

CASE STUDY: NYAGV CAMPAIGN

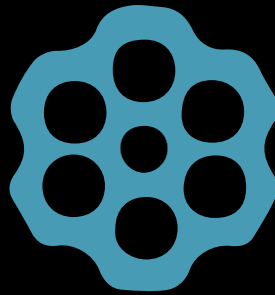


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PROJECT DETAILS

TITLE OF PROJECT: NYAGV campaign

DURATION: January - May 2016

LOCATION: Brooklyn, New York

CLIENT: NYAGV (New Yorkers Against Gun Violence) is a nonprofit organization in New York City.

COMMUNITY BEING SERVED: National audience

TEAM MEMBERS: Hege Bryn, Scott Markowitz, Paul Nembhard, Elizabeth Shieh

DESCRIPTION: The goal of our campaign is to raise awareness of the need for preventative gun safety measures and change society's norms of what it means to properly store your firearms.

OVERVIEW OF DESIGN CHALLENGE:

The design challenge was to create a campaign that will make parents who own guns more aware of how important it is to keep their guns locked and safely stored in the home. The client (NYAGV) didn't want us to focus on the politics behind guns in America, but instead create awareness of the dangers of unlocked guns when they fall into the hands of children and teens. Our client gave us extensive information on the subject which served to be useful when creating our designs.

Our Freeze The Fire logo went through a series of changes. We wanted to use fire to symbolize guns, and freezing ice to symbolize the seizing of gun fire. We ended up using a bullet instead of a fire, as we believe the bullet is a stronger visual for the campaign. Our Piece of Mind brochure followed basic design principles of color and typography. The use of bullets as the main element in our infographic was

important because we wanted a powerful visual that would capture people's attention. We chose to stay away from gun visuals as they might be too striking. We shot a short PSA which the campaign can utilize by posting it on social media platforms and YouTube. The idea for the video is to show a young child running across the screen, playing, and then stumbling upon a gun on a table which he plays with until it suddenly and accidentally goes off. Something that according to NYAGV, happens almost every single day in the United States.

Our entire experience with this client was not only important to us, but very educational. Learning about the many incidents of gun violence provided the evidence that this campaign will promote an extremely good cause and enable NYAGV to save countless lives in the future.

DESIGN PROCESS

1. BASELINE INFORMATION

The design challenge was to raise awareness of gun safety and how unsafe gun storage affects kids by creating a campaign that included a logo, infographic, brochure and a PSA video. NYAGV wanted to create a campaign that would convince Babies "R" Us (BRU) to carry gun safety products along with other kids safety products in their stores. In addition to this, the campaign should inspire gun owners to take safety measurements to keep their guns safe from children.

2. RESEARCH

Through our research, the NYAGV website has been the main source of information, especially the resources section. NYAGV provided us with a fact sheet that was used in the brochure and for the infographic.

For design inspiration, we have used Pinterest and created different Pinterest boards for the different parts of the project. The old brochure from the NYAGV website served as information for the infographic and brochure that we created.

We've all drawn from our personal experiences with this issue. Gun's are prevalent in our society and often depicted in popular culture as being in style, making their use seem more casual and less life threatening. This has lead to many deaths among children which NYAGV intend on preventing in the future by changing the norms surrounding gun safety.

LINKS

[NYAGV website](http://www.nyagv.com)
www.nyagv.com

[NYAGV brochure](http://nyagv.org/wp-content/uploads/2015/04/nyagv-brochure-CAP-brochure-FINAL-corrected.pdf)
<http://nyagv.org/wp-content/uploads/2015/04/nyagv-brochure-CAP-brochure-FINAL-corrected.pdf>

[Children and Guns in New York PDF](http://nyagv.org/wp-content/uploads/2013/03/Children-Guns-and-Safe-Storage-2.10.15.pdf)
<http://nyagv.org/wp-content/uploads/2013/03/Children-Guns-and-Safe-Storage-2.10.15.pdf>

[NYAGV resources](http://nyagv.org/resources/)
<http://nyagv.org/resources/>

[Pinterest](http://www.pinterest.com)
www.pinterest.com

DESIGN PROCESS

3. ENGAGE

We involved our team members by collaborating on our ideas and discussing our designs together. We gave several presentations for our client and the feedback which they provided has been useful for the project. We applied their feedback to make revisions based on the preferences of the client.

4. DESIGN SOLUTION

For our final design of the brochure we decided to use an all black brochure. For the typography we applied color to the areas which were meant to be highlighted and added typographic treatments to highlight the most important facts about gun accidents among children. We also used elements from the "Piece of Mind" logo in addition to the bullet graphic we created to serve as a strong and powerful visual element.

We created an in-store display which used colored typography to highlight relevant statistics about incidents surrounding gun violence. It followed in the same style of the rest of the campaign. This display serves as a poignant reminder and raises awareness on this issue.

We've created social media applications in the style of the brochure/infographic, showing how the facts and typographic treatments of the infographic can also carry over to social media. The hashtag for the campaign would be #pieceofmind.

5. ASSESS IMPACT

Social Impact: We believe the campaign will have strong social impact by increasing awareness of gun safety issues among gun owners with children. If the campaign can convince Babies "R" US to start carrying gun safety products, we believe this will lead to a significant social impact by increasing the number of households with unlocked guns and decreasing the number of gun related incidents.

Health Impact: Locking guns in the home can and will save lives. Raising awareness on this issue across the nation is very likely to lead to decreasing gun related incidents.

Political Impact: Our client, NYAGV, are advocating to get Nicholas' Law passed. This law aims to lower incidents of gun violence and the signing of this law could potentially lead to saving countless lives around the country. NYAGV's work of changing the social norms around guns through this campaign could lead to future changes in the law.

Educational Impact: By creating a brochure and infographic we are attempting to educate ourselves and others about the shockingly high occurrences of gun violence and the different ways in which they can be prevented. Through our design choices we hope to create a socially conscious, responsible, and memorable campaign which educates people on this issue.

REFLECTIONS

WHY

We want our campaign to have social, health, political and educational impact. The goal is to through this campaign enable our client to raise awareness to families with guns in the home and create and understanding of how keeping unlocked guns around children may cost lives. Our intention is to change the social norms surrounding guns and gun safety. Locking a gun in the home should be the same as locking the door of your car, you just do it.

WHAT

Our knowledge of digital tools and web research allowed us to explore a wide variety of design possibilities which lead us to our result. Once we provided the client with our design we took note of their thoughts and applied them to make revisions.

HOW

In order to establish a more complete and successful design, we believe that it would have been helpful to meet with our client more often than 2-3 times during the whole semester. In terms of working in a group, it would be better if it was established beforehand who was responsible for what role and deliverable. This would prevent the majority of the workload from falling on one or two individuals.

ASSETS

PROJECT 1 – LOGO, TAGLINE, BRANDING STANDARDS

LOGO SKETCHES



FINAL LOGO



ASSETS

PROJECT 1 – LOGO, TAGLINE, BRANDING STANDARDS

COLOR PALETTE



PMS
7472

C: 66
M: 4
Y: 25
K: 0

R: 67
G: 184
B: 193

Hex#
43B8C1



PMS
1595

C: 0
M: 75
Y: 100
K: 0

R: 242
G: 101
B: 34

Hex#
F26522



PMS Cool
Gray 9C

C: 0
M: 0
Y: 0
K: 65

R: 119
G: 120
B: 123

Hex#
77787B

TYPOGRAPHY

PT Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PT Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LETTERHEAD, CARDS



JANE DOE
Campaign Manager

87 Lafayette St # 3,
New York, NY 10013
Tel.: 212-679-2345
company@freezethefire.com
www.freezethefire.com



87 Lafayette St # 3, New York, NY 10013 – Tel 212-679-2345 – company@freezethefire.com







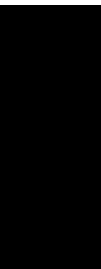
Freeze the Fire
87 Lafayette St # 3,
New York, NY 10013



ASSETS

PROJECT 2 – BROCHURE AND INFOGRAPHIC

COLOR PALETTE

						
C: 0 M: 62 Y: 96 K: 2	C: 0 M: 100 Y: 75 K: 0	C: 70 M: 25 Y: 26 K: 0	C: 84 M: 46 Y: 21 K: 2	C: 43 M: 35 Y: 35 K: 1	C: 24 M: 19 Y: 19 K: 0	C: 60 M: 60 Y: 60 K: 100
R: 238 G: 123 B: 38	R: 237 G: 25 B: 65	R: 77 G: 155 B: 175	R: 41 G: 119 B: 160	R: 152 G: 152 B: 153	R: 194 G: 193 B: 194	R: 0 G: 0 B: 0
Hex# ee7b26	Hex# ed1941	Hex# 4d9baf	Hex# 2977a0	Hex# 979898	Hex# c1c1c1	Hex# 000000

TYPOGRAPHY

Avenir Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

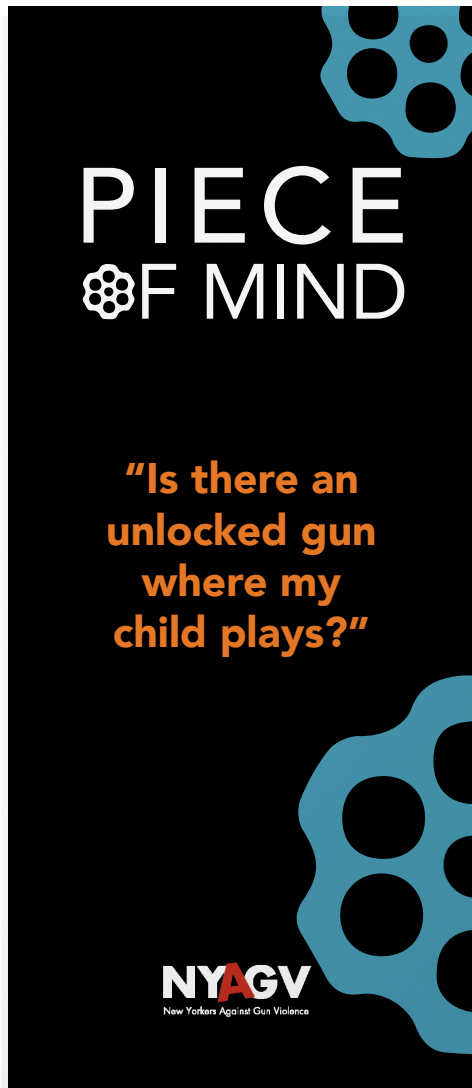
Avenir Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Avenir Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ASSETS

PROJECT 2 – BROCHURE AND INFOGRAPHIC VERSION 1



ASSETS

PROJECT 2 – BROCHURE AND INFOGRAPHIC VERSION 1

CHILDREN AND GUNS IN NEW YORK

389
NONFATAL
FIREARM
INJURIES
AMONG CHILDREN

A CHILD IS
KILLED
EVERY
30 MIN

A New York Times
review found accidental
gun deaths of children are
seriously under-reported.

210
CHILDREN
HOSPITALIZED
FROM FIREARMS*

Firearms that are
stored loaded or
unlocked are more
likely to be used
than those that are
unloaded or locked
and adolescent
suicide victims often
use an unlocked
firearm in the home.

Gun violence
is the **second**
leading cause
of death among
American
children and
teens aged
0-19.

2,465
KIDS
KILLED
BY GUNS IN THE
US IN 2013, 54 IN
NEW YORK STATE

85%
OF SUICIDE
ATTEMPTS WITH FIREARMS
ARE FATAL

2 MILLION
AMERICAN CHILDREN
LIVE IN HOMES WITH
EASY ACCESS TO GUNS



Mikey Graham, 13,
of Putnam County, NY, used his
father's unlocked and loaded gun
to shoot and kill himself



Nicholas Naumkin, 12,
of Wilton, NY, was shot and killed
by a friend playing with his father's
unlocked and loaded gun.

HOW CAN WE PROTECT OUR CHILDREN?

A New York State CAP Law: New York has some of the strongest gun laws in the nation. But it has no Child Access Prevention (CAP), also called Safe Storage, law. New York requires locks with all gun sales, but only requires their use in households where individuals live who have been convicted of a crime, involuntarily committed, or subject to an order of protection. We advocate a New York State law (Nicholas's Law,

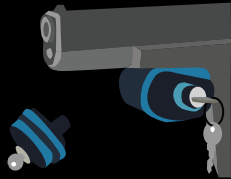
A.53/5.2291) requiring that all guns be locked or stored safely unless they are under the immediate possession or control of their owner, i.e., on the person or within easy reach. A strong CAP law would impose criminal liability upon gun owners who leave guns accessible to children or other unauthorized persons. ASK: Meanwhile, when your child visits his or her friends, you should ask: "Are there any guns in the home?" and, if so, "Are they locked?"

*in New York State

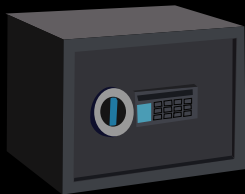
ASSETS

PROJECT 2 – BROCHURE AND INFOGRAPHIC
VERSION 2 – REVISED FOR NYAGV

CABLE LOCK



GUN SAFE



TRIGGER LOCK



LOVE
YOUR
CHILD.
LOCK
YOUR
GUN.

NYAGV
New Yorkers Against Gun Violence

Visit www.nyagv.org/resources for more information
including factsheets, research reports and more.

PIECE
OF MIND

1.7 million children
live in a home
with a loaded,
unsecured gun.

Is a child you love
one of them?

ASSETS

PROJECT 2 – BROCHURE AND INFOGRAPHIC VERSION 2 – REVISED FOR NYAGV



ASSETS

PROJECT 2 – ADDITIONAL IN-STORE INFOGRAPHIC



ASSETS

PROJECT 2 – SOCIAL MEDIA APPLICATIONS

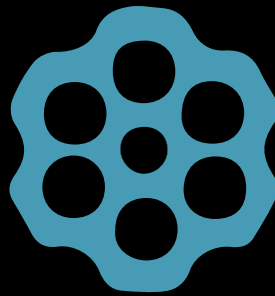


ASSETS

PROJECT 3 – PSA VIDEO



[CLICK IMAGE TO GO TO VIDEO](#)



– Love Your Child, Lock Your Gun –