

## Proposal

### Research problem statement

Suicide is the second leading cause of death for people ages 12-18.

### Communication objective

The communication objective of this research project was to create a persuasive traditional campaign to encourage current high school students with suicidal thoughts or tendencies to communicate about their emotional state. This was achieved through a campaign that highlights the specific thoughts and feelings that might be gripping a student.

### Visual solution

The visual solution of this campaign consists of a series of three cohesive posters that address different thoughts that a suicidal student might be facing. The posters feature a bright and colorful concept to visually communicate the messages of hope, worth and freedom. Negative thoughts that a student might struggle with include “Everyone would be better off if I were gone,” “No one cares about me or anything I do,” and “They think I am completely fine but I’m drowning in pain” which are incorporated in the shadows of the statements of encouragement. These statements include “it’s not the only solution,” “you are not alone,” and “there is no shame in pain.” After sharing the messages of hope, worth, and freedom, the call to action states “talk to someone about your suicidal thoughts.”

### How it was produced

The LIFT Campaign was produced through extensive research and discussion on the topic of teen suicide. After research had been compiled, the concepts of the need for hope, worth and freedom emerged. The creation process began with sketches, which were transposed into digital compositions that resulted in draft revisions to arrive at the final draft. The posters were created in Adobe Illustrator and compiled in InDesign.