

CHAPTER 5

VISUAL DESIGN

In the creation toward the proposed solution, the author goes through a creative process of exploration of concept and ideas through the making of sketches, mindmaps, and moodboard. This process led to the final concept of the campaign, in which it is named as ‘SayNomoToFomo’ by ‘Poseetive’.

The campaign uses two main media; printed and interactive. In which linked by a coherent visual and creative strategy, through the use of image, typography, and colors to communicate the message to the target audience. This chapter will present in detail the creative process in making ‘SayNomoToFomo’ Campaign.

5.1 Mindmap Brainstorming

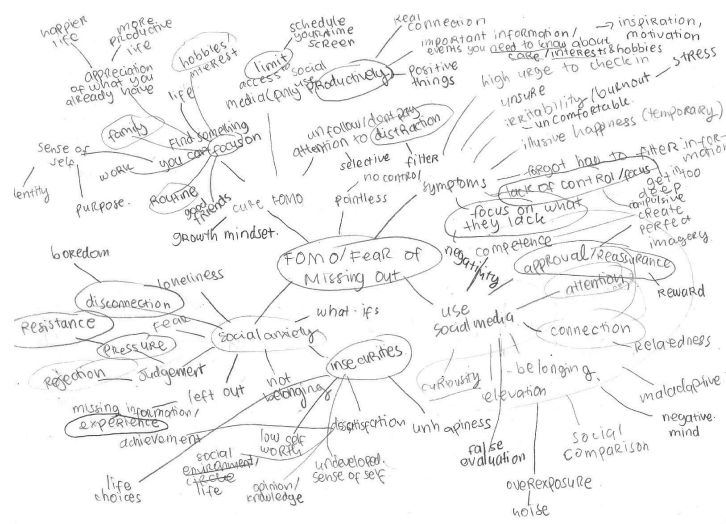


Figure 5.1 Mindmap of FoMo

The creative process starts with the brainstorming of ideas of mindmapping. The mind map is an essential tool for the author to remember and finding the right keywords and inspirations for the project. The mind map is created in focusing toward four main themes; the phenomenon of ‘Fear of Missing Out’ (FoMO), the importance of positive attitude as a solution toward it, the importance to focus on real experience as an antithesis of ‘FoMO’, and the technology of social media as the medium of ‘FoMO’. Based on the creation of the mindmap, the author found some important elements of concept, that later will be the underlying idea in deciding the campaign’s strategy.

5.2 Brand Organization Logo



Figure 5.2 Brand Logo manual sketch

The main logo is created for the brand or establishing organization of the campaign, named “Poseetive”. The author consider it necessary to make a new brand for this campaign in the purpose to create more sustainable and integrated movement that would tackle issues regarding ‘FoMO’ in the youth. So therefore, the brand can continue to create other campaign after the first awareness campaign “SayNomoToFomo” has been done with. The process of generating the name takes

into account of the campaign's main aim, in reaching a positive attitude in using social media. The creation process of the name and logo went through several sketches and ideas, both manual and digital, before reaching the final result. Finally, the name "PoSEETive" is chosen.



Figure 5.3 Alternatives for Brand Logo



Figure 5.4 Chosen Brand Logo

The color used for the organization is black and yellow. Black is used as a neutral color while yellow itself communicates the positive and bright tone of the campaign. The sketches are designed with the perspective in highlighting the importance of positivity in attitude. Therefore the author uses symbols and colors that would represent the 'perspective' trait. The handwriting-style approach is used as a way to achieve a casual feeling, that would relate to the youthful target audience and the topic's daily casual relevance regarding social media use. After a few consideration, the logo using the 'venn-diagram' perspective is finally chosen as it is considered as an effective way to communicate the 'positive perspective' in social media use.

5.3 Campaign Poster Series

The poster series of ads is considered as one of the main essential part to spread the campaign's awareness beside the video ad, therefore the process in creating the poster series' visual will be thoroughly important as well. The creation of the campaign's visual goes through a similar process as the logo, by first creating several different concepts in order to get the best fitting result for the campaign.

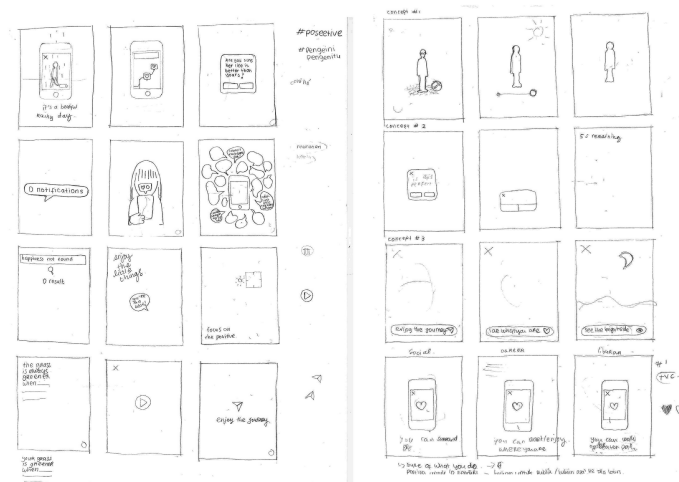


Figure 5.5 Poster development sketch

The first step of this process is to make sketches of potential ideas, based on the insights from the mindmaps, which highlights the important factors of the message regarding 'Fear Of Missing Out' (FoMO) in social media use. The author tried to create sketches using two approaches in illustrating 'FoMO'. The first approach is more emphasized on describing 'FoMO' through showing the symptoms and condition of the feeling itself, the second approach is more emphasized on showing the right kind of attitude that would prevent 'FoMO'. From the first step of sketches, the author chose four options to be developed as the main visual. After more fiddling and tinkering between of the ideas, the author found one with the most

potential of communicating the main message of the importance toward positive attitude. From this idea, the author tries to develop the visual digitally.

The idea that has been chosen tries to communicate the message of the importance to be sure or to love oneself despite what others are doing and what others view them. In general it underlines the idea that each person is unique in their own way and should use social media differently according to their own needs and favor. If one understands this motive before using social media, they should be more able to prevent themselves to try compare, despair, and fall into ‘Fear of Missing Out’ (FoMO). This idea is communicated by using an outline drawing of a phone screen, with a heart shape to represents the ‘like’ feature on instagram, put above an image of people doing activities they love. There are two approaches the author had taken in regard to illustrate the concept. Both approach uses the same graphic elements but differing in treatment.



Figure 5.6 Poster digital development – Option 1

The first approach uses a full image and use headlines as the differing character between each posters, accompanied with a constant tagline. The tagline reads “*Fokus di dunia nyata, bahagia di jejaring sosial*” is emphasized through the use of instagram ‘heart’ icon that is being incorporated to real live activities, and the full image suggests that the ‘heart’ icon is only imaginary, therefore one should choose to focus on what they enjoy in real life.

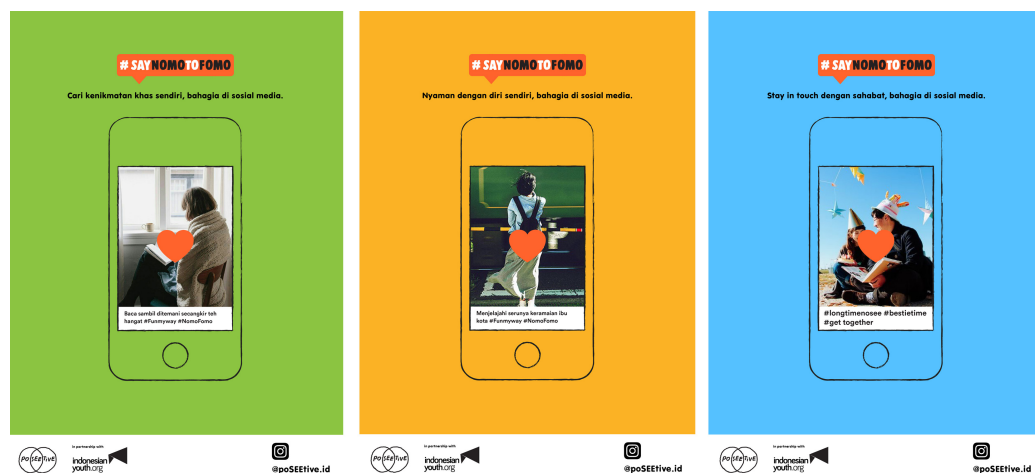


Figure 5.7 Poster digital development – Option 2

The second approach otherwise, uses a background layer so that the image of the activity is only visible inside the phone screen. There are no headlines but the tagline differs through the series, adjusted to each type of activities that is being illustrated. While a sub headline is put inside the phone screen to represents the comment feature on instagram, accompanied with the hashtag ‘#funmyway’ ‘#nomofomo’ to demonstrate a real post such the ones in the platform.

While the second approach might have more similarity to the brand and the campaign by emphasizing the use of playful bright colors, it lacks the effective approach in tackling FoMO such as in the first approach, which stress the importance to be happy with real life first, in order to use social media positively. And therefore, the first approach is chosen as the main visual.



Figure 5.8 Campaign Name & Logo Development

Through this process, the name and logo “SayNoMoToFomo” is also developed. The shape is inspired from by another instagram feature, the one for its notification. Beforehand, it has undergone a process of brainstorm to search for the right name, and afterwards developed in digital. The final name is chosen for its boldness and straightforward attitude to prevent FoMO, and so should be informative of the awareness’ main topic.

5.4 Campaign Video

The video is another main part in spreading the campaign’s awareness. Using the same concept as the poster, the video tries to show how positive attitude can be used to stop one’s from being caught in the ‘FoMO’ loop. The video will illustrate this through the perspective of an individual who has breaks free from experiencing ‘FoMO’ after she decided that happiness is something she should attain for her self and that it can only be achieved in real life. The video will take a duration less than 90 seconds and will be put in the website, the campaign’s youtube page, and as youtube advertisement.

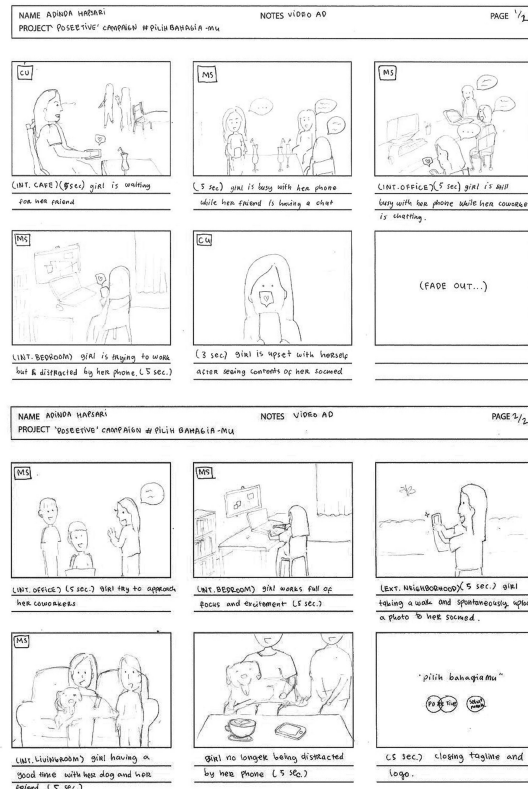


Figure 5.9 Video Ad Storyboard

5.5 Website

The website role is essential as it will act as the main source of information about the brand and the campaign itself, alongside the instagram page. Therefore it should have an appropriate attractive design. The design will be based on the visual characters that has been determined for the brand, which is using playful, bright color scheme, and the brand's typeface and handwritten elements. It will be filled with information regarding 'FoMO', tips and trick to reduce and prevent 'FoMO', the campaign's activities, and the brand "Poseetive" itself. In addition, it can also act as an open platform toward people who want to share their stories and experiences, regarding FoMO.

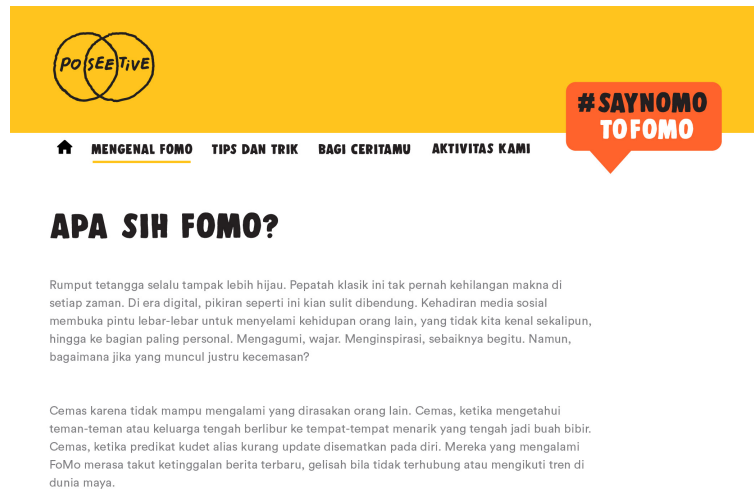


Figure 5.10 Website Page Development

5.6 Instagram Page

The instagram page is another important source of information after website. The instagram page would act as the main landing page from the instagram video ad. Therefore it will more or less contain the same information with the website, but the content will be redesigned to attract more views in the form of instagram posts. In addition, it will act as an active source of information update regarding the campaign's activities and purpose, by posting regularly with tips and content regarding the issue.