This
could be your daughter.
Her life is worth more
than money.
STOP
human trafficking

A21
WWW.A21.ORG

Report

MA 05 – Photoshoot, Awareness Campaign
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Introduction

In this task we should create a poster for awareness campaign for the A21. The campaign is about human trafficking. In this report I will show how I would create awareness about this topic.

Interpretation of the task

This assignment had to be shot outdoors with natural light, and with a human model. The campaign poster should touch people's feelings, make them aware of the issue and give people something to think about and maybe make someone take action, use their voice and help people with this kind of issues.

I chose to focus on one side of human trafficking – children sold as slaves. They are forced to do prostitution, be sex slaves, sold for organ theft, to be child beggar, forced to be soldiers, forced to labor or forced to marriage.

Some may have been promised a new start, a new family, better life, or other false promises - but instead get trapped in human cages and a hell of violence and torture.

Strategic Design (concept and target group)

I would make a poster with a strong and moving image that would catch the eyes of people right away. I wanted people to feel it on the body, almost ripping out the heart and tearing the soul apart. Only so they can understand the importance of this matter.
It's time to stop ignoring and start doing something. Open your mouth and give these poor children a voice. People must start thinking that it can actually be their children who can be kidnapped and sold as slaves.

This is a big issue, so really the target group should be absolutely ALL people. But I will try to focus primarily on the country's population who is most vulnerable to such campaigns. It is the female side and especially those who are mothers themselves. So the target group will be women in the age group 25-45 years. They are either single mothers, in relationship or married. But everyone has children. Most will be in economy class or low income. The education level will be varied and it will

be any job situation. It will apply regardless of faith and culture. But the campaign will probably hit many outside this target group as well.

Research and work process

Inspiration methods

I´ve had a bit of research on google, google images, other students work, magazines and I also benefited greatly from Moodle and the forums.

I have spent much time reading textbooks and magazines, on google, seen movies on Lynda.com and on YouTube. I also tried to speak to friends and family if they had any tips or ideas.

I have done some research on human trafficking and found out that It's a terrible issue. There is other ccampaigns for human trafficking and that they often represent the issue of sex trafficking of women.
Other campaign posters is for example:

Creative methods

I´ve spent a lot of time to collect my thoughts, ideas and researching internet pages and magazines for inspiration. I made a brain map and sketches of poster designs. Then I created a document in Adobe Photoshop.
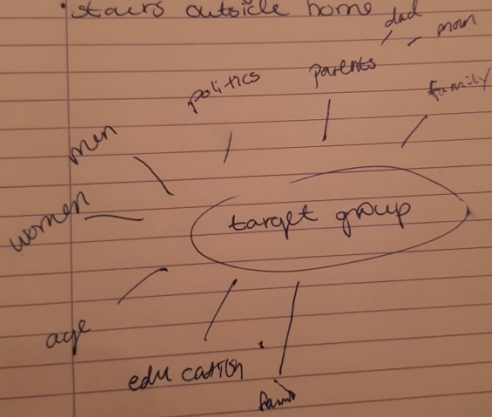
I wanted the poster to stand out a bit, just to catch the eye of potential target groups.
It took much work, effort, trying and failing to make the finished poster.

Sketches – scanned idea development and digital sketches
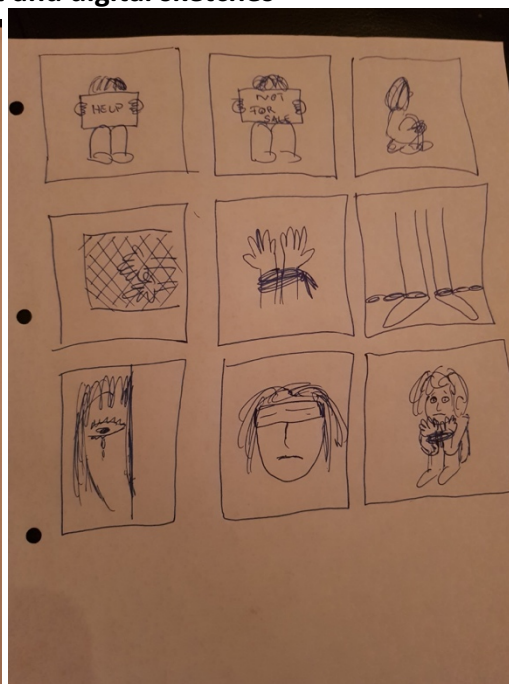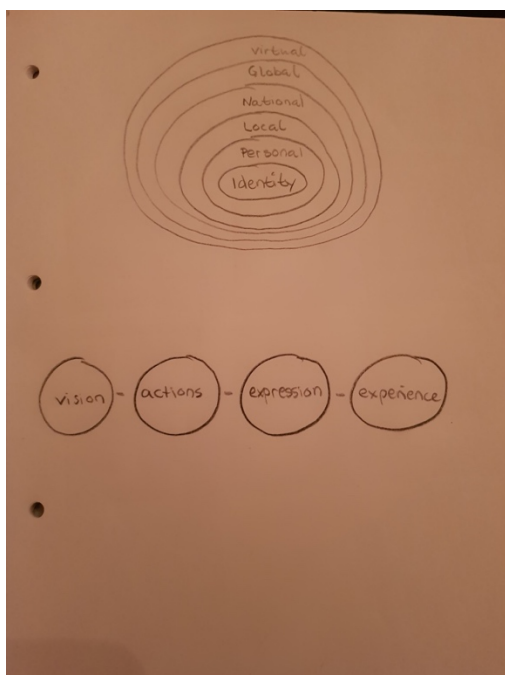
Location:

- Ølbergstranda
- Ølberghavn
- Bunkersene ved Ølberg
- fence by the road
- Hålandsskogen (forest)
- stairs outside home

```
                          dad   mom
                politics    parents
          men        |        |      family
   women    \        |        |     /
                  ( target group )
                   /      |
          age     /       |
                edu cation
                        famil
```

"I am someone's daughter.
Not a slave."
STOP
Human trafficking
NOW

This could be
your daughter,
her life is worth
more than money
stop human trafficking

stop human trafficking

stop human trafficking

Human trafficking

"Women and girls are
trafficked into forced
prostitution"

Make it stop

SOLD
FOR
SEX

This could be
your daughter.
stop human trafficking

Camera: Canon EOS 1300D
Lens: Canon EF 50mm f/1.8 STM Portrait lens

- Et objektiv med stor blenderåpning for
portrettfotografering av høy kvalitet
og fotografering i lite lys

- Med objektivet EF 50 mm f/1.8 STM
kan du enkelt ta mer kunstneriske
og virkningsfulle bilder takket
være en stor blenderåpning på
f/1.8 som gir skarp fokusering på
motivet og en flott uskarp bakgrunn

Mode: Scene Intelligent Auto
    AF, brightness, flash, color tone
    are set according to scene
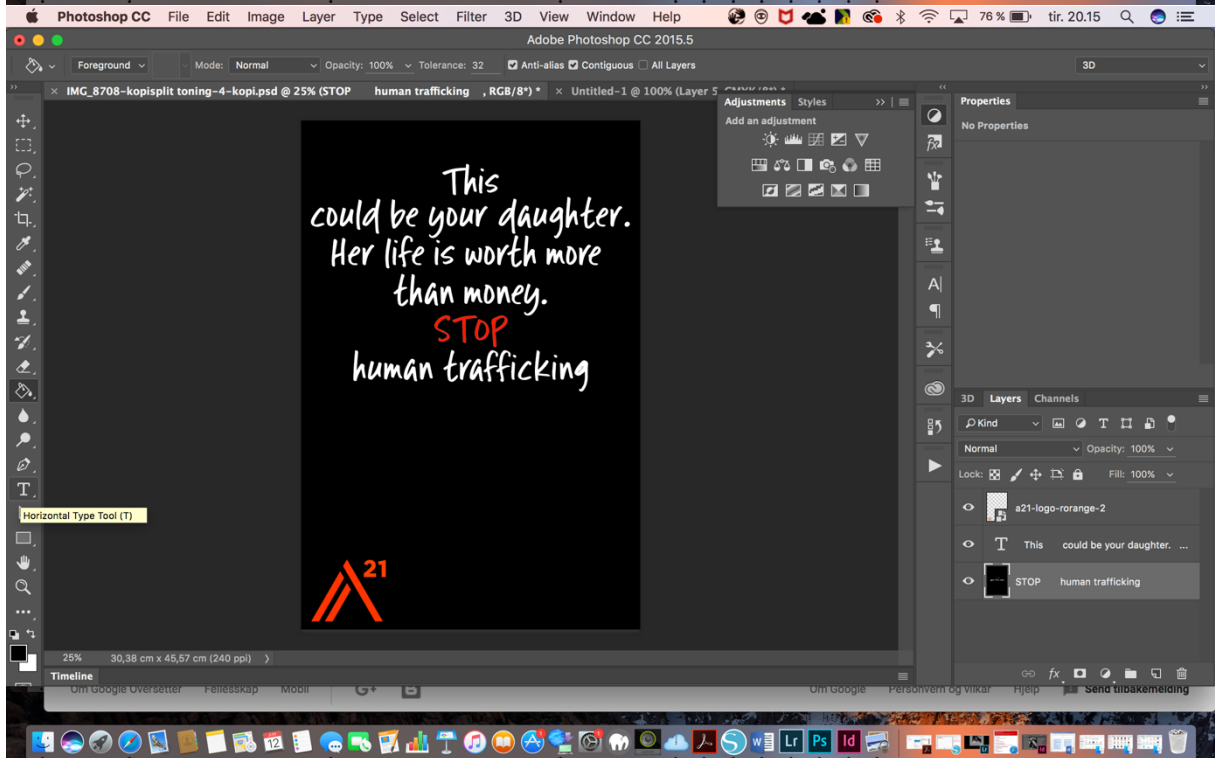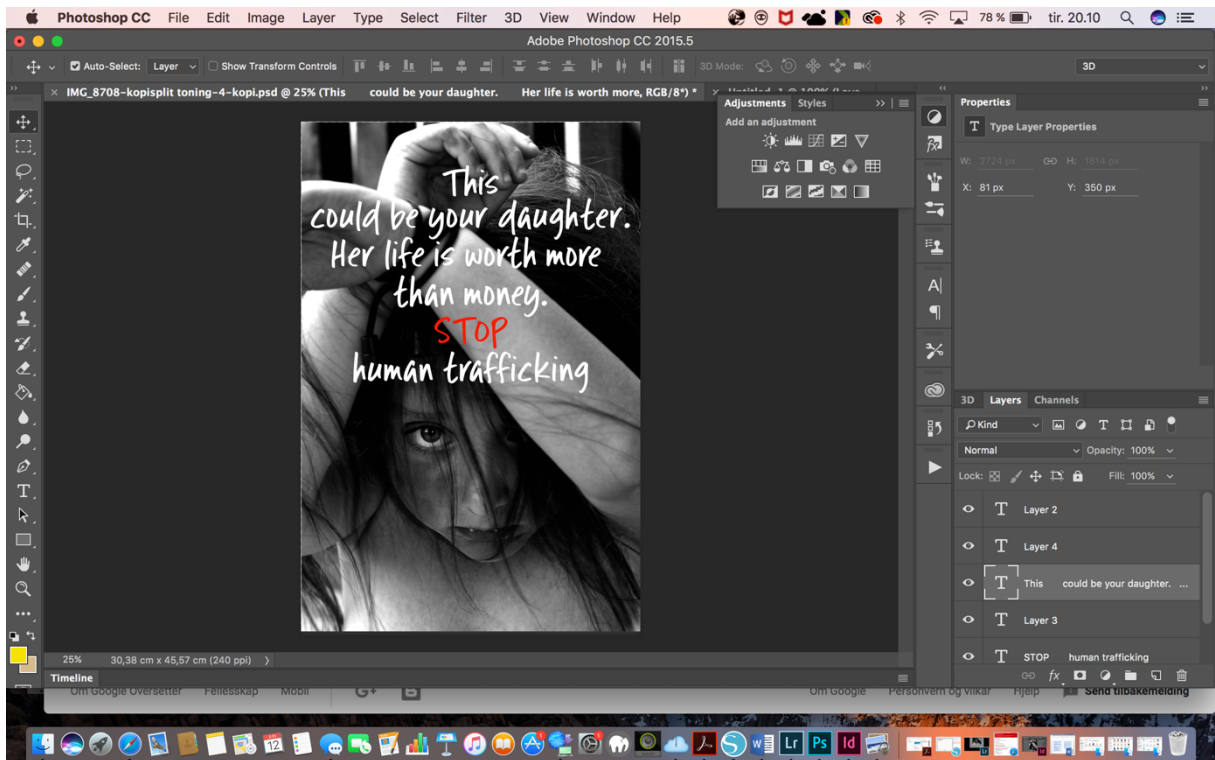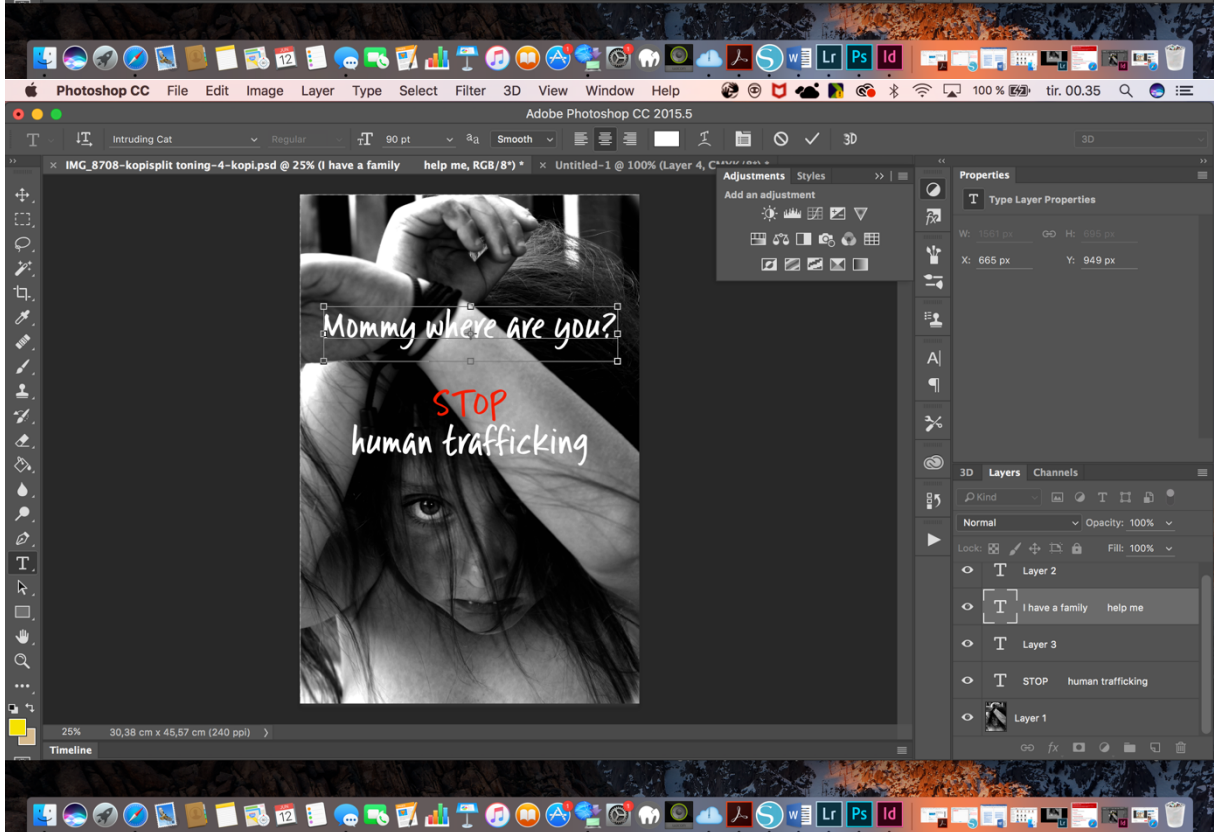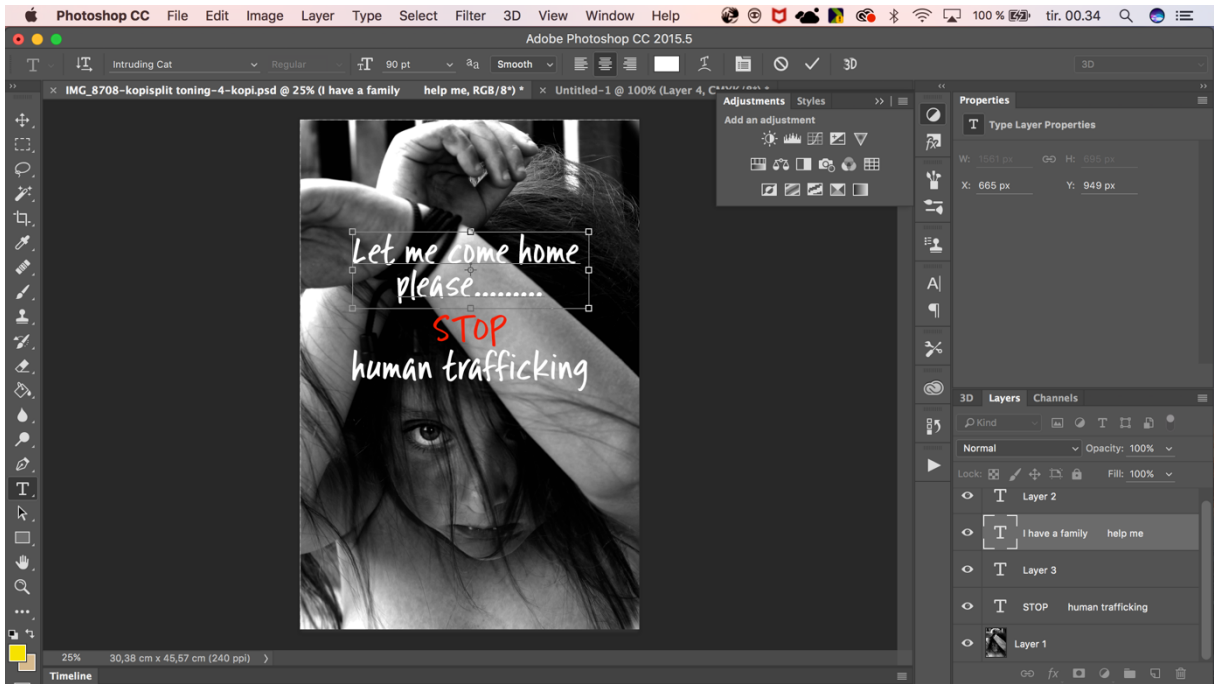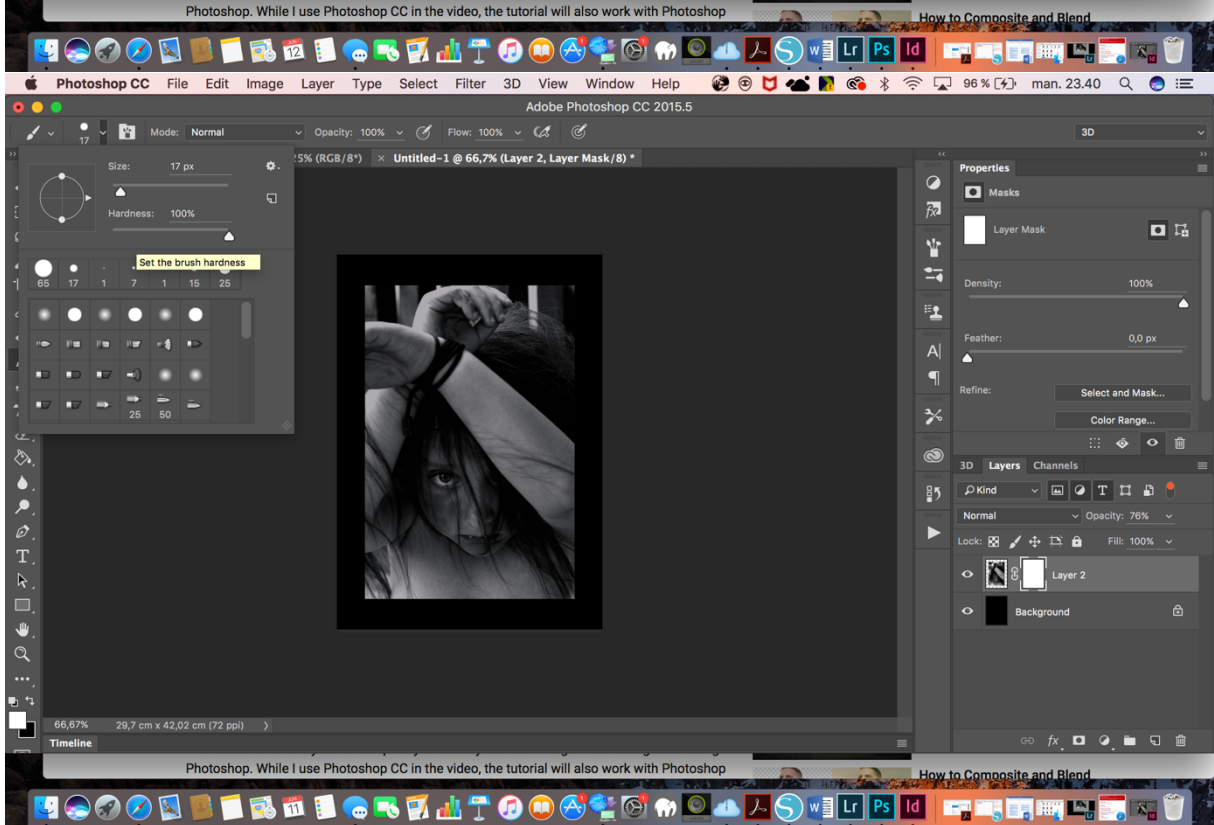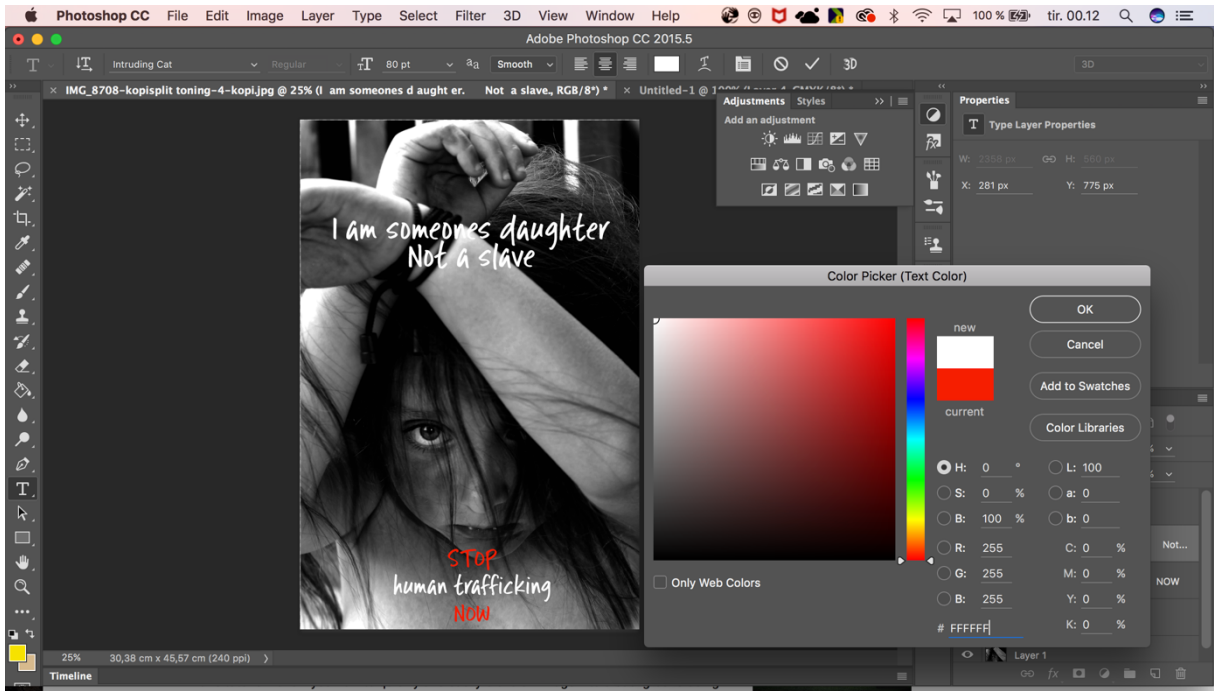
Monochrome image effect (black/white)
Iso
T
apprature
white balance auto: ambience priority

light: camera flash
    day/evening light, cloudy

Moodboards

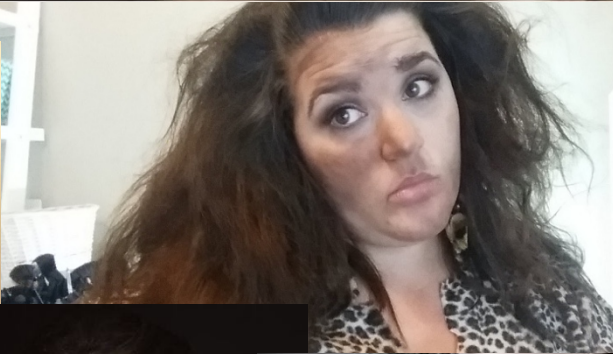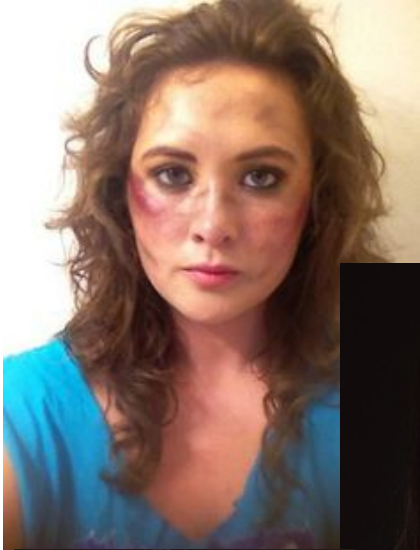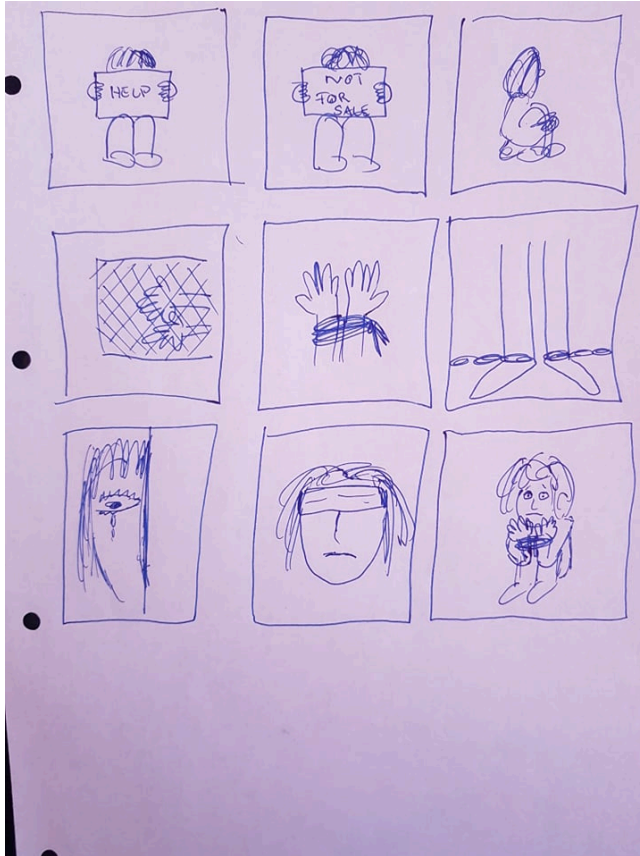Hair,make-up and fashion

Storyboard

Shot list

Campaign for human trafficking
Locations: Outside home, by the fence
Time on set: 18.00
Equipment needed:
- Camera
- Lenses
- Memory card
- Extra battery
- External flash
- Natural light
- Tripod
- Chain
- Rope
- Tape
- Hairbrush
- Make-up (made by me)
- Clothes (almost nothing)
- Model (my 8-year-old daughter was a fantastic model/actress)

Shots:
- Scene 1: Model standing outside by the fence facing towards the camera.
- Scene 2: Model sitting outside by the fence facing towards the camera.
- Scene 3: Model standing outside by the fence facing towards the camera, hands are tied in front of body
- Scene 4: Model sitting outside by the fence facing towards the camera , hands are tied in front of body
- Scene 5: Model sitting outside behind the fence facing towards the camera, hands are holding the fence

Timeline for the shoot day:

18.00: model preparations, hair, make-up, styling, props,(and costume)
18.30: Camera preparation, Lighting test
18.45: Shoot starts
19.45: Rig down, pack up, shoot finished

Photoshoot and testshots
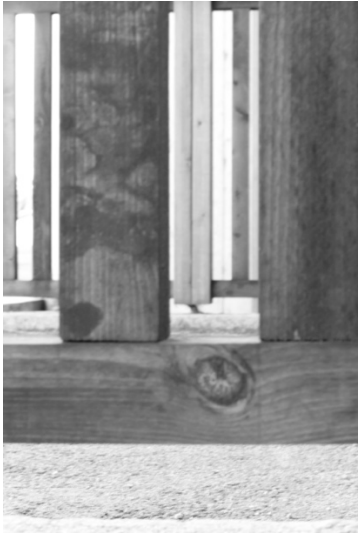
Selected photos from shoot

Design options

I am not a slave
I am a child
STOP
human trafficking

I am someones daughter
Not a slave

STOP
human trafficking
NOW

I am someones daughter
Not a slave

STOP
human trafficking
NOW

Let me come home
please.........
STOP
human trafficking

Mommy where are you?

STOP
human trafficking

This
could be your daughter.
Her life is worth more
than money.
STOP
human trafficking

I did the shoot in Scene Intelligent Auto mode, this because I wanted to focus on getting the right depth of field in my photo. I wanted the details to stand out, the emotions to flow and make the photo to be striking.

I used some flash bouncing on to white paper for reflection, and used only the natural light coming through the cloudy sky.
By using scene intelligent auto mode the camera controls the AF, brightness, flash and color tone and they are set according to scene. I used Monochrome image effect (black/white) on the camera. The white balance was set to auto with ambience priority.

I used a Canon EOS 1300D camera with Canon EF 50 mm f/1.8 STM lens. This is a lens with a large aperture for high-quality portrait photography and low-light photography. With the EF 50mm f / 1.8 STM lens, I can easily take more artistic and effective images thanks to a large aperture on f / 1.8 that gives sharp focus on the subject and a great blurred background.

The aperature used is mostly at 1/60 and 1/80. The ISO is on auto.

The posterphoto: Aperture: f 5. Shutterspeed: 1/60. ISO: Auto


Style/genre

I wanted the layout and design to be interesting and eye-catching, but also scary and terrible.
I immediately wanted the background image to be the first focus point. And that I had to capture something special in the picture that would really create a storm of emotions. Therefore, I chose to let the eye of the model be the main focus. One can see the sadness, despair and helplessness in the eyes. The colors should reflect exactly what the eyes told. A nightmare. And you should also match the color of the organization's logo.
The poster is made in A1 size.

Typography, text, colors

The poster has the font "Intruding cat regular"
Example of Intruding cat regular:
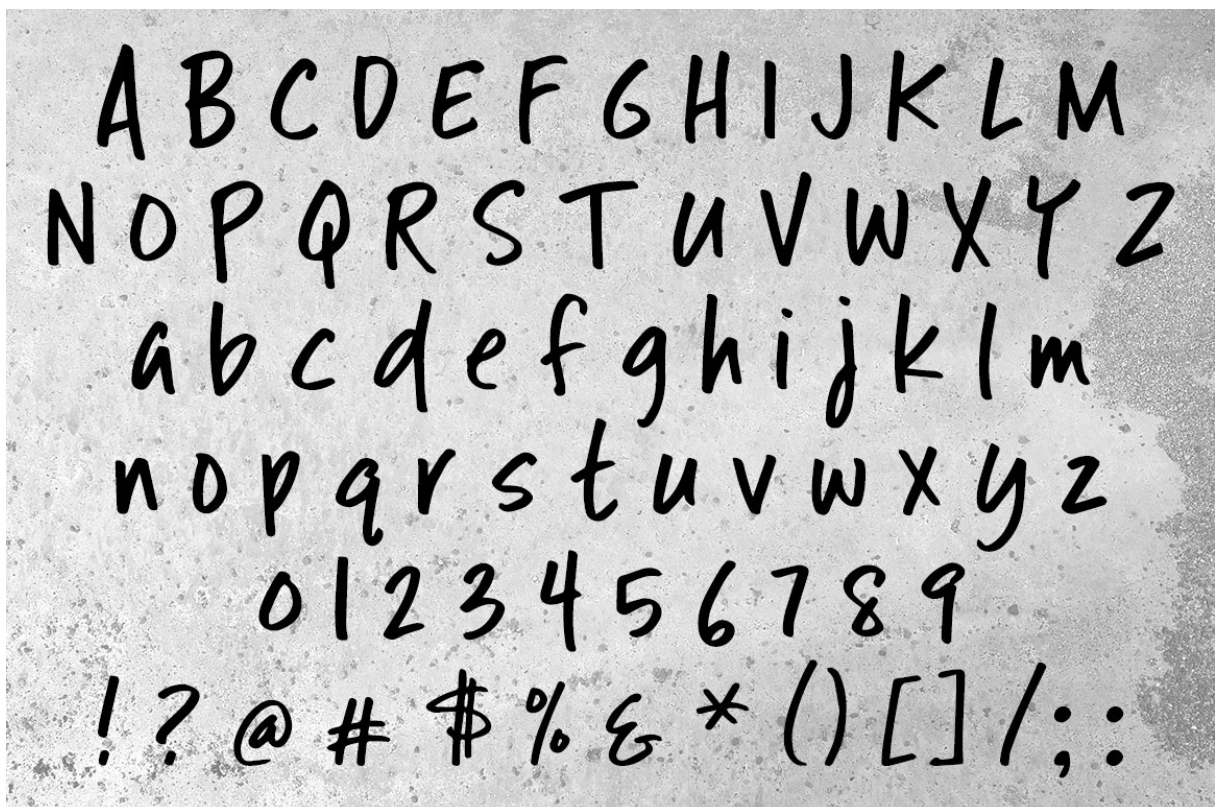
Colors

The document Is created in CMYK color in order to produce the most accurate color possible.
I used standard HB pencil, ballpoint pen, color pens and color pencils on the sketches.

The colors are taken from the idea of dark and scary night. The colors have emotional connections. I chose the colors because they have a meaning.

The colors may be associated with the following:

Black is associated with power, elegance, formality, death, evil and mystery.

White is associated with light, goodness, innocence, purity and virginity.

Red is associated with energy, war, danger, strength, power, determination as well as passion, desire and love.

The colors affect people's attention, awareness and behavior. There are many factors that influence how people react and what they will do. However, the biggest deal is decided by visual cues, the strongest and most persuasive being color.

I refer to the color charts that shows the colors:

#ffffff

#000000

#ff3400

Composition, layout, grid

To have great flexibility in the layout of the poster it is based on a 2 column grid system. It has structure and flexibility.
The symmetrical design system allows large display typography in different styles to divide the pages and play a central part as design elements in the composition.
The asymmetrical design system allows experimenting with the layout to create tension and dynamism.
By combining both styles you create symmetrical and asymmetrical page designs that works together so the design suits the project.
Pace and contrast provide variety and set the rhythm and the mood. It is critical to be able to direct the eye to different pieces of information. The reader should be given different experiences, have different reactions and enjoy the complete experience from the beginning to the end.

Poster
- Symmetrical
- Illustration, logo,
- Vertical movement
- portrait-format logo/illustration create horizontal movement
- Balanced placements of objects on the page
- Use of elements like logo, illustration
- Several positive spaces in form of text, logo, illustration etc.

Analysis

I have worked hard on this task. There was a lot of thinking, sketching, taking photos and hard work that resulted in the logo. Maybe I could have done even more research, but I feel like I´ve done a good job and I am happy with the result.

Working with this poster design was a bit difficult. I had to really twist my brain and make myself a schedule/shot list so I could spend the right amount of time. I had to drop the schedule/shot list due to the weather conditions and do what I could day by day. And finally in the end I made it before the deadline. Apart from some bumps on the road I feel I´ve done my best and I am satisfied with the result.

Sources and references

Internett:

http://www.google.com

http://www.google.com/images

http://www.lynda.com

http://www.noroff.no

http://www.youtube.com

https://www.A21.org

Adobe Kuler color wheel:

http://color.adobe.com/nb/create/colorVwheel/

http://www.spycolor.com

Color meaning:

http://www.color-wheel-pro.com/color-meaning.html

My wordpress blog and website:

http://lindaantonsen.wordpress.com/

http://www.antlindesign.no

Textbooks:

Graphic Design School (fifth edition) by Wiley. (ISBN 978V1V118V13441V2)
- Unit one – research and concepts
- Unit two – Fundamentals of composition
- Unit three – Fundamentals of typography
- Unit four – Fundamentals of color

Logo design workbook by Adamsmorioka
- Page 12-65

Graphic Style (third edition) by Steven Heller/Seymour Chwast. (ISBN 978-0-8109-9791-2)
- Whole book

Designing Brand Identity (fourth edition) by Alina Wheeler. (ISBN 978-1-118-09920-9)
- Whole book

The Fundamentals of Typography (second edition) by Gavin Ambrose/Paul Harris
(ISBN 978-2-940411-76-4)
- Whole book

Graphic Design Thinking: Beyond Brainstorming by Ellen Lupton. (ISBN 978-1-56898-979-2)
- Whole book

Software/Equipment:

AdobePhotoshop
Adobe Acrobat
Microsoft word
Safari Internet
Google
Macbook photo preview
Moodle
Forums
Lynda.com
Wordpress
Sketching pencils
Coloring pencils
Coloring pens
Ballpoint pen
Sketching paper
Printing paper
HP Officejet Pro 6830 printer, scanner
Samsung galaxy s8 +
Canon EOS 1300D
Canon EF 50 mm f/1.8 STM portrait lens
Daylight