

# The SAFER Campaign Design Deck



# Logo Design



# Leaflet



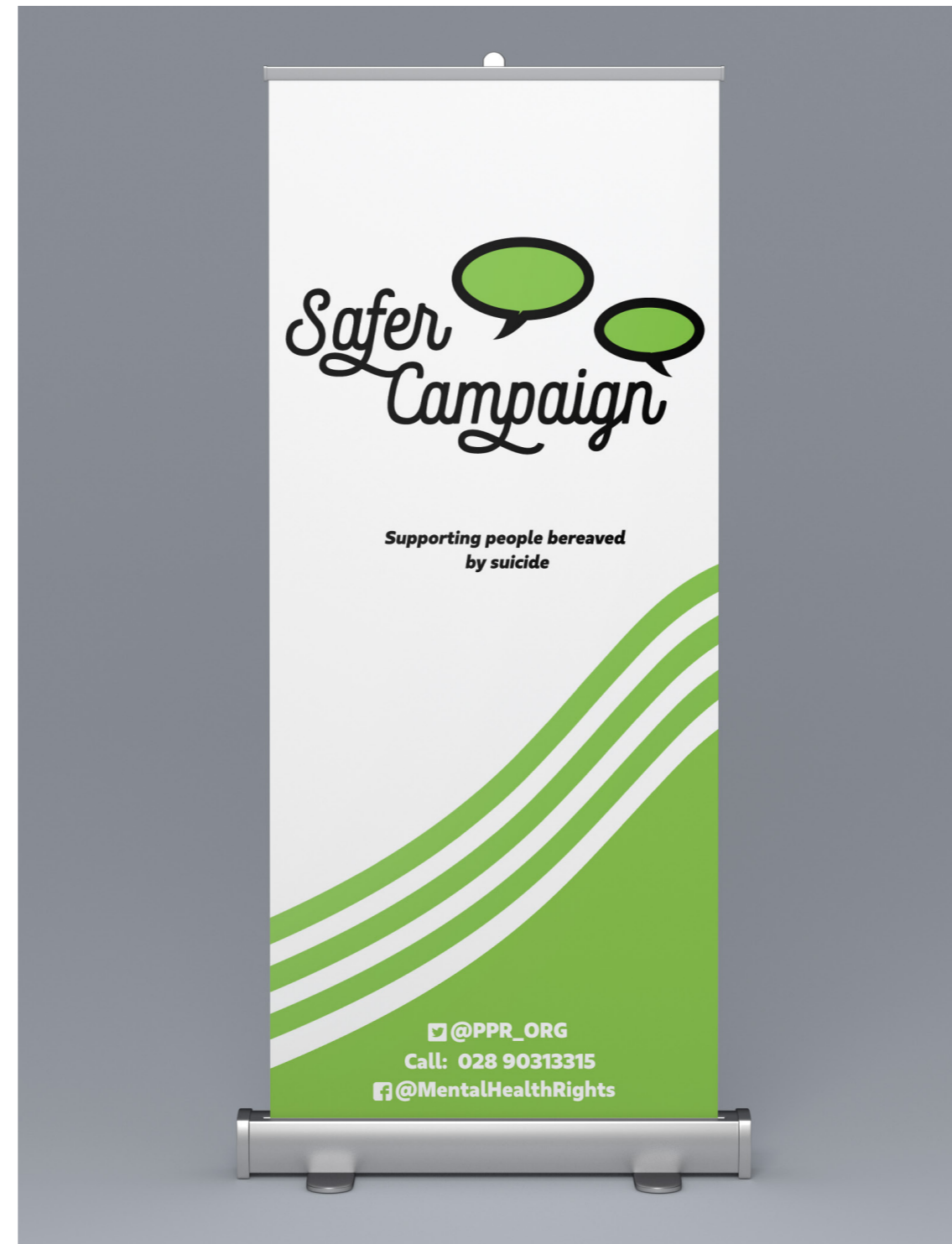
# Pin



# Bus-Stop



# Pop-up Banner



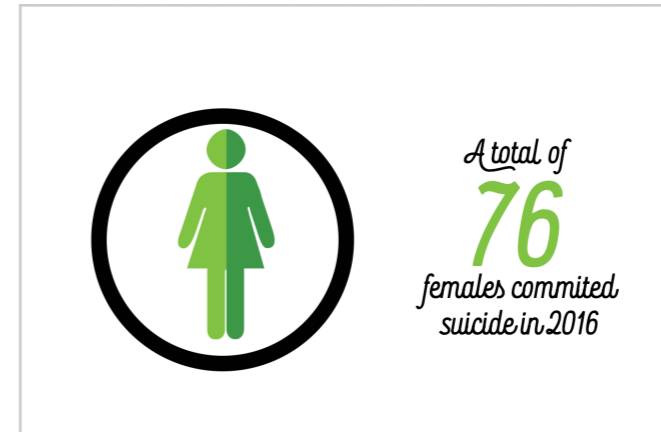
# Storyboard 1



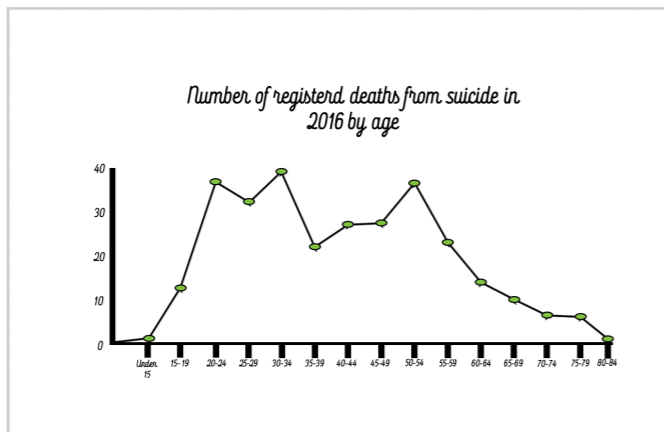
This screen features the 'SAFER Campaign' logo, and simply fades in and out with a white background.



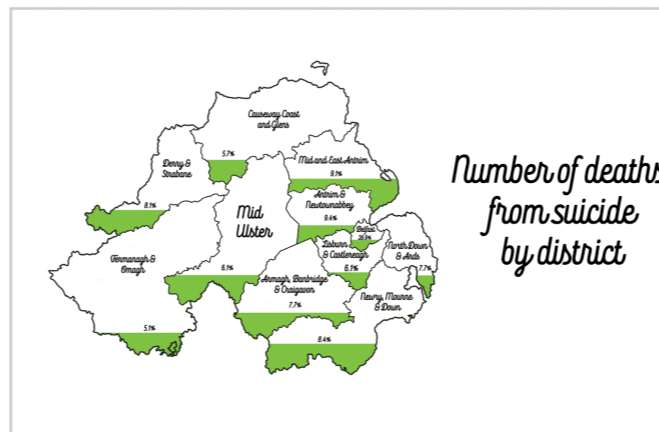
On this screen, there will be an animation on the circle surrounding the 'male' symbol. This will spin 5 times, as the accompanying text fades in. By the time the text is faded in, the circle will stop spinning so the viewer can concentrate on the information. In total, this will last 15 seconds. When nearing the end, the male will spin to the women symbol and transition to the next screen



This screen is similar to the previous, however at the end of this, it will hold for 3 seconds to allow the viewer to digest the information that they just read.



This screen will feature a line chart. The line will animate its way to each point, upon reaching the point, a speech bubble that's used in the logo will spin out. This will happen to each point, and in total the animation should last 15 - 20 seconds



This screen features a map of Northern Ireland's districts. Each district acts as a bar chart. The animation will begin by the names of each district appearing, from there the districts will begin to fill and when filled a percentage will appear.

**NEVER** suffer alone, contact:

Call **Lifeline** :0808 808 8000

**f @MentalHealthRights** **t @PPR\_ORG**

This screen features the closing contact information, in which viewers can use themselves, or provide the details to someone they know. The featured texts will be animated to pulse, making them smaller and bigger as the screen plays.

# Storyboard 2



This screen features the 'SAFER Campaign' logo, and simply fades in and out with a white background.

Northern Ireland has **25% HIGHER** rates of suicide compared to England!

On this screen, the arrows will animate from bottom to top and the text, top to bottom. When they cross paths in the centre, they will move much slower to allow the viewer to read the information on screen, before returning to their initial speeds. This screen will last approximately 15 - 20 seconds.

Despite having the highest suicide rate, Northern Ireland has **10 - 30% LESS** funding than England

On this screen, the arrows will animate from top to bottom, and the text, bottom to top. Following the same as the previous screen, when the assets meet in the middle they will slow down. This screen will last approximately 15 - 20 seconds. Then it will hold for about 3 - 5 seconds to provide sometime for the viewer to analysis what they just watched.

According to the Mental Health Foundation, **1 IN EVERY 15** have made an attempt to commit suicide

In this screen, the text will be animated to seem like it's being typed in. At the start all the text will be the same size and colour. However when finished being typed in, the '1 in every 15' will expand and a colour change will occur to highlight its' importance. This screen will last about 20 seconds.

More people have died from **suicide in the past 17 years** than during the **30 years of conflict**

In this screen, the text will simply fade in word at a time. Each word taking about half a second to animate in. This screen will last about 20 seconds before fading out.



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# Logo Design



# Leaflet



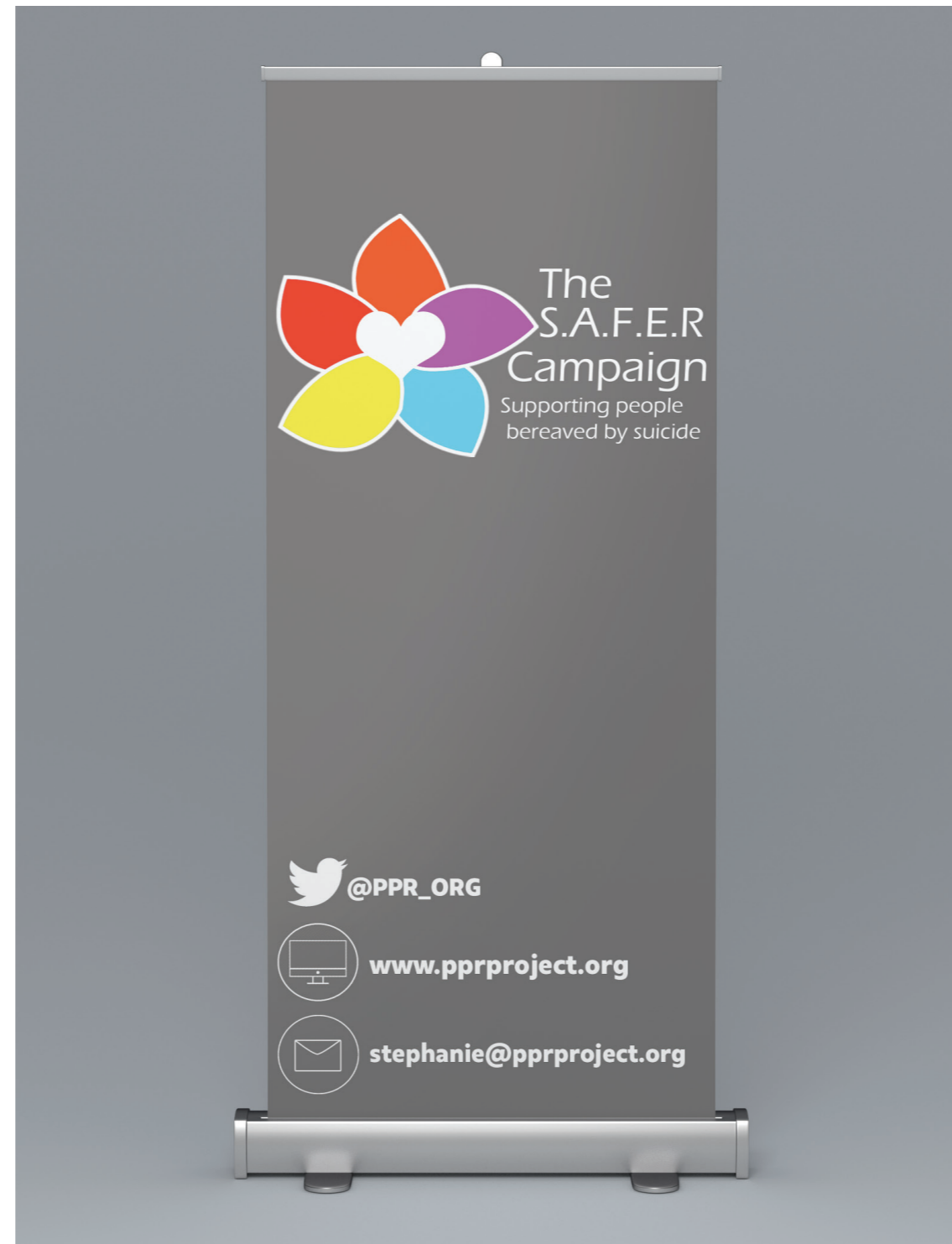
# Pin



# Bus-Stop



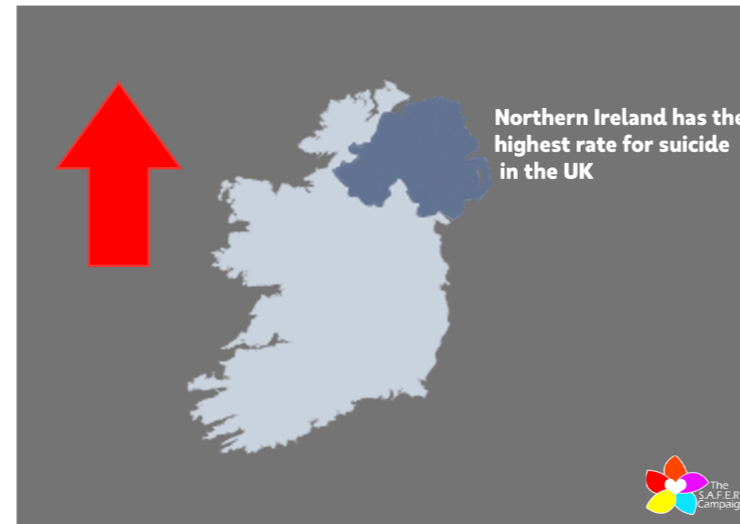
# Pop-up Banner



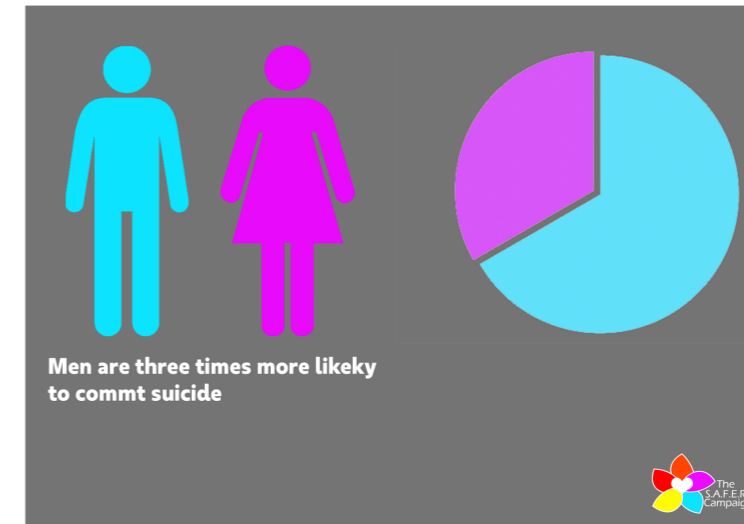
# Storyboard 1



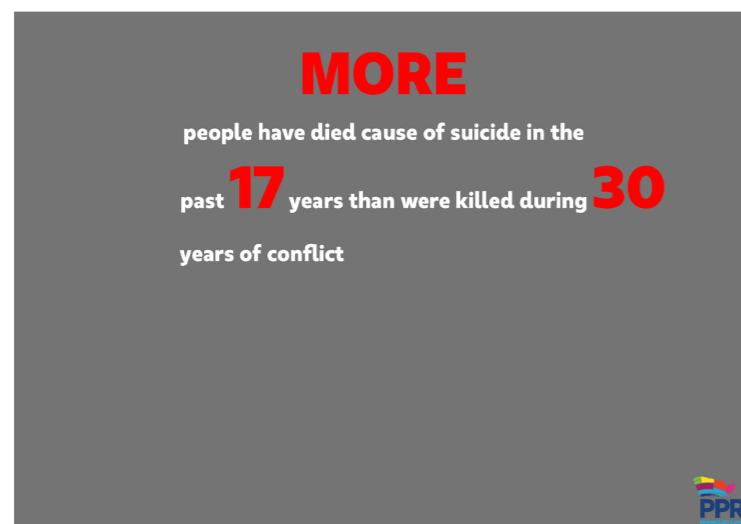
To start of with this info motion graphic, this screen will simply just show the "S.A.F.E.R Campaign" logo. The logo will just be a still image just to start of. It will fade away for the next screen to appear.



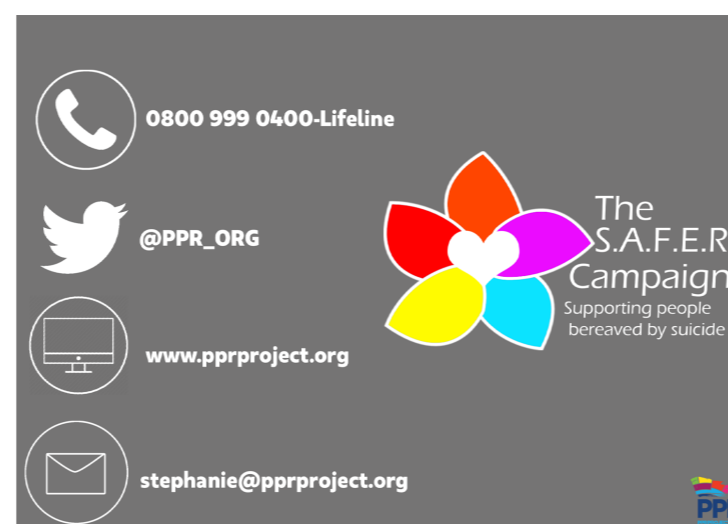
This screen will show you the map of Northern Ireland. The arrow will go up wards on the screen, to indicate that Northern Ireland has the highest rates of suicide deaths. The map will just be a still image.



This screen will show the gender that has been more likely commit suicide. The pie chart will be drawn on once the screen is on. Then the text will appear to support it.



This screen has a fact on it. The text will be appear as someone is typing it. The "more" will appear big once everything is on the screen, it will also do the say for "17" and "30".

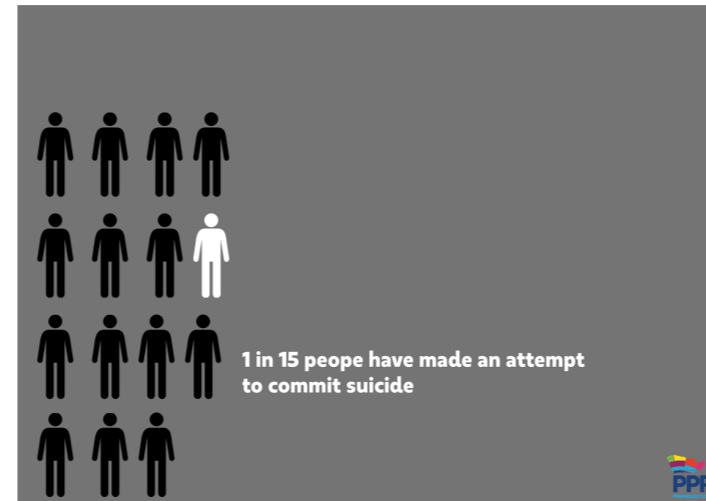


This screen is the finishing scene of the info motion graphic. These media platforms will all suddenly appear, shortly after the details will appear.

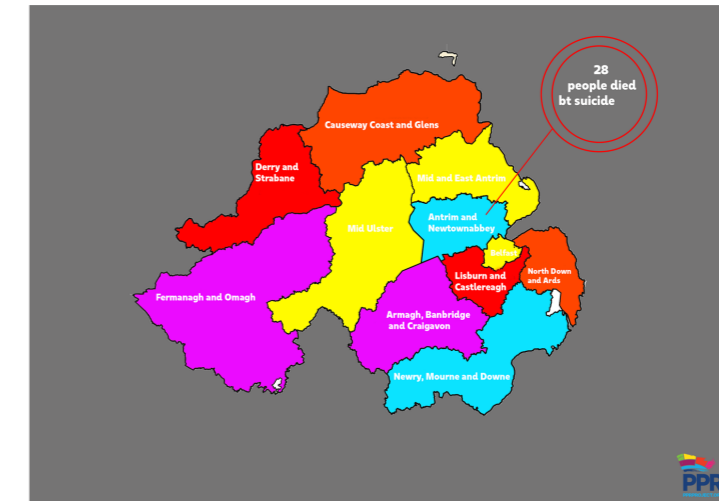
# Storyboard 2



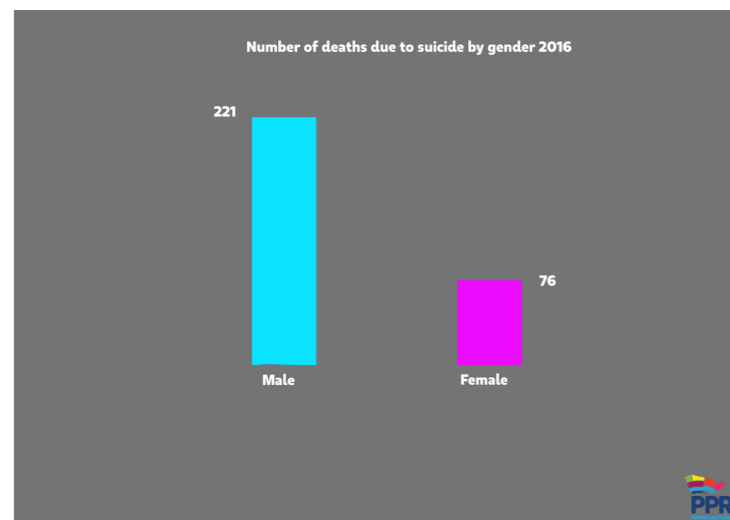
To start of with this info motion graphic, this screen will simply just show the "S.A.F.E.R Campaign" logo. The logo will just be a still image just to start of. It will fade away for the next screen to appear.



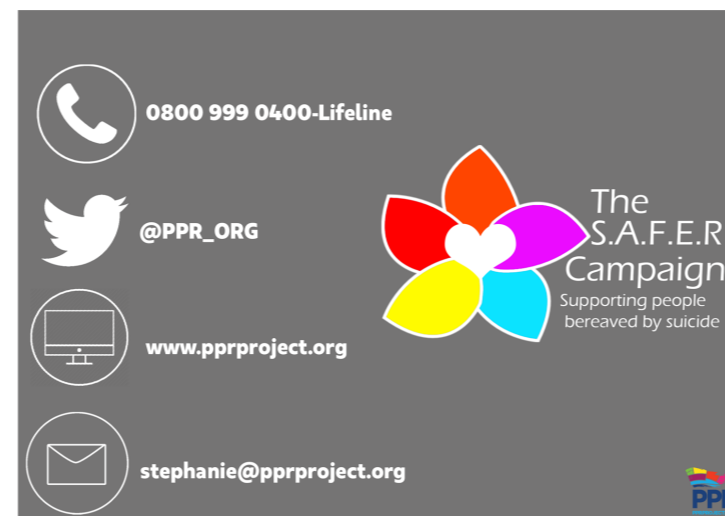
This screen has a fact on it. The text will be appear as someone is typing it. The "1" and "15" will appear big once everything is on the screen.



This screen will show the map of the districts of Northern Ireland. The map will appear with the opacity being low to high. The information will appear and disappear for each district.



This screen will show the deaths per gender. The bars will go up to the point where it needs to stop.



This screen is the finishing scene of the info motion graphic. These media platforms will all suddenly appear, shortly after the details will appear.

# Logo Design

THE  
S.A.F.E.R.  
Support Automatically For Everyone Referred  
CAMPAIGN



# Leaflet



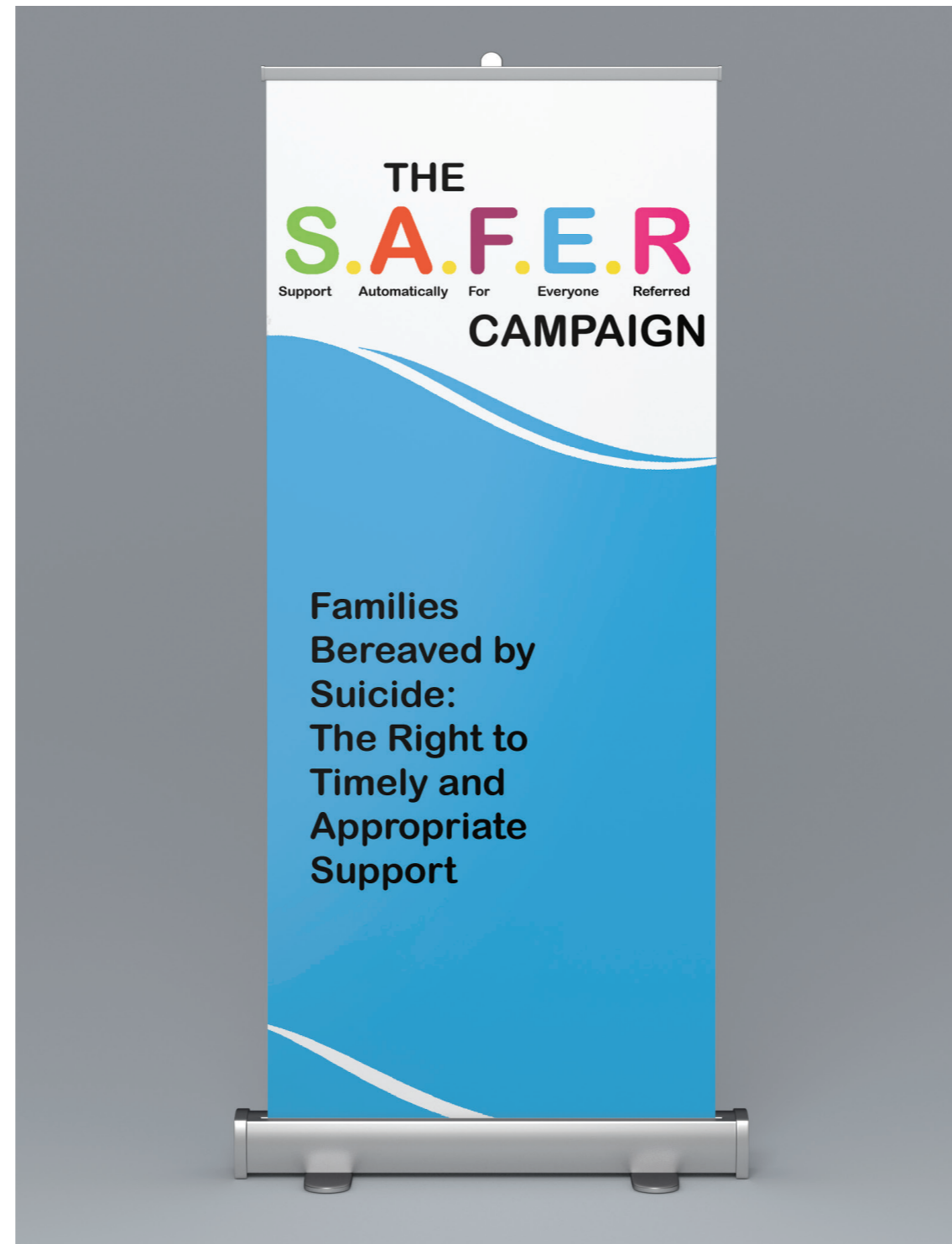
# Pin



# Bus-Stop



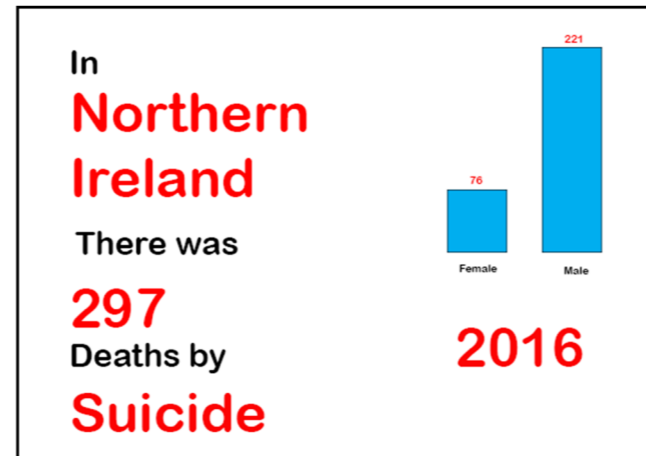
# Pop-up Banner



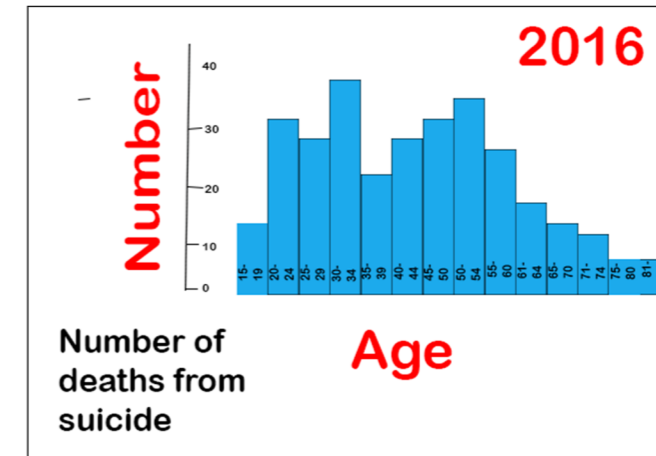
# Storyboard 1



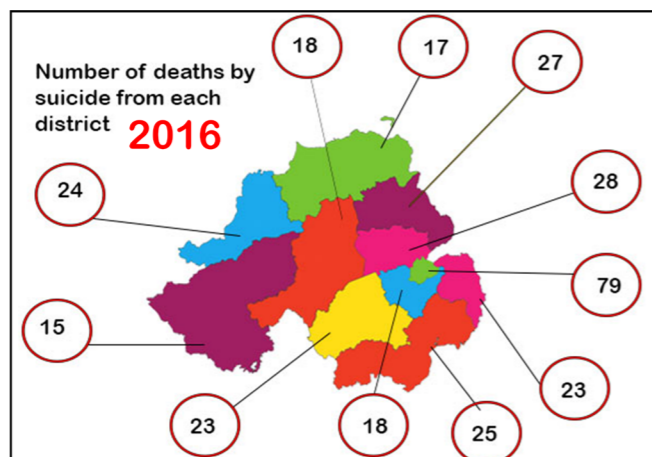
The logo will appear at the start of the infographic to introduce the campaign.



The barcharts will start of at 0 and then rise to the appropriate number. The slide will last 5 seconds.



Similar to the last slide the barcharts will start of at 0, the exccate number for each bar chart will appear above the charts when all bars are completed. The slide will last 5 seconds.



To keep a consistent look through the infographic each of the numbers will also start at 0 and rise to the appropriate number, this will give the numbers a more dramatic effect. The slide will last 5 seconds.

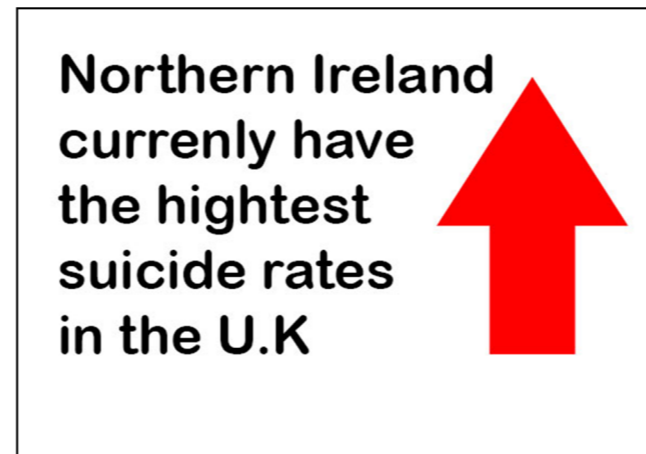


This will appear at the end of the infographic and will be used as a outro

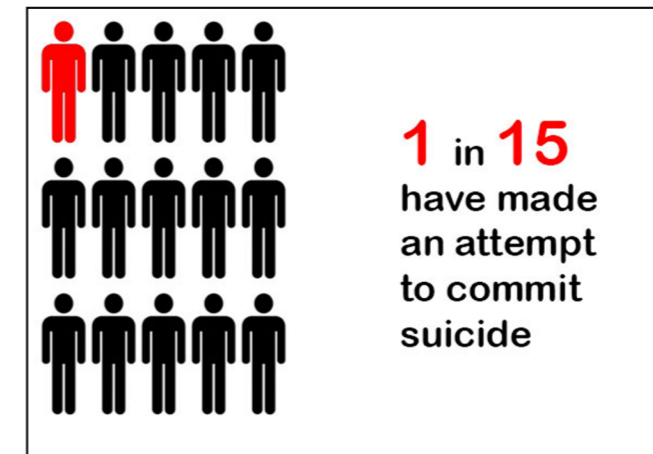
# Storyboard 2



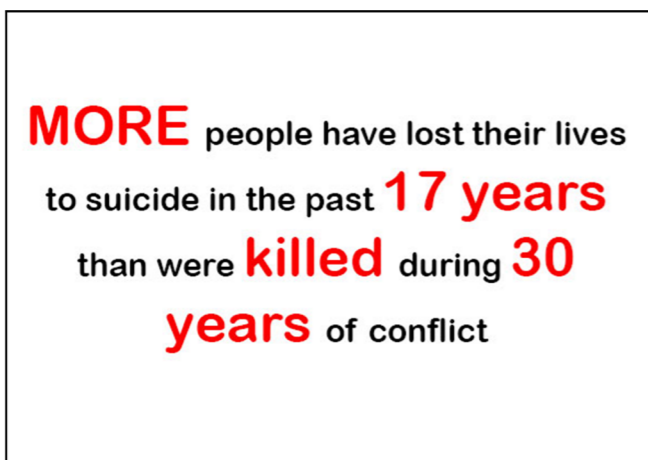
The logo will appear at the start of the infographic to introduce the campaign.



The arrow will flash to give the information a more dramatic effect. The slide will last 5 second.



When the slide first appears all the people will be black. The writing will then follow and the first person will turn red to finish the slide. The slide will last 5 seconds.



The text will appear as a type effect it will appear quickly to allow the viewer to have enough time to read the information. The slide will last 5 seconds.



This will appear at the end of the infographic and will be used as an outro