

08

Unblur The Lines

Print and Digital Campaign

Project Objective:

To create a print and digital campaign that brings awareness to a current problem or issue in today's world.

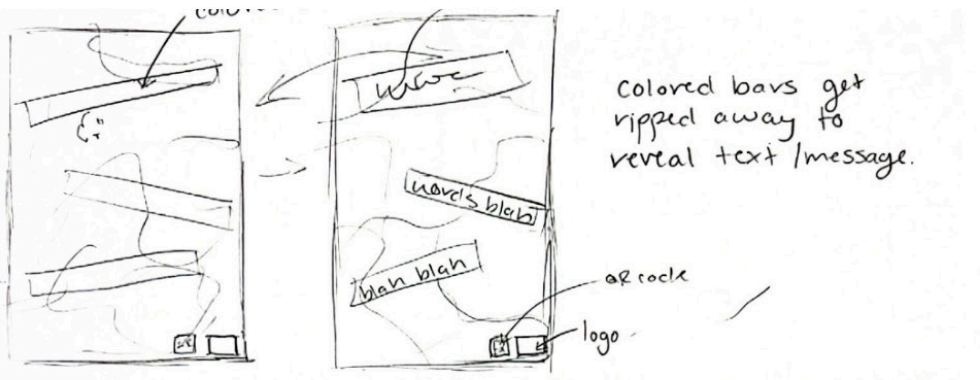
Concept:

Unblur The Lines is a social campaign aimed at the separation of church and state. In recent years, the lines between religion and politics have been blurred. This campaign calls attention to this problem and encourages viewers to do their own research to know the difference between fact and faith.

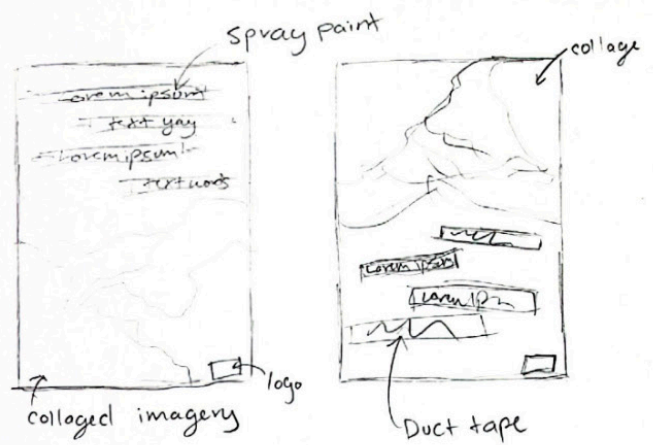
Visual Applications:

To reach viewers and our target audience, a series of posters and zines were created for the print side of the campaign. Moving into the digital space, an informational website and Instagram page were made to inform viewers. Lastly, interactive sticker sheets were made for viewers to post their own collages around their towns.

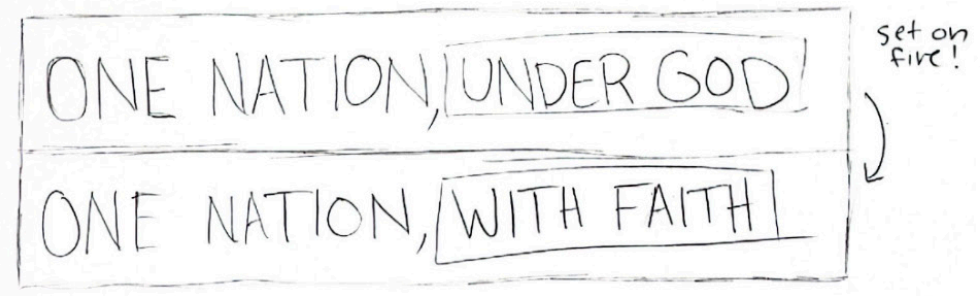
Initial Sketches



Colored bars get ripped away to reveal text / message.



Colleged images will be of old religious Renaissance artwork, protest imagery, & other religious imagery



set on fire!

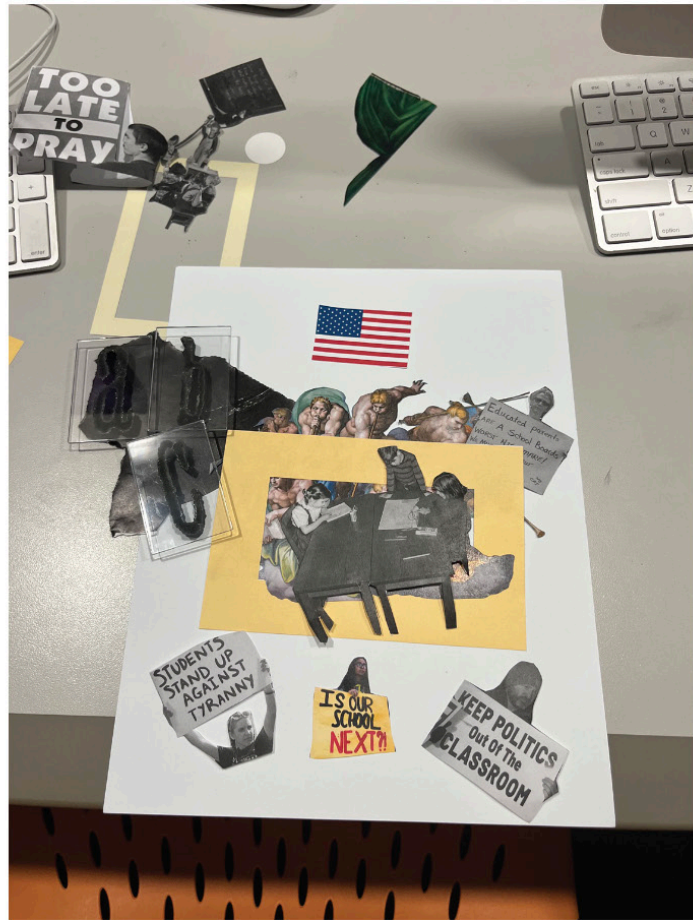
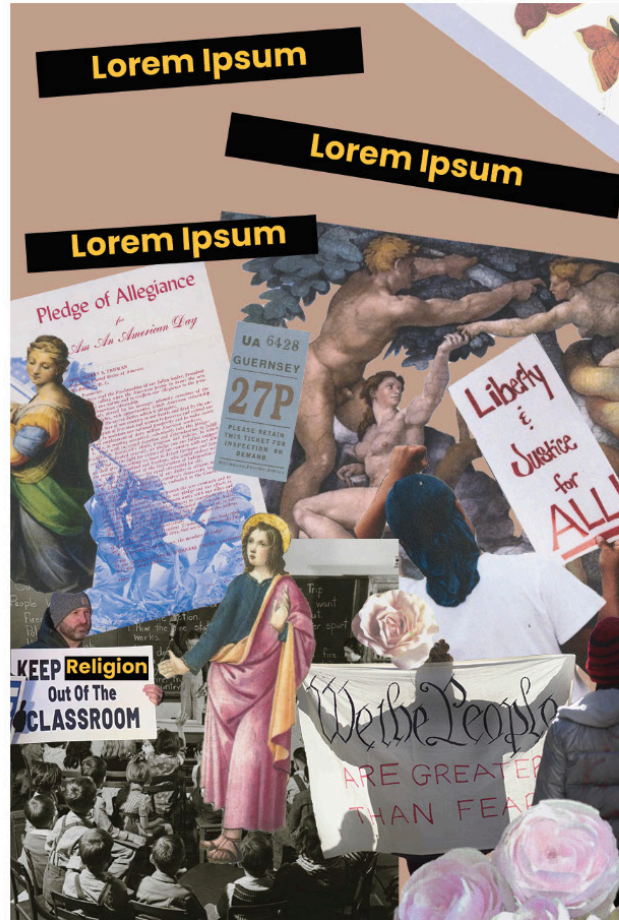


Strategy, Message, How we'll deploy, platforms, mediums
Answer "Why"

Collage Images



Poster Roughs



Collage Comps



First Logo



Our first logo surrounded the idea of the first amendment, therefore our campaign would be called "Amendment One"

After some consideration and more research, we moved to calling the campaign "Unblur The Lines" to focus on the blurring of lines between Religion and Politics.

Chosen Fonts

Header

Poppins Bold

ABCDEFGHIJKLMN 1234567890
 OPQRSTUVWXYZ !@#\$%^&*()
 abcdefghijklmn `~_- =+[]{} \ |
 opqrstuvwxyz ;:''' ,.<>/?

Body

Baskerville

ABCDEFGHIJKLMN 1234567890
 OPQRSTUVWXYZ !@#\$%^&*()
 abcdefghijklmn `~_- =+[]{} \ |
 opqrstuvwxyz ;:''' ,.<>/?

Type Exploration

Headline Text Options

Manofa Regular

#UnblurTheLines

Impetus Heavy

#UNBLURTHELINES

Dunbar Tall Extra Bold

#UnblurTheLines

Montserrat Black

#UnblurTheLines

Old English Text MT

#UnblurTheLines

Poppins Bold

#UnblurTheLines

Druk Wide

#UnblurTheLines

Geomatrix Black

#UnblurTheLines

Body Text Options

Barlow

#UnblurTheLines

Monarcha

#UnblurTheLines

Baskerville

#UnblurTheLines

Karla

#UnblurTheLines

Georgia

#UnblurTheLines

Neuzeit Grotesk

#UnblurTheLines

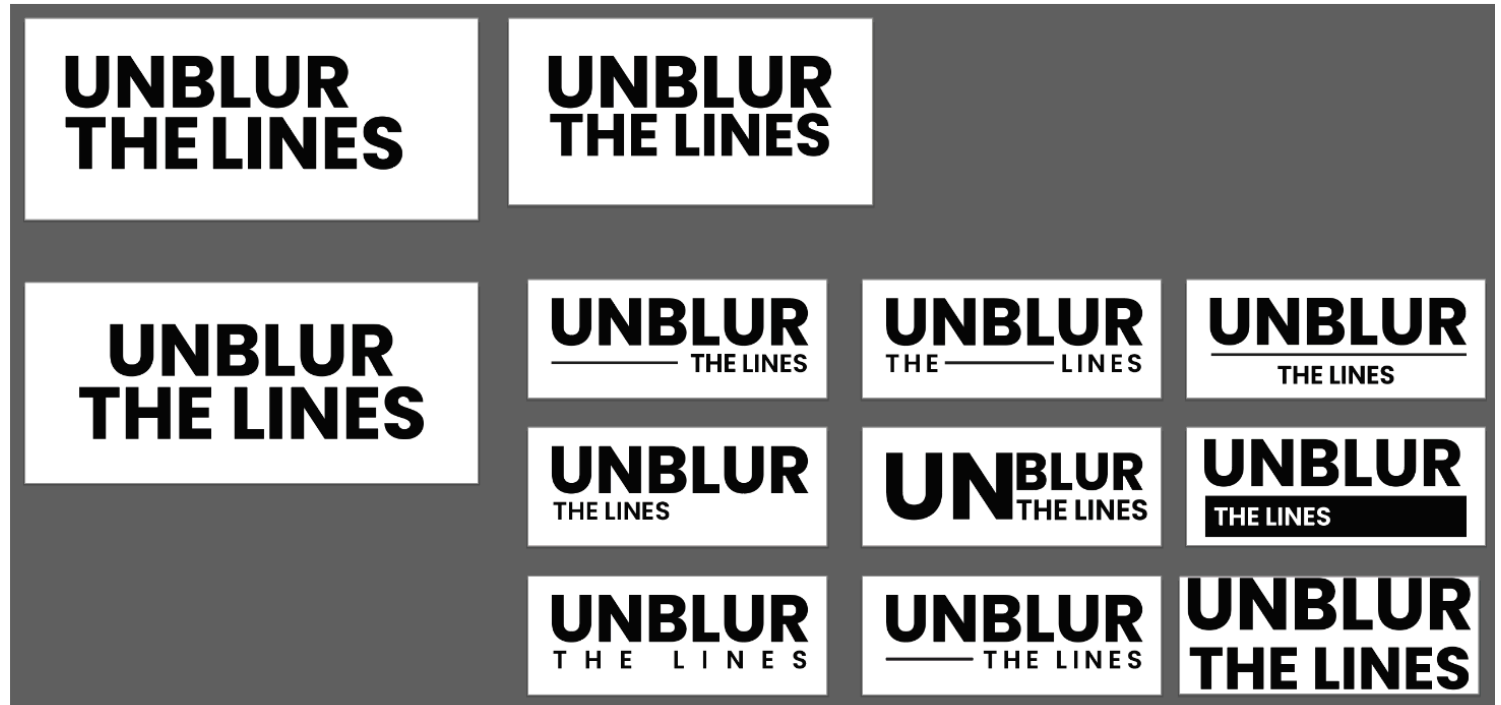
Avenir

#UnblurTheLines

New Order

#UnblurTheLines

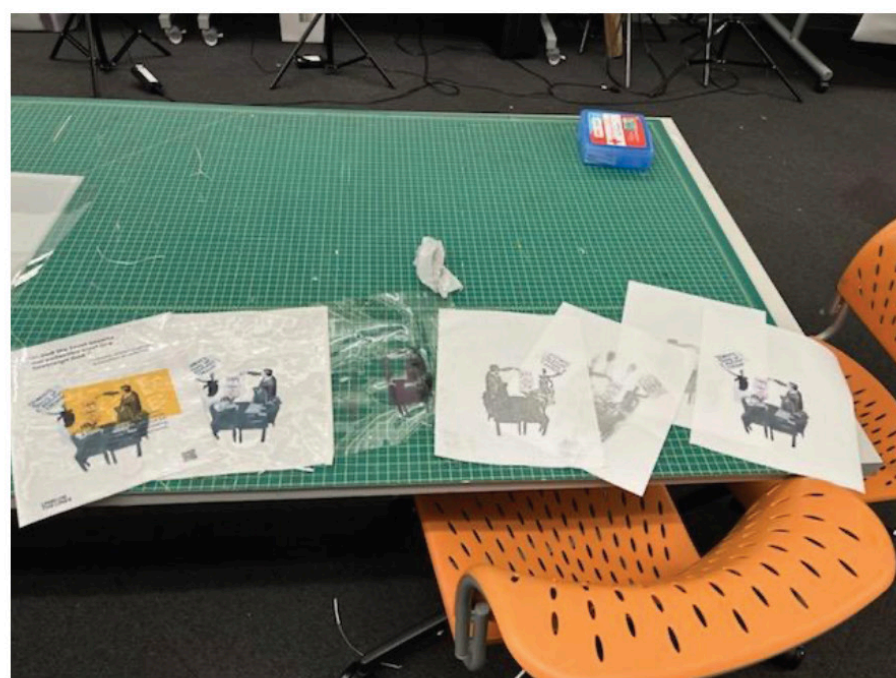
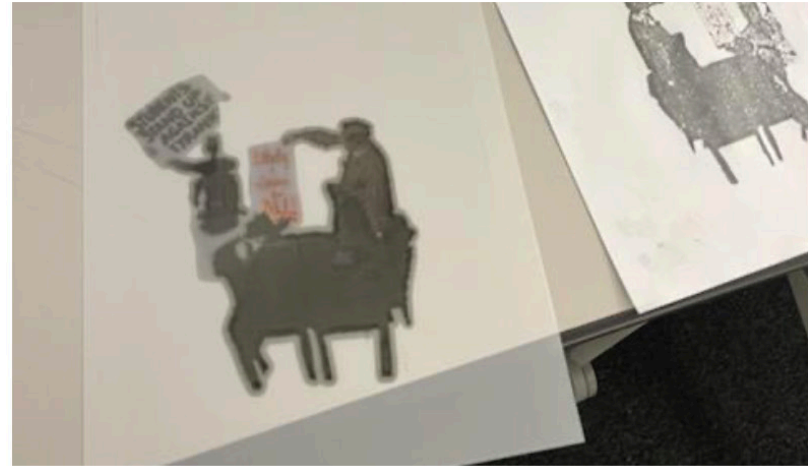
Logo Roughs



Final Logo

UNBLUR THE LINES

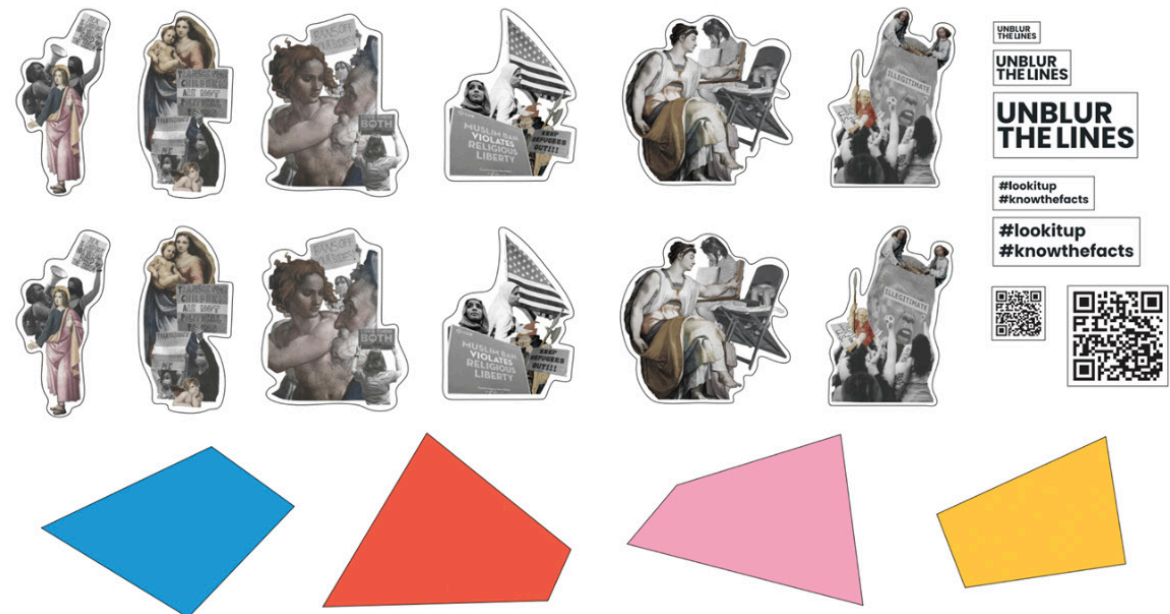
Collage Poster Test Prints



Zine Prints



Sticker Sheet



Final Posters



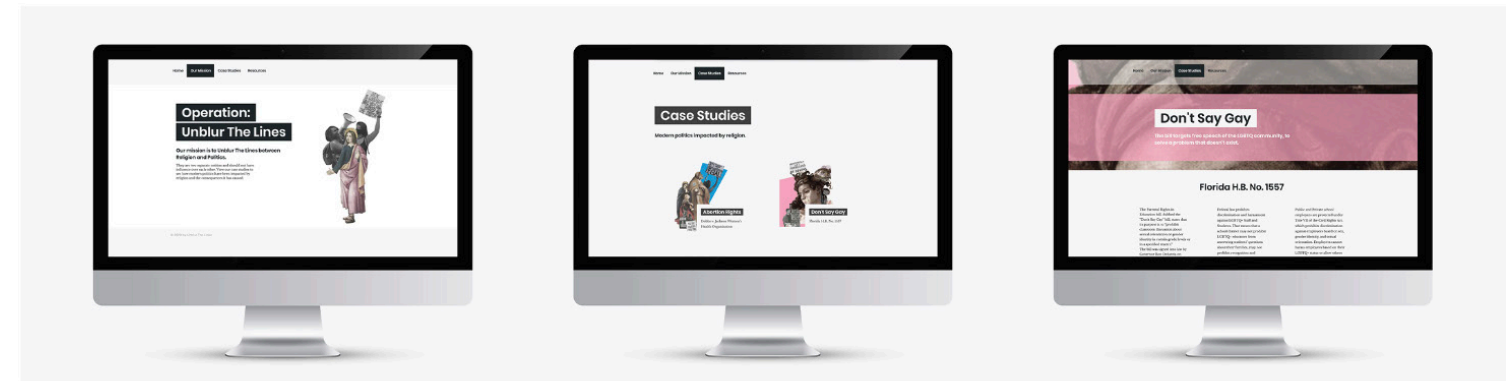
Sticker Packs



Zines



Website



Instagram

