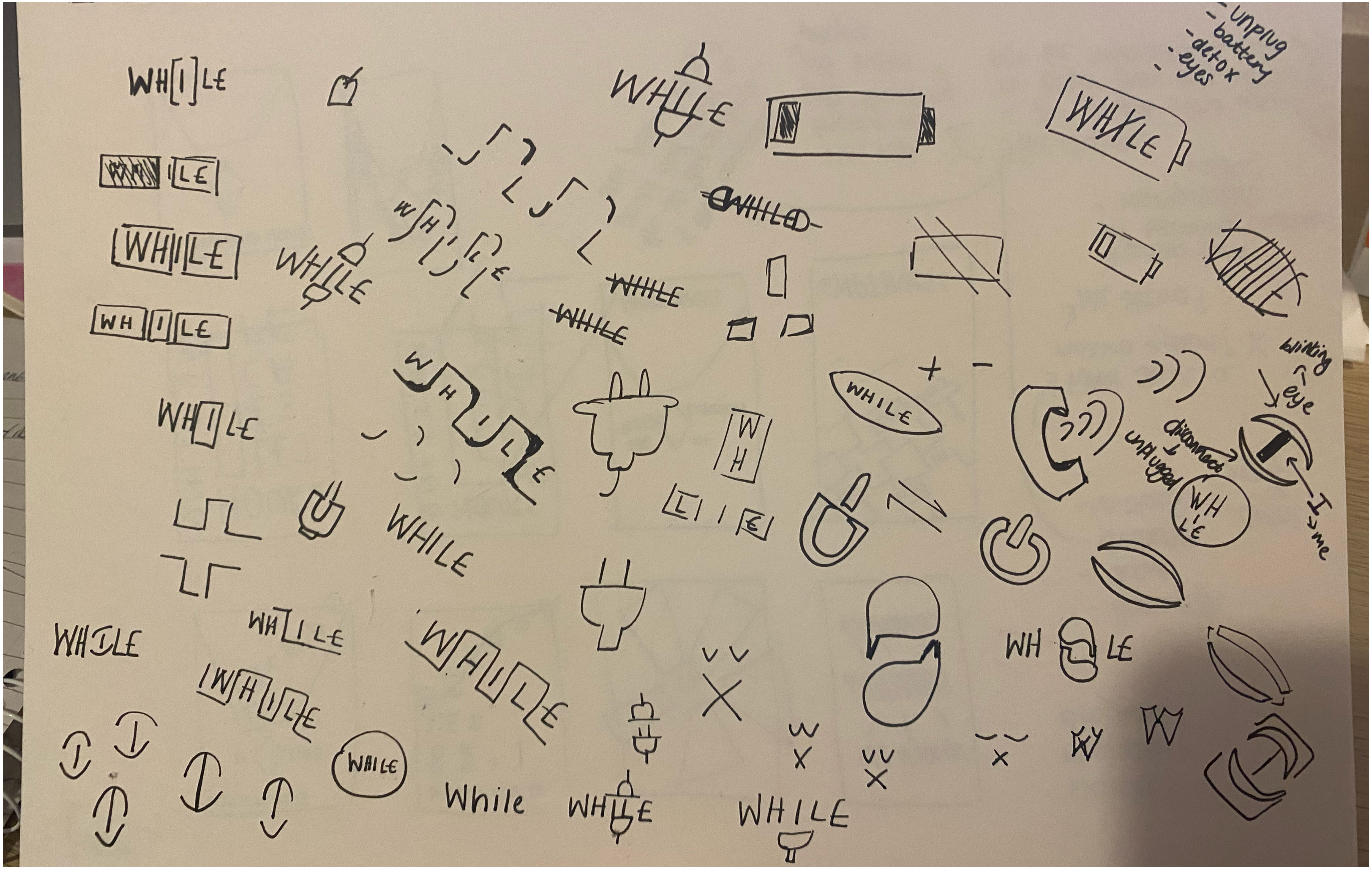
During a recent visit to London, I discovered this exhibition showcasing how technology has evolved. I found this so interesting and if I had come across it sooner, would have liked to incorporate some of the vintage tech within my campaign. However this could be an idea to develop further after submission.



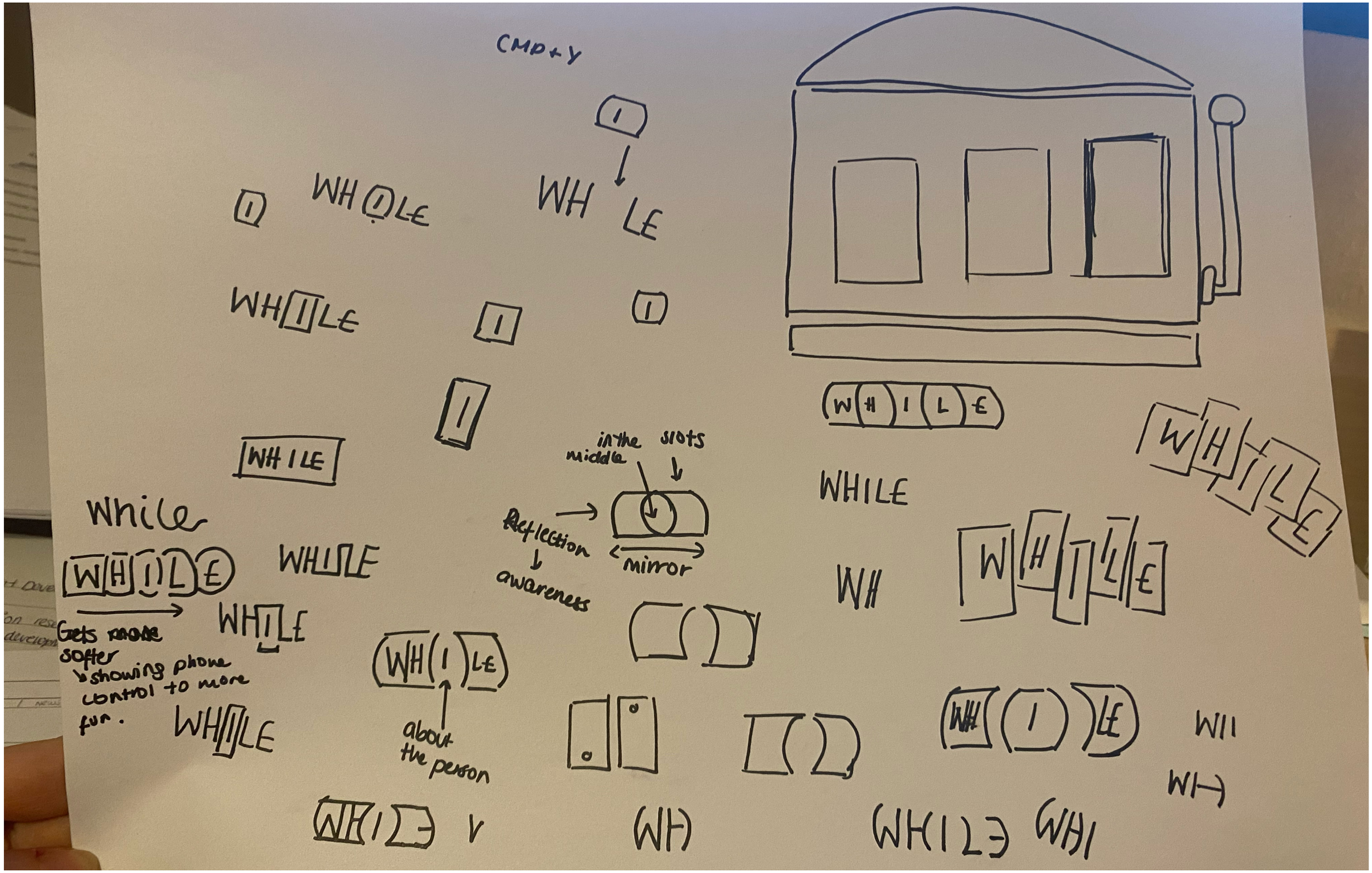




Here I'm exploring with the letters W H I L E and trying to visualise two sides. Taking inspiration from my branding research - swirls, lines and distortion.



Further development of logo.
Thinking about unplugging and how
to visualise this.



Here I'm exploring the word While further, focusing on the I in While and how it could represent I/ME (the audience/ person screen time affects) and how this campaign is about making changes for yourself.



I further developed some of my sketch ideas through digital exploration, experimenting with shapes and colour. I modified the type and created softer edges. I really liked the idea of the "I" being a nod to the self, so changing it from a capital to a lower-case letter worked well. The lower-case "i" also resembles a human figure, which I think fits nicely.

I also continued to develop the idea of being unplugged, so incorporating the visual of a plug felt perfect for the brand, as it reflects a core message of the campaign. During this stage of development, I was also experimenting with the colour palette for my animation, as the two needed to work together.



These are some of the colour combinations I explored. I wanted the brand colours to feel vibrant and energetic.

I was originally drawn to the top colour palette (red dot), but after using it in parts of the animation, I felt it was too dark, even though the colours were rich.

I then tried the second palette (yellow dot), but it felt quite cold and not eye-catching enough.

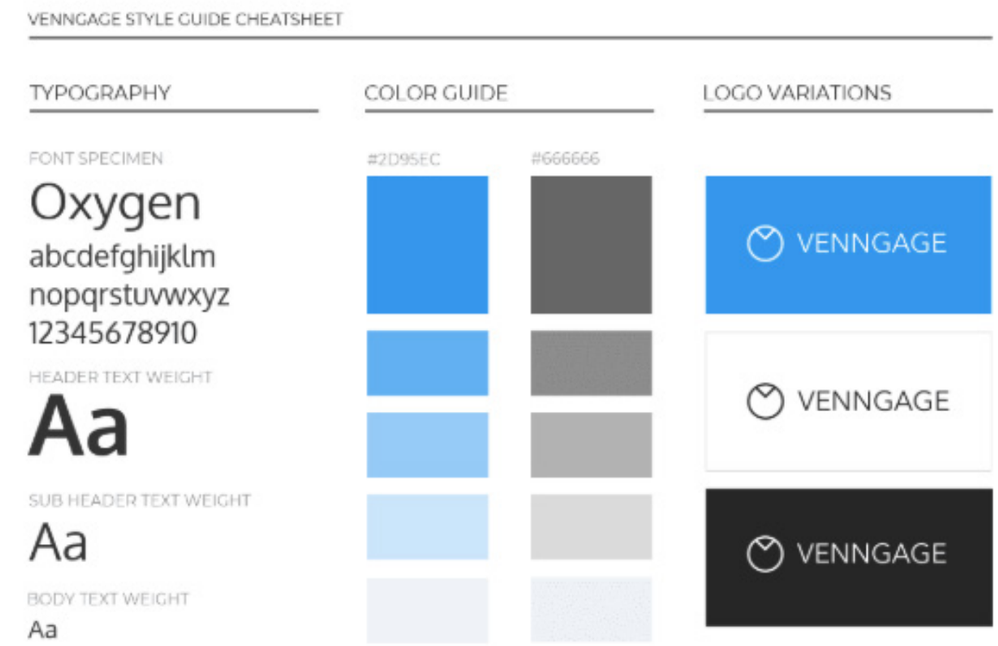
I continued experimenting with colour until I arrived at the final palette (green dot). I like the contrast of the technology blue with the warmer orange, yellow, and pink, and the off-black adds a nice balance.

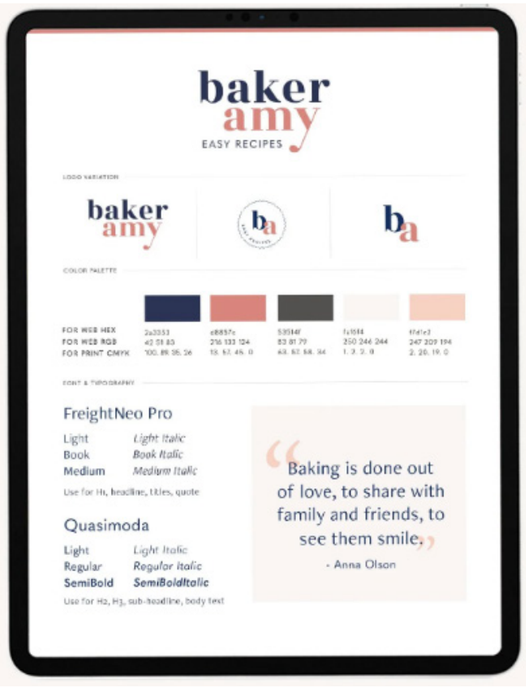


I explored different typefaces and wanted to use a mix of bold sans serif fonts with a more handwritten script font to add a personal touch to the brand.

Once I decided on Agenda as my primary font, I developed it further in Illustrator and adjusted the smoothness of the edges so it wouldn't feel as harsh for the some of the elements within in the brand (for example the logo and slogan).









Within my research for brand guidelines, I found these guideline cheat sheets, which I thought would work really well for this branding. They keep all the key elements together and can easily be expanded if the brand develops further.
I really like the compactness of these examples and the way the information is organised.



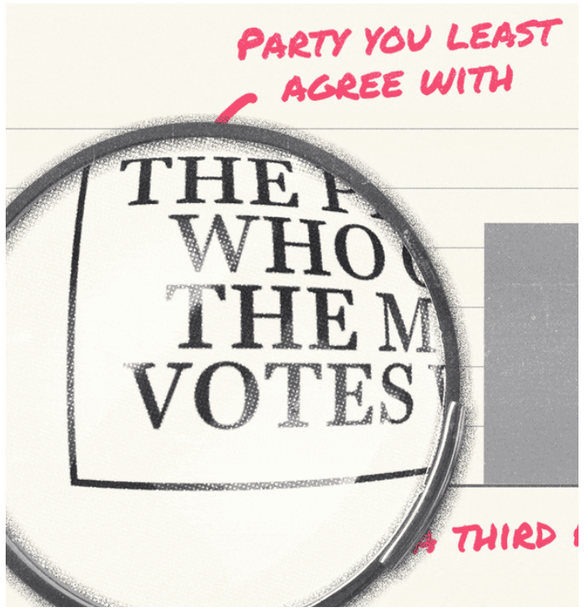
Turn up the energy
https://www.behance.net/gallery/193071525/Coca-Cola-campaign-Khud-Ko-Jagaa-Ek-Thanda-Lagaa?tracking_source=-search_projects|campaign+branding+brand+identity&l=71

I like the way coca-cola have used the same look but multiple messages through the imagery. I also really like contrast between illustration in the background and photography in the front and the clear but simple slogan. I'd like to incorporate something similar in my own animation to show the 'what you could be doing instead' idea.



Olympics Paris 2024
https://www.behance.net/gallery/204967453/Olympics-Paris-2024-NBC-Sports?tracking_source=project_owner_other_projects&

I really like how they have manipulated the imagery, using the blue and texture across the skin. I also really like the textures and brush strokes.



Two Parties
https://www.behance.net/gallery/194823195/Two-Parties-Vox-?tracking_source=search_projects|animated+infographic&l=12

I really like the infographic nature to this animation, it shows information in a clear but interesting way and helps the audience to understand easier. This is something I would like to include in my own animation when it comes to visually showcasing the concept of time.



Anyways: Olympic Yoodles
https://www.itsnicethat.com/articles/yoodles-anyways-creative-youtube-animation-project-140824

Really nice visuals and colours. I love the movement within the illustrations and exaggerated features.



Selfwealth
https://mightynice.com.au/project/selfwealth-growin-to-the-moon/

Here I love the use of illustration and photography and how they have merged the two.



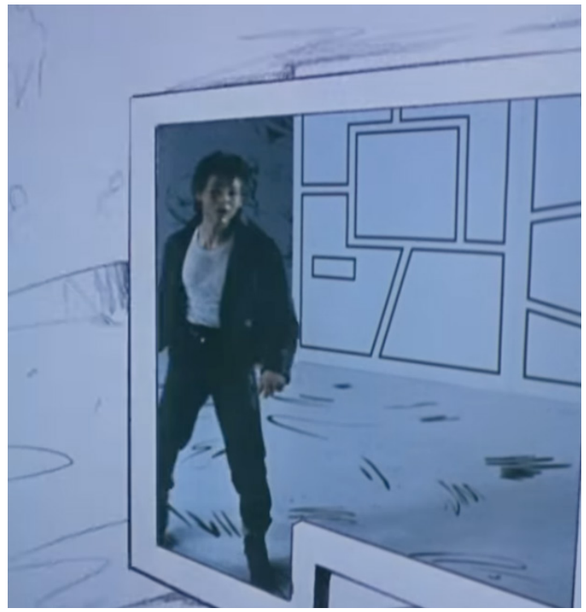
Plastic Awareness
https://www.behance.net/gallery/199812577/Plastic-Awareness-Explainer-Video?tracking_source=search_projectslplastic+Awareness+-explainer+video&l=0

I love the bold colours and how simple shapes are enough for the viewer to know what they are being shown, For example the trees etc.
I also like the timing and movement of the objects and how they have used the type in the animation.



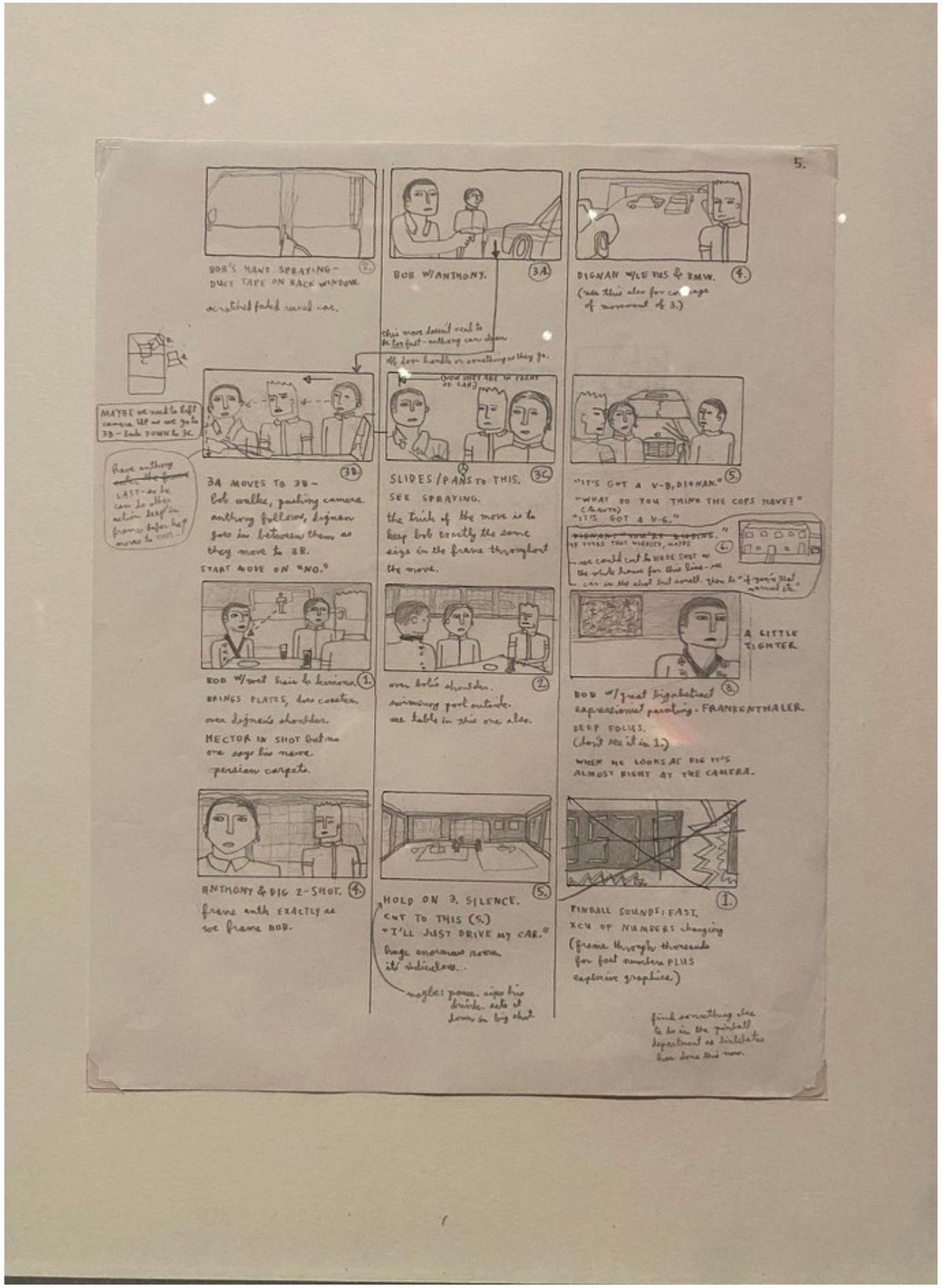
Why does Starbucks blend coffee?
https://www.youtube.com/watch?v=-Seeig-GkPJI

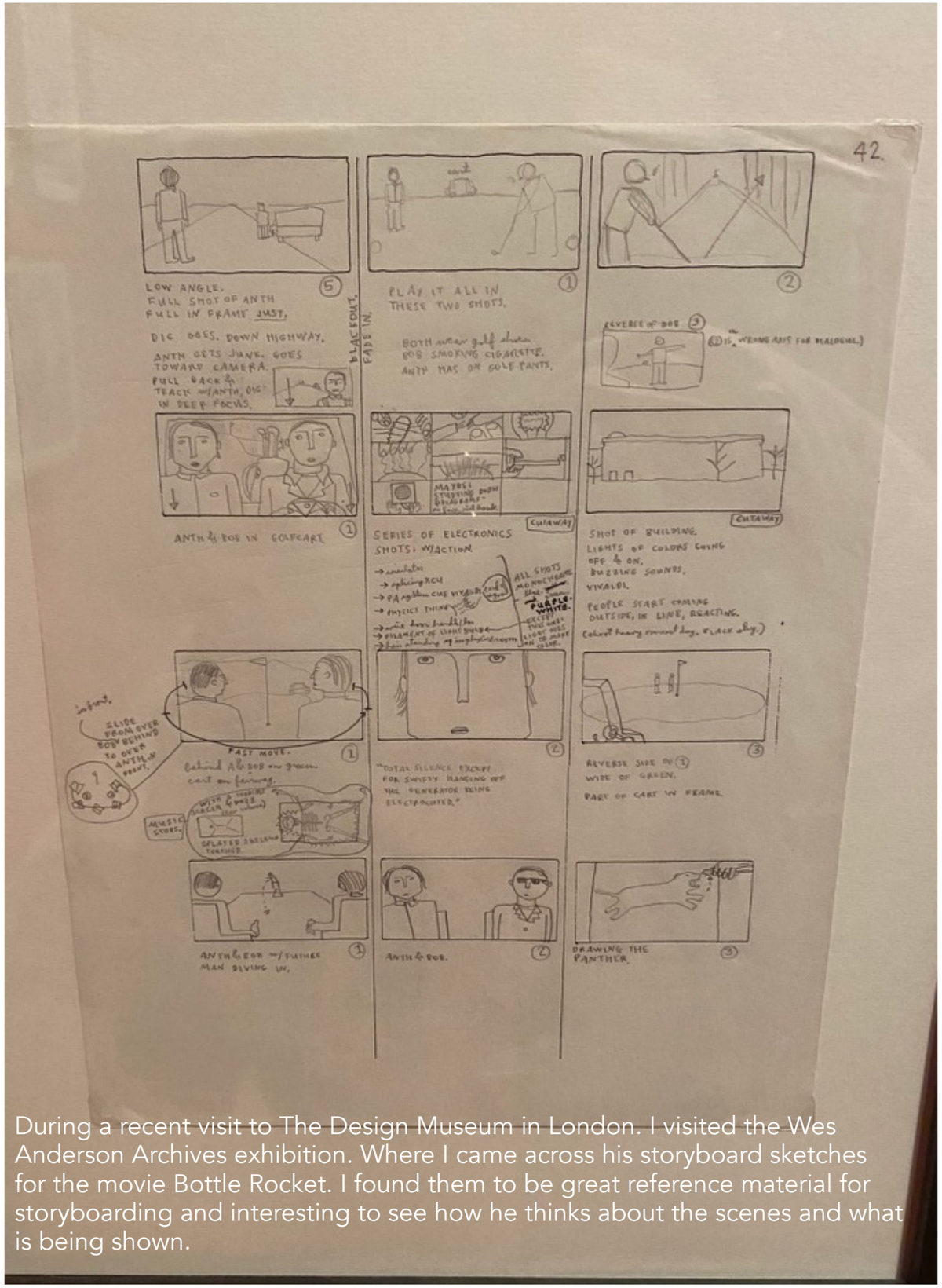
I really love the movement of objects in this animation and the camera moves. The scenes blend together seamlessly and the timings are great. I also love the colour choices and visuals.



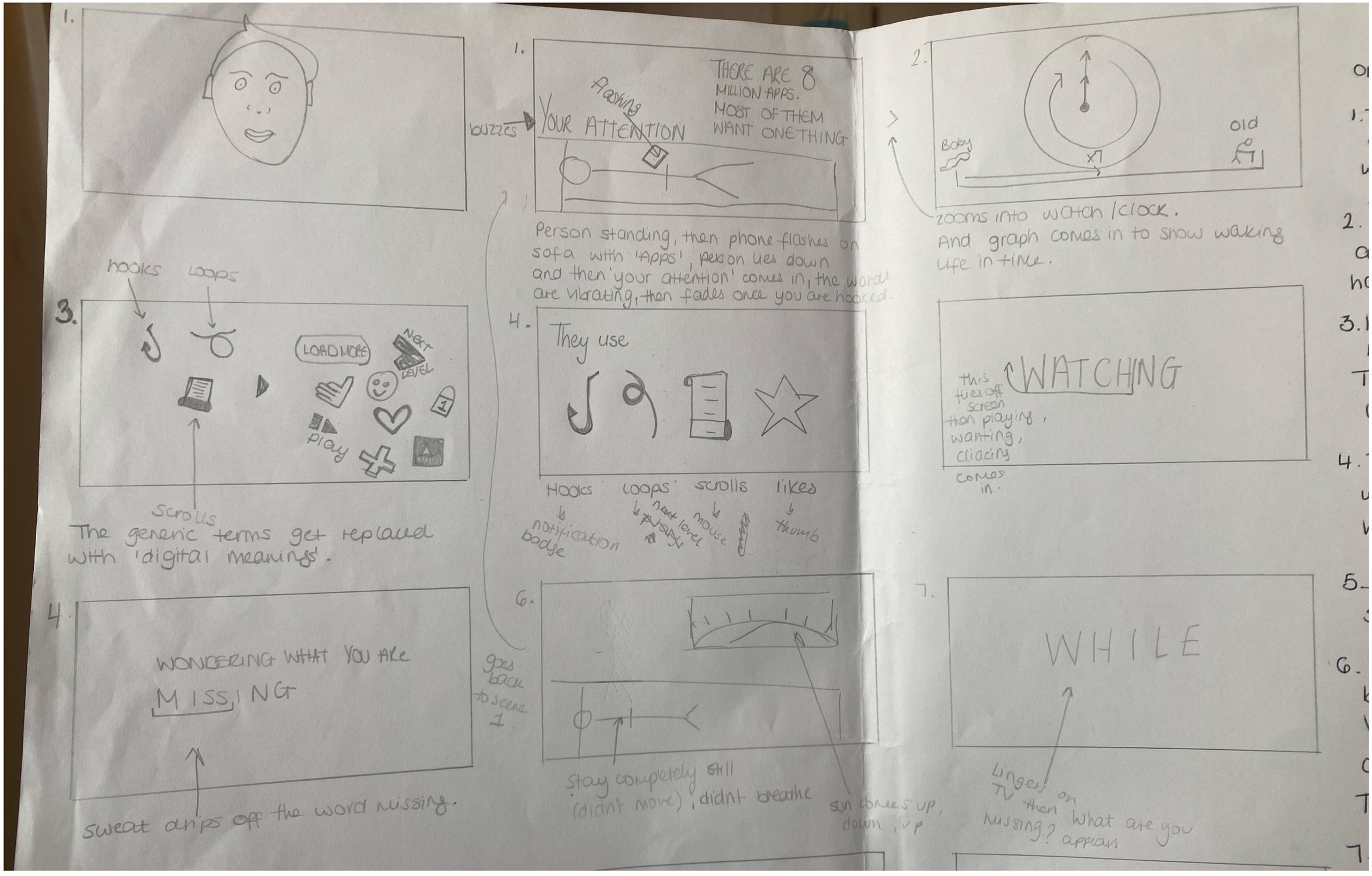
a-ha. Take On Me
https://www.youtube.com/watch?v=d-jV11Xbc914

Again I really like the use of illustration and imagery. The story telling is clear. I really like the style and how fast the scenes change. I like the flickering effect that is caused by the drawn elements changing.





During a recent visit to The Design Museum in London. I visited the Wes Anderson Archives exhibition. Where I came across his storyboard sketches for the movie Bottle Rocket. I found them to be great reference material for storyboarding and interesting to see how he thinks about the scenes and what is being shown.



I used this storyboard to try and visualise the words and my ideas. I wasn't 100% on the script, but I had enough to explore initial concepts. It was a useful process to help me plan how the message would get across.

Draft 1:

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 screens.
   That's almost half your waking life

3. It's not by accident.
   It's addiction.
   They use hooks, loops, scrolls, likes

4. They keep you watching, playing, wanting, clicking.
   Wondering what you are missing

5. And while you were clicking…
   something real slipped by.

6. You didn't move, you didn't breathe.
   You said you'd only check one thing.
   and then it was tomorrow.

7. While.
   What are you missing?

Here I started developing the script and narrative for the animation. I wanted it to have a clear message without feeling preachy. The tone of voice needed to be friendly, explain the problem, and encouraging.

Draft 2:

1. There are eight million apps, and most of them want on thing - your attention.

2. So the average person lives 81 years,
   You spend approximately 7 hours a day on screens,
   That's 23 years and 7 months of your life

3. It's not an accident.
   It's addiction.
   They use hooks, loops, scrolls, likes.

4. While you were watching, playing, wanting, clicking.
   Wondering what you are missing

5. You said you'd only check one thing.
   Then it was tomorrow.

6. While.
   What are you missing?

Draft 3:

1. This is Sally,

2. If she's like the average person, she'll live about 81 years,
   She'll spends around 7 hours a day on screens,
   That's 23 years and 7 months of her life, missed.

3. This is not by accident,
   It's addiction, we're wired by hooks, loops, scrolls and likes.

4. While we scroll, swipe, refresh,
   The moments worth living slip by.

5. Like Sally, what are you missing?

6. While <brand>

Draft 4:

1. (0:00) Let's talk about this..
   (pause 1s)

2. (0:03) The average person lives around 81 years.
   And spends about 7 hours a day on screens.
   That's 23 years and 7 months, gone.
   (pause 1s)

3. (0:13) This isn't an accident.
   It's addiction.
   They get us hooked with loops, scrolls and likes, so we can't stop.
   (pause 1s)

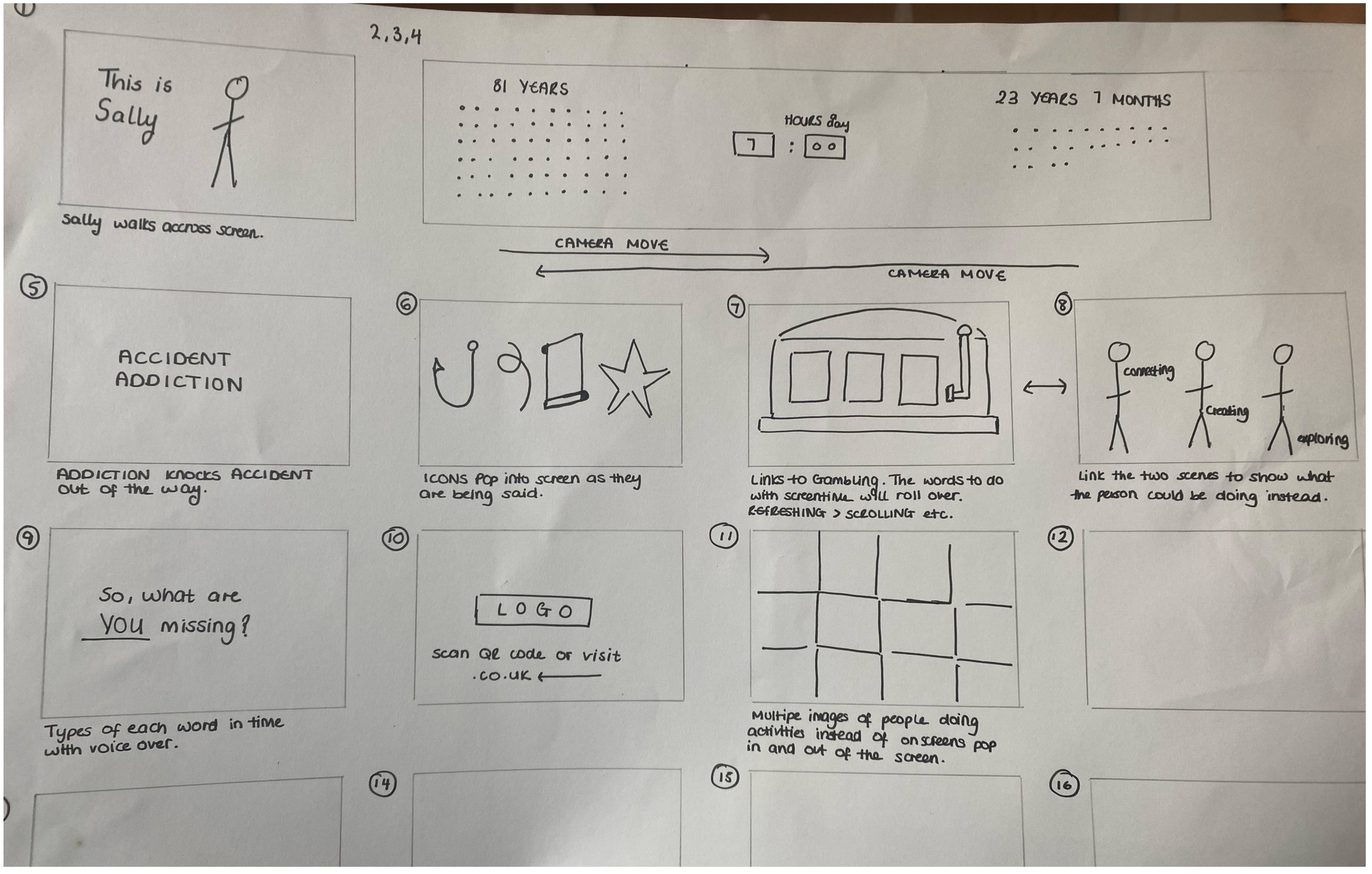
4. (0:22) While we scroll , swipe, refresh,
   The real moments (connecting, creating, living) slip away.
   (pause 1s)

5. (0:28) So.. what are you missing?
   (pause 1s)

6. (0:30) Take the pledge. Ditch the screen. Join the challenge.
   'Unplugged 30' - a 30-day detox from your most-used platform and get you back.
   (pause 1s)

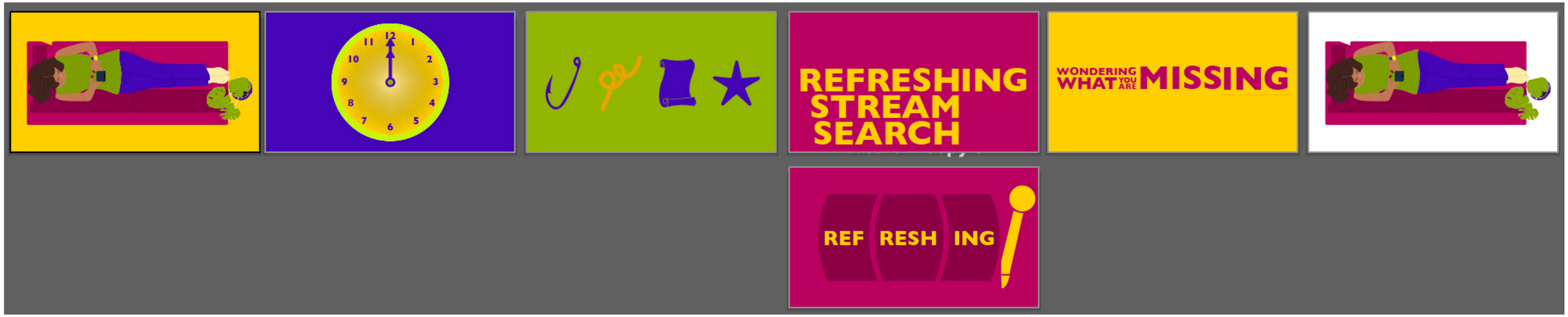
7. (0:38) Scan the QR code or visit www.while.co.uk to find out more.
   (pause 1s)

8. (0:42) While.



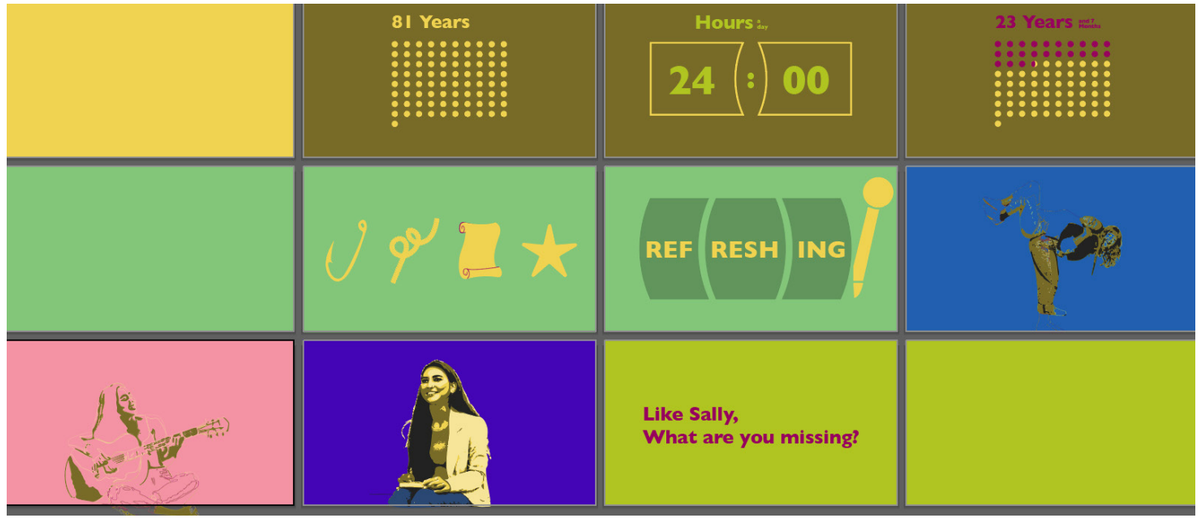
This next story board I have a clearer idea on the direction the animation was taking and I developed the ideas that worked best further. Thinking more about transitions between scenes and flow.

Digital storyboard 1

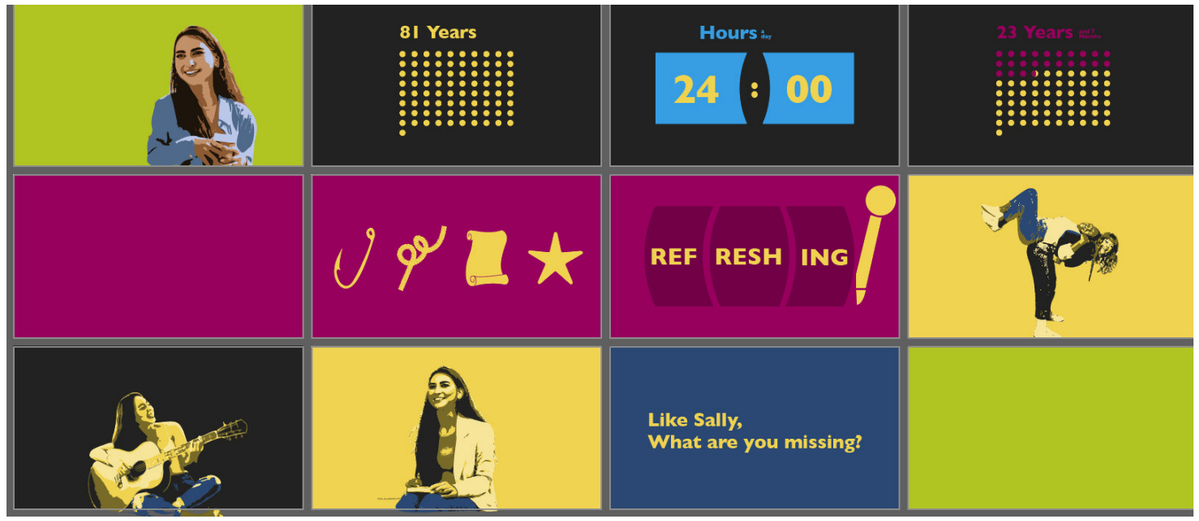


This first storyboard is a digital mock-up of the first hand drawn storyboard I created. It has illustrations my initial colour palette. This was a good process to go through as it allowed me to experiment with Adobe After Effects and some of the design choices I have in the final animation. I did really like idea of using illustration, however as I'm not that confident with illustration, I felt they weren't strong enough to carry the message. So I started thinking about using photography instead.

Digital storyboard 2



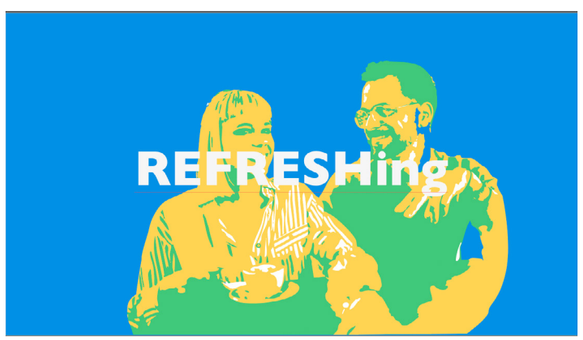
Digital storyboard 3



In Storyboards 2 and 3, I was developing the colour palette and thinking about the script and narrative of the animation. In scenes 2–4, I wanted to show the concept of time in an animated infographic format, as I felt this best represented the message. In scene 5 I also developed the idea of showing screen time as a form of gambling by placing the words inside a slot machine to convey how addictive devices can be and how they hook you.
I also was experimenting with the 'Sally' character to make the animation and message more relatable.

Please watch (In development folder):
1. Animation Development 1
2. Animation Development 2







Instead ofs:
Refreshing > Socializing
Searching > Traveling
Watching > Listening
Glancing > Laughing
Checking > Learning
Snapping > Cooking

Wanting > Creating
Clicking > Dancing
Sharing > Reading/ relaxing
Swiping > Exercising
Typing > Talking
Liking > Playing

Now that I wanted to incorporate more characters into the animation, I began thinking about contrasting words and the 'instead ofs' of screen time - things people could be doing instead of being on their screens. I image-traced the images to give them a more illustrative, textured feel and make them look less like stock images.

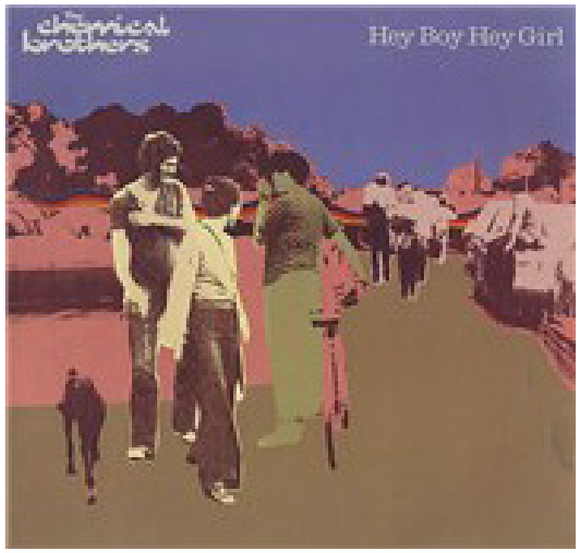
Digital storyboard 4



At this stage, I had chosen my colour palette and was becoming more confident using Adobe After Effects, which helped me visualise what I could achieve in the program. I was happy with the concept; however, I still wasn't sure about the Sally character and felt there was room to further develop the script. I was satisfied with some of the imagery I had chosen, but felt that others needed replacing, so I began experimenting with the images further.

Kate Gibb





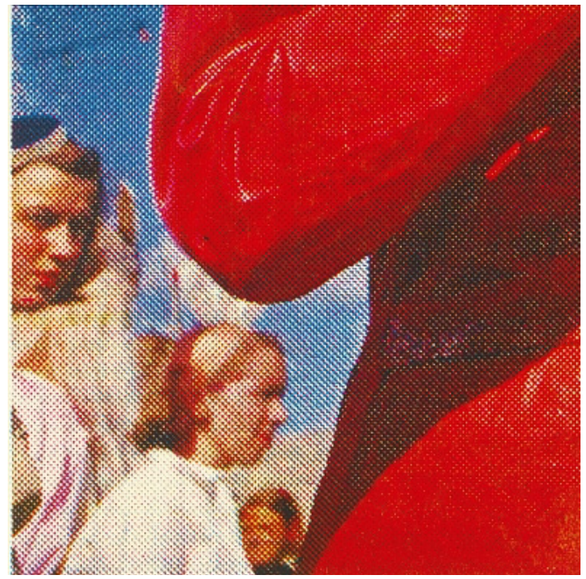












My lecturer drew my attention to the Chemical Brothers' album artworks by Kate Gibb. I really like the effects she used across the albums and how she manipulated the imagery. This was something I wanted to try and replicate with my own images for the campaign.

Original Image





















Blue



Black



Yellow







At this stage, I was still working on the script and still considering using Sally as a character in my animation.
I began manipulating the original image by image-tracing it in Adobe Illustrator, layering, adding texture, distorting, and adjusting the colours in Photoshop.
I wanted the final result to have a completely different feel from the original image. I really liked the effect of the line work and wanted to develop it further, as some areas worked well while others were too distorted.

Original Image











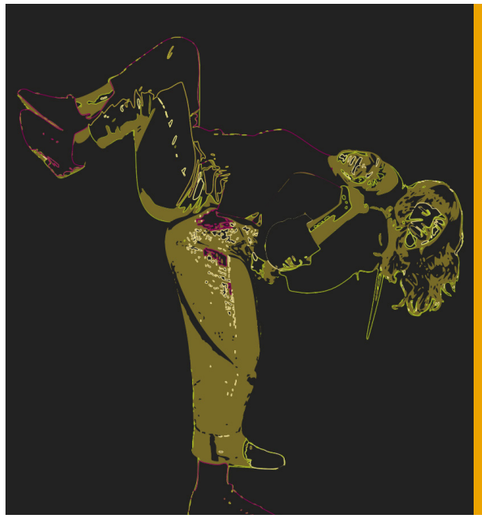


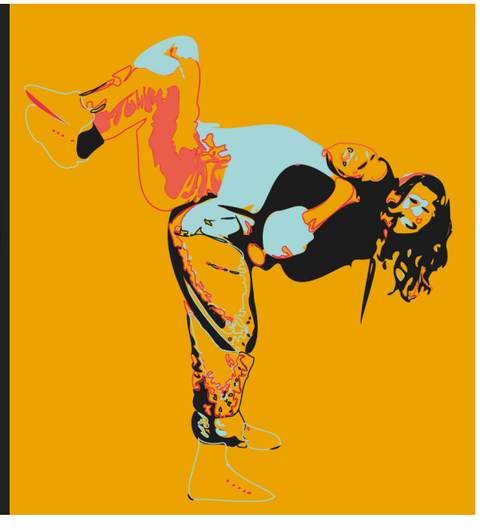


These two images I really liked, and I knew at this stage I wanted to incorporate them into the animation. I developed only these two images first to see which effect I preferred before working on the others. Similar to the previous page, I really liked the line work; however, I felt it worked better with the guitar image than with the two girls below. At this stage, I decided it might work better to trace the images by hand instead of digitally.

Original Image

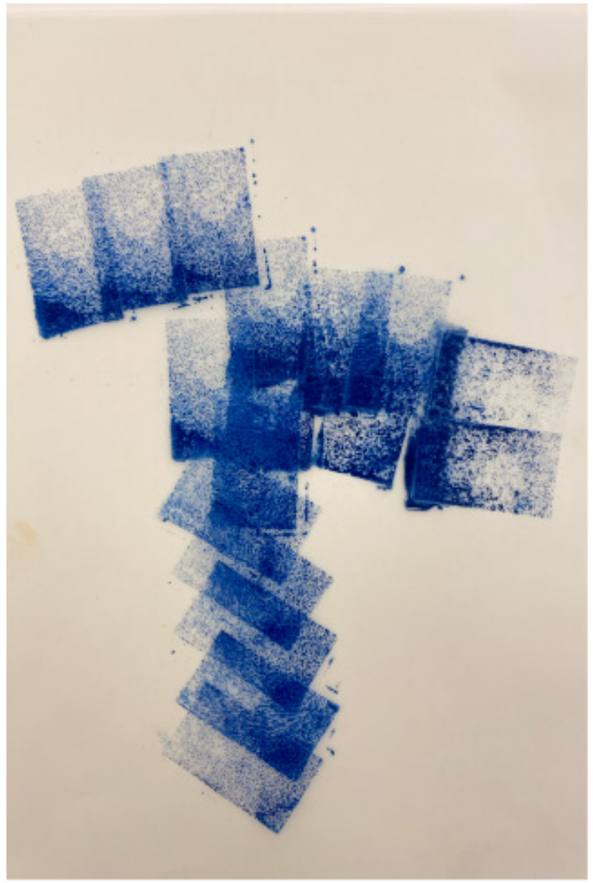


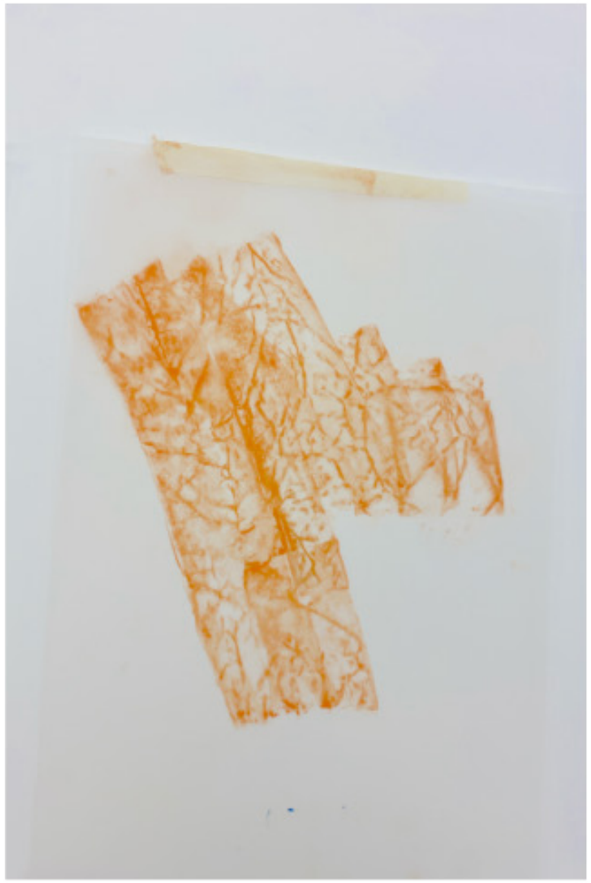






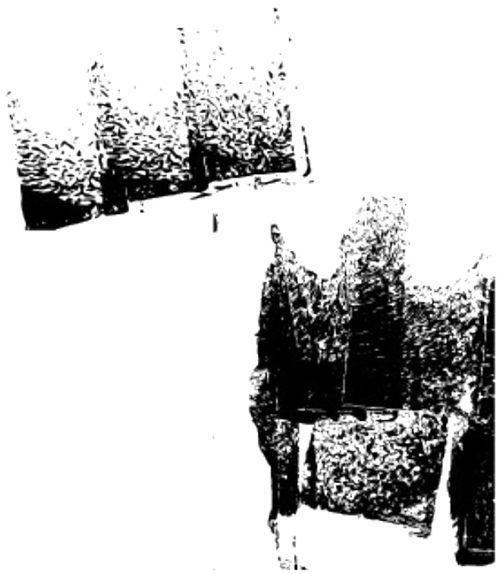




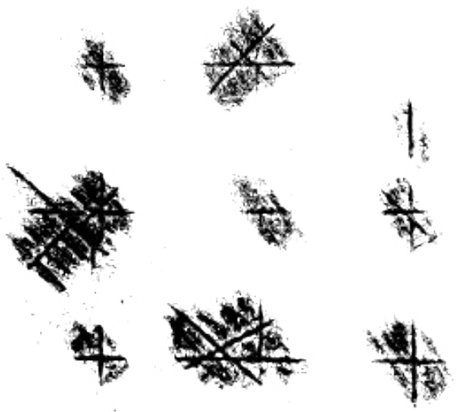




Using some of the materials available on campus, I experimented with ink pads, wax crayons, and chalk crayons. I wanted to create textures that could be used for backgrounds and strokes. I wasn't sure how they would turn out, but I ended up creating the brushes shown below in Adobe Illustrator, and they worked really well for the type strokes and shapes.

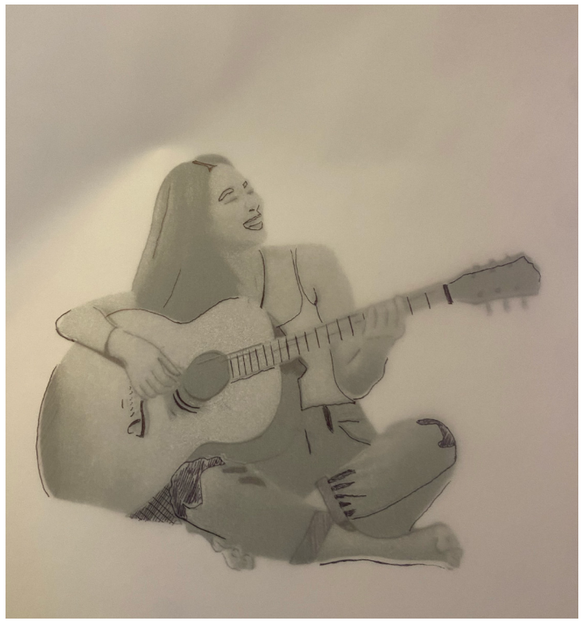








Brushes.













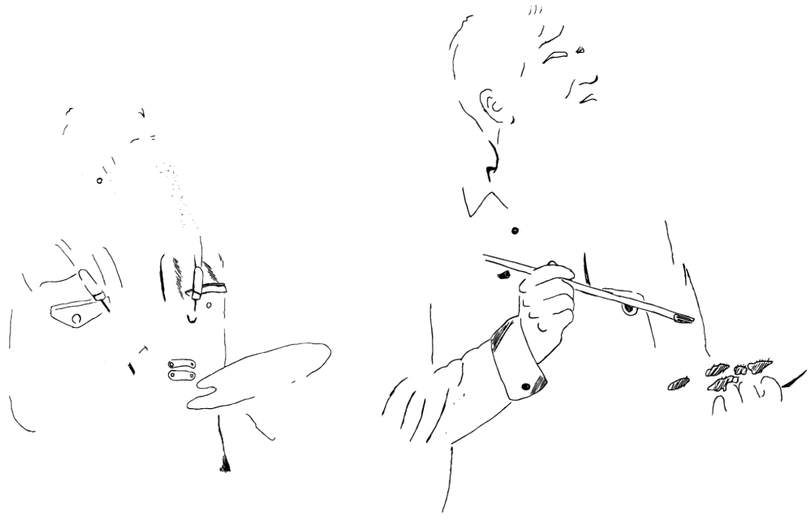




For the hand tracing, I did two lots of tracing paper and traced different parts of the image on each piece of tracing paper. I did this so that I could use different colours afterwards on each layer once I had scanned them in. I really like this effect, and I found I had a lot more control in comparison to when I did it digitally. I found this method worked better across all of the images rather than just a few.

Finals



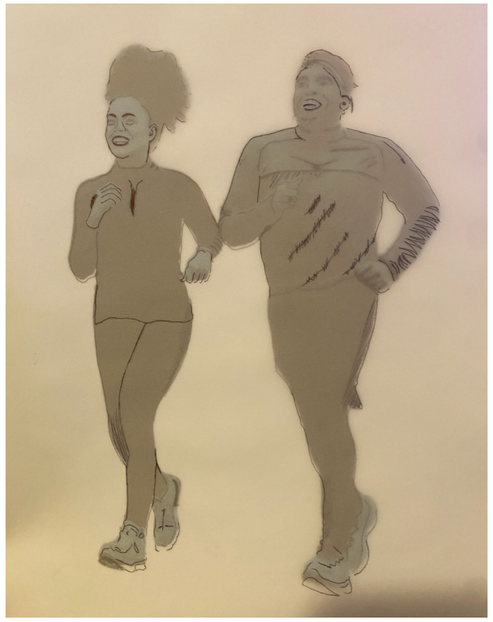




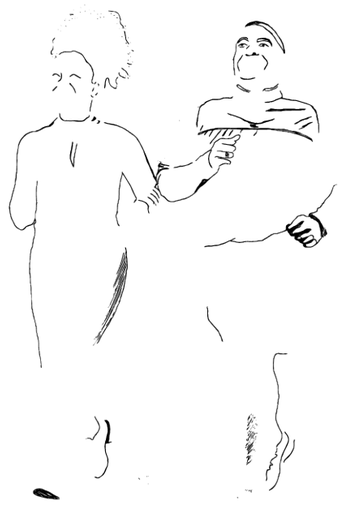












Finals











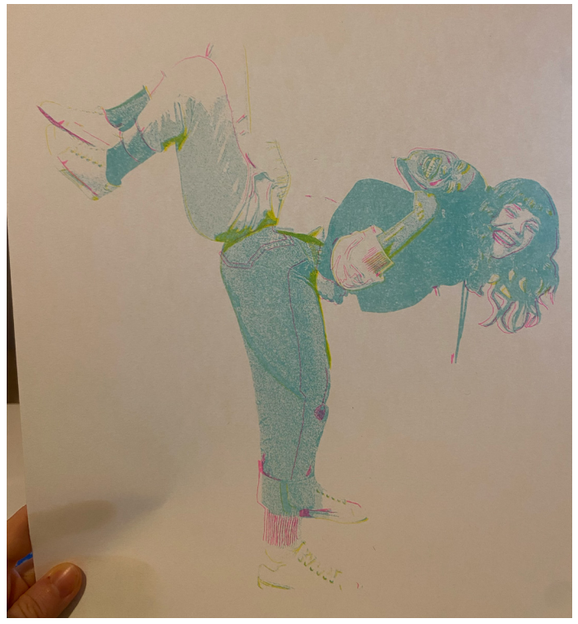


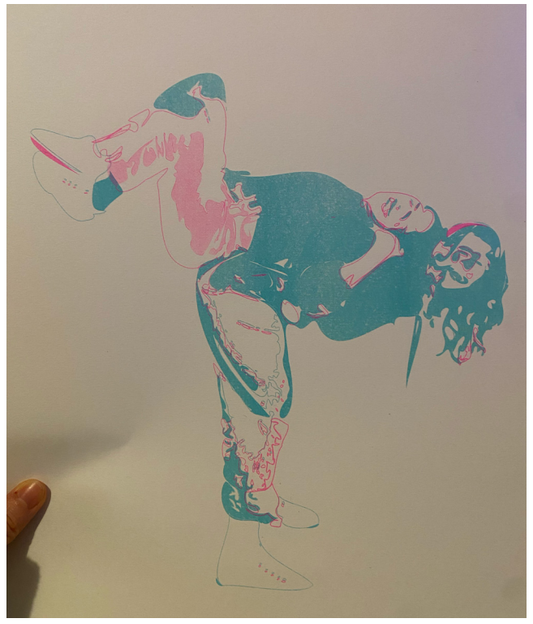


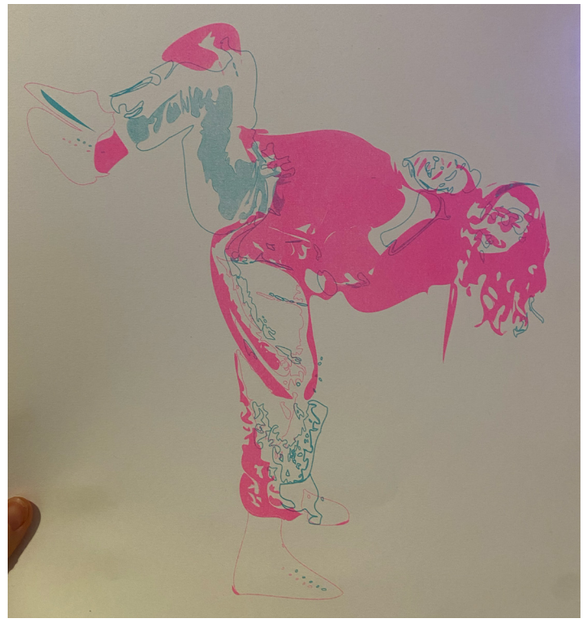


I also wanted to experiment with both the digitally traced and hand-traced outcomes to see how they looked when printed on the Riso printer. Although I enjoyed the process, I felt the line work was more effective when I scanned the hand-traced drawings and then manipulated them digitally.





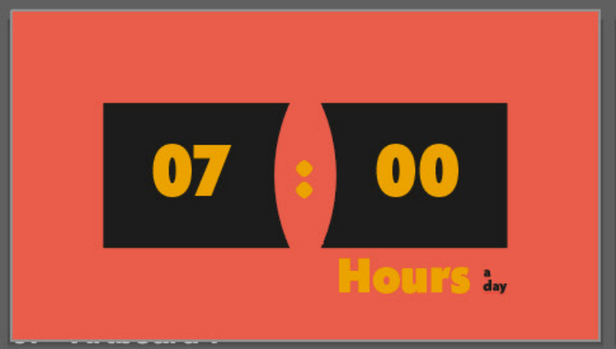




Digital storyboard 5 (Final)























19 - Artboard 21



Challenge name ideas:
No phonuary
Phone detox
30 day free
Unplugged
30 days unplugged
Offline 30

May-Be Offline
Unhooked 30
Switch off 30
May tech ditch
Screen ditch
Ditch the tech
Ditch the screen

With my imagery complete, I revisited my script and storyboard and decided to remove Sally, giving the narrative a more open, conversational feel.

I felt the animation needed a stronger call to action, so I created a challenge for viewers: a 30-day detox from the platform or device they use most.

I continued developing the animation in After Effects and recorded the voice-over, which took several attempts. Fortunately, because I had a strong storyboard and script, recording the voice-over halfway through the creation didn't cause timing issues. In hindsight, however, I would record the voice-over first next time, as it may not go as smoothly next time.











I wanted to create advertising for the campaign that was bold and attention-grabbing, so I looked into guerrilla advertising. I found all of the examples above inspiring, and I really liked their large scale. The concepts are simple but make a strong impact, which is what I find most effective about this type of advertising.







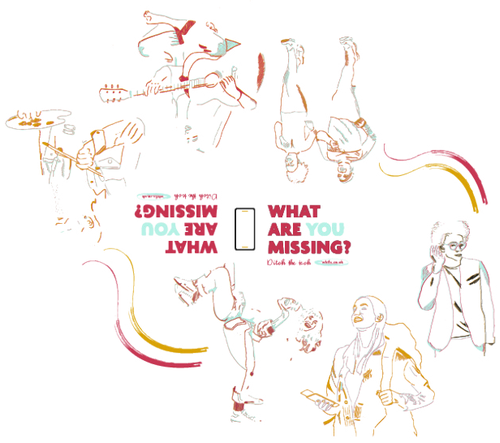




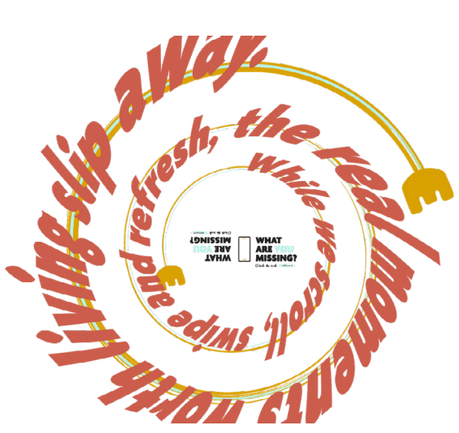


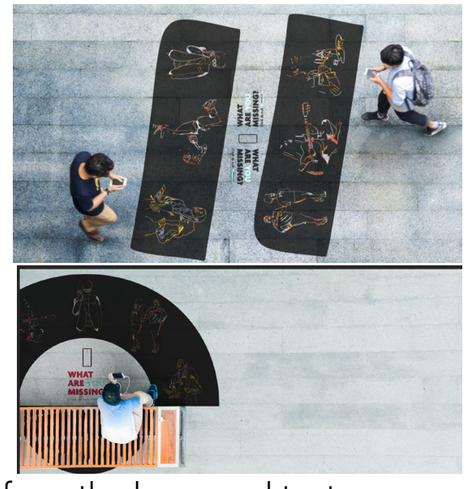








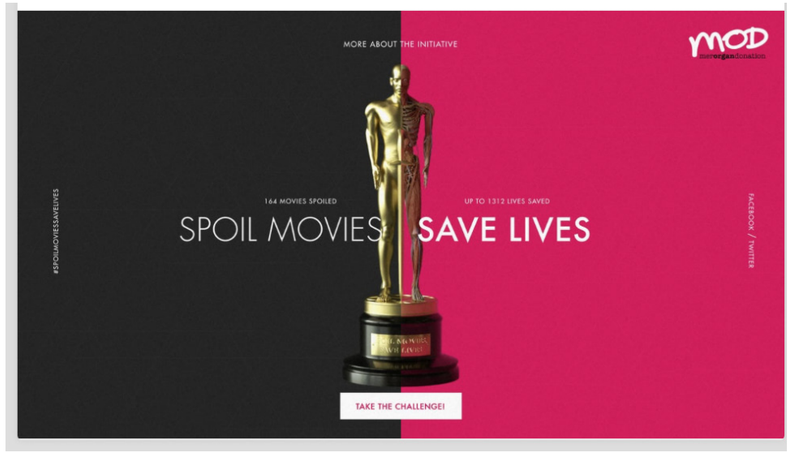




After researching guerrilla advertising, I decided to use the concept for my own campaign. Since people often walk while looking down at their phones, I felt the best way to reach the audience was to place the advertising on the floor as well. The idea is that people can point their camera at the phone icon and then take a picture of the message or design displayed on the floor. To create the designs I used parts from the animation and script, shapes from the logo, and textures from my earlier development work. The typographical designs worked best.



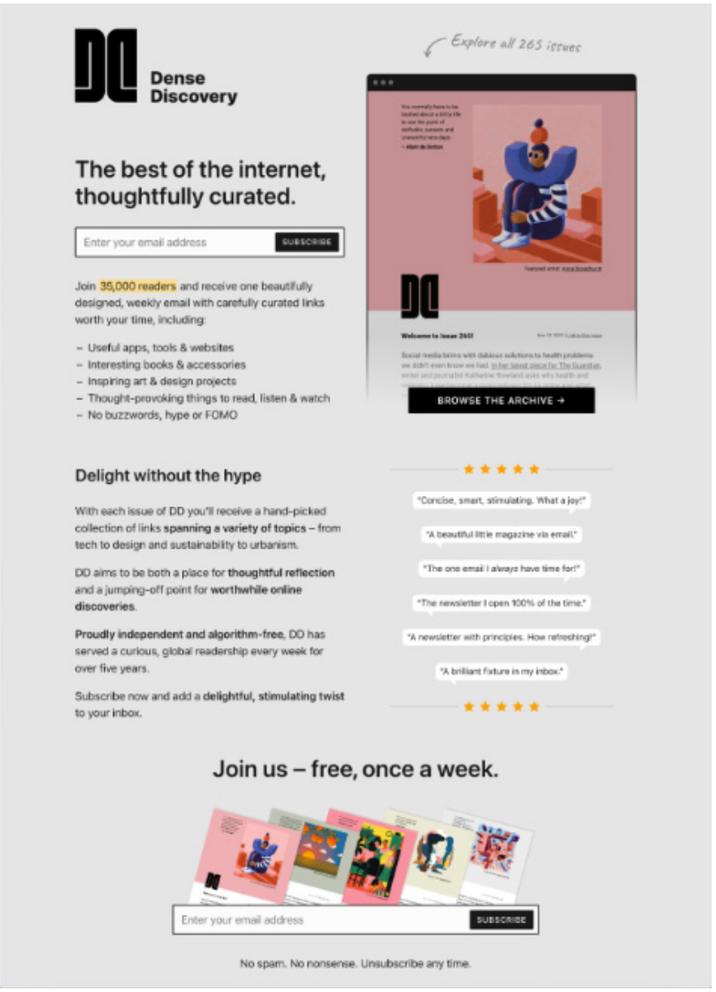
I like the bold heading and playful positioning of shoes



I like the split down the page of the two colours, creates a nice contrast



I like the bold colours, layout of images, and the orientation of the words



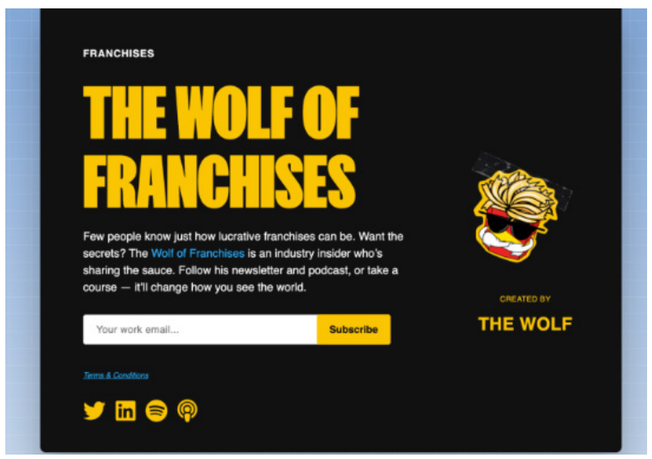
I like the layout of the page - easy to follow. Two call to action points on page.



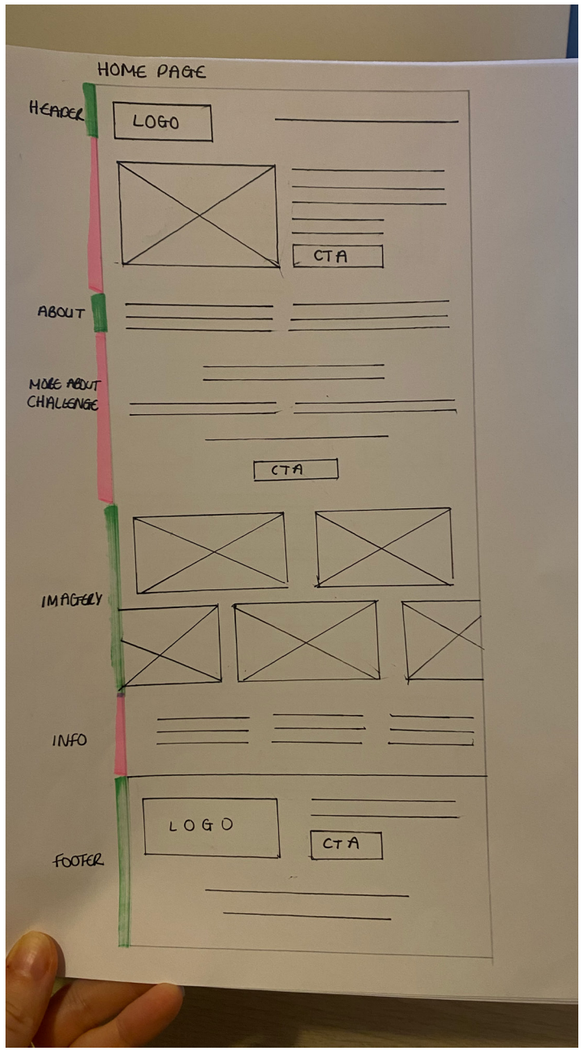
I like the layout out the type - nice hierarchy and positioning on the page

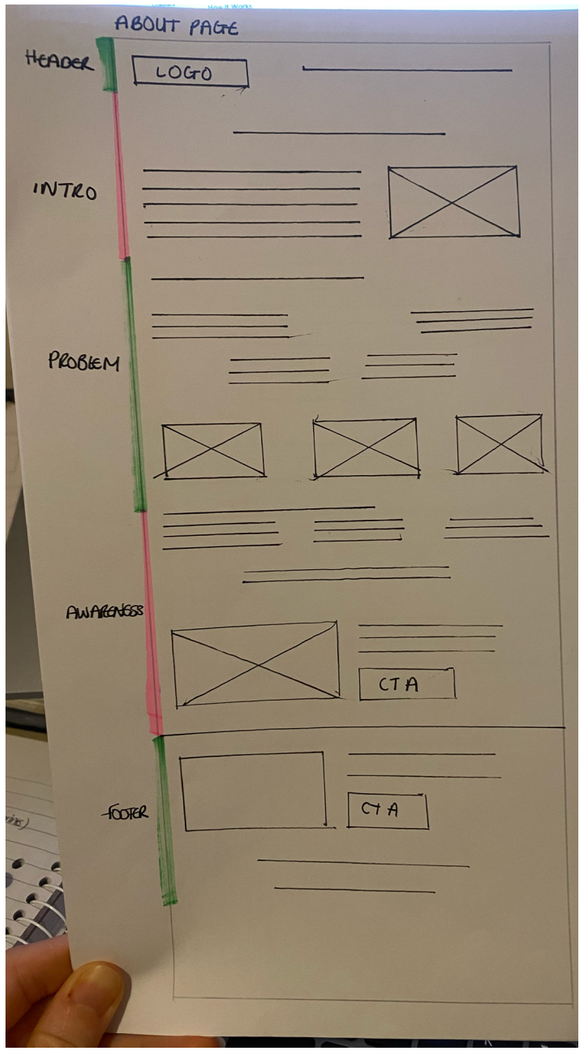


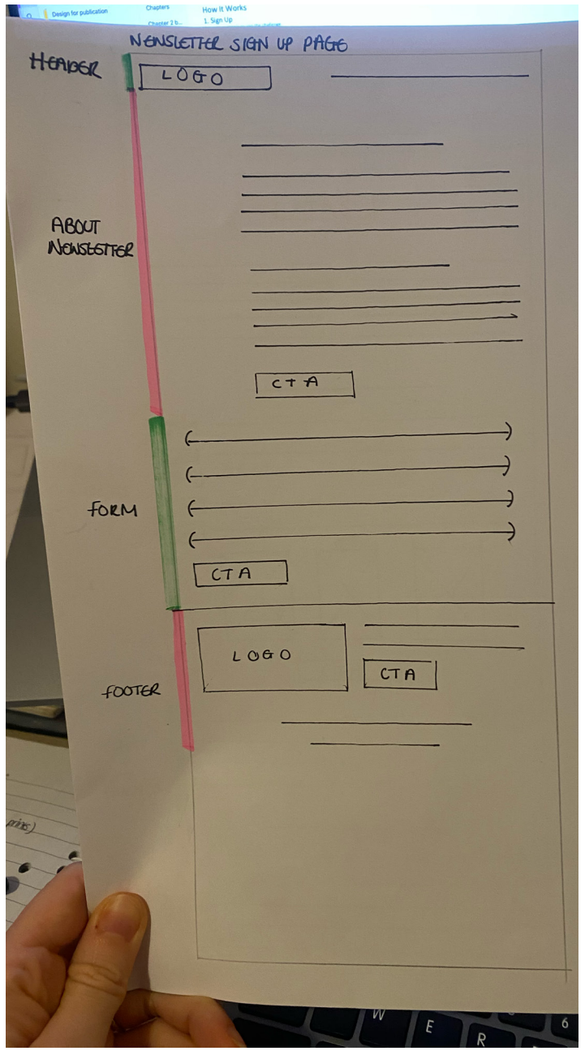
Again I like the split down the page with the colours and I like the transparent imagery in background

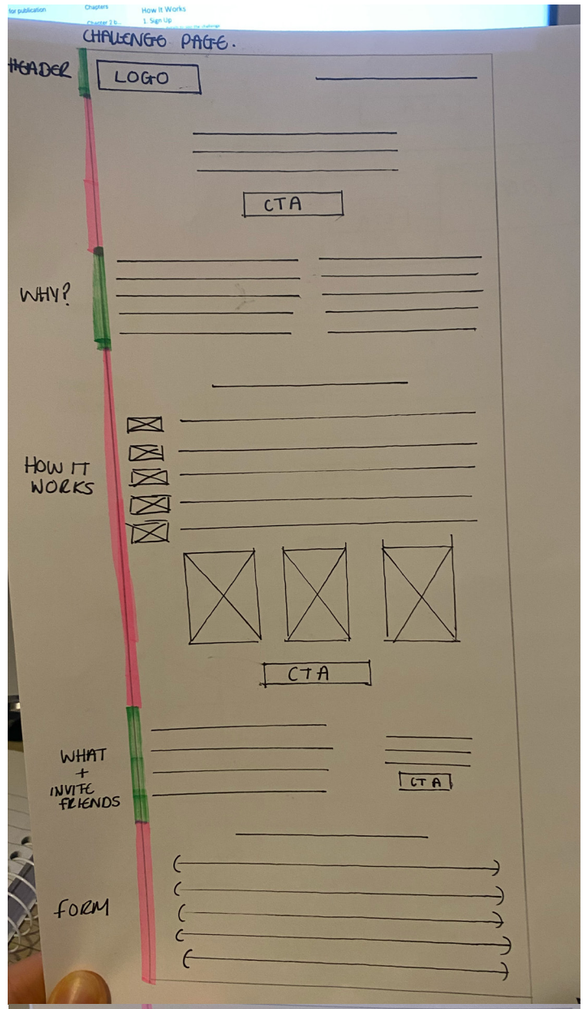


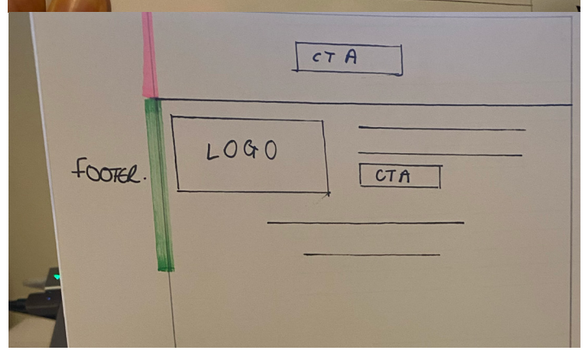
I like the yellow against the black - it pops and easy subscribe button





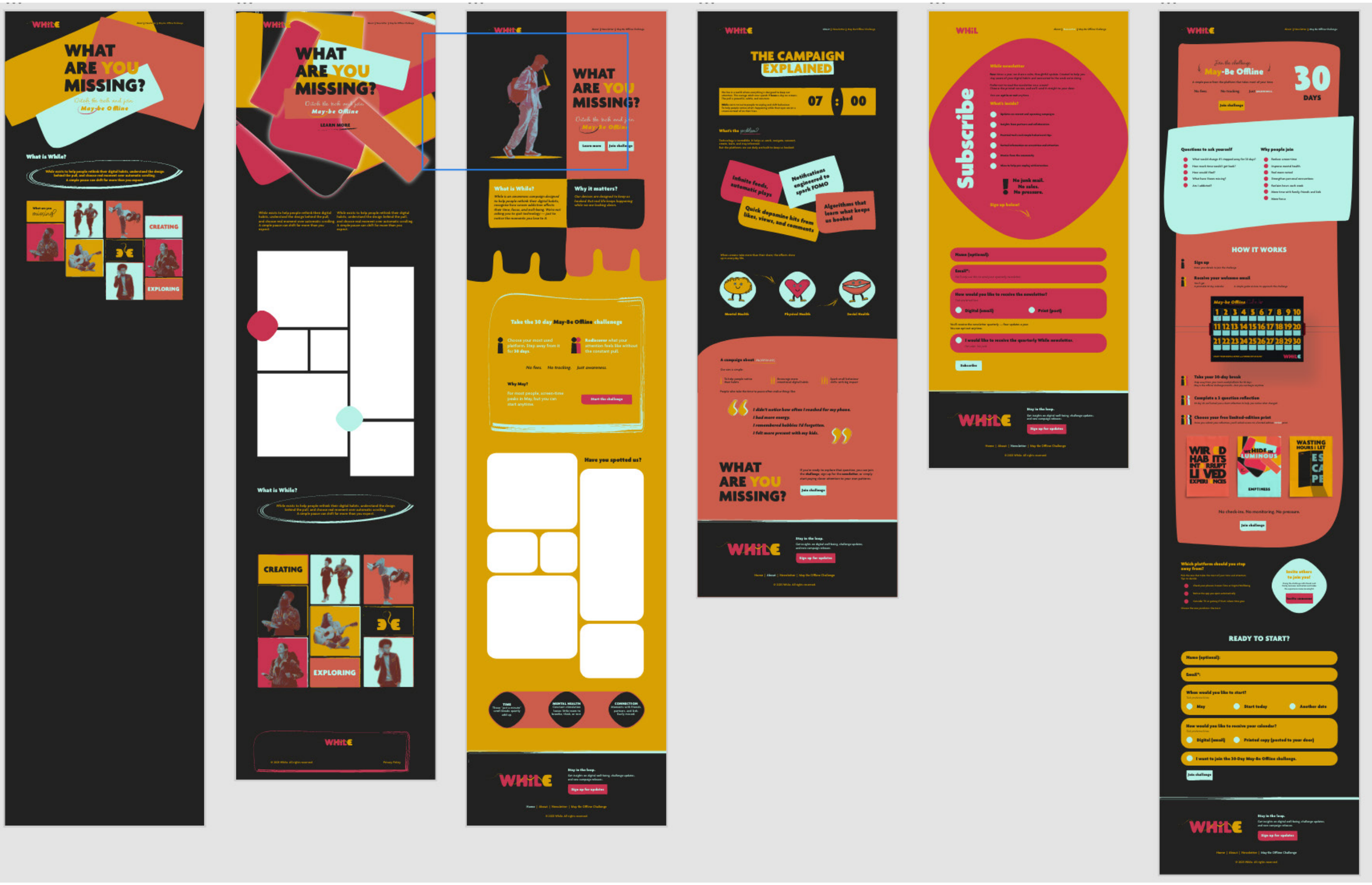






The four pages each have a clear purpose, and I wanted them to feel coherent while still having their own distinct style.

I ensured all pages included clear calls to action, an easy-to-follow layout, and minimal but informative copy and clear sections.



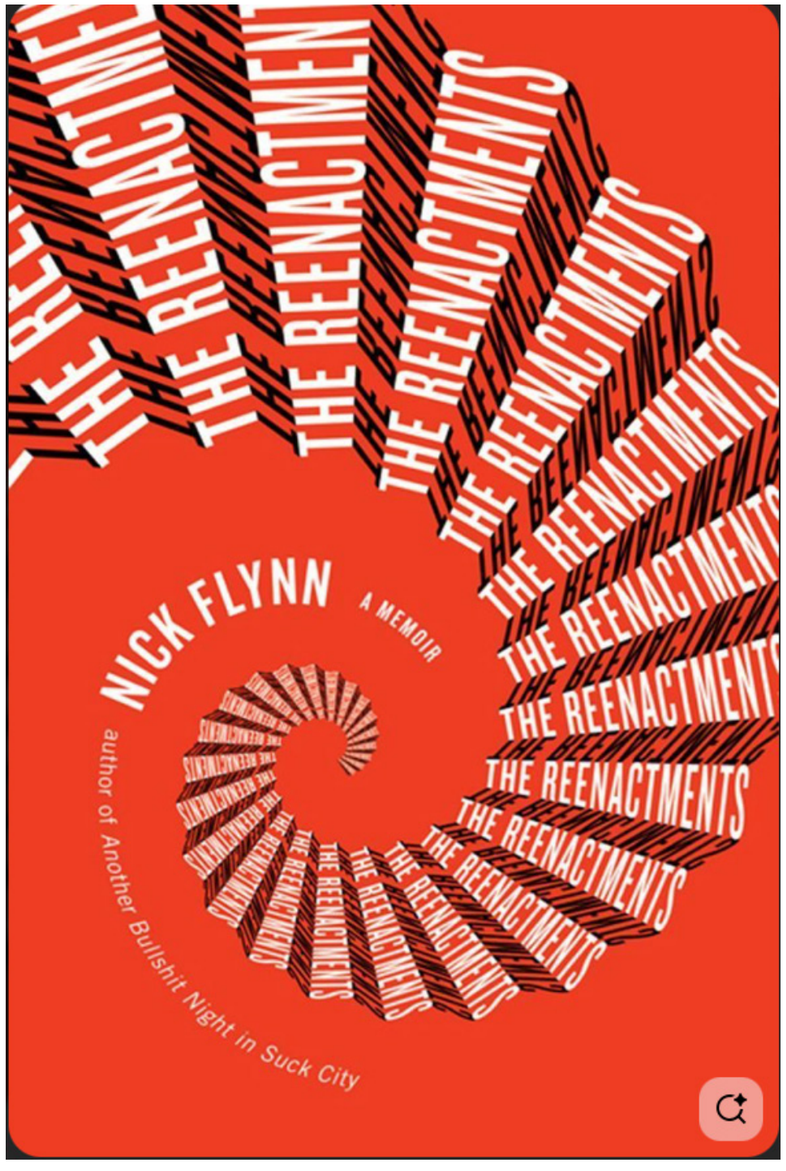
I initially began designing the homepage before I had completed all of my planning, so I paused and returned to XD once I had a clearer idea of what needed to go on the page. This helped massively when I started designing again. The pages came together much more easily and had a better overall flow and appearance.



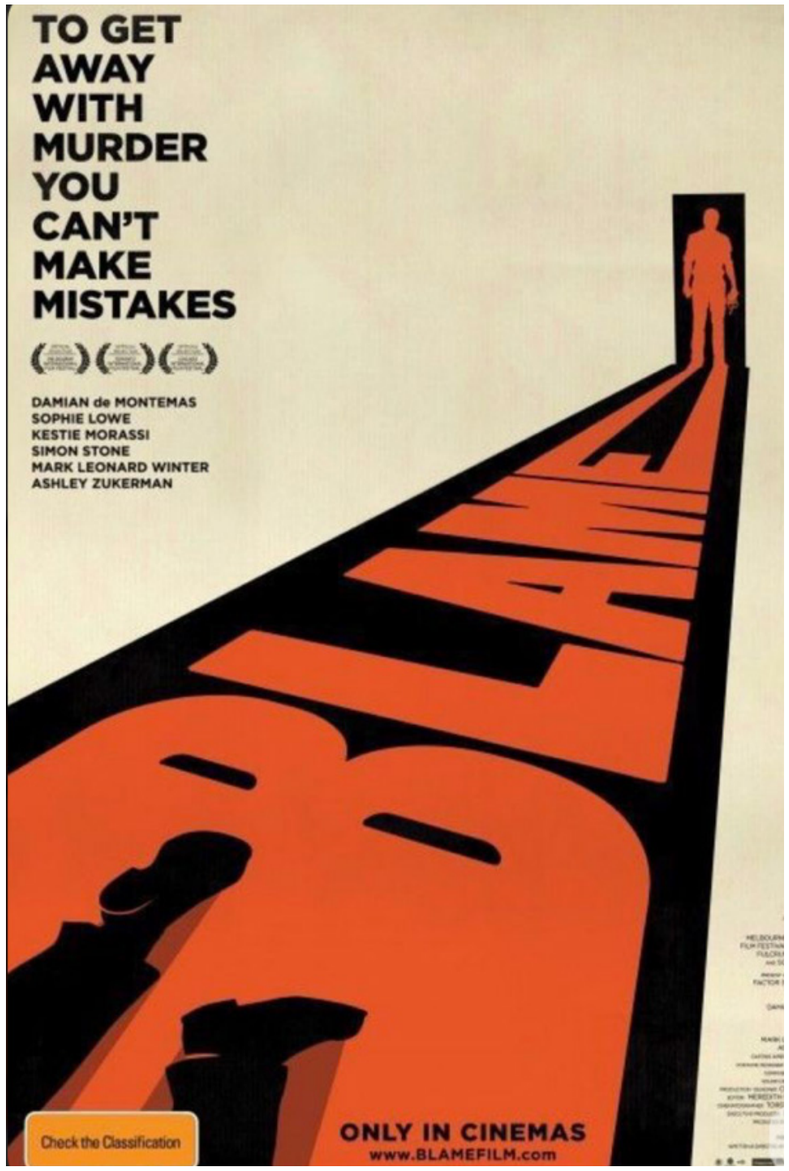
These are some of the design elements I created during the website design process. They all stemmed from parts of the logo, animation, and earlier development work. Using these sections helped the website feel coherent with the rest of the brand.

I created the stickers, which worked well both on the website and as part of the advertising. These were inspired by my dissertation research as well as the branding research.

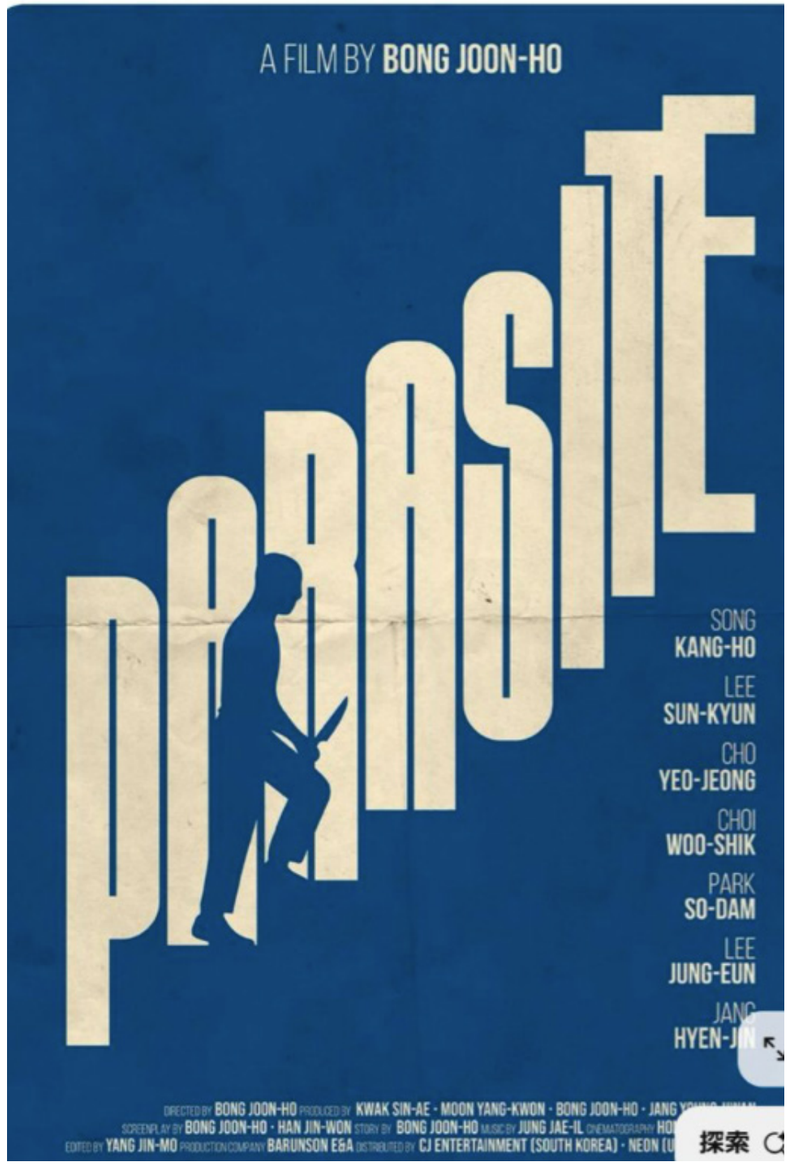
The shapes that create the pattern (red dot) are representative of devices but in an abstract format. These were also used in the animation and were inspired by the plastic-awareness animation from my earlier research.



I really like the swirl - this piece also inspired the development of my floor advertisements on page 32.

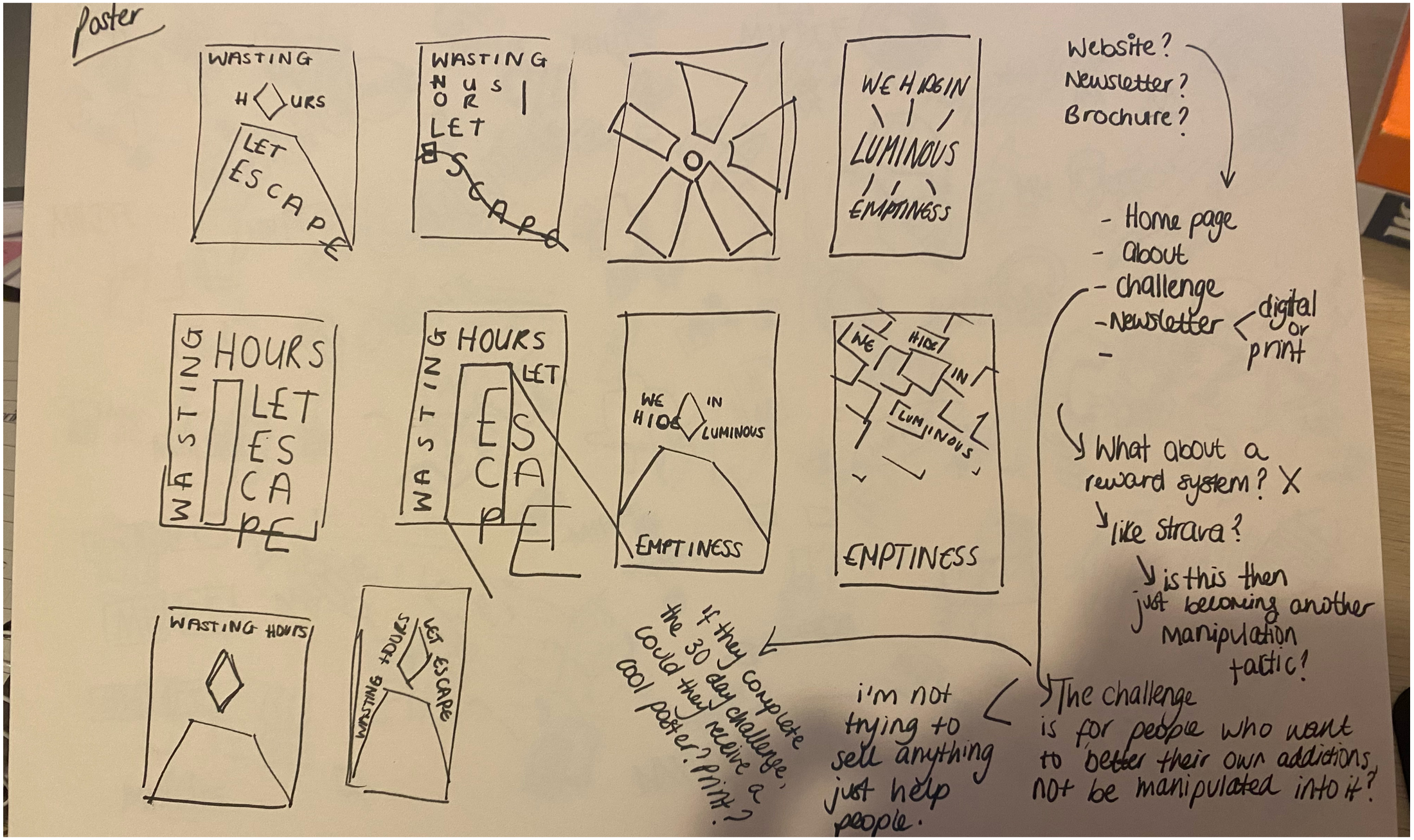


I like the doorway and the perspective of the shadow



I like the use of negative space, and how the letters represent stairs.

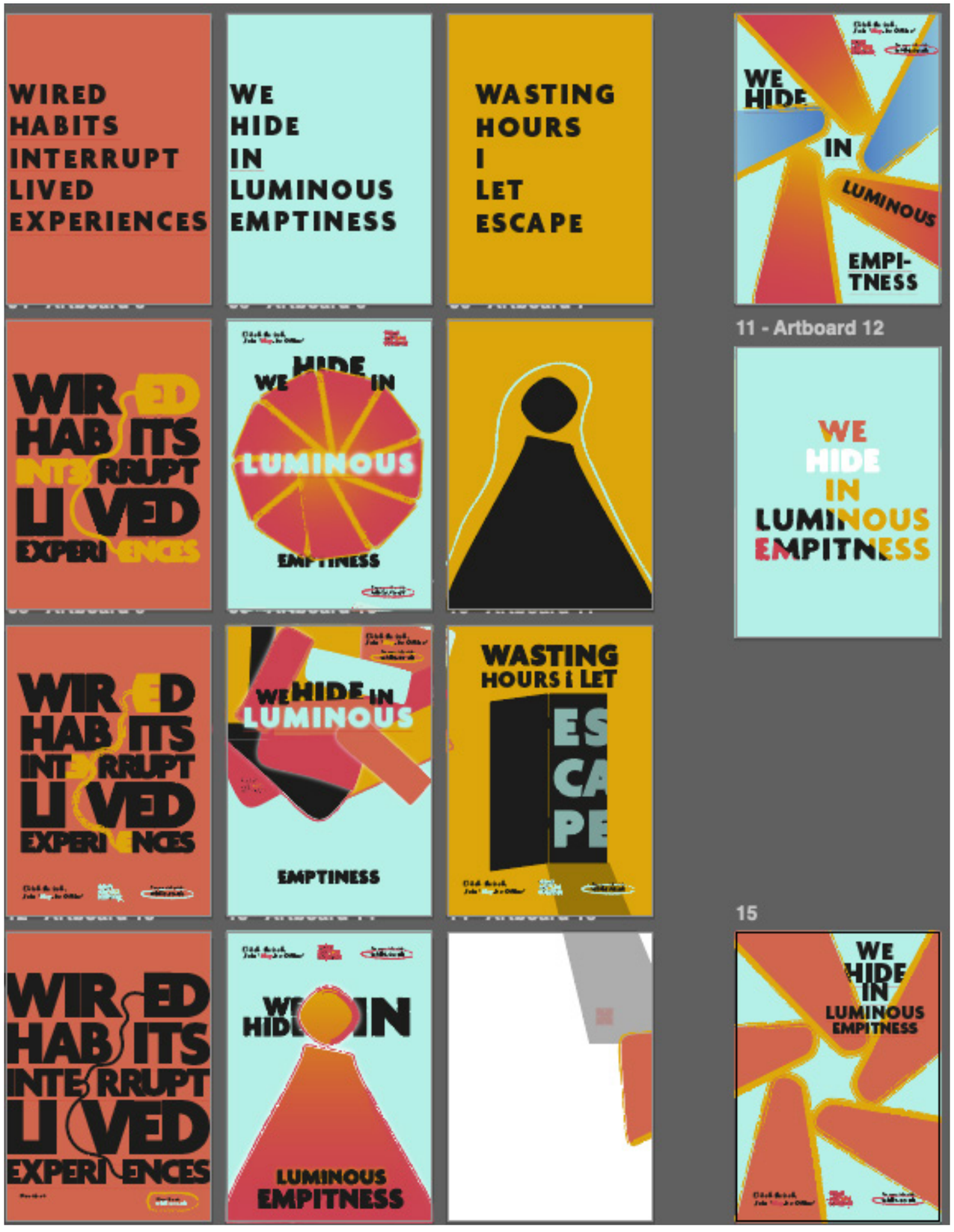
Early on in my research, I came across these posters and was drawn to the layouts and the use of typography as part of the imagery. I kept them in mind, and when I decided to create prints for the brand, I used them as a key source of inspiration. I really like the boldness and the clever design.



Prints caption ideas:

- Wasting hours impacts life's everyday
- Watching hypnotic images leaves emptiness
- Wasting hours invades life's everyday
- When hooked interests leave early
- While hooked I leave everybody
- While hooked I leave early
- When hooked I loose equally
- What happened in learning everything
- What happens inside lonely existence
- We hide inside lonely equipment
- We hide in luminous equipment
- We handle intoxicating luminous
- We hide in luminous emptiness
- When hooked ignore life's events
- Wired habits interrupt lived experiences
- When hooked interests leave easily
- Wasting hours I let escape
- Wired hours include lonely existence
- Wired hours invites low esteem
- We handle irresistibly light electronics
- We handle irresistibly loud electronics

Inspiration:
Ken Garland Manifesto &
Ian Brown F.E.A.R https://www.youtube.com/watch?v=8f8wAXDZ9D0



The idea to create the prints came from wanting to give people a reward for completing the challenge, but also because, as this is a campaign created by a designer, it felt like a natural choice.

I found the final chapter of my dissertation particularly impactful, especially the discussions around decision-making and being a responsible designer. This made me feel there was space to create a response to this in the form of a manifesto, similar to Ken Garland's approach. The idea to base each phrase on the letters of the brand name WHILE came from a music video my lecturer showed me by Ian Brown.

The prints act as a reminder of the effects of screen time, and the hope is that seeing the message displayed will create space for reflection and have a lasting impact.