

Meeting: November 22th

What did we discuss?

In this meeting, we worked on refining our second idea, the awareness campaign. At the end, we had:

- Researched for similar awareness campaigns;
- Researched for italian campaigns for visual references;
- Researched for italian awareness campaigns on scams;
- Read articles about color and typography for the elderly;
- Defined what visuals we aim with the campaign;
- Defined two types of posters.

Similar campaigns



Italian campaigns



Italian awareness campaigns on scams



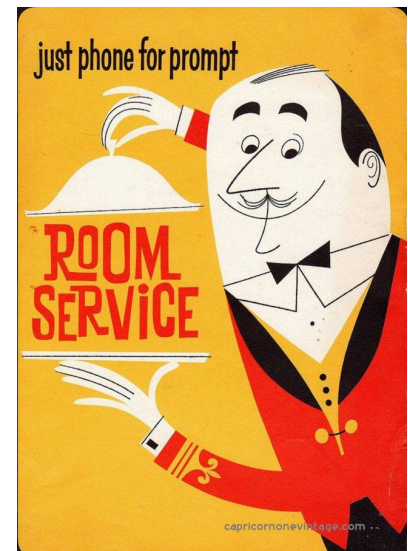
Colors, typography, and shapes

For **colors**, we decided to go with **bold and attractive values**, in a way that doesn't distract from the message, aiming for **high contrast and limited palette**.

For **typography**, we aim to use a font with **clear shapes and a broad range of weights**. We thought that Arial or Helvetic allows us to better structure the information's hierarchy. *We are still in the process of selecting the typography.*

For **shapes**, we decided to design something similar to the image on the right: **clear shapes, uncomplicated, and easy to understand**.

(We would use a less bold palette.)



Posters

Visual examples are on their way, but here is a summary of what we decided about the two kinds of posters being delivered:

1. **Typography poster: the main element is the message**, an eye-catching and impacting phrase that synthesizes the awareness campaign goal.
2. **Illustrated poster: the main element is the illustration**, although a title text that harmonizes with the drawing is still present.