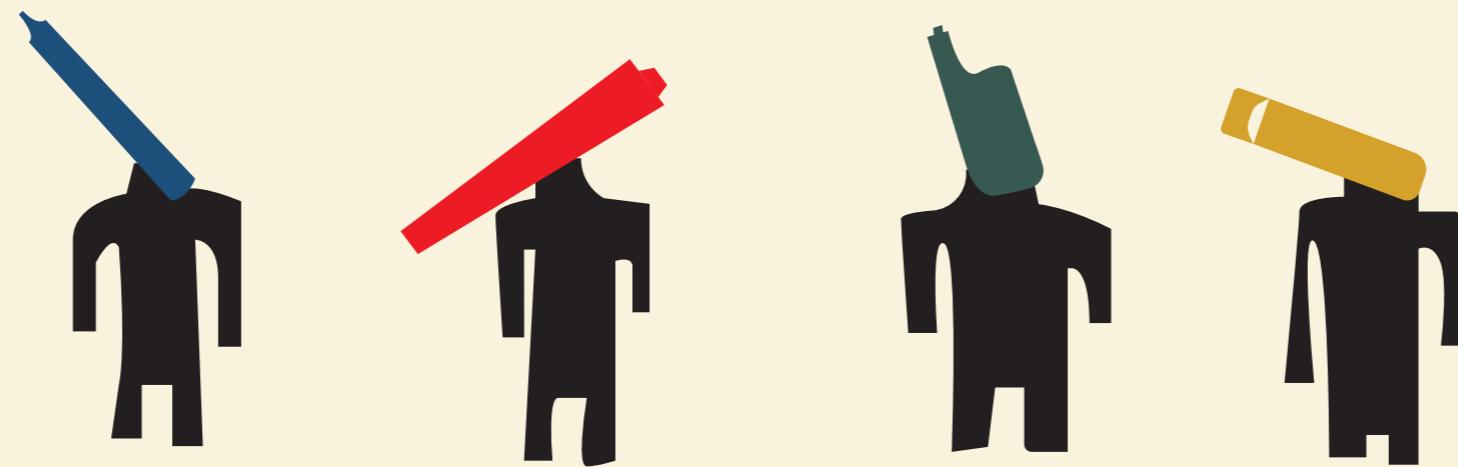
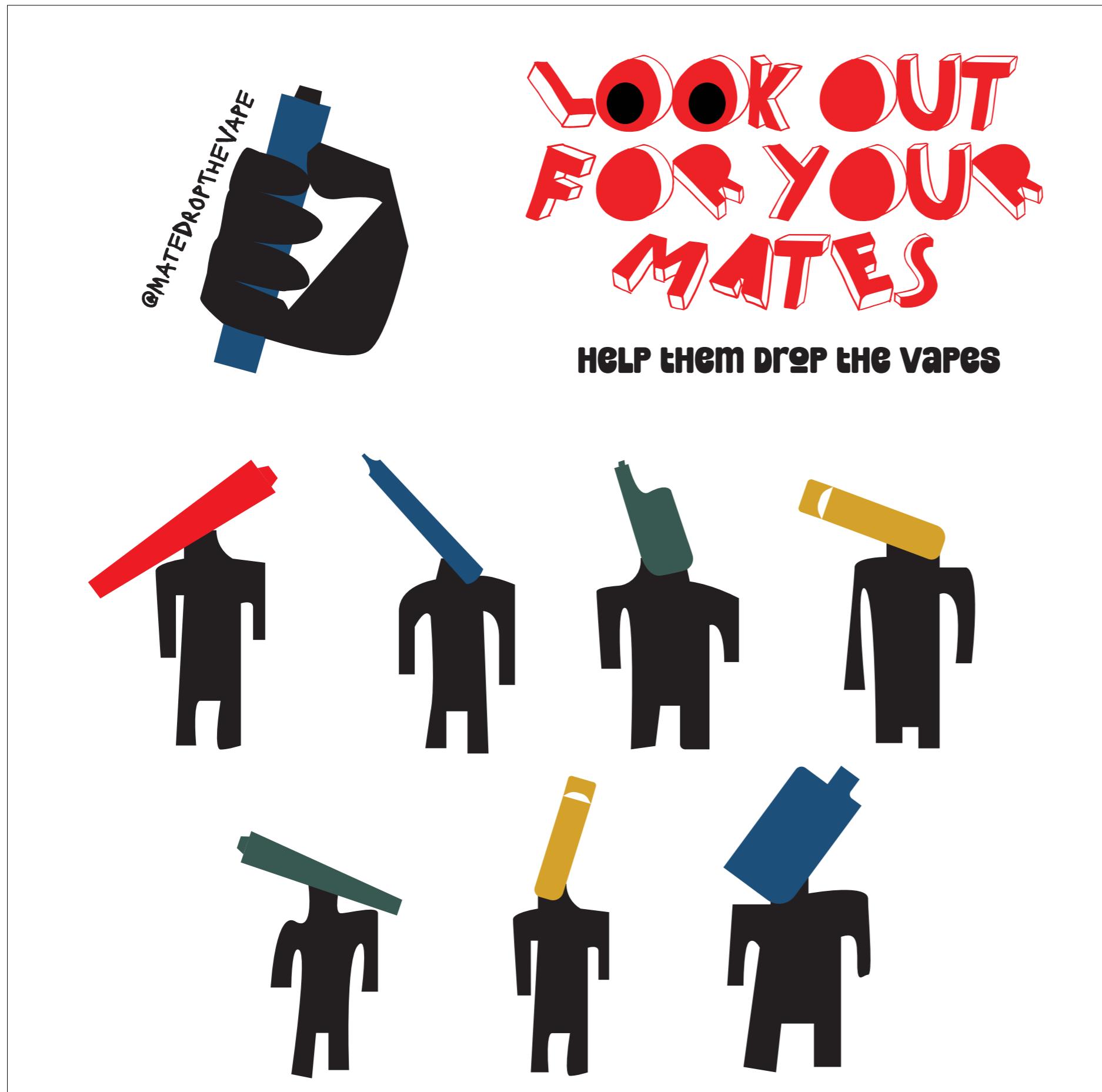


QMATEPROPTHEVAPE



MAX FRASER - 7326452

VISUAL FORMS : Social Media Posts, Posters, Tote Bags, Apparel



DESIGN RATIONALE

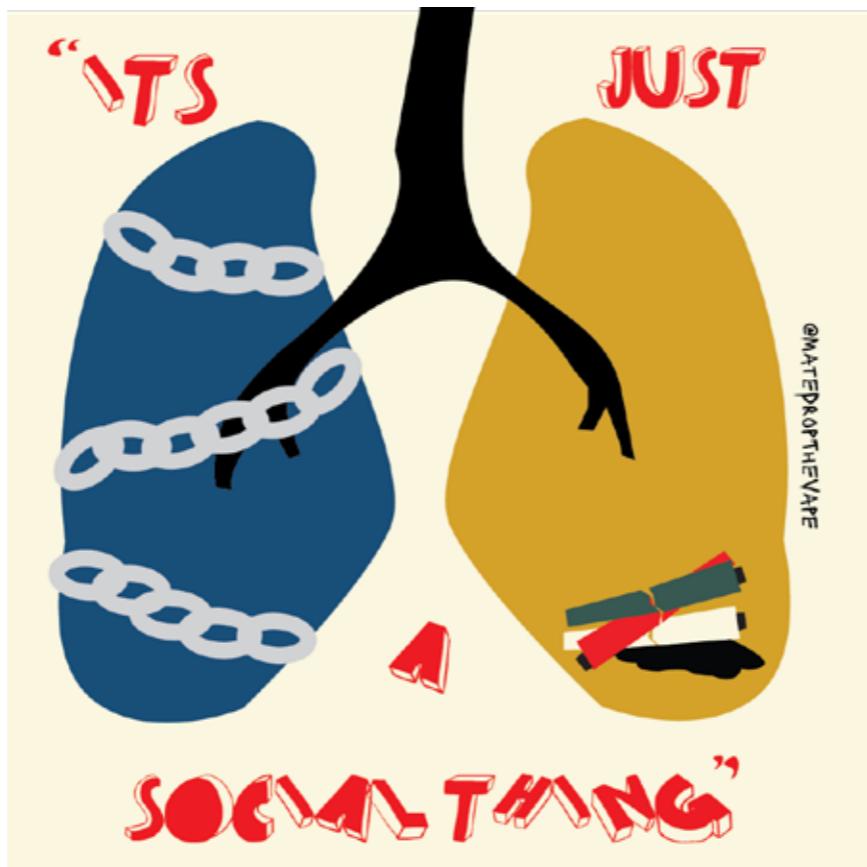
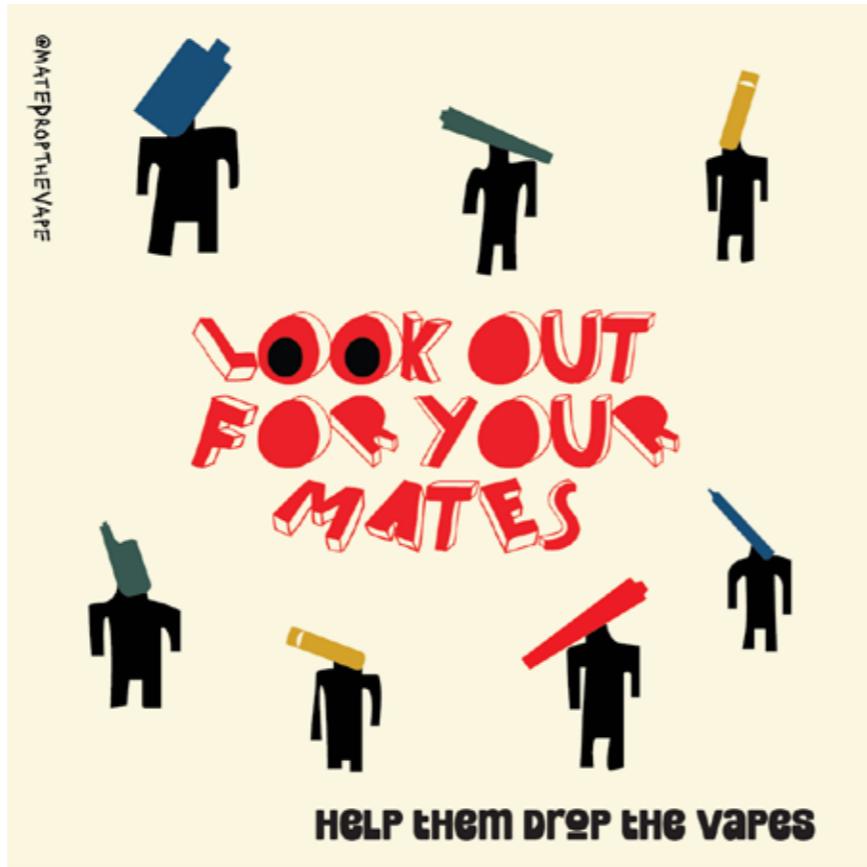
In Australia, nearly half of 18-24-year-olds have used a vape in their lifetime. Vaping has become a trend among younger generations, spreading rapidly through schools, universities, and social circles. Young people are now more likely to vape than to smoke cigarettes, with many considering it an epidemic.

Mate, Drop the Vape is an organisation that encourages young people aged 17-24 to support each other in quitting vaping. Through a social media campaign, out-of-home advertising, and merchandise, the organisation aims to eliminate the vaping trend, making it less appealing by effectively engaging younger people.

The visuals are designed to resonate with the target audience, using a relaxed, indie style that is popular with this demographic.

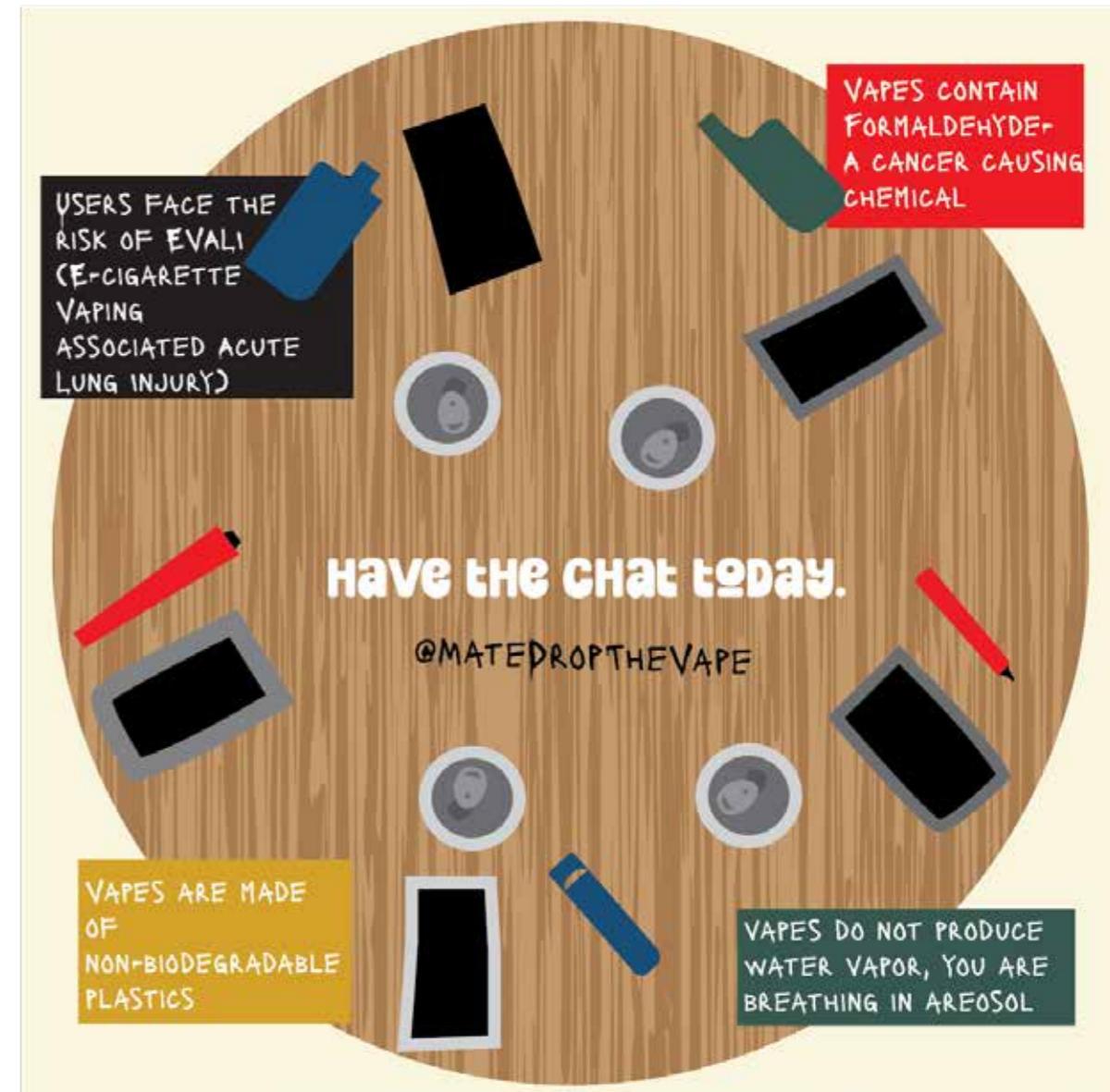
SOCIAL MEDIA POSTS SET 1

Designed to be
posted individually on
Instagram.



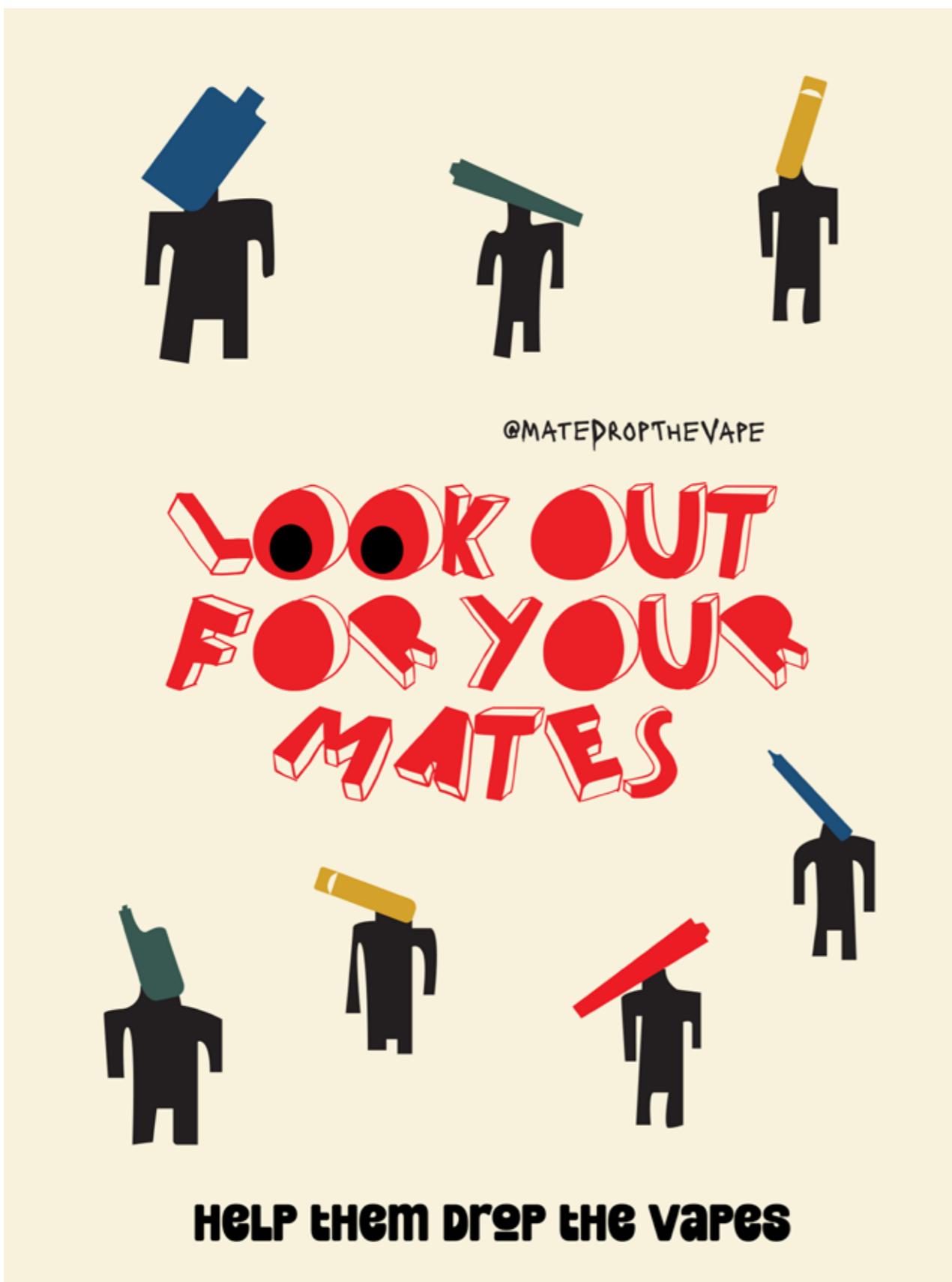
SOCIAL MEDIA POSTS SET 2

Designed to be posted together, in carousel format on Instagram.



POSTER DESIGN SET

Designed for out of home advertising and campaigning. Will be seen in bus shelters and street posters.



TOTE BAG DESIGN 1

Tote bags were chosen as they are often used by the target audience. It's important the designs are wearable and aesthetic.



TOTE BAG DESIGN 2

Tote bags were chosen as they are often used by the target audience. It's important the designs are wearable and aesthetic.



TOTE BAG DESIGN 3

Tote bags were chosen as they are often used by the target audience. It's important the designs are wearable and aesthetic.



APPAREL SET

Consists of 3 hat designs and a jumper design.



APPAREL SET

Consists of 3 hat designs and a jumper design.

