

STAY
COOL

TABLE OF CONTENTS

1	OUR MISSION	2
2	STYLE	4
	color & type	4
	imagery	6
3	IMPLEMENTATION	8
	oasis	10
	water bottles	12
	wayfinding posters	14
	animated tips	16

With climate change becoming more an inevitability than a possibility, heatwaves are going to become a regular occurrence. And given that heat-related deaths are not an insignificant number, it is important that cities find ways to address this for vulnerable populations.

AUDIENCE

This campaign is firstly targeted towards urban cities. This is for two reasons: first is the density of the population and second is the phenomenon of urban heat islands. Basically, the concrete and steel structures of cities absorb and store heat during the day, and so they never truly cool off. When looking at demographics, older people, children, and the impoverished were disproportionately affected. I chose to target the last in particular, but much of the designs can apply to all.

OUR MIS

CALL TO ACTION

The purpose of the campaign to provide immediate relief as well as tips that can provide heat relief outside of the areas that the campaign is present. For the physical implementations, we encourage interactions. For the poster, we wish people to heed and follow them to our physical implemenations. And for our digital implemenation, we hope that people will remember the advice and follow it when needed.

OUTREACH

The places that the Stay Cool campaign will establish themselves is firstly in the poorer neighborhoods and in the main commute routes. For the former, we will aim to provide cool resting areas for those who may not have constant access to A.C. and for the latter, we will aim to provide relief to workers going to and from their places of work.

SSION



STYL

COLOR

I chose the color palette to push the idea of coolness (the temperature kind) while still having some contrasting warmth which is referencing the heat. The brightness is meant to strike a positive tone and to be noticeable.



TYPE

I chose Univers as my typeface because of its readability and the friendliness of it while still being sturdy.

A B C D E F G

H I J K L M N

O P Q R S T U

V W X Y Z

a b c d e f g h i

j k l m n o p q r

s t u v w x y z

IMAGERY

The imagery used in this campaign is limited, with the majority of visuals being either campaign materials or abstract shapes and colors.



abstraction

Abstraction using the colors previously mentioned is incorporated into all of the implementations for this campaign. The shapes in the abstractions are mostly curves, but those are contrasted with the occasional use of thick rectangular lines.

logo

A reoccurring piece of work that appears in all of the implementations is my Stay Cool logo. It serves as a way to signal that all my implementations are in the same campaign. Within the logo itself, it uses cool colors in an abstract pattern.





IMPLEMENT

ATTENTION

OASIS

WATER STATION

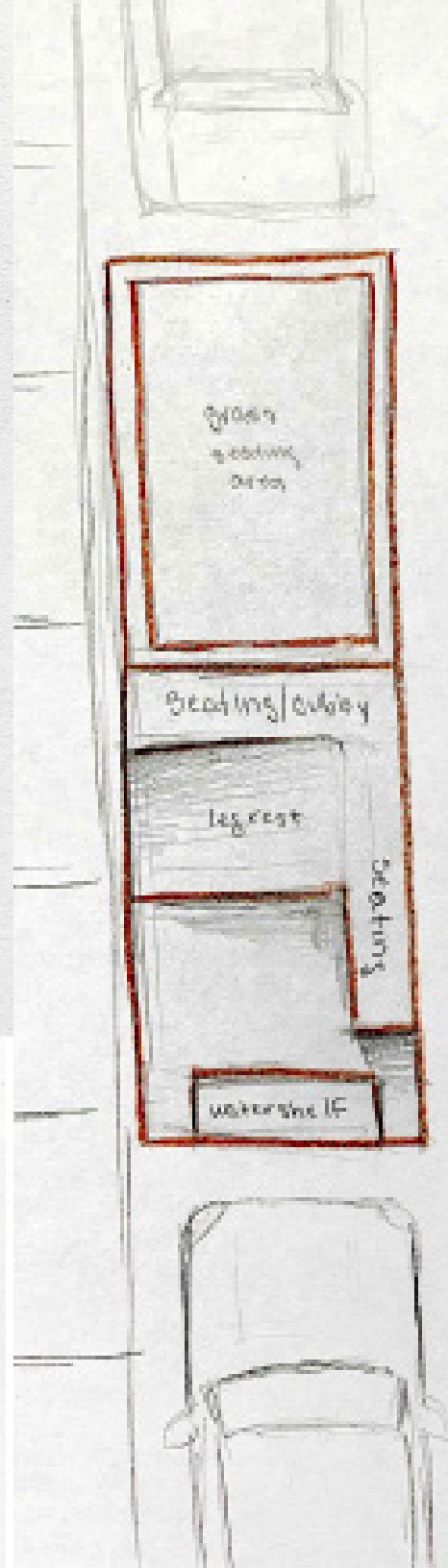
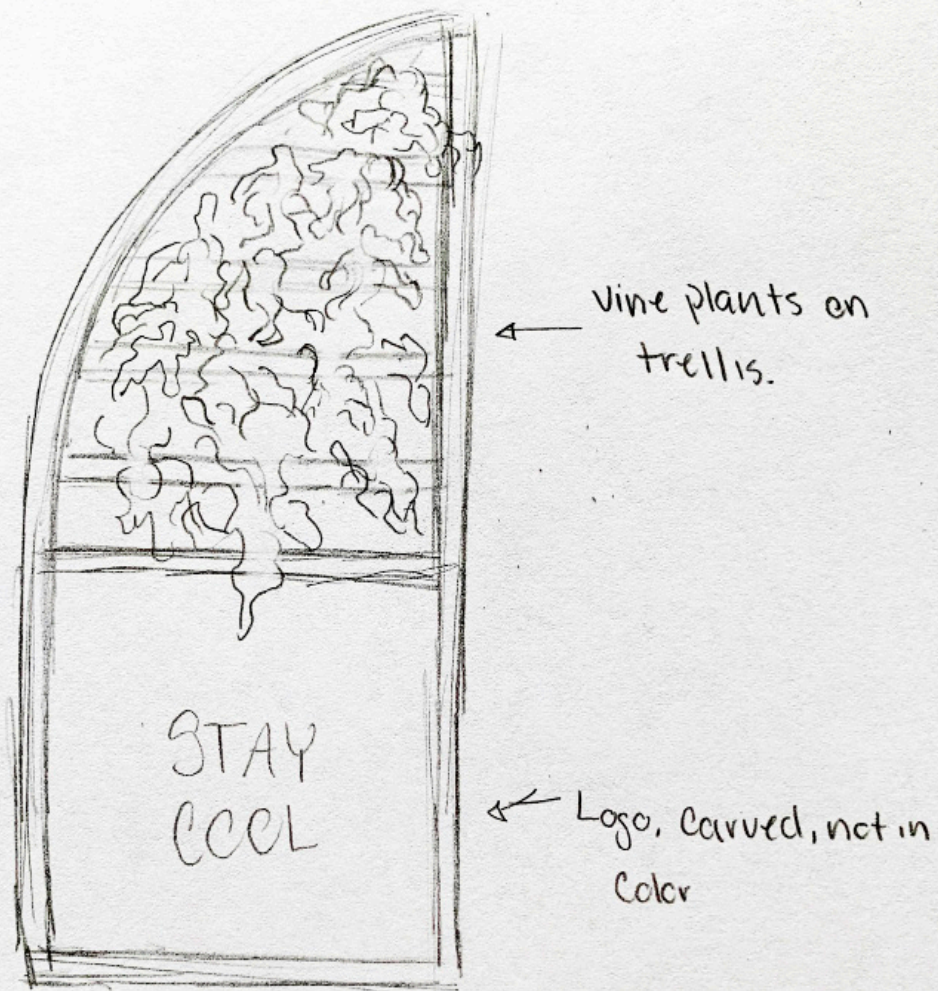
WAYFINDING POSTERS

ANIMATED TIP

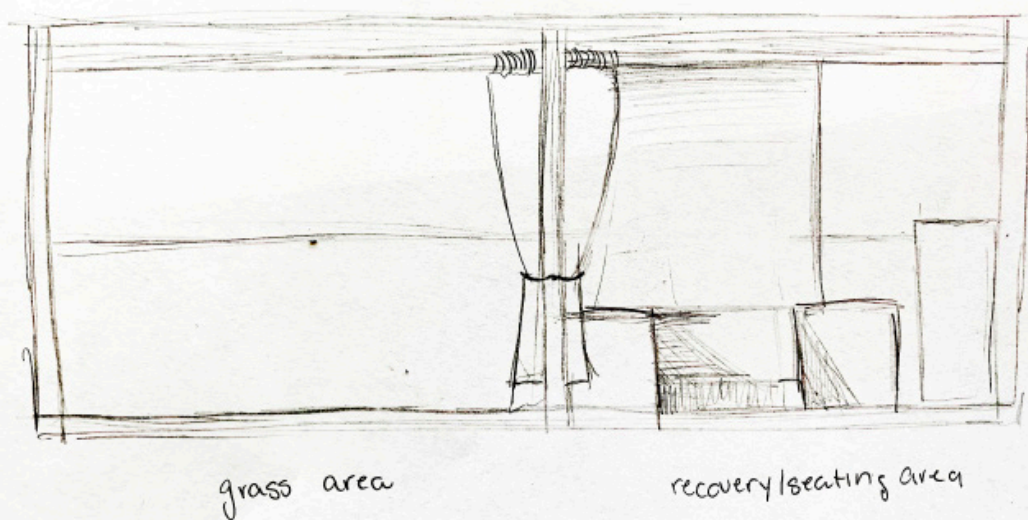


OASIS

These pop-up structures are designed to fit two street parking spaces. It is split into two sections. One half is a grassy green area and the other is meant to be a recovery area if one is having heat stroke.



The cabinet-shelf on the far wall will hold water bottles from the water station proposal. The white back wall will be made out of paper so create light, but still be cooler than direct sun. The murals on the blank wooden walls are an echo of the cool abstract patterns. Curtains are on each section to as to provide shade if the sun begins to shine in from the front. They will be slightly sheer to as to not encourage drug use or unwelcome behaviors.





STAY COOL

Fan blowing hot air?

Fans become ineffective over 95°F (37°C). Try cooling down with water instead!

WATER STATION

These bottles will be handed out in high-commuter areas, so primarily T stations and Commuter Rail stops. The location will give access to working people during a situation where it is typically muggy and hot and generally unpleasant.



Fan blowing hot air?

Fans become ineffective over 95°F (37°C). Put an ice tray in front of the fan in order to feel a cool breeze.

Medical

If you feel woozy, nauseous or have headaches and muscle cramps, you might be getting heat stroke. Sit down in a cool area until the symptoms pass and avoid the heat.

Be a good neighbor

Do you know someone who doesn't have an A.C., is isolated, and/or has health conditions that could affect mobility? Pay them a visit and see if you can help!

WAYFINDING POSTER

These posters will be placed throughout neighborhoods where Oasis pop-ups are located. Those neighborhoods will be primarily low-income residential areas. Street name and number of blocks will change depending on location. Colors will stay in the blue-green spectrum, but will change.

oasis poster

These posters will direct the viewer to the nearest oasis. The number of blocks as well as the street name will change depending on the location. These will be placed in the same neighborhoods as the oases on the more prominent roads in the area.

water poster

These posters will tell viewers where the nearest water station is. These will be located by transit stops: both buses and subway stations. Unlike the oasis poster, no text will change.

Take a break in the shade

Cool off **1 block** away on
Bothwell Rd.



**STAY
COOL**

Grab a drink

Get a tip and a bottle of water at:

Park Street
South Station
Ashmont
Downtown Crossing
JFK/UMass
Kenmore
Quincy Center

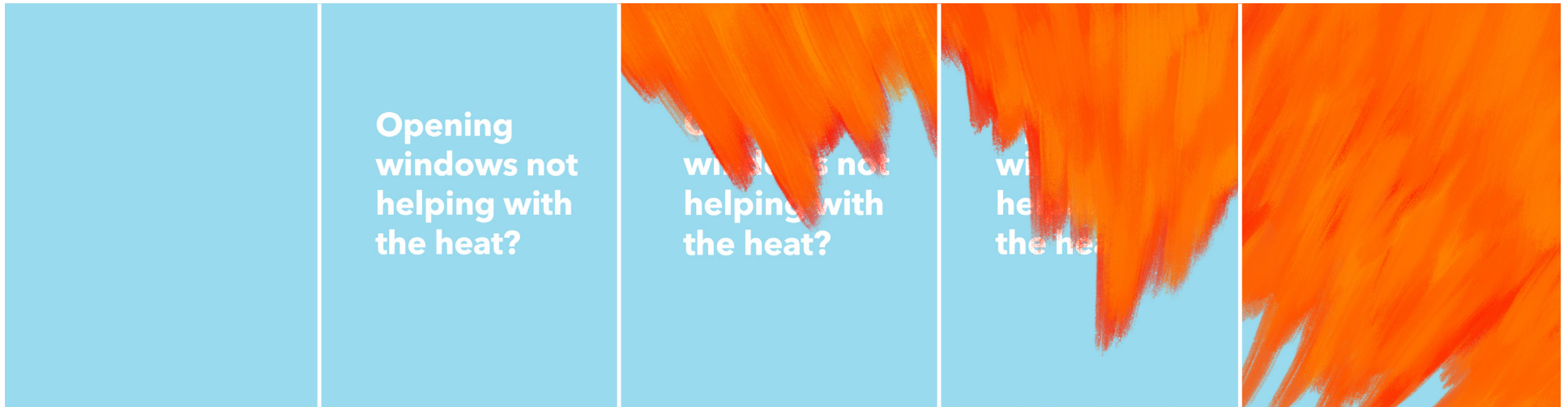


**STAY
COOL**



ANIMATED TIP

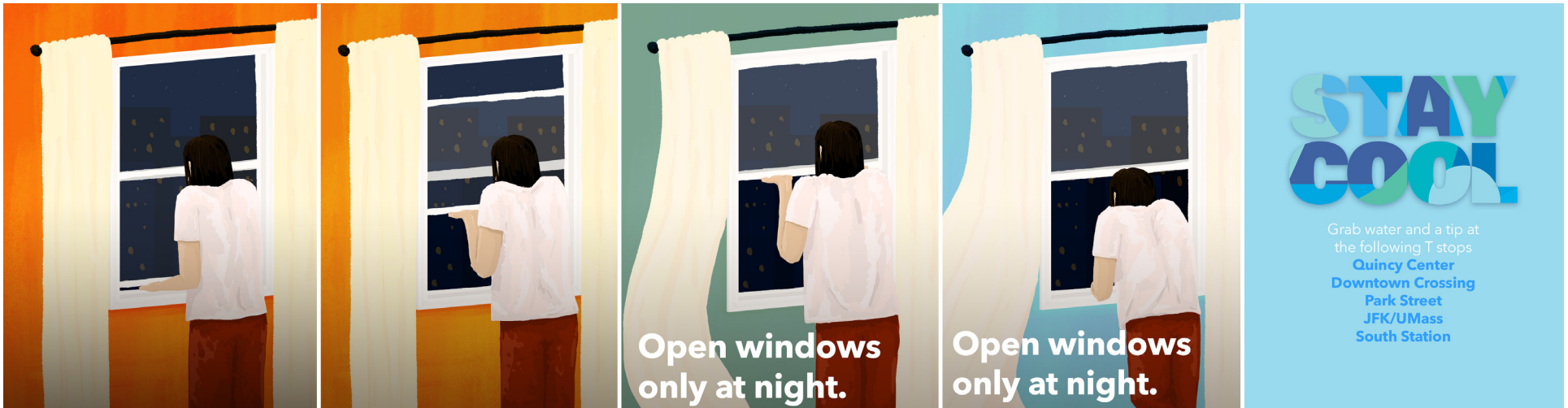
A series of videos that visualize the four tips in the previous slide. These would take around 10-15 seconds. Goes from warmer tones to cooler tones. It can be looped. Primarily designed for digital billboards, but can be also shown on social media platforms.



Question

Opens with a question, faded in.

A swoop comes down from the top in the motion described by the screens above, covering the text of the first panel. It will reveal the imagery of the following panel.



Answer

A young woman stands by the window, about to open it.

When the window is halfway open, start cooling the room down in color temperature.

With the window open, the room cools down. The text appears on the left with a soft fade in.

Room fades out and logo fades in, shortly followed by a list of water stations.