

WORK AGAINST SUICIDE

Addressing the work that needs to be done.

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POSITIONALITY STATEMENT

I grew up in a large family surrounded by incredible support. I never felt like I didn't have someone that I could go for help. But this is not a reality for many men who often feel isolated when it comes to addressing their mental health. Because I grew up with such support and see that others lack this, it is important that I be a part of addressing the issue. I have known people in my life that struggled greatly with their mental health.

In my own life there are times where I am worried to be open about struggle because I am worried how it reflects on me as a man. As a college student, struggles with mental health are apparent among my peers due to factors such as stress, anxiety, and depression. I have had the fortune of having friends who are very open about their struggles. I have also had friends who were never open, and my ability to notice and then help was greatly hindered.

[Redacted]

[Redacted]

[Redacted]

PROJECT OVERVIEW

[Redacted]

The purpose of this project is to bring notice and representation to the issue of men's suicide. Currently there is a stigma surrounding all mental health, but the issue is especially prevalent among men. Suicide is one of the leading causes of death among young men.

[Redacted]

The lack of coverage on men's mental health is a contributing factor to the rise in suicide rates. For this project I wanted to target men who were struggling as well as those in their lives that may not be aware of the pervasiveness of the issue.

[Redacted]

It is important for this subject to be covered so that those who are currently dealing with mental health issues know that there are people that care for them. It is also important that this advocacy campaign brings the severity of the situation to light for those who are unaware so that they can contribute to solving the issue.

Subject Research

Rising Suicide Rates

Suicide rates are rising for all demographics to the point where action has been taken on the federal level, the establishment of a national suicide hotline, to address the issue. Over the last decade suicide rates have climbed over 16%. From 2020 to 2021 alone, suicide rates climbed 5%. There are many contributing factors to the rise in suicide. Much of the reason given is increasing economic and social pressures.

Prevalence Among Men

Suicide is the 2nd highest cause of death among young men. It also consistently remains among the top five causes of death for men across all demographics. Men are 1/3 as likely to attempt suicide but are 4X as likely to die by suicide. Men are far more likely to make catastrophic suicide attempts such as by fire arm, drug overdose, or suffocation.

SUICIDE HOTLINE: 988

Design Research

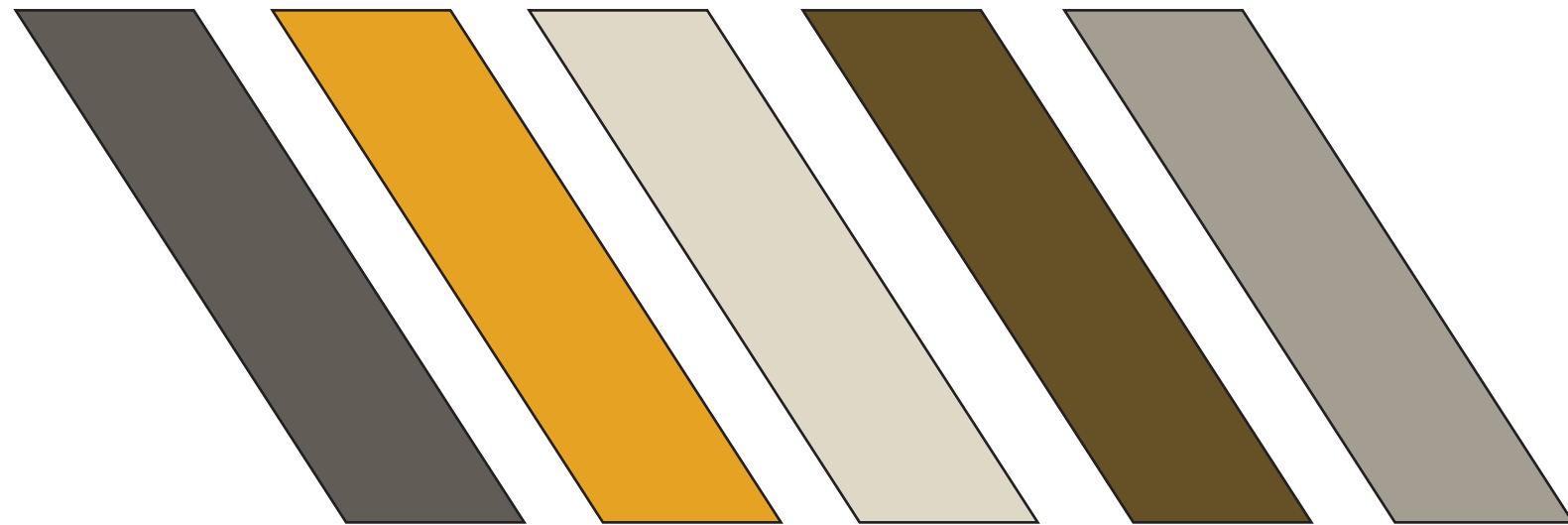
Initial Design Research

In order to establish where I wanted to go with the brand's design I conducted a literature review of similar organizations. One organization that was particularly helpful was SAVE.ORG. I looked to this Brand because it had a clear design language and concise name, which is something I wished to have in my project. SAVE is also an acronym for Suicide Awareness Voices of Education. I took inspiration from this, and with the help of my professor, I landed on WAS, an acronym for Work Against Suicide.

The creation of my logo was among the more difficult tasks that I faced. Later on you will see the process of the logo laid out. For my logo, I spent most of my effort sketching initial designs over and over again. However, when it came time to bring those sketches to life, they did not work perfectly. However, the sketch process allowed me to work through many iterations of my logo which gave me an overall better understanding of my project's identity.

VISUAL

COLOR SCHEME



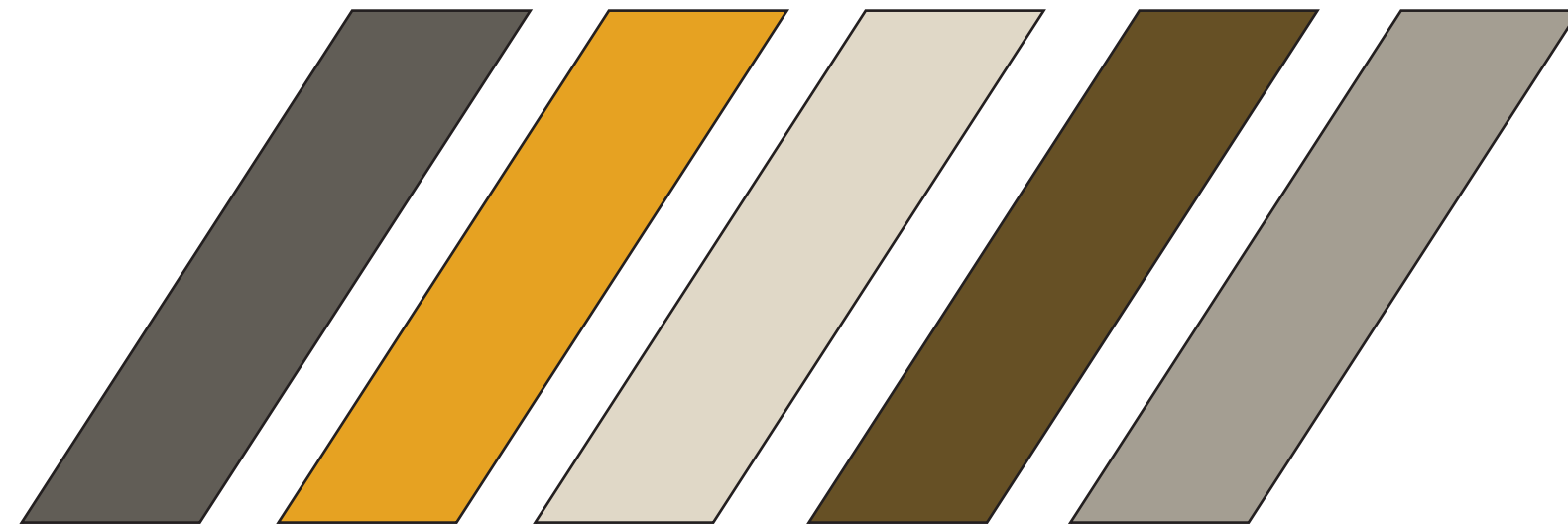
#615D56

#E6A119

#E0D8C8

#665126

#A39D91



IDENTITY

TYPEFACE

USE FOR H1 TEXT

KRUNGTHEP

USE FOR H2, H3, and Body Text

SOFIA SANS CONDENSED

REGULAR BOLD EXTRA BOLD EXTRA

KEYWORDS



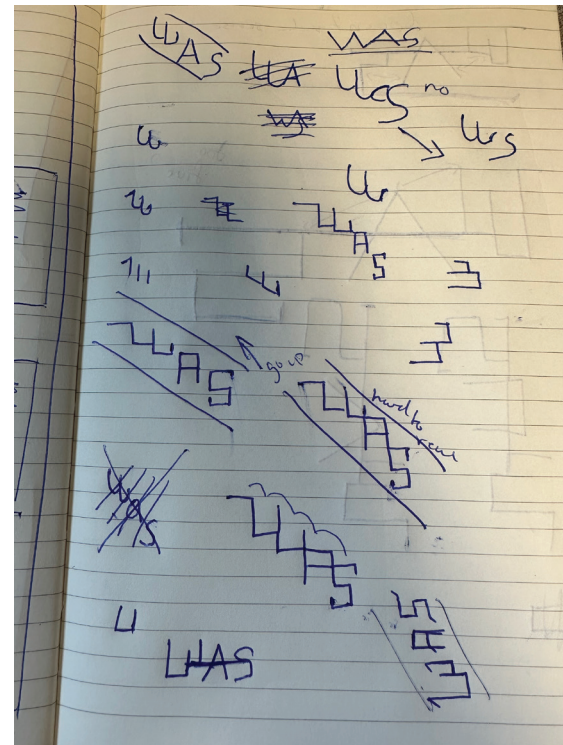
CAUTION

ALERT

WAKE UP CALL

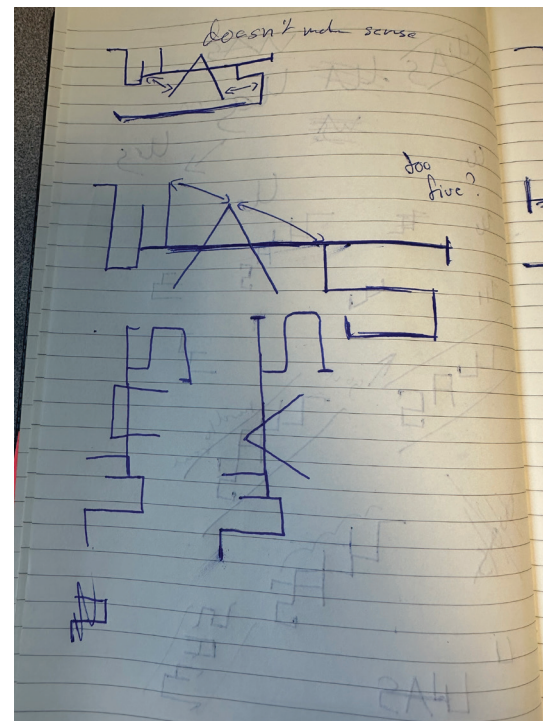
BROKEN SILENCE

INITIAL LOGO SKETCHES



I wanted my logo to have sharp angled features so that they would be eye catching. I also incorporated an ascending design within the W in order to symbolize the ongoing rise in suicide rates.

However, this idea never came across as I intended. After draft phases in Adobe Illustrator I moved on from it.



INITIAL LOGO MOCKUPS



I made this logo in Illustrator based off of my sketch ideas. After peer feedback I realized that they were not communicating the ideas that I wanted effectively. It also did not give the best idea on what the project was about.



I tweaked my initial design to reflect the content of the project more. For this one I wanted to invoke the imagery of a pill, as drug overdose became a prevalent part of my campaign. However, this logo was too specialized and did not effectively communicate the overall message.

FINAL LOGO

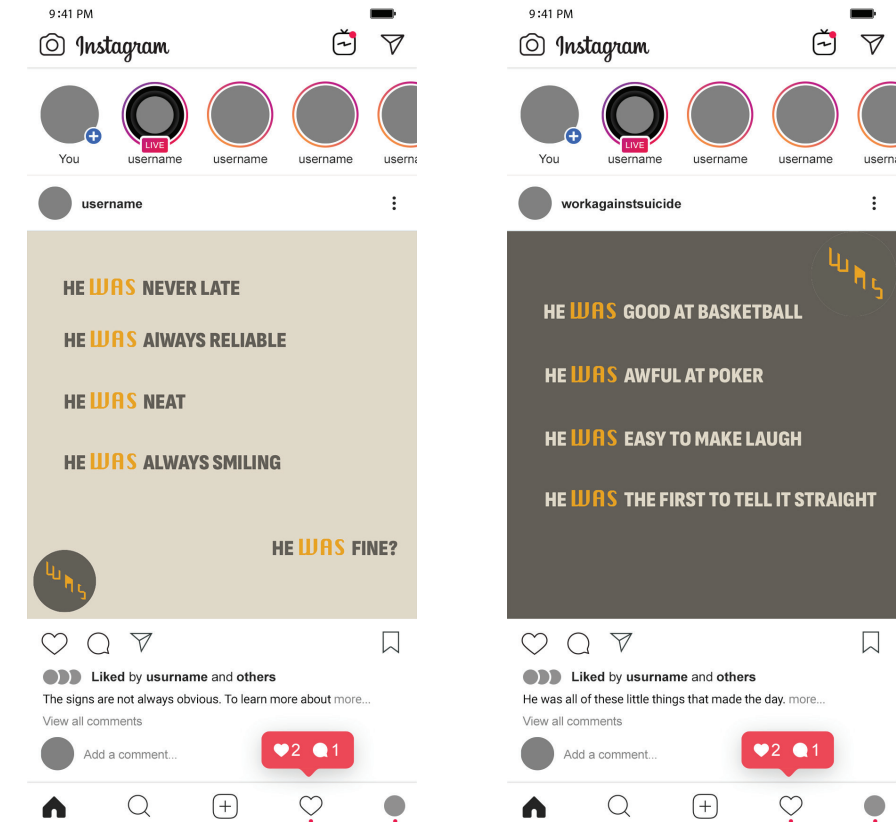


My final logo for my project is one that reflects the theme of the project while effectively communicating what the project is about. I decided to abandon the acronym within the logo so I could immediately convey what the project is about. The logo is based on a construction barricade which fits in with the overall industrial color scheme that I chose. It also symbolizes the work in progress that is our effort against suicide.



BRAND EXTENSION

SOCIAL MEDIA POSTS



BENCH BOARD

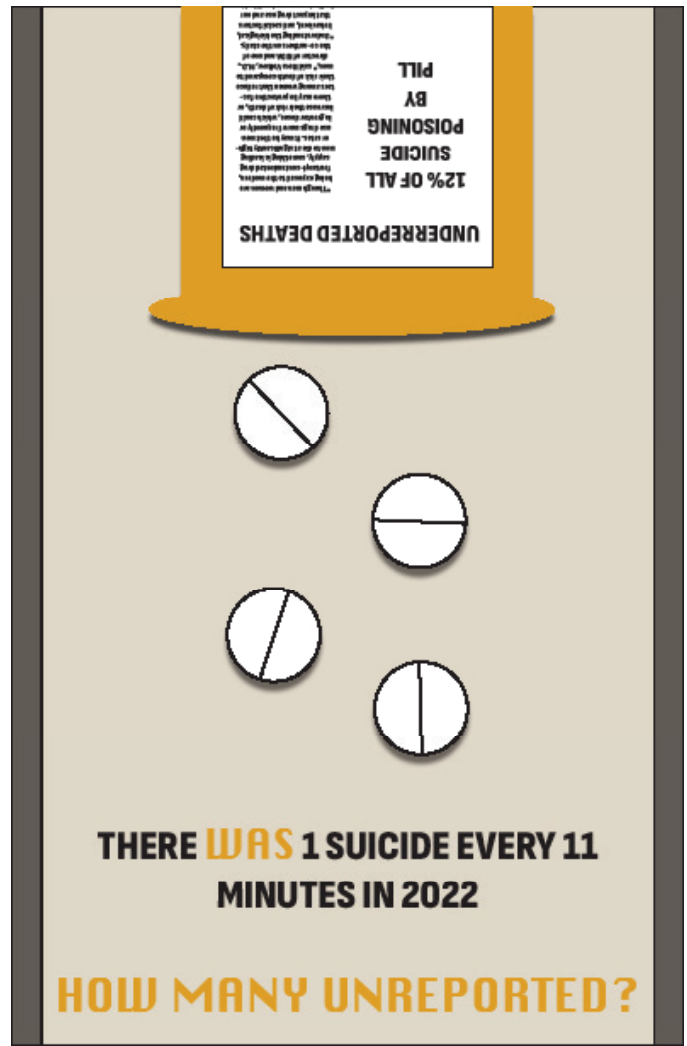


POSTERS - PROCESS



These were my two initial designs. I wanted to communicate to the audience the severity of suicide by demonstrating how suicide is especially prevalent among young men. I wanted to have the first poster look like a diploma holder that is covered up by a warning label that shows the impact of suicide.

My second design focused on the aspect of drug overdose and suicide. I wanted to call attention to the fact that many drug overdoses are in fact suicides but are not reported as such. I moved away from both of these ideas as they were a little vague with how they related to the overall campaign.



POSTERS - PROCESS

After receiving feedback from my professor and my peers I agreed that my initial designs lacked the necessary emotion. It was important for one of my posters to include a person on it, because people are really what campaign is seeking to help.

I also wanted to better incorporate the phrase "WAS" into my campaign as it was the starting point for the entire campaign.



FINAL



This was ultimately my final design. It delivers on the emotional aspects that I desired for the brand. The hashtag encourages engagement beyond viewership. It serves as an informative introduction to the overall cause and it fully encapsulates my brand identity and goals.

POSTERS



16 17



I liked my previous pill bottle design, but the previous message was not fully there. For this one I listed the statistics that were more in tune with the general brand while still calling notice to the problem of drug over dose suicide. It serves as good secondary to my primary.

