




ART 451 - 501

Graphic Design III

project c

small-scale health campaign,
targeted towards youth in the UAE.



Ameena AlHammadi
Mariam AlShamsi
Mariam Mohammed
Meera Ahmad
Meera Abas



What is the campaign about?

[Food in Schools]

evaluate, share, find solutions, demand change

Who is the client?



GYEM is a non-profit youth organization that aims to empower Youth to participate in societal transformation using their talents and passions.



Who is the target audience?

[Kids in Schools]



What is the big idea / concept



What is the message?

Enchanting kids' lives using the magic
of food

How it will be delivered?

evolving announcements - posters -
advertising clip - workshops



A stylized world map with a color gradient from light blue to pink. The map is centered on the Atlantic Ocean, with North and South America on the left and Europe and Africa on the right. The colors transition from light blue in the top left to pink in the bottom right.

Branding



Campaign name

[Food Magic]



Tagline

Eat happily ever after

Logo



FOOD MAGIC
EAT HAPPILY EVER AFTER

Logo



FOOD MAGIC
EAT HAPPILY EVER AFTER



Animation



Evolving Announcements

[e-vite]

four different announcements that connect



Once upon a time

The food damned a curse


Would you like to meet the witches who used the food
to create black magic spells!

Come and see what they have done to your food and
body in at on



FOOD MAGIC
EAT HAPPILY EVER AFTER

This Health and Food Campaign is run under GYEM and designed by Zayed University Design Students. GYEM is a non-profit youth organization that aims to empower Youth to participate in societal transformation using their talents and passions.



There is a
healing spell!

Do you want to save your body
and live longer? Discover the
spell's ingredients and use them
wisely!

Join us in at on



FOOD MAGIC
EAT HAPPILY EVER AFTER

This Health and Food Campaign is run under GYEM and designed by Zayed University Design Students. GYEM is a non-profit youth organization that aims to empower Youth to participate in societal transformation using their talents and passions.



Abra Kadabra

Packing your lunch box for
school is Great Fun and MAGIC. Do you
want to know how it works, meet us at
..... on..... in..... to discover for
yourselves our SECRET FOOD MAGIC
SPELLS. Be there or you lose out".



FOOD MAGIC
EAT HAPPILY EVER AFTER

This Health and Food Campaign is run under GYEM and designed by Zayed University Design Students. GYEM is a non-profit youth organization that aims to empower Youth to participate in societal transformation using their talents and passions.

Eat happily ever after!

Do you like to create a food palette that's healthy for your master meals? Come and join our workshop to enrich your palate!

Day:

Date:

Time:

Place:



FOOD MAGIC
EAT HAPPILY EVER AFTER

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Poster Design

1 problem poster & 1 solution poster

Problem Poster



Solution Poster



Interested in learning something new?
Do you like to eat and enjoy
Get the fun and enjoy learning about food
Our workshop will capture all you sense



FOOD MAGIC
EAT HAPPILY EVER AFTER

The Health and Food Challenge is run under GMRP and designed by David University Design Students. GMRP is a non-profit youth organization that aims to empower youth to participate in social transformation using their talents and passion.



Advertising Clip

Goal?

To promote the campaign



What was the process like?

A stylized world map is shown in the background, with a color gradient ranging from light blue on the left to light red on the right. Overlaid on this map is a grid of colored squares, each containing a small white icon. The icons represent various geographical features and activities, such as mountains, water, and human figures. The word "research" is centered on the map, overlaid on a large, light blue square.

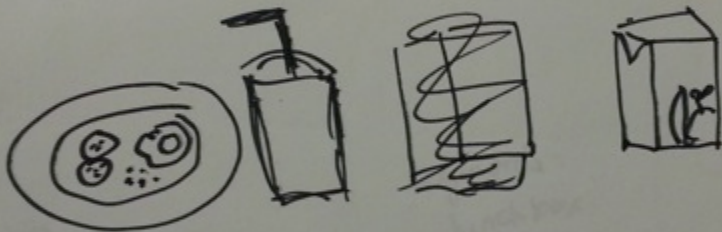
research



sketching

Campaigns Project

مطعم
الطعام



Inspirations:

Advertisements - food x
 is food - healthy x
 healthy food in nurseries x
 in Schools - ✓

Ideas:-

Advertisements - food x
 is food - healthy x
 healthy food in nurseries x
 in Schools - ✓

Inspirations:

Campaign Name:

Eat, healthy food
 food is good
 eggs, fruits

♥ food
 I love life
 healthy Plate
 love my lunch box
 my Plate / My tray.

~~the~~

- Are you eating well
 - Do you want to live
 - What's in your tray

Messages For boys:

- ~~the~~ Do you like to
 the muscle man
 & brave?

loop → to repeat it!

Keywords:-
- link
- bite
- smart
- health

Slogan

- live strong, live healthy
- Eat healthy. feel healthy
- Be Smart, Choose right.
- Healthy bites
- Healthy, Yummy, Bites
- Grow up feeling good

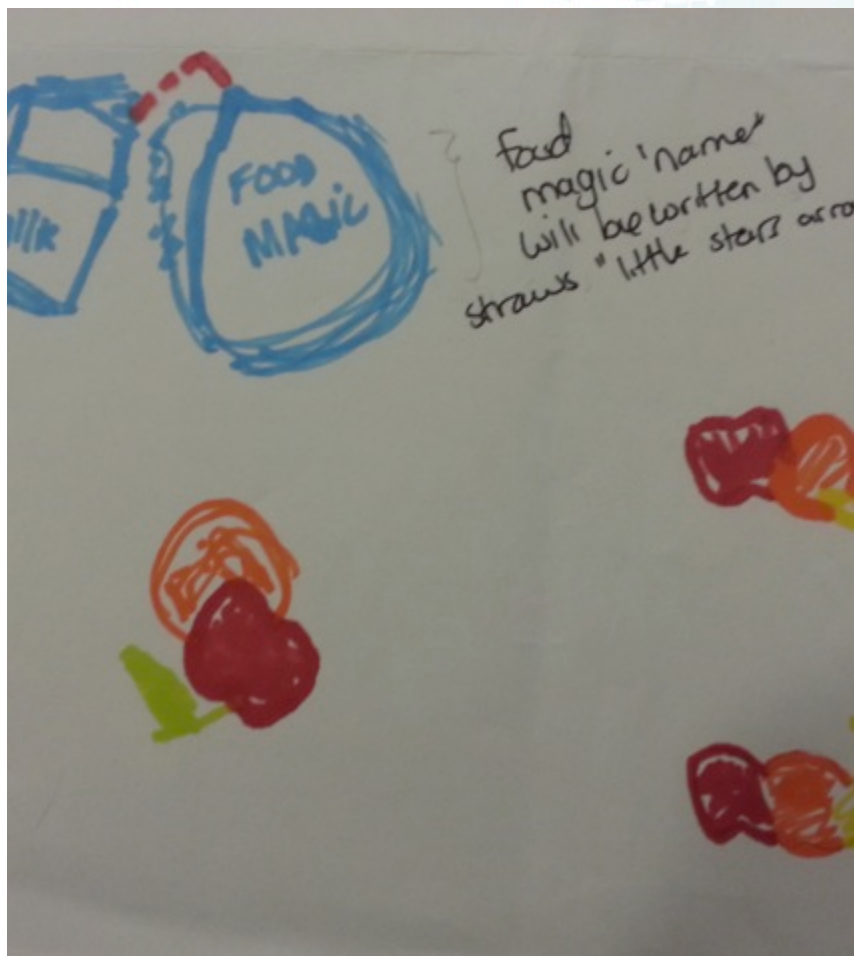
raising a stronger generation

lyth

ges:-

~~You want to have strong
? You should
take milk - ~ ed~~

You want to have s
? You should drink
k. — calcium



!-E-1DD
Magic } using
food strows



* *
FOOD * } can use
* MAGIC * } food from
different categories
of food pyramid
instead of stars

magic

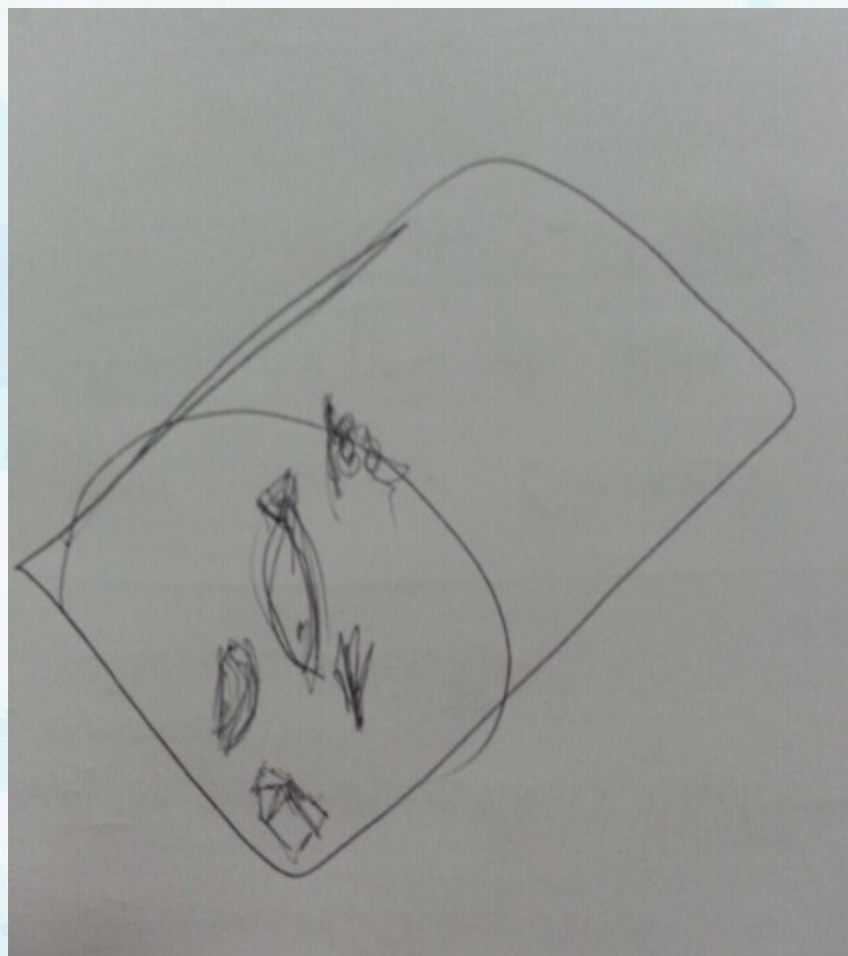
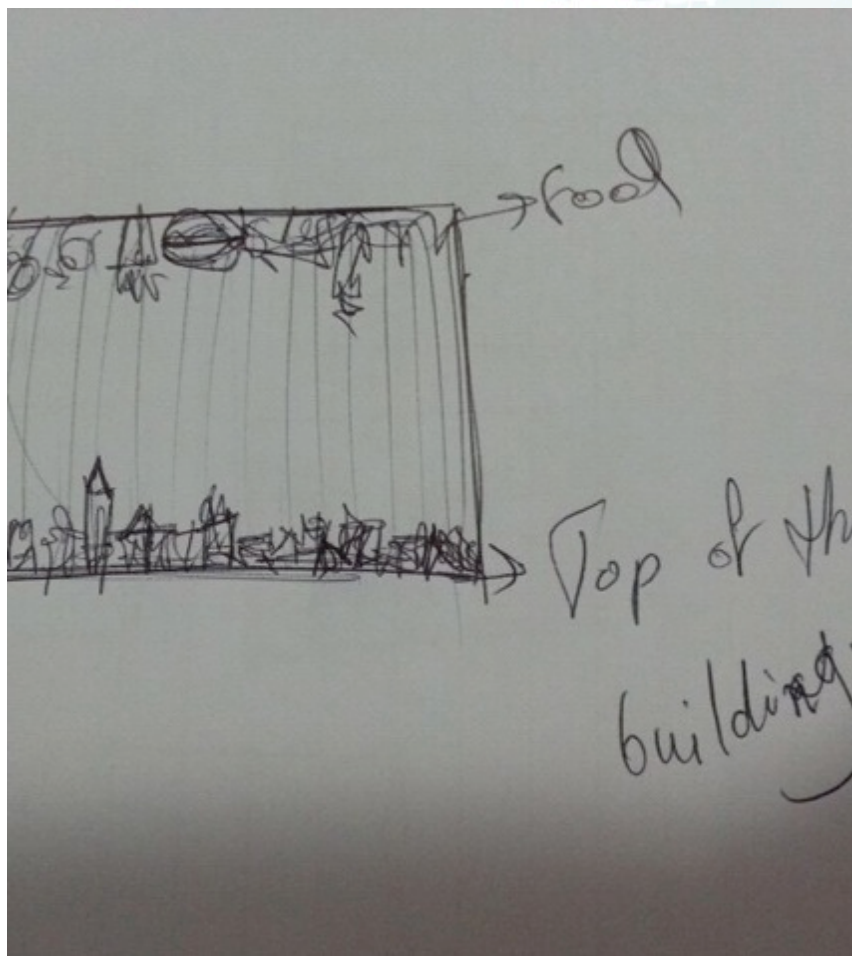
AGE:

This ~~part~~ campaign is to grab
attention in schools to health
by using a magic wand or hat.
It is to let children in school to

MESSAGE:

If this ~~part~~ campaign is to grab
attention in schools to health
by using a magic wand or hat.
aim is to let children in school to
test and learn more about the
importance of food & to understand how each
category is important by itself & how
they need in each meal.
giving kids idea and letting the love
easy but needs work (need to change
habits).
One of the ideas is showing them a
character of their favourite cartoon character
with a good health & muscles with a
they want be as strong as their character
must commit and eat healthy
today. We will be relating food with
magic by using magic wand & hat.









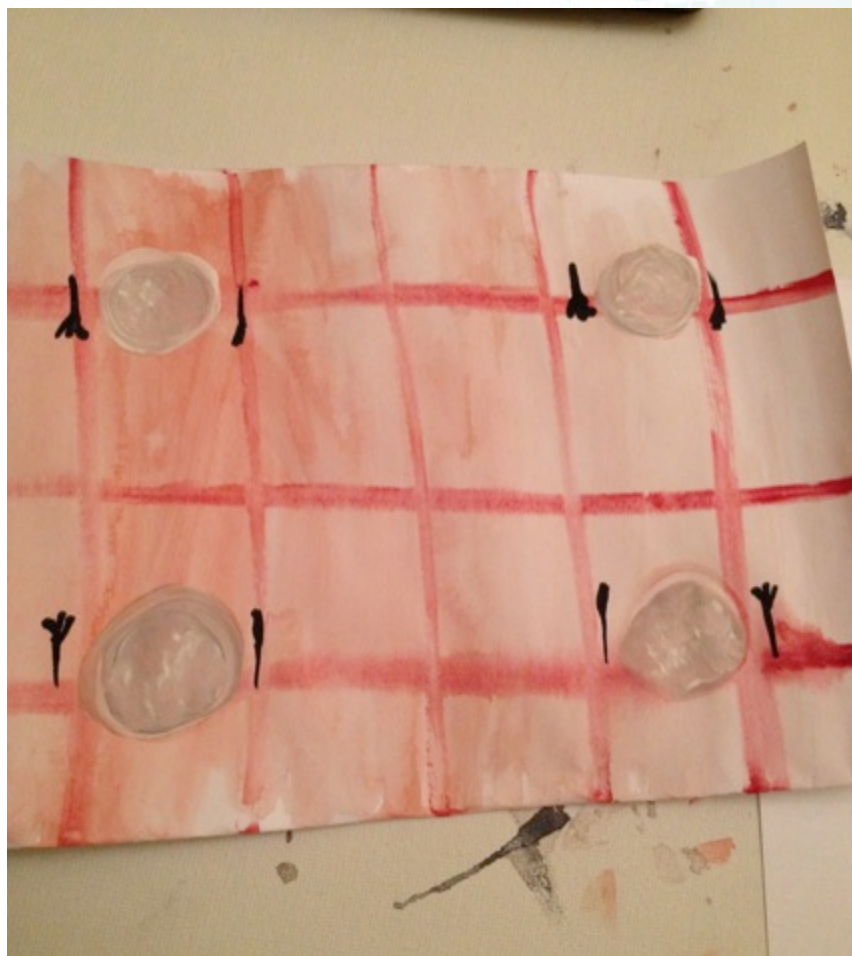








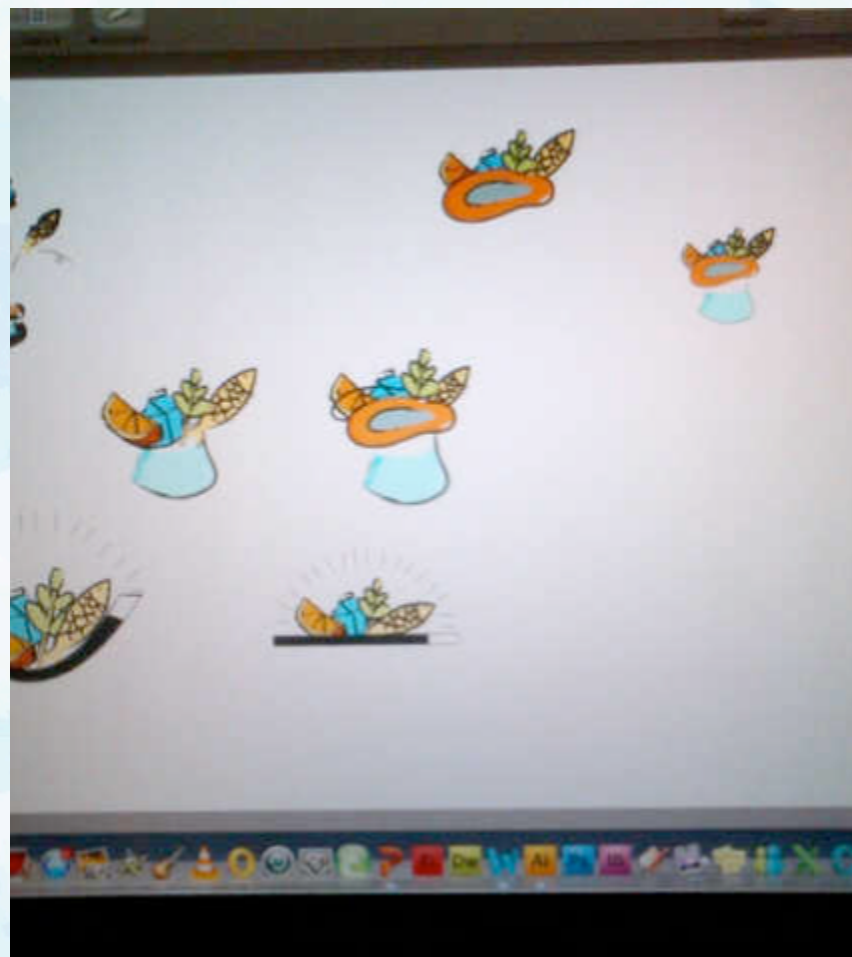
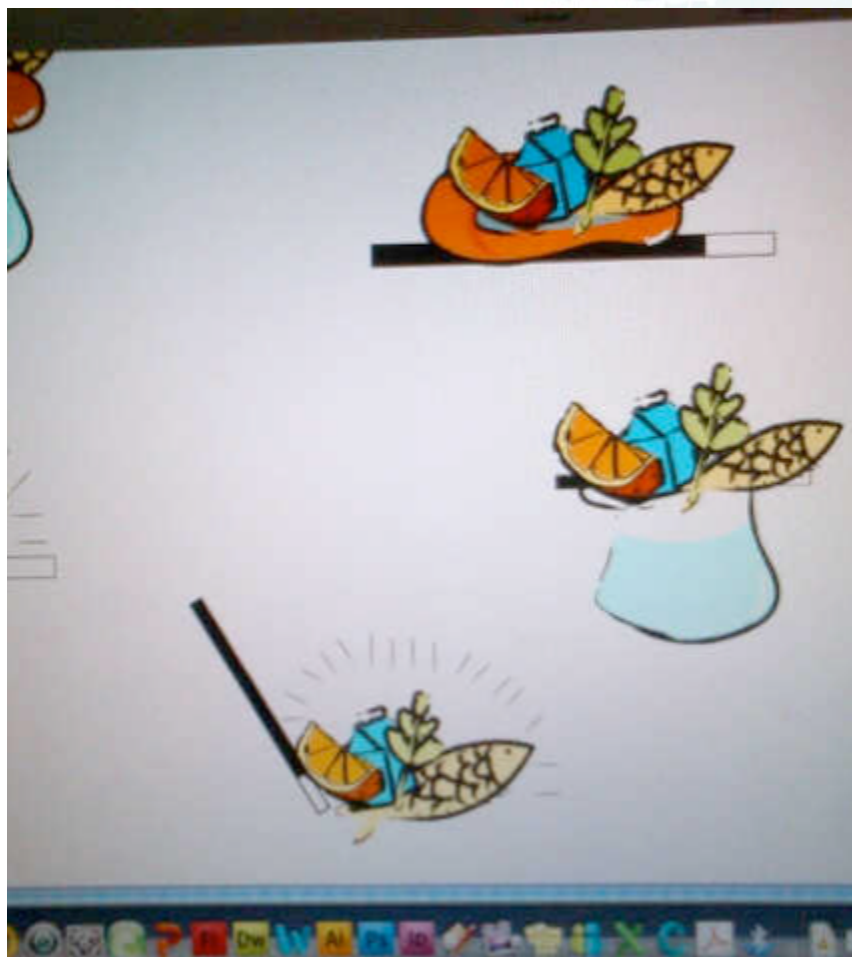


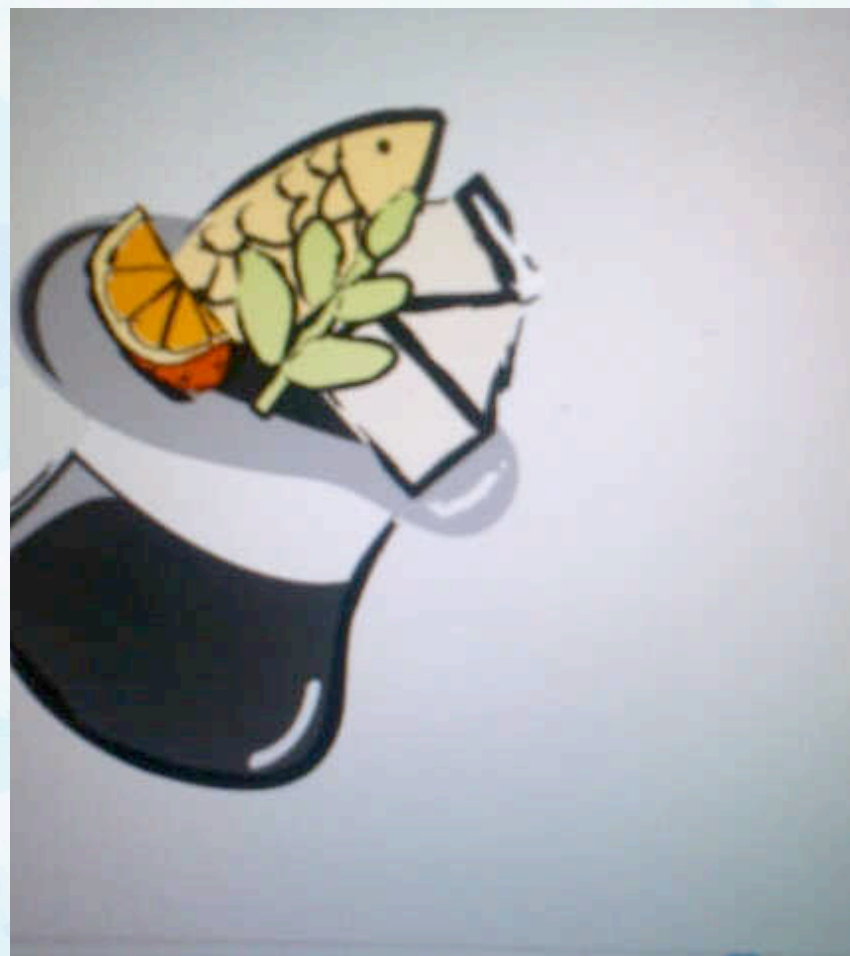
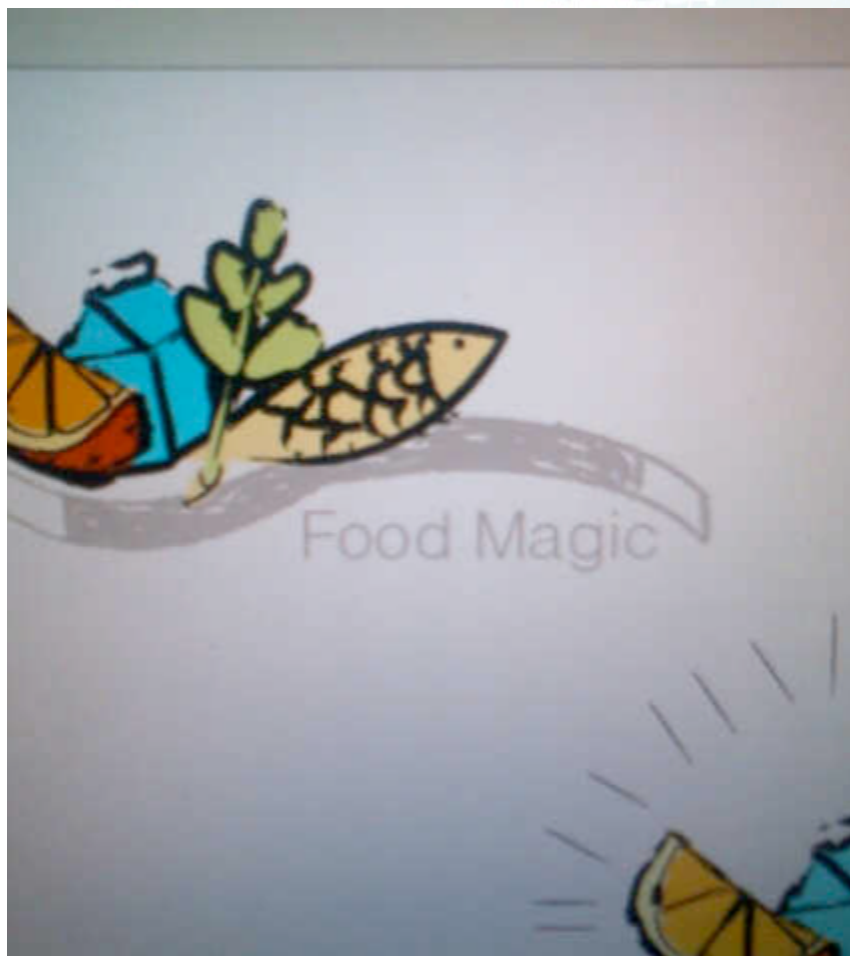






Digital development







FOOD MAGIC
EAT HAPPILY EVER AFTER!

FOOD MAGIC
EAT HAPPILY EVER AFTER

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EAT HAPPILY EVER AFTER

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EAT HAPPILY EVER AFTER

FOOD MAGIC
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FOOD MAGIC
EAT HAPPILY EVER AFTER





FOOD MAGIC
EAT HAPPILY EVER AFTER!

FOOD MAGIC
EAT HAPPILY EVER AFTER

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FOOD MAGIC
EAT HAPPILY EVER AFTER



FOOD MAGIC

EAT HAPPILY EVER AFTER!



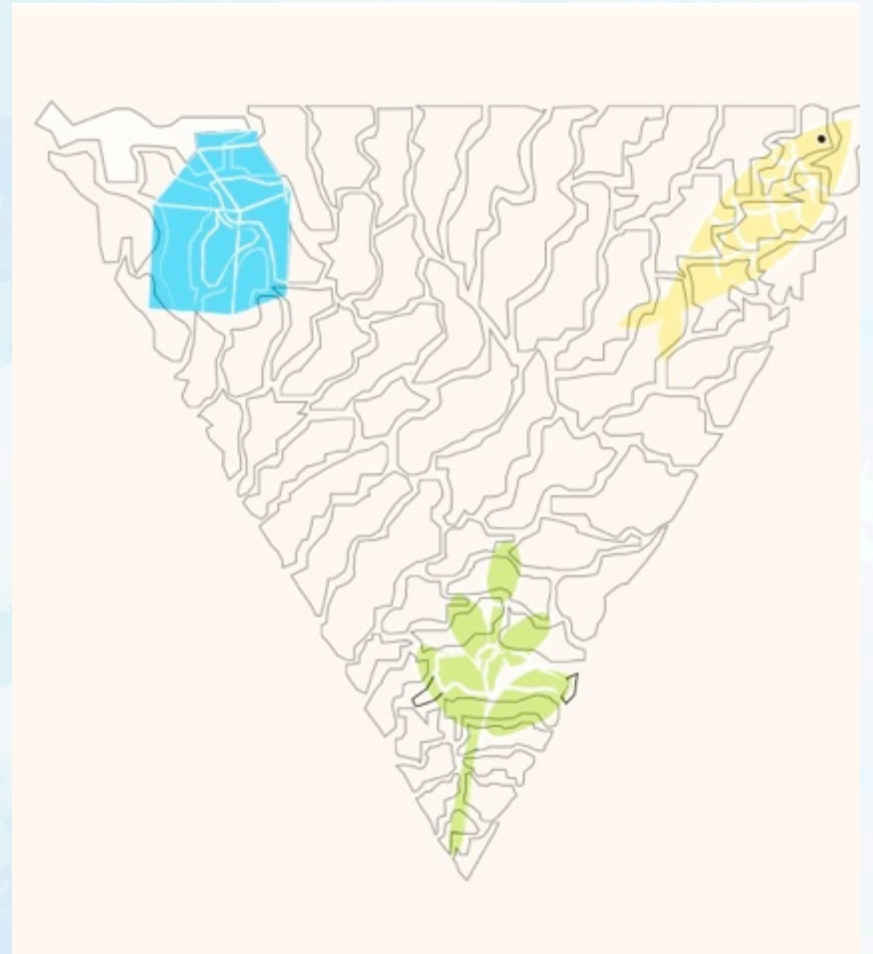
FOOD MAGIC
EAT HAPPILY EVER AFTER

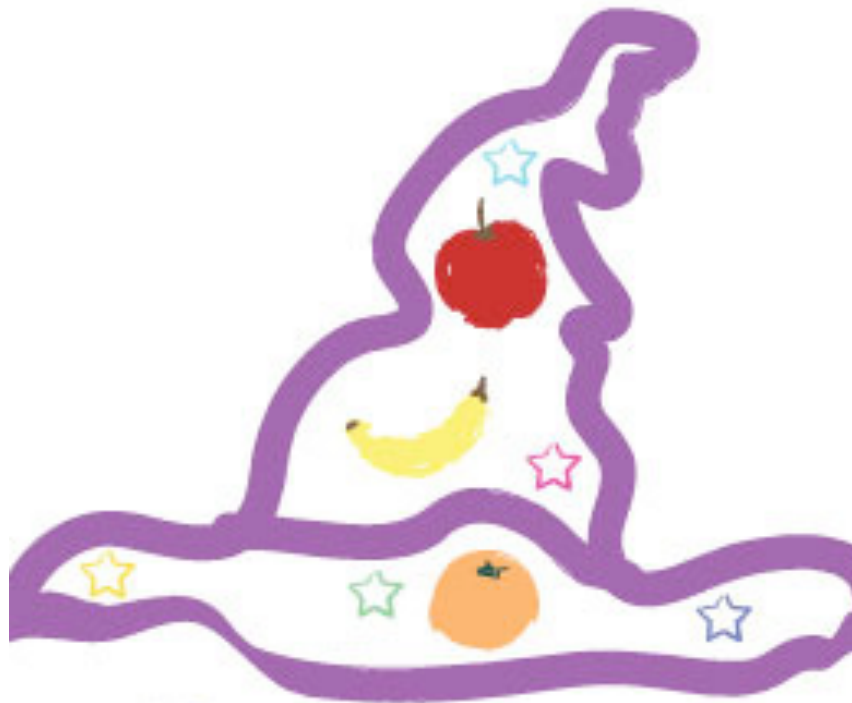


FOOD MAGIC
EAT HAPPILY EVER AFTER









Food Magic
EAT HAPPILY EVER AFTER



Once upon a time

The food damned a curse

Come and meet the witches who used food to create black magic spells!

See what they have done to your food and body!

Day:

Date:

Time:

Place:

There is a healing spell!

Discover the spell's ingredients that will save your body!

Join us in at on

Abra Kadabra

Meet us in Carrefour at on to learn the right way in felling your fun lunch box with healthy yet delicious food!

Eat happily ever after!

Join the workshop to create your food palette for your master meals that will enrich your palate!

Day:

Date:

Time:





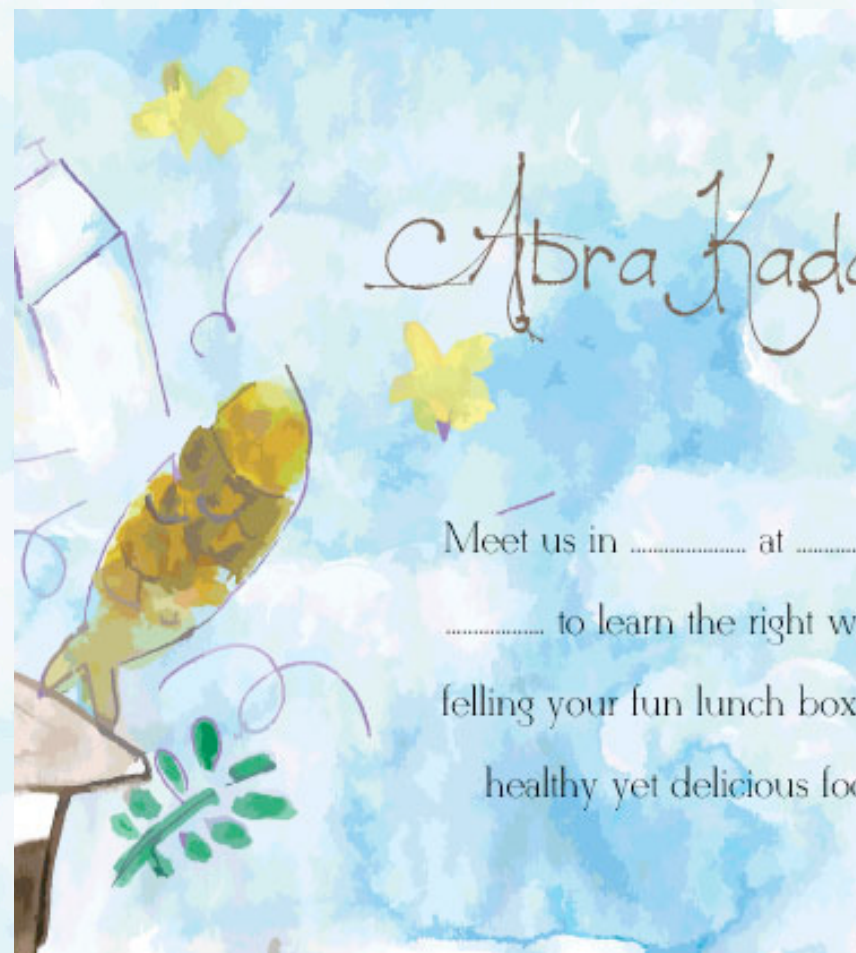
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Place: Day: Date: Time:



Abra Kad

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..... to learn the right w

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healthy yet delicious foc



Communicating with the client

document

am Al Shamsi – Attached are two initial logo sketches, to be added in a short time. Your feedback for the campaign idea and team is really needed...

Thank you in advance!

Edited on Oct 16



Sketch 2.JPG



LOGO-Sketch-1.jpg

View all of these images at once

mp **New stuff!** | Projects | Calendar | Everything | Progress | Everyone | Me |

Mcampaign

Team E (AUH)

Bold **Italic** **Bullets** **Numbers** **Quote**

- **Team Lead:** Ameena Al Hammadi
- **Members:**
Ameena Al Hammadi
Meera Abbas
Meera Al Dhaheri
Mariam Saeed
Mariam Mohammed
- **Quarter:** 3rd (Food in school)
- **Campaign Details:**
 - **Name:** Food magic
 - **Tagline:** Eat happily ever after
 - **Message:** Enchanting kids' lives using the magic of food
 - **Campaign Description:** The aim of the campaign is to teach children how to be smart in choosing their food. This will be achieved by raising awareness among kids about the benefits of a balanced diet. We will try to explain to the kids how food can do magic to their health, and how it is important to maintain a healthy diet. The highlighted topic of the team will be enchanting kids' lives using the amusing qualities of good food. Showing children that fresh and healthy food can look good and taste good! Food magic is a metaphor of how eating the right food can marvelously change our lives. Since the target audience is kids, the team will use illustrations under the theme of magic wands and magical hats, and relating them to food symbols.

You're writing now.
Saved on Oct 25



Mariam Al Shamsi – Thank you for the useful feedback, I copied everything and sent it to the team.

We will update you with the new adjustments once we finish working on them. Thank you :)

Posted on Oct 16



Hayon Shin – Hey Mariam,

I find your idea very interesting. It makes a lot of sense that we study the eating habits and health of our past in order to make sense of our future. In fact, going back to the roots is something incredibly important in learning what it is that we **SHOULD** be eating today. We are so misled by food corporations and false dietitians telling us what we **'SHOULD'** eat when it's all big scam!

I love this idea :)

however, your team objective above states that you are studying Food in Schools.

So can you clarify this? Are you going to be doing a campaign on food in schools or on food for elderly people?

Posted on Oct 16



Tina Sleiman – Thank you Arin and Hayon and team GYEM for your very useful comments, and Mariam for following through so well! Can't wait to see what you'll show in class today :)

Posted on Oct 17

Arin J. Das – Hey Mariam,
you are really being creative, that's good and very important :)

- Please try to think about logos that have the 'Food' as the highlight and not the 'Magic' part....
- try to make it with two or three colors only. And choose wisely.
- take out the least necessary element out of the logo.
- also make it look less kid related too, more food related

Thank You, you guys are doing a great job

Posted on Oct 16



Jntitled.png



The team members were working really hard to complete the logo and the announcements during the past couple of days.

We will show the final design for the logo and the evolving announcement tomorrow in class to get feedback and change what needs to be changed.

Diagram illustrating the relationship between 'Dark page' and 'Hope'.

Dark page (The first animal arrived) (disadvantage)

- size
- dark
- light
- color
- shape

Hope (Vanil Vanil's body) (disadvantage)

- light
- dark
- bright
- dark

The diagram shows a flow from a circle labeled 'spell' to a circle labeled 'magically create objects'. The 'spell' circle has three arrows pointing to it from below, labeled 'cat', 'mouse', and 'dog'. An arrow points from 'spell' to 'magically create objects'. The 'magically create objects' circle has two arrows pointing to it from below, labeled 'magical staff' and 'magic wand'.

[illegible]

logo design 2.jpg

Posted on Oct 17

If you look at the campaign discussion it is said 'to show children how fresh food looks and taste good. This means that your logos should lively portray how food looks and taste good. Don't you think including live pictures (in addition with the drawings) will drive home the point? Including live pictures will help children see and know the difference between a tomato and a potato is the objective of the campaign.

Thanks and hope this helps.

Posted on Oct 17



Ameena Al Hammadi – Hi everyone,

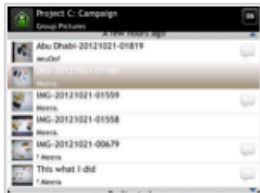
Thanks for your VERY useful comments and feedback!

The team members were working really hard to complete the logo and the announcements during the past couple of days.

Included are some shots for the sketches and process for creating the designs!

We will show the final design for the logo and the evolving announcement tomorrow in class to get feedback and change what needs to be changed.

Posted on Oct 21



Discussing the logo's different versions.jpg



evolving announcements brain storming 1.jpg



evolving announcements brain storming 2.jpg



evolving announcements brain storming 3.png



logo design 1.jpg



logo design 2.jpg



Tina Sleiman – Thank you Nguemeta for your very useful comments! I'm sure students are taking them into consideration. Warm regards, Tina

Posted on Oct 22



Nguemeta Oliver – Hi Tina, the pleasure is mine to be part of this project. Thanks for your humble remarks. I wish I could do more. The students are doing their best which is also commendable.

Best regards.

Posted on Oct 22



Ameena Al Hammadi – Thanks to Sauzan Shedid for her great help and feedback today, we really appreciate your help and suggestions. It was very nice getting feedback from you and hearing all the encouragement words you said! Thanks a lot ^^

For the Evolving announcements, we are doing the four announcements as a story that **starts** with the dark magic and how the bad food damned a curse! The **second** one will be finding the hope by knowing about the advantages of the healthy food. The **third** one will have the theme of Abra Kadabra and casting the healing spell! The **final** one will be about eating happily ever after!

We used water color to do the background for the announcements and then modified them with illustrator.

We are done with the first and third announcements so far, and working on the other two. Can you please look at them and give us your feedback?

For the logo we're currently working on "logo design 4" and modifying it.

Posted on Oct 22



1st-announcement.jpg



3rd-announcement.jpg

[View all of these images at once](#)

Ameena Al Hammadi – Hi everyone,

We would like to have your feedback and opinion about the logo and which typeface to choose for it! your help will be appreciated.

Thank you.

Posted on Oct 23



Logo-Font-1.jpg



logo-font-2.jpg



logo-font-3.jpg



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Thank you.

Posted on Oct 23



Logo-Font-1.jpg



logo-font-2.jpg



logo-font-3.jpg



logo-font-4.jpg

Suzan Shedid – I like the logo font 4. but if it is possible to make the title more colourful , that will be good. I advise you to also wait for more opinions.

Great job girls :)

Posted on Oct 23

Ngumeta Oliver – Hi Girls,

Its really amazing what you guys are doing. Logo 4 is suitable to me but let your client do the right judgement.

As for the announcement poster, could you make adjustments on the tone of voice.

Each announcement has a tone of voice, and it is that tone which will move people to action. If the tone is flat and dull, nobody will be moved; but if it is high and motivational, then people are moved to action. They will be moved to come and find out for themselves what they might be missing out "your food magic spells". Their interest and curiosity should be aroused by the wording.

You could say "Packing your lunch box for school is Great Fun and MAGIC. Do you wanna Know how it works, meet us at date, venue and time..... to Discover for yourselves our SECRET FOOD MAGIC SPELLS. Be there or you loose out".

OR something similar to that which you may come up with.

Regards.

Posted on Oct 25

Hayon Shin – Adding on to what Nguemeta said, I think that the poster be more attention grabbing and the tone needs to be more forceful. You GRAB their attention. The font that you've chosen isn't easy to read from distance, it doesn't stand out. The font is also very small.

If you look at most exercise posters, the font and tone of voice is very direct and intense.

For announcement one, I think you could flip the background upside down so you have a large white space to fit the title.

One thing I need to comment though, like I did to the other team whose poster was about food in schools, there needs to be more of a connection between the project and school food. What you've done so far is great, but it lacks a connection between the food and the impact that should be done in schools. For instance, you could use imagery more related to schools, such as a textbook, an apple, a graduation hat etc.

You could use more lingo that relates to schools, such as education, cafeteria, teachers.

What you're creating right now could've been used anywhere. But your poster is for the school. So if you were a student at a school and saw your own poster, would you think?

Posted on Oct 25

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You could say "Packing your lunch box for school is Great Fun and MAGIC. If you wanna know how it works, meet us at date, venue and time..... to Discover for yourselves our SECRET FOOD MAGIC SPELLS. Be there or you'll be left out".

OR something similar to that which you may come up with.

Regards.

Posted on Oct 25

Hayon Shin – Hey guys,

Do you have anything to show me in terms of informational content? What sort of data do you plan on using?

Posted Monday at 9:31pm

Ameena Al Hammadi – Dear Hayon Shin,

Could you please elaborate more with your question? Sorry for that but I didn't understand what you meant with "Informational content"..

Posted 21 hours ago

Add a comment...

ipm: Yunsun C. created the document

ipm: Tina S. changed the document title from 'TEAM E (AUH)' to 'Team E (AUH)'

ipm: Mariam A. saved a new version of the document

ipm: Ameena A. saved a new version of the document

ipm: Ameena A. saved a new version of the document

ipm: Nguemeta O. saved a new version of the document

Ameena Al Hammadi – Thanks a lot to Suzan Shedid, Nguemeta Oliver and Hayon Shin for your very helpful feedbacks and suggestions.

Regarding the logo, we took your advice and chose logo number 4 with the adjustments that you helped us with.

for the announcements, your suggestions about the languages are taken into account and we're working on modifying that.

Thank you Hayon Shin for your very useful comments and suggestions for the poster, but what I've posted earlier are the evolving announcements, I think your comments are very useful for the posters and we'll show you all what we've done so far soon.

Thank A LOT.

Posted Monday at 3:49pm



Final-logo.jpg



teamwork



Project C: Campaign

EN

Group Pictures

A few hours ago



Abu Dhabi-20121021-01819

яeuOof



IMG-20121021-01560

Meera.



IMG-20121021-01559

Meera.



IMG-20121021-01558

Meera.



IMG-20121021-00679

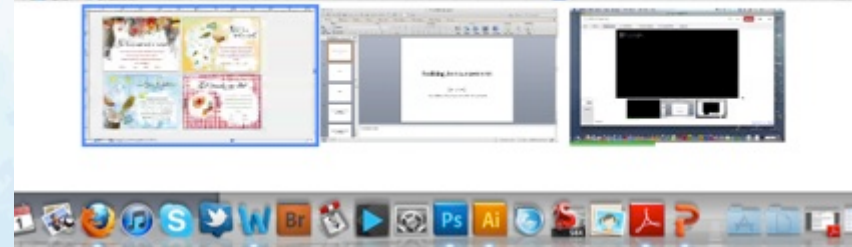
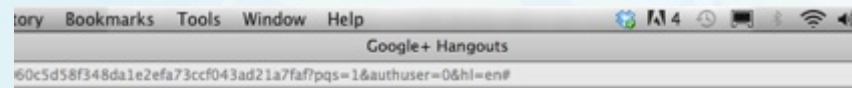
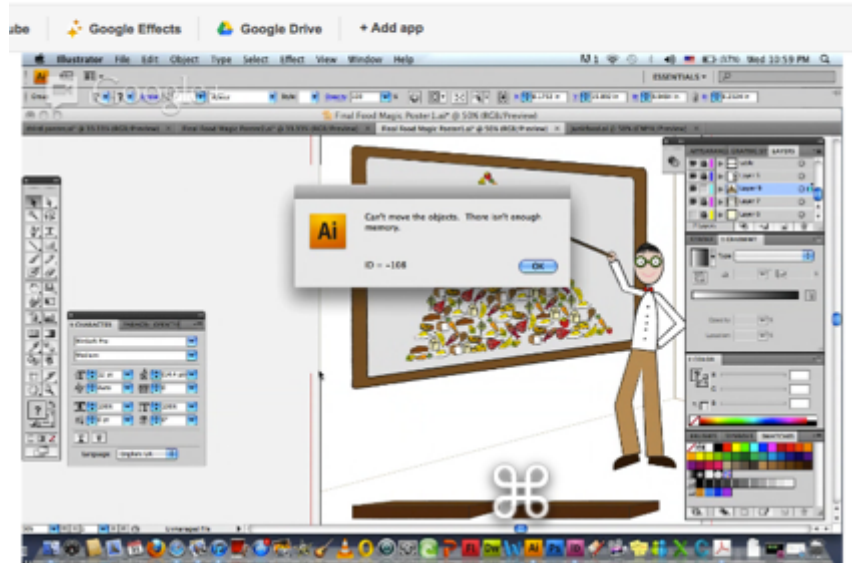
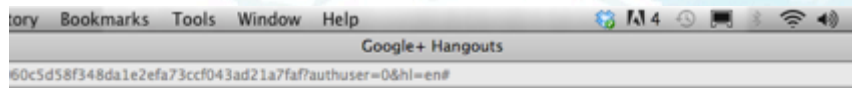
* Meera

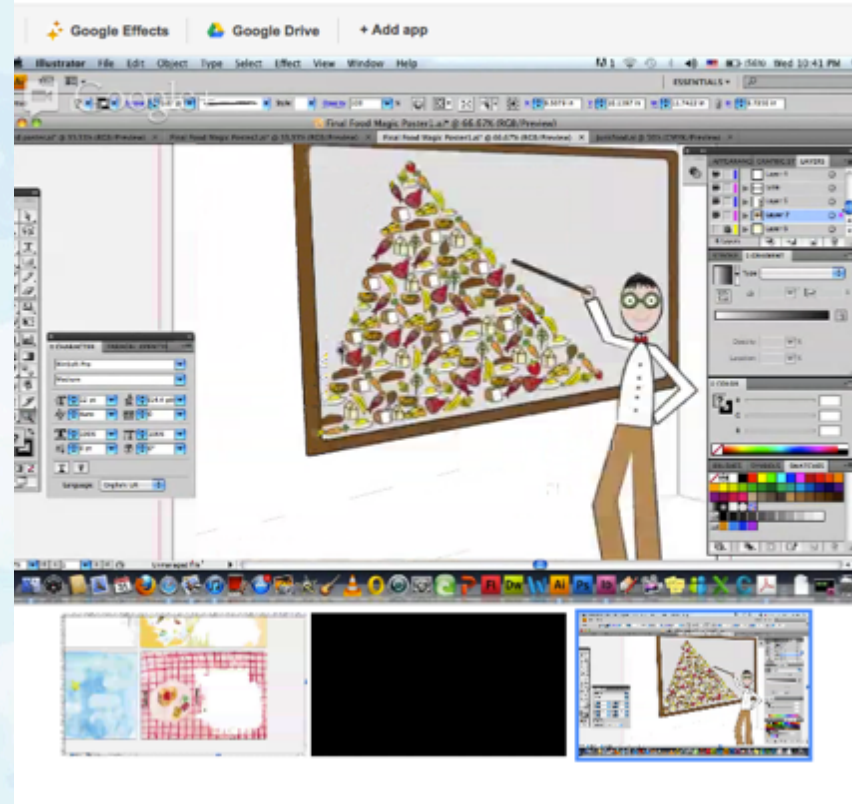
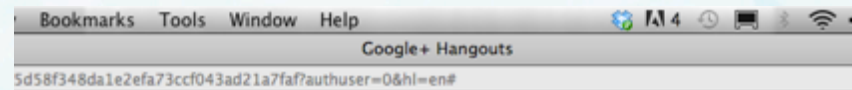
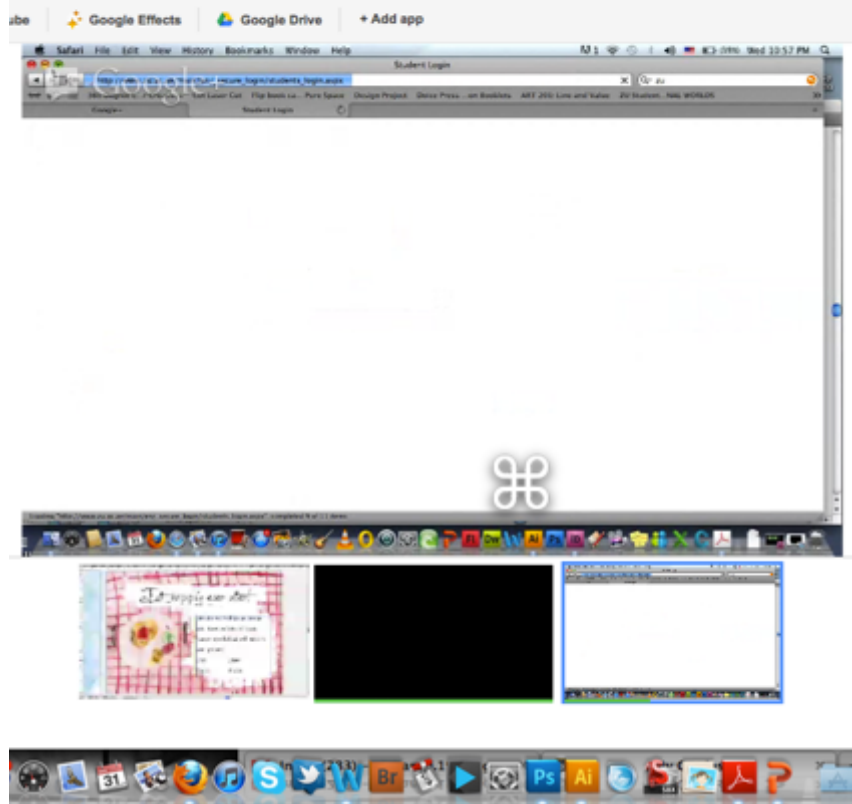
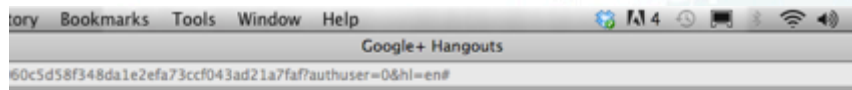


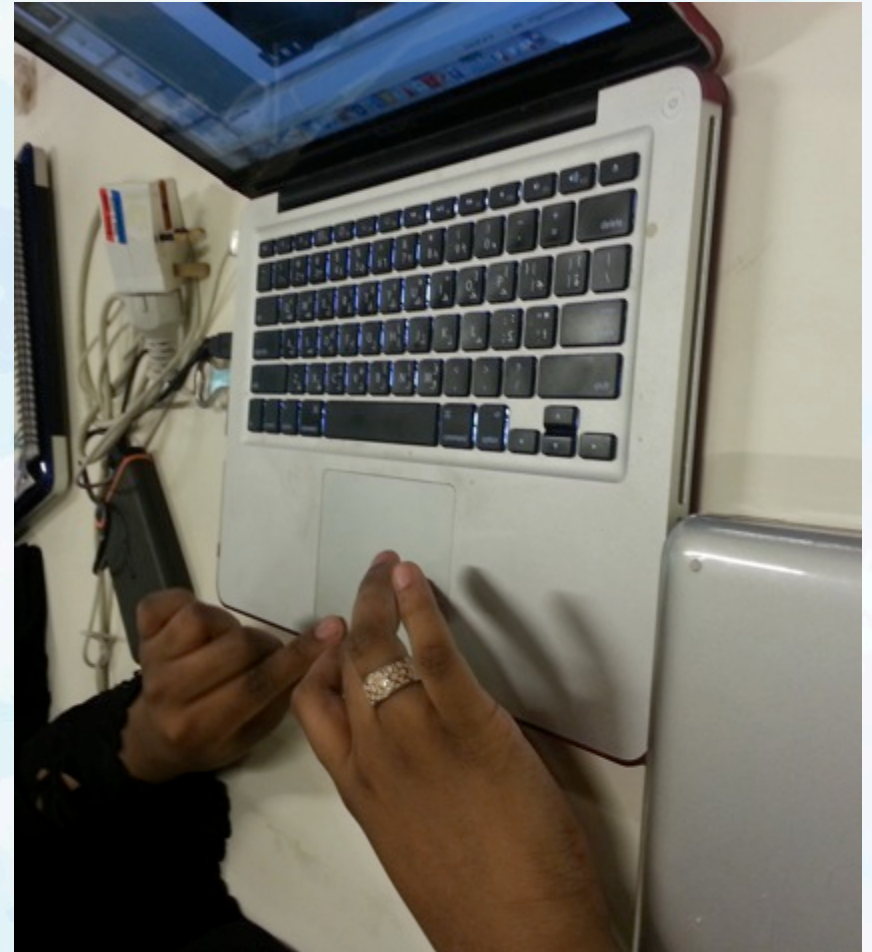
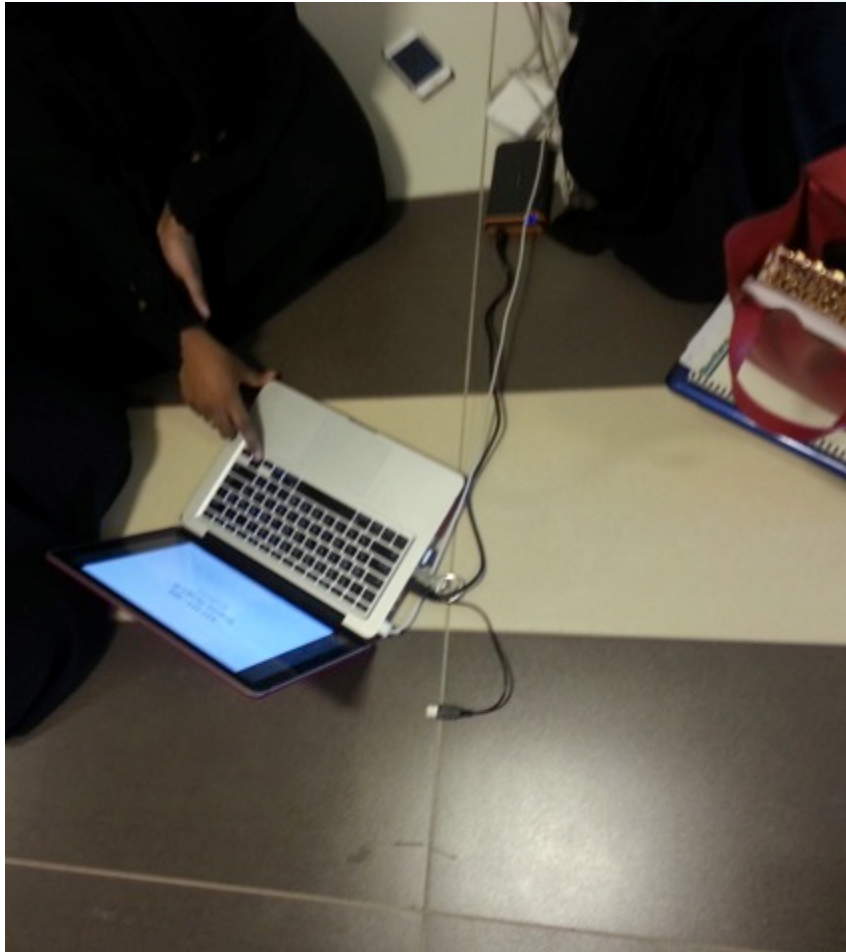
This what I did

* Meera











Reflection



challenges



What we learned



What next?



Thank you for listening