

## Introduction

Design is so much more than just making things aesthetically appealing, it is a way of thinking. The design thinking process, consists of various steps and takes advantage of many different modes of thinking to find the most effective solution for the given problem. After the many hours spent researching, exploring, conceptualizing, developing, and refining ideas, the ultimate goal for a designer is to facilitate and enhance visual communication.

## Abstract

This project focuses on finding ways to motivate and persuade people to spend less time on their electronic devices, and more time immersed in the present. Our socially responsible campaign aims to raise awareness about the disconnection the digital age has created and the detrimental impacts it has on meaningful human relationships.

Brainstorming and other ideation techniques were put into practice to ensure a wide variety of ideas were generated to effectively tackle our problem. Then, by applying a user-centered design approach, we conducted surveys, interviews, and contextual observations to better understand our user.

The findings from our research informed our subsequent design decisions, while creating the logo and visual identity for our campaign, tangible objects to communicate our message to the public, as well as a space where people could interact directly with our campaign.

*How might we encourage individuals to pay more attention to their surroundings rather than their devices?*

## Methods

**Mode of Persuasion** – Our campaign emphasizes the importance of human connections, and how virtual connections cannot replace these real-life, personal connections. With this in consideration, we decided to use an emotional approach for our message. We aimed to create a mood that moves our audience, invoking a strong emotional response and thus resulting in a larger impact with our campaign. Through the use of photographs, highlighting meaningful connections, and the use of universally relatable themes like: family time and friendship, we effectively employed the rhetorical device of “Pathos” to our advantage.

**Brainstorming** – Brainstorming is a powerful tool that aids individuals by generating as many ideas as possible from various different perspectives. With a constant stream of unrestricted ideas coming in, an effective yet creative solution is discovered much easier and much more efficiently.

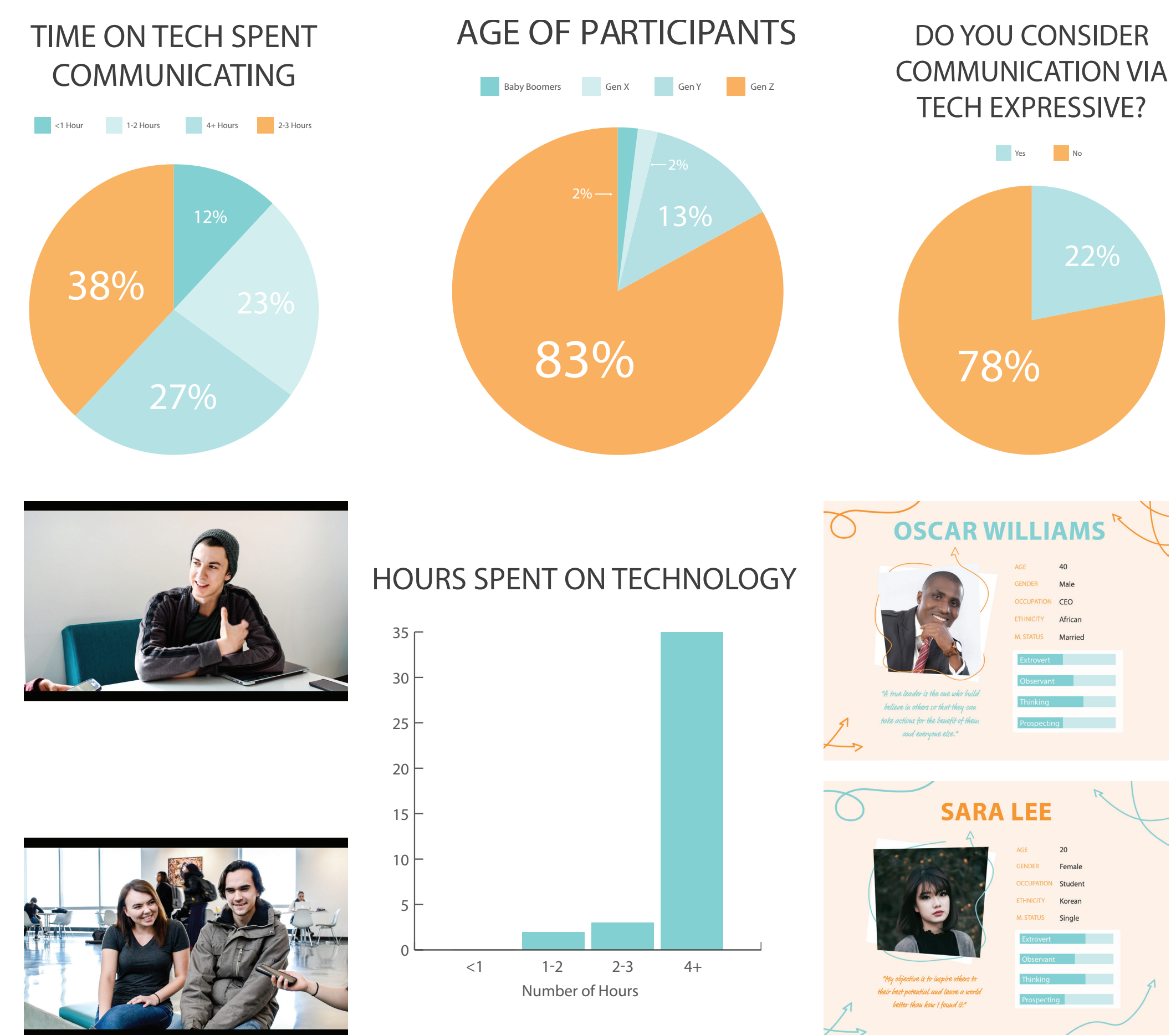
**Moodboards** – Moodboards enable designers to better envision their ideas and solutions. By providing designers with a quick and easy method to see the possible colours, symbols and type they want to use, it gives them a better sense of the theme they want to portray with minimal effort.

**Wordstorms** – Made up of thematic words surrounding the problem, wordstorms visualize word associations and allow designers to pick and choose the words that best embody their project.

**Sketches** – Another method that allows designers to quickly layout and visualize their ideas, sketches can display anything from layouts, to hierarchy, to colour, and play an important role in the brainstorming process. Sketches save designers lots of time as they can promptly display ideas without a computer.

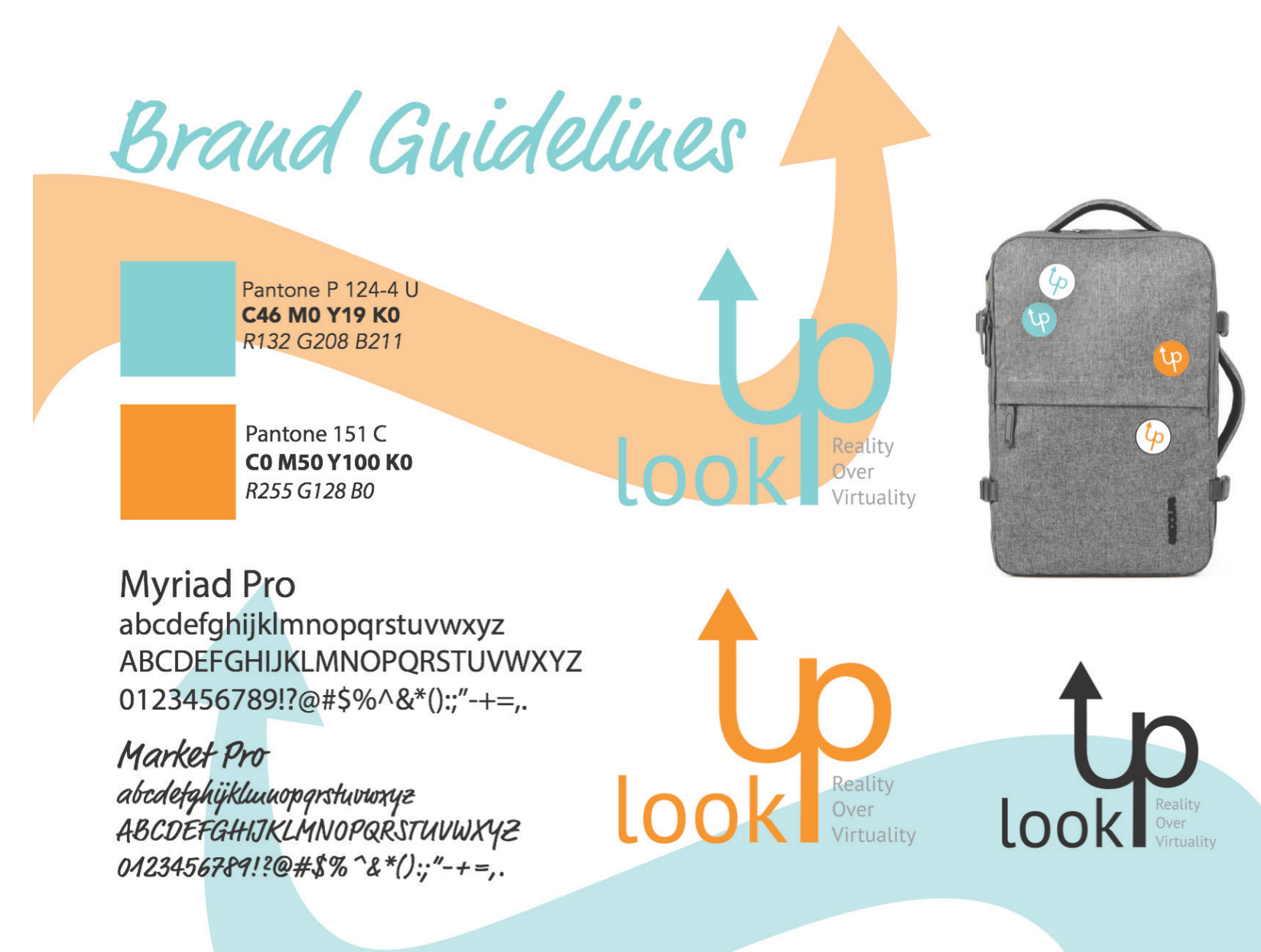
## Research

To better understand our audience, we conducted interviews and a survey. We also created personas to create a more empathetic connection to our users.



## Results

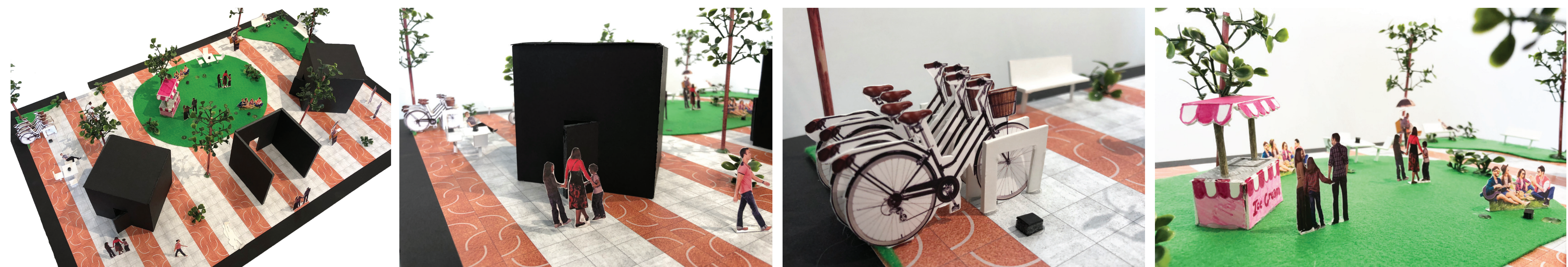
Logo & Brand Guidelines



The Tangibles



Experiential Component (Interactive Space)



## Ideation

A crucial step in the design process is ideation. Once the research was done, we started the ideation process.



## Conclusion

The final product of our work was a full-out social campaign. Its goal was to encourage individuals to pay more attention to their surroundings rather than their devices. By researching the user, we gathered insights that helped us frame our campaign more accurately. By following the steps of the design process, while employing different ideation techniques, our ideas became stronger and defied clichés.

Living in a digital age, our lives are so entangled in technology that we often dismiss the moments that exist between screen time. Time spent deep in thought, truly engaging with people and appreciating the planet are lost in posts, follows, shares, likes. Despite this phenomenon, technology is not inherently evil. In every moment exists a choice for us to make: allow the moments of life to pass you by as you remain fixated on a glowing screen... or look up!

## References

Lupton, E. (2014). *Graphic Design Thinking : Beyond Brainstorming*. New York: Princeton Architectural Press

## Acknowledgements

Assistant Professor Constanza Pacher (M.Des) for her constructive criticism, encouragement, and unwavering support.