



Social Awareness Project

Typography II

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Research



Wildlife As part of the world's ecosystems, wildlife provides balance and stability to nature's processes.



Persona A

Name: Jack

Age: 23

Field: Pet trainer

Favorite animals:



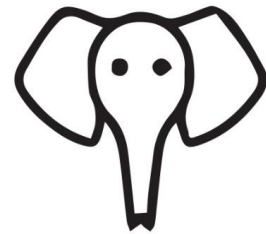
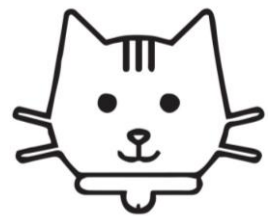
Persona B

Name: Sara

Age: 34

Field: Primary School Teachers

Favorite animals:



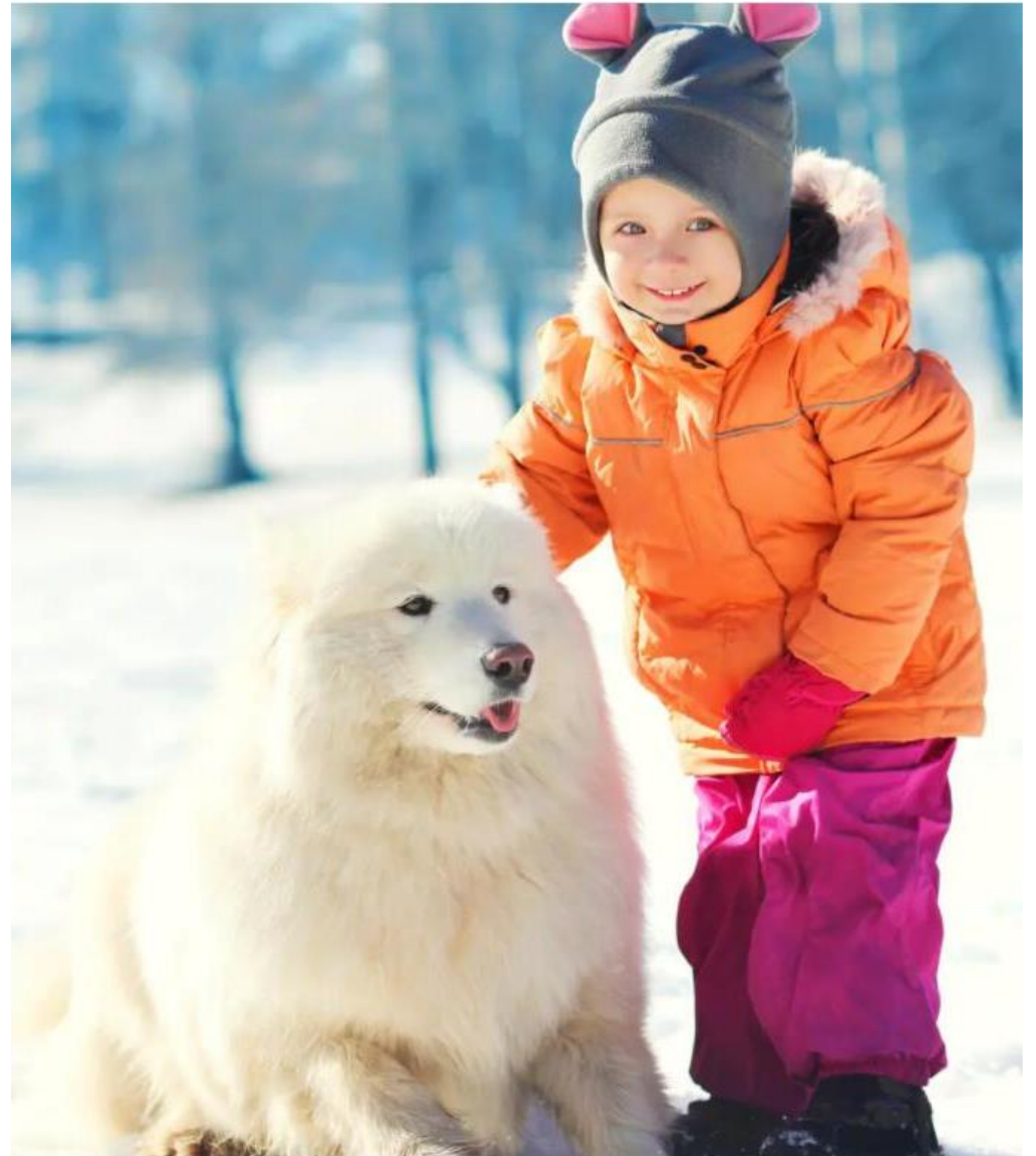
Persona C

Name: Gary

Age: 6

Field: Primary School Students

Favorite animals:



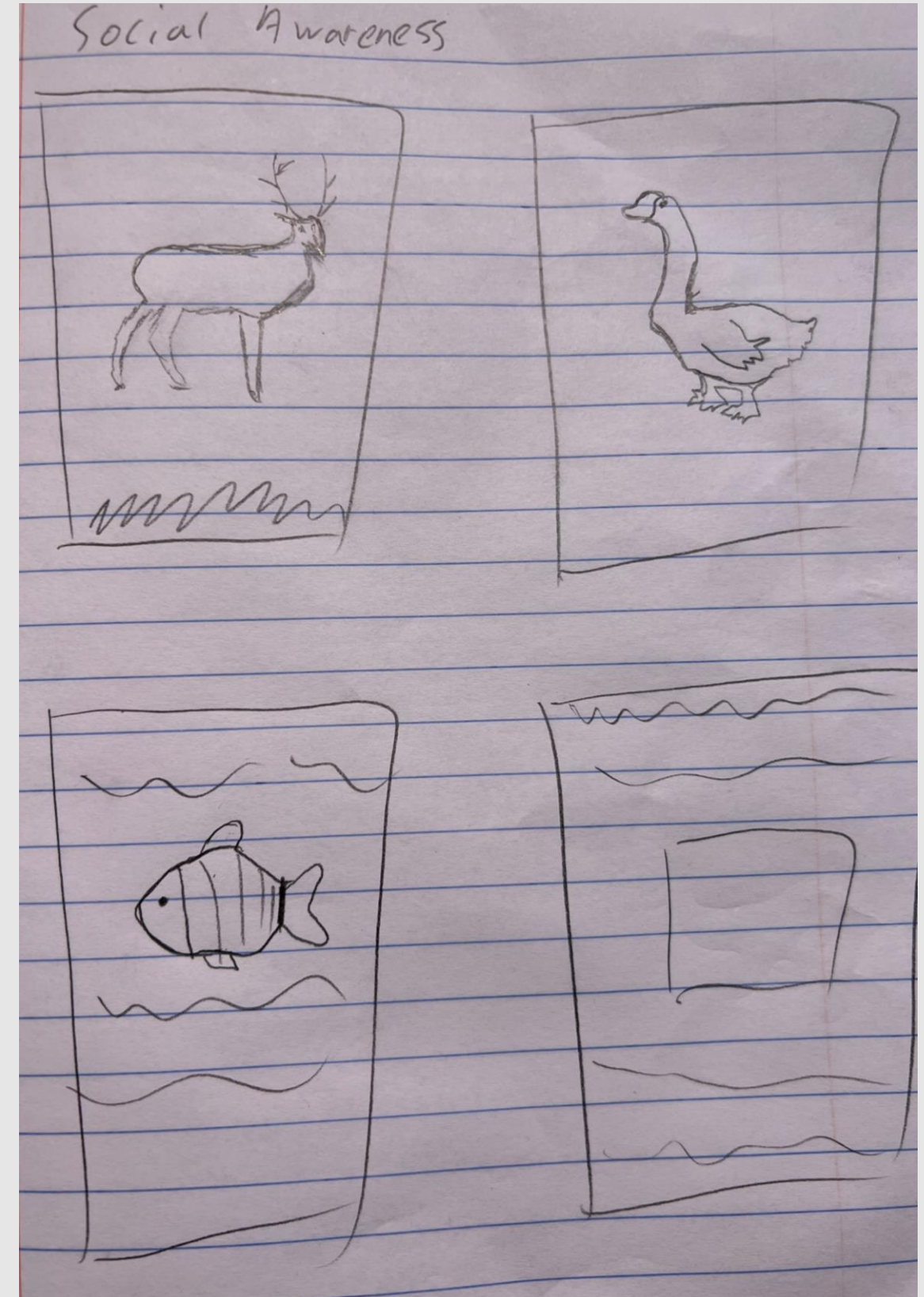
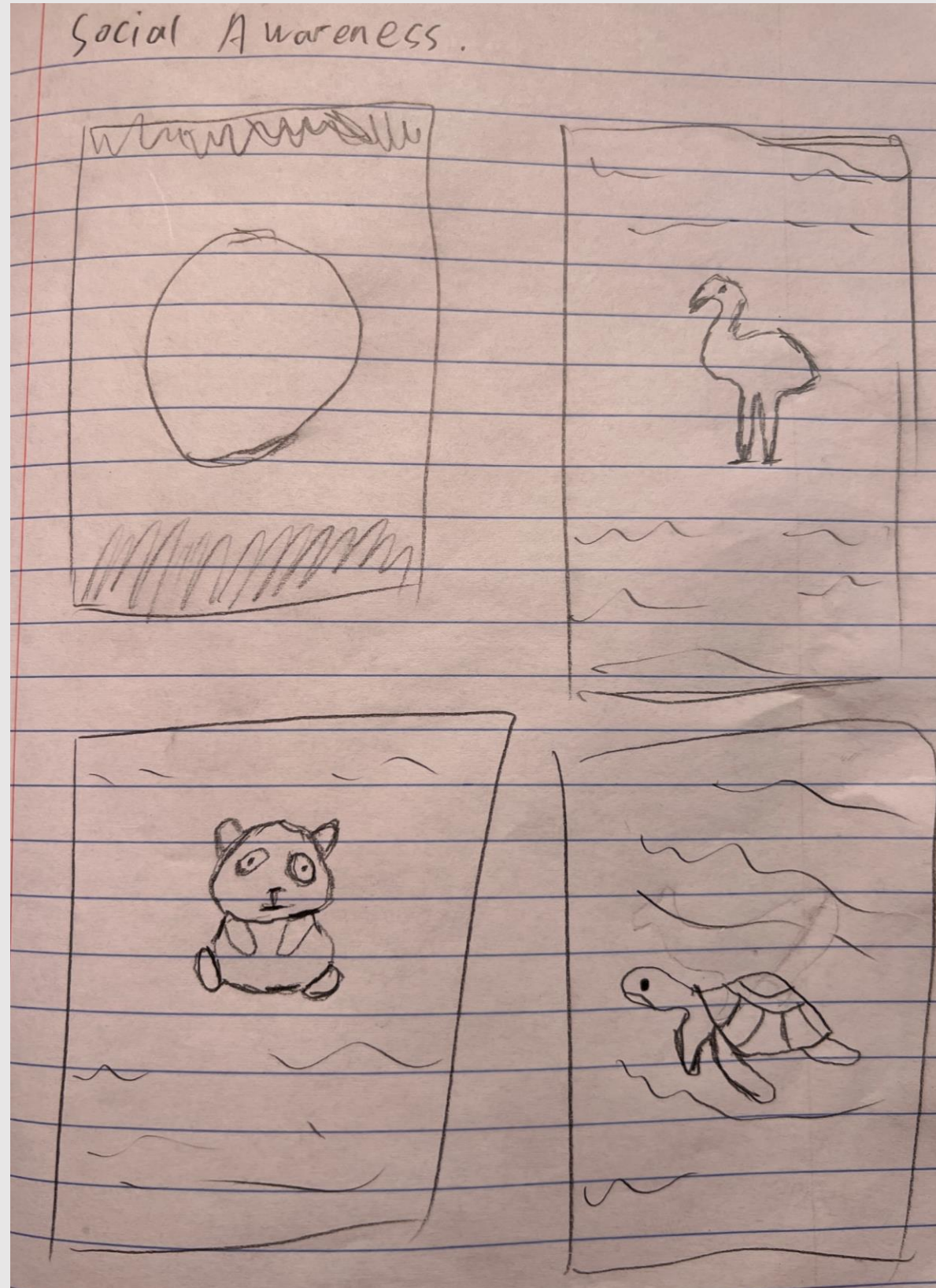
Competitive Analysis



Social Awareness Issue	Impact on the society	People's attention	Solution	Suggestions
Gun Violence	★ ★ ★	★ ★ ★	★ ★	★ ★ ★
Healthcare	★ ★	★ ★ ★	★ ★ ★	★ ★
Wildlife Protection	★ ★	★ ★ ★	★ ★	★
Income Gap	★ ★ ★	★ ★ ★	★ ★ ★	★ ★



Thumbnail Sketches



Final poster design

Part 1



**PROTECT
WILDLIFE**



PROTECT WILDLIFE



Part 2



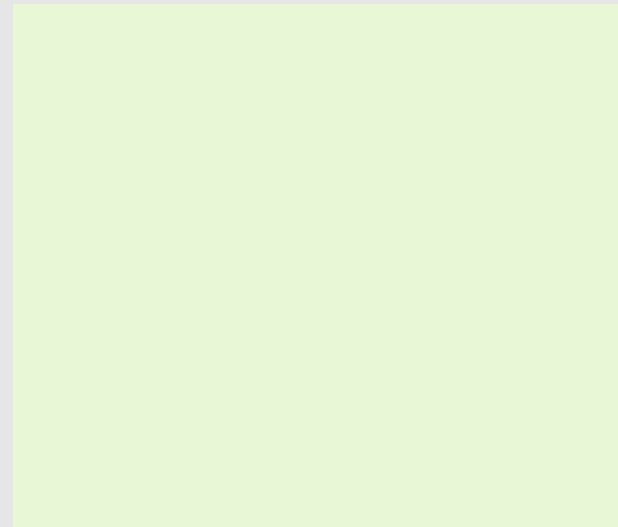
Part 3



**PROTECT
WILDLIFE**



PMS Colors



2274 C



The image features a light gray background with decorative elements in the corners. In the top right and bottom left, there are clusters of green squares of various sizes, some overlapping, creating a geometric pattern. The text 'THANKS FOR WATCH' is centered in the middle of the page.

THANKS FOR WATCH