RESEARCH QUESTION

Why do we want to do the project for pets?

What could make the project stand out?

DESCRIPTION

During the years of the epidemic, the rapid reproduction of stray dogs and cats is putting pressure on animal rescue organisations. A study cited by the National Cat Management Strategy Group (including SPCA and Local Government NZ) estimated New Zealand is home to at least 2.4 million feral cats. (Figure 1) We can clearly see in Auckland Council Animal Management Annual Report 2020-2021 that the number of dogs is in a state of incremental growth. (Figure 2) The dogs adopted at animal shelters are decrease compared to last year.

At the same time, lockdowns, working from home and online classes have become the norm. Many people have chosen to keep pets as a way to alleviate mental health issues such as anxiety, depression and loneliness brought on by the epidemic. (Figure 3)Searches for the keyword "pet adopt" by New Zealand users over the last 5 years have seen a significant increase since 2020.

Stray dogs and cats are proliferating as people continue to adopt and abandon them. Their health has become a very serious problem. Petpal is a non-profit thematic project that aims to adopt and rescue pets, launched in 2022. Our mission is to get more people interested and involved in pet adoption and rescue.

5.1 Registrations

Category		Total	Previous year
Known dogs	↑	118,552	112,530
Registered dogs	↑	112,329	106,182
% Known dogs registered	↑	94.8%	94.4%
RDOL holders	↑	28,780	27,663
SuperGold Card Holders[3]		4,359	Not supplied

5.5.1 Impounded dogs - summary

Category	% of all impounds	MAS	HAS	SAS	HGI		Total	Previous year
Dogs impounded		2,903	1,673	628	24	↓	5,228	5,492
Returned to owner	↑ 71.3%	1,858	1,319	517	19	↑	3,728	(68%) 3,732
Euthanised	↓ 21.5%	796	262	64	1	↓	1,123	(25.2%) 1,388
Adopted	↓ 6.3%	220	69	39	0	↓	328	(6.8%) 372
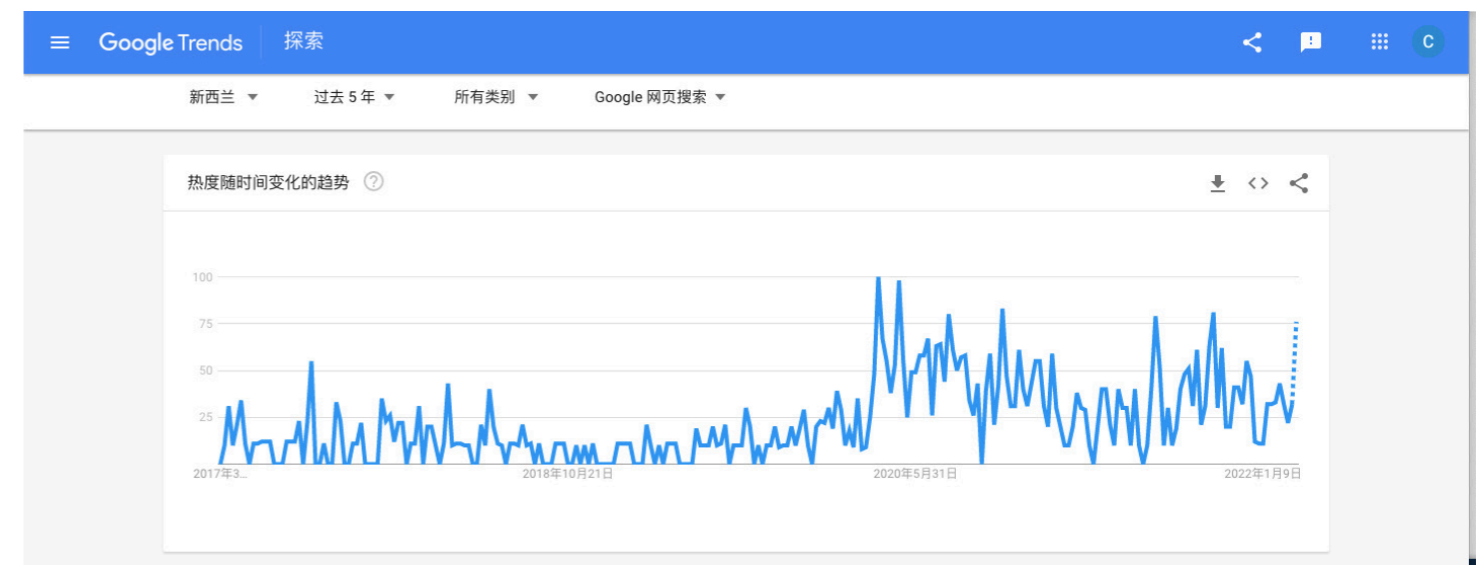
# ② Design Directions - Visual & Tone of Voice
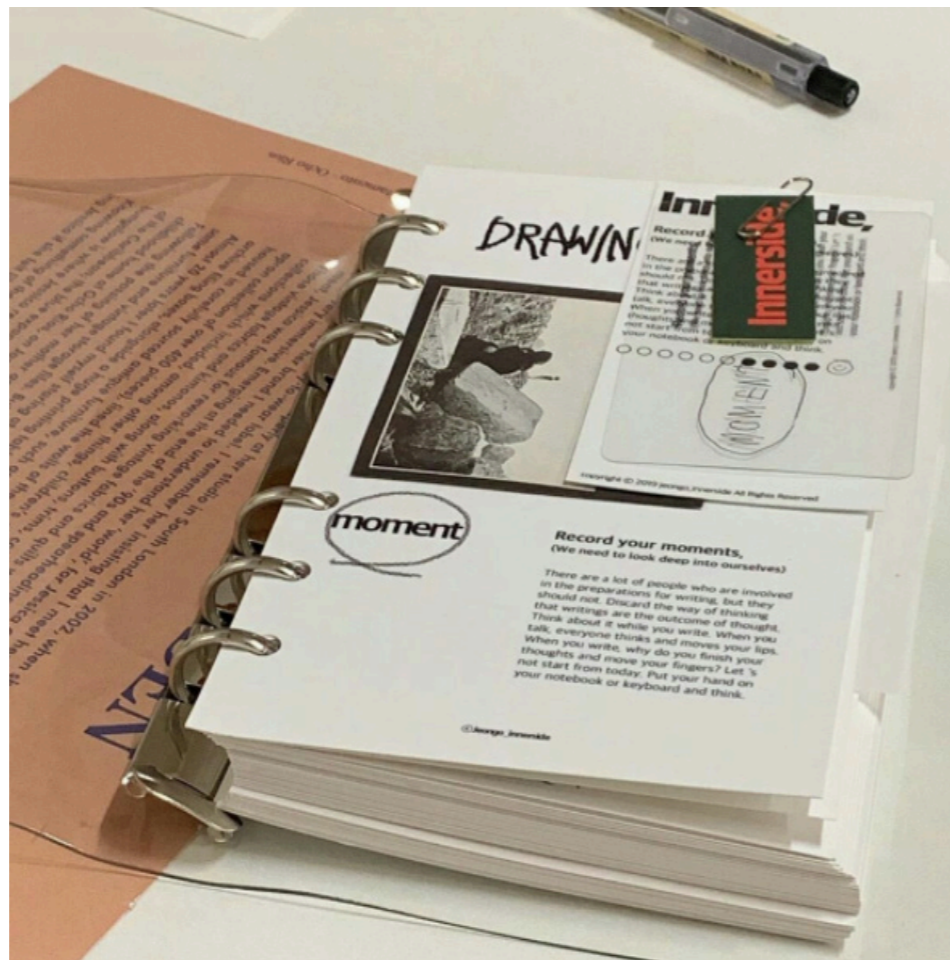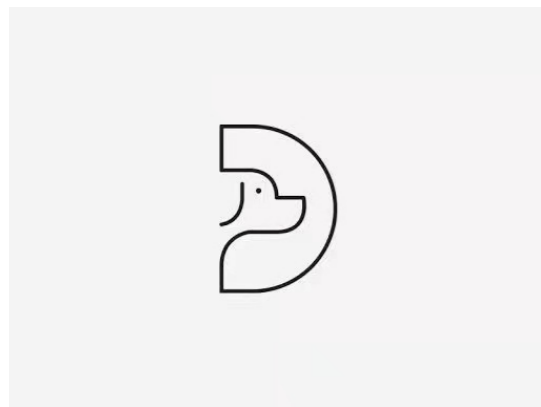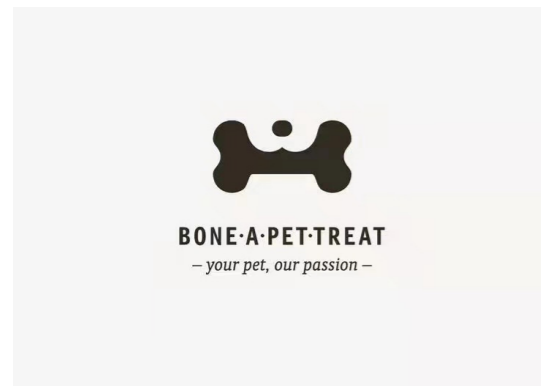
Describe.

After a group discussion, all members created mood boards about their preferred style. In consultation with the group members, we combined the styles of the three mood boards. From these images we show our initial concept of the theme, including the design of the logo, the overall style, and the format of the publication.
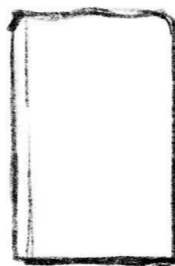
5 keywords

Minimalist

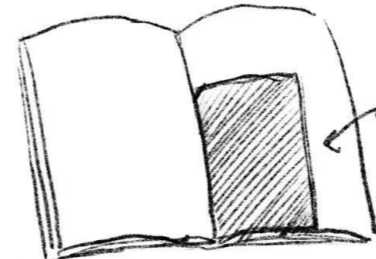Collaboration
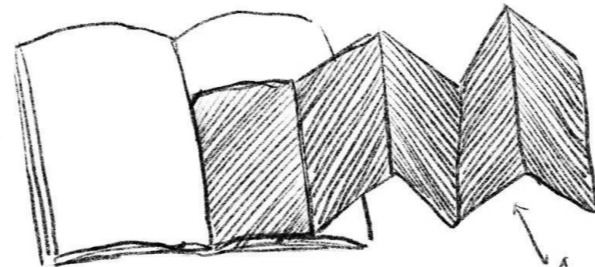
Logo

Publication

Binding

③ Possible Design Outcomes
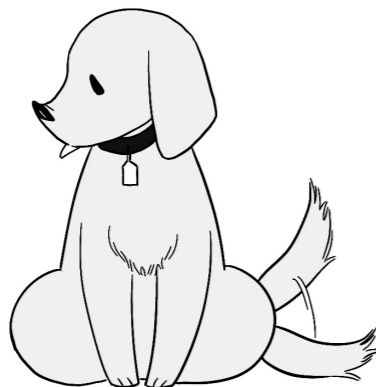
Publication

- A4 size
- About 30P
- Perfect binding

graphic novel A5 (10P)

Accordion fold

Main Colour	Accent Colour	Sub Colour 1	Sub Colour 2	PetPal Black	PetPal White
Panton 116 C	Panton NA	Panton N/A	Panton NA	Panton 426C	Panton NA
RGB #FFCD00	RGB #FF4545	RGB #FF9045	RGB #FE6A46	RGB #25282A	RGB #2FFFEFA
CMYK 0 18 100 0	CMYK 0 18 100 0	CMYK 0 53 77 0	CMYK 0 73 75 0	CMYK 74 65 62 67	CMYK 0 0 1 0

Y-3

Y-3-1   Y-3-2   Y-3-3   Y-3-4   Y-3-5

Quicksand
Andrew Paglinawan

PetPal

● Quicksand Light TTF
The quick brown fox jumps over the lazy dog.
sans   rounded

● Quicksand Regular TTF
The quick brown fox jumps over the lazy dog.
sans   rounded

● Quicksand Medium TTF
The quick brown fox jumps over the lazy dog.
sans   rounded

● Quicksand SemiBold TTF
The quick brown fox jumps over the lazy dog.
sans   rounded

● Quicksand Bold TTF
The quick brown fox jumps over the lazy dog.

Describe. (1-2 sentences)

In a group discussion we chose the main colours and fonts and printed them out for colour test. From the various logos designed by the members, we chose one and polished it further.
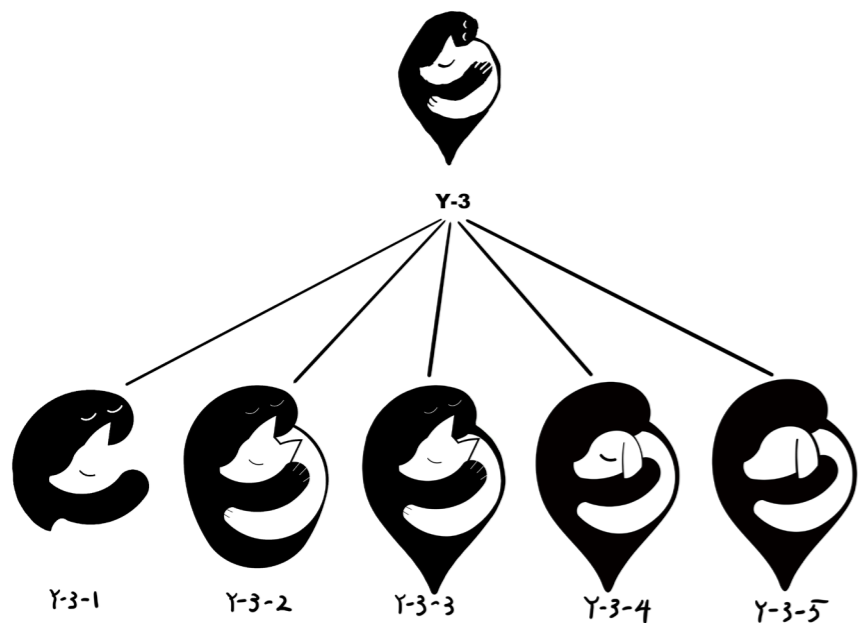
We also discussed some of the ideas we had for the publication, which included:

Illustrations based on stories of stray dogs and cats

An info graphic design about pets

Basic information about Petpal

Introduction of the application

④ Design reference cases

Time-capsule

This is a book describing the author's way of life in 2019. The other part of the book, entitled Modern Dictionary, is an introduction to current trends, phrases and slang to show how language has evolved.

The book is bound in a special material and binding method, with the designer choosing acrylic as the material for the container in which the book is made. Concave and convex lines have been made around the acrylic panels to enable them to be collaged together. Hand-stitched binding is used as a binding method for publications. This method of revealing the spine of the book is something that we might consider for use in the binding of a publication. The use of acrylic as a design material for publications has also been taken into consideration.

ink @avogado6

This illustration connects liquid and kittens cleverly, not only vividly depicting kittens in different states, but also expressing the mischievous habits of kittens through the overturned bottle of ink and kittens running around.

Whale Tales

The Whale's Tale is a project about the conservation and restoration of the ocean. Inspired by Bryde's whales, 80 Big Broos and 80 Pēpi dot Auckland's streets, parks and open spaces. The project has been designed as an app for exploring and discovering Tail sculptures, through which Auckland residents and visitors can collect Tails to win rewards.

The app is designed around the collection of sculptures and the icon and components of the app follow the theme. It uses rewards to get people involved in the activity, making it fun for users. In the design of the Petpal app, we could consider using rewards or other methods to increase user loyalty. Also, keep the icons and components consistent with the theme.
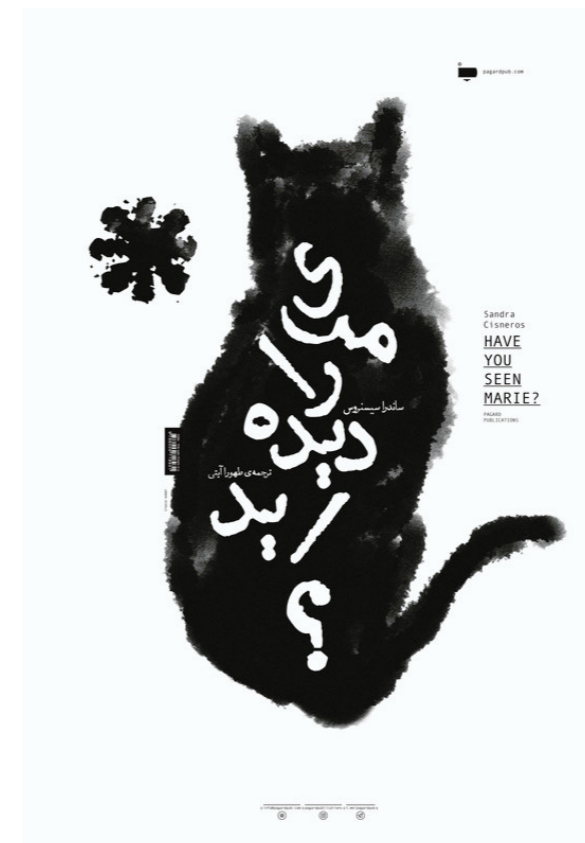
Have you seen mary?

2017 - By: Pedram Harby @ Studio Harby

http://www.studioharby.com/

This poster was designed by Pedram Harby at the Studio Harby and it was for a poster for a book. The poster overall was clean and minimal. The ink creates a dynamic that looks like the fur of a cat, and also the ink helps to form the negative shape of this poster. Because the majority of the area was white thus making the black cat more pronounced. The designer, therefore, has the ability to add some important information on the cat itself without drawing attention to the other area. And all the elements such as the title of the poster, barcode, and icons are lightweight and spaced out to reduce the visual weight.

The title of the poster should've been the essential information to the viewer, and yet because of the black cat sitting in the middle, the viewer's attention was drawn by it first, then guided by the body shape and the Persian alphabet, down to the centre to discover the title. Due to the spacing and letter weight, when you view from far away, it was almost invisible. It was a creative way of grabbing the attention from the viewer.

What makes this piece of work stand out for me is how simple it is. The visual communication was efficient, you can tell the cat from far away, but because of the lag of any other information, you want to get closer. The vast white space or positive space is a great helper in this situation. It helps the poster stand out from its surroundings and brings the negative space in the middle, the black cat pop from the poster.

⑤ Persona canvas

Alissa

Gender: Female
Age: 39
Status: Married
Address: Auckland
Salary: 40$/h

Personality:
Attentive, earnest, careful consideration, loving family.

Interests:
Cooking, yoga, classical music.

Motivations:
There are too many pets in the family and unable to support them all, wishing to find new owners for them.

Core needs:
Able to find suitable trading users as soon as possible.

Pain point:
Whether the security factor of the app's personal information privacy settings is high enough.

Anna

Gender: Female
Age: 16
Status: Single(live with family)
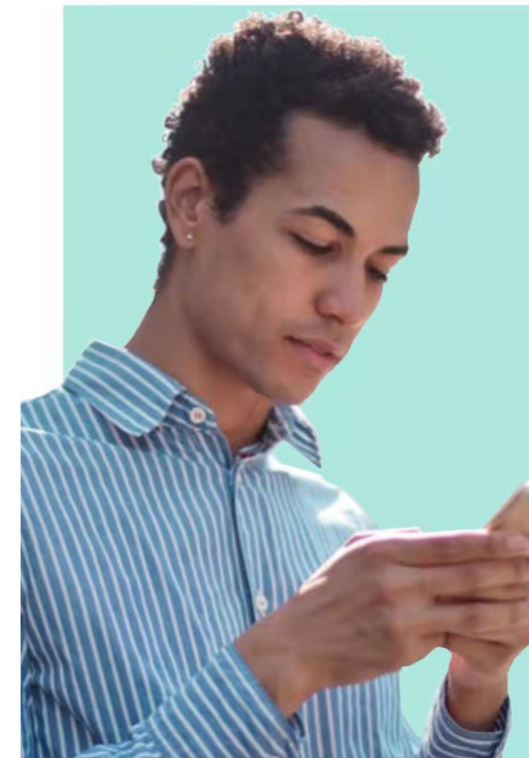Address: Auckland
Salary: part time job (22$/h)

Personality:
Outgoing, breezy, loving.

Interests:
Party, basketball, camping.

Motivations:
It takes a lot of time and effort to retrieve the lost pet every time.

Core needs:
A platform for faster and more widely disseminated lost & found pet information.

Pain point:
The app is not popular enough. Unless the number of users who download the app increases, the published news of missing pets cannot be seen by more people.

Maxwell

Gender: Male
Age: 24
Status: Single
Address: Auckland
Salary: 30$/h

Personality:
A little introverted, conscientious, responsible.

Interests:
Playing the guitar, morning jogging, crafting models.

Motivations:
Working and living alone, feeling lonely and wanting to adopt a pet.

Core needs:
It is more convenient to choose pets online.

Pain point:
Concerned about the accuracy and professionalism of the information provided by the app.