

Connective Tissue

2014

**Connective
Tissue**

2014

Summer 2014
The Arthritis Foundation

designmatters
● Art Center College of Design

Summer 2014

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	Sean Lee	Yorel Porcile	Michael Price
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	Wesley Coller	Arthritis Foundation advocate	
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	Jeff Krackoff	Arthritis patient and advocate	
	Sheryl Rothmuller	Arthritis patient and advocate	
	Caitlyn Ryan	Juvenile Arthritis patient	
	Colleen Ryan	Arthritis Foundation advocate	
	Dr. Michael Weisman	Director of Rheumatology, Cedars-Sinai Hospital	

Designmatters at Art Center College of Design and The Arthritis Foundation are grateful to Deborah and Zack Snyder for making this project possible through their advocacy and support.

Designmatters

Designmatters is Art Center College of Design's social impact department with the mission to utilize art and design education as a catalyst for change, imagining and building a more humane future for all. Through Designmatters, students, faculty and alumni from across disciplines are engaged in an ongoing exploration of the role of art and design in effecting large-scale sustainable change through innovative partnerships locally and around the world. It is through the impressive outcomes generated by Designmatters that the College became the first design school to receive the United Nations' Non-Governmental Organization (NGO) status. The award-winning and social innovation outcomes of Designmatters during the past decade are providing a key foundation for the framework of Media Design Practices: Field, a graduate track in the College's Media Design Practices program which focuses on communication design at the intersection of new technology and social engagement.

More information at: www.Designmattersatartcenter.org

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Arthritis Foundation

The Arthritis Foundation is committed to raising awareness and reducing the unacceptable impact of arthritis, a disease which must be taken as seriously as other chronic diseases because of its devastating consequences.

We are leading the way to conquer the nation's leading cause of disability through increased education, outreach, research, advocacy and other vital programs and services.

Our goal is to reduce by 20 percent the number of people suffering from arthritis-related physical activity limitations by 2030.

6	10	12	16	22	26
Statements	Project Timeline	The Brief	The Panel	Research and Strategy	The Teams
<hr/>					
28	34	36	40	62	94
Persona Exercise	Competition Research	Design Schematics	Mid-Term Presentation	Design Development	Impact and Conclusion
				Logo	
				Taglines	
				Typography	
				Color Palette	
				Image Treatment	
				Website	
				Broadcast	
				Magazine	
				Mobile Application	
				Guerilla Campaign	
				Special Events	



“Innovation is both conceptual and perceptual.
An imperative of innovation is to go out, to ask,
to listen.”

Peter Drucker, *Innovation and Entrepreneurship*, 1985

Mariana Amatullo**Art Center College of Design**

Cofounder and Vice President

Designmatters Department

**Good Partners are Essential in the
Recipe for Success**

The commitment to expose our students to complex societal issues—where we know they can make a tangible difference toward positive change—is at the core of every educational project that we undertake through Designmatters. Each project offers students an opportunity to stretch their skills by applying creative and design thinking talents to match people’s needs through empathic and innovative solutions that may result in new courses of action for a brighter, more humane future.

After more than a decade of this type of engagement, factoring in what has resulted in the most successful social impact educational projects, we have learned to recognize the key ingredients in a “winning recipe.”

These include the combination of the experimental creativity of our students, the fearless leadership of our faculty, and a rigorous and grounded research process that is always enriched by the direct expertise of the partner organization with whom we may be co-creating the design brief for the project at hand. This publication captures the process and outcomes of a collaboration that had all of those ingredients, and more.

The Arthritis Foundation, the largest and most trusted national organization addressing the needs and challenges of people living with arthritis, was an ideal educational partner. They provided exemplary access to their dedicated staff, as well as to the latest scientific research and medical expertise about an often-misunderstood disease that strikes more than 50 million Americans, young and old. Fundamental to the success of our collaboration was the Foundation’s facilitation of conversations between the student teams with advocates, patients and their families. This honest dialogue and exchange of firsthand perspectives served as a foundational building block to the creative process that Sean Adams and David Bullock—the brilliant faculty behind this project—nurtured throughout this collaboration.

The outcomes presented here communicate anew, and to audiences far and wide, the vital importance of winning the fight against arthritis. It was our collective privilege to contribute to the Arthritis Foundation’s essential work. We trust that the outcomes of our collaboration are a testament to the immense opportunities that still lie ahead in raising awareness and reducing the unacceptable impact of this disease.

Nik Hafermaas**Art Center College of Design**

Chair, Graphic Design Department

For our graphic design students, the communication design challenge brought forward by the Arthritis Foundation presented a unique opportunity to boldly explore new ways of creating awareness for this ubiquitous, yet often overlooked disease.

Driven by scientific research and also by interviews and firsthand research—crucial steps in our design process—the young designers directed their innate enthusiasm for creating visually striking solutions toward an area that is usually not known for visual excitement: healthcare promotion. In collaboration with an open-minded client and under the direction of a creatively brilliant and nourishing faculty the student team accomplished a rare feat: successfully building a most elegant bridge between aesthetics and relevance. The result is a holistic campaign that feels authentic, is thought-provoking and visually stands up to the best in contemporary advertising.

This campaign embodies one of the hallmarks of our graphic design program: a transmedia design approach toward visual communication; the seamless visual storytelling across all possible media formats, from print design to dynamic and interactive screen-based content to urban-scale visual interventions. All components are carefully orchestrated to augment each other to create one seamless experience targeted to specific audiences. The Designmatters Arthritis Foundation project allowed our students to flex their muscles and to experience the power of the design profession for those who not only want to make a living, but also want to make a difference.

Sean Adams**Art Center College of Design**

Faculty, Graphic Design

Collaboration is at the heart of today's design practice. Understanding how to negotiate concepts, strategies and points of view are critical skills. The school setting, however, is focused on individual learning, as it should be. A student must understand what his or her point of view is before merging that concept with others.

The Designmatters Arthritis Foundation project was the first opportunity that many of the students had to work together as a team. This process has two possible outcomes: incredible success or complete disaster. The caliber of the students, Designmatters team, Arthritis Foundation leadership, and Dave Bullock created the success. The solutions are smart, unexpected, fresh and emotionally connected to the audience.

There are many incredible design firms in the United States. The field today is at a high point. But any firm will face the same challenge: keeping the client. This often results in a solution that is not necessarily what is right, but what the client will accept. The students, however, did not face this issue. This allowed for work that is the right solution, not just the most digestible. This is a victory for the students who learned to work collaboratively with each other and a client. It also provides the Arthritis Foundation with a revolutionary campaign that will produce results that exceed expectations.

Dave Bullock**Art Center College of Design**

Faculty, Graphic Design and Interaction Design

Sandra Mackey**Arthritis Foundation**

Senior Vice President,
Marketing & Communications

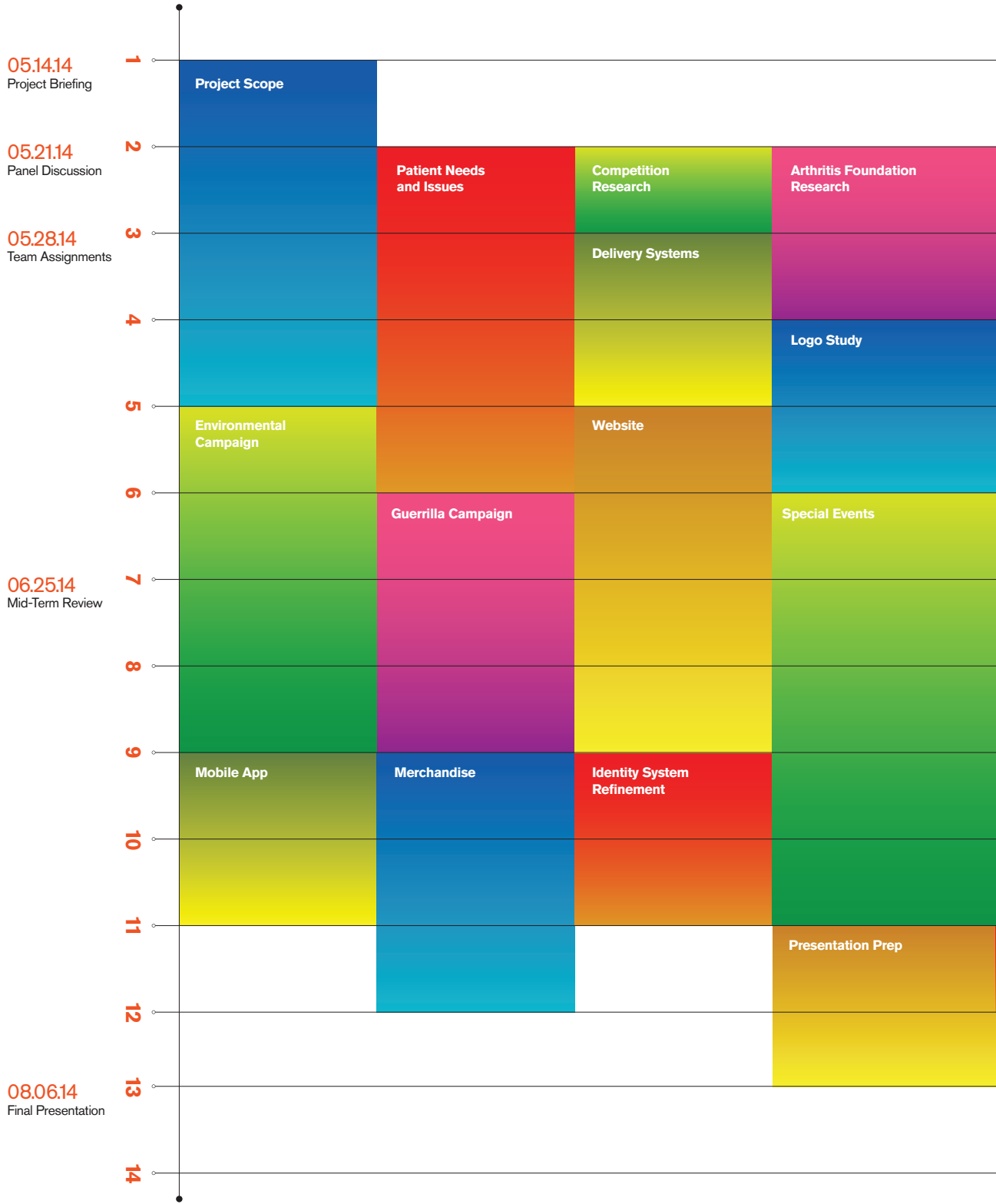
The Designmatters Arthritis Foundation project was an amazing collaboration between an engaged partner and an incredibly strong collection of some of Art Center College of Design's best students. The Arthritis Foundation's participation was key to the success of the project and their continuous interaction with the students throughout the process was key to the brilliant results that were delivered in the end. The diverse group of students combined their strengths in ways that would not have been possible had they been working separately. These strengths came together and built a thorough and deep campaign which is both flexible and on message.

The new vision delivered by the Designmatters project will expand and enhance the reach and power of the Arthritis Foundation's message. It was truly a pleasure to work with the great Sean Adams, who is truly an inspiration and visionary. His expertise combined with the deeply dedicated students and the excellent client made this Designmatters project a smashing success.

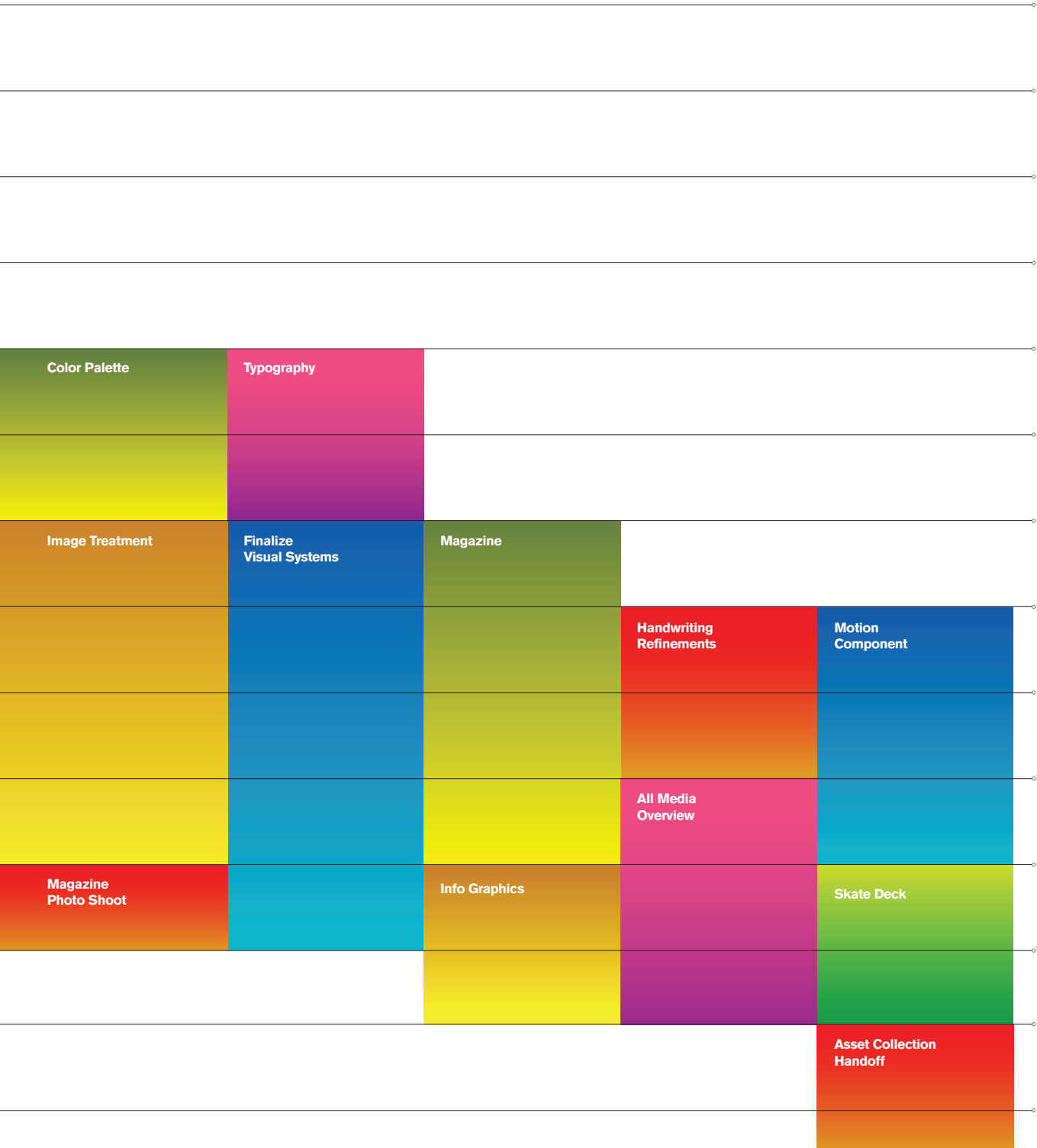
The Arthritis Foundation has a seventy year legacy of serving millions of people with arthritis. While the brand has undergone considerable transition over its life span, it needed an update to better reflect the current strategy that represents our organization.

In early 2014, through the support and collaboration of Deborah Snyder, film producer and one of our committed volunteers, we were introduced to Art Center College of Design. Sean Adams, Dave Bullock and a terrific team of professionals at the institution engaged in a project to provide a fresh new campaign approach and ideas that would reflect a more modern concept for the Arthritis Foundation brand in the marketplace.

Following in-depth interviews and many weeks of research about the Arthritis Foundation, a talented group of students developed a series of campaign recommendations. Simultaneously, the Arthritis Foundation engaged in a brand research study that brought together a visual and verbal identity that better reflects the Arthritis Foundation's goals for the future. We were impressed with the creativity of the Art Center students and delighted with the work they produced.



Project Timeline



The Brief

Presentations by the Arthritis Foundation's leadership allowed the class to dialogue with the organization's most senior members. The openness with which the organization shared their needs impelled the students to move forward to meet them.

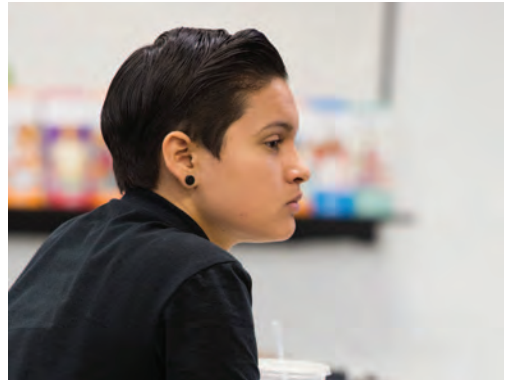
How does an established organization make itself relevant to its vastly diverse demographic: from the parents of a toddler crying when she walks, to a young adult incapacitated with pain, to aging baby boomers and the elderly? And how do you do it with one brand? Students addressed those questions in order to re-create the Arthritis Foundation's brand into a strong multi-platform communication strategy that commands attention and action. The students worked to leverage the client's trusted voice, using it as a source to larger things: a brand that represents all people with all forms of arthritis.

Film director and Art Center alumnus Zach Snyder, and his wife, movie producer Deborah Snyder, fostered the connection between the Arthritis Foundation and Designmatters. With trust established, the organization determined a broad project scope.

“Our story changes with each breakthrough and new dreams develop. My dream is to galvanize our community to be passionate and bold, to articulate and clarify what we're trying to accomplish, to become much more action oriented.”

Ann M. Palmer, President and CEO, Arthritis Foundation







The Panel

A panel presentation was assembled by the Arthritis Foundation, and comprised of doctors, advocates, parents, a juvenile, and an adult with adult onset arthritis. The panel provided students with a deeper, more personal understanding of the disease. A broad range of topics was discussed, including: arthritis affecting anyone and everyone, changing the perception of arthritis, issues of awareness, diagnosis, public policy and advocacy. The panelists candidly expressed their hopes and frustrations.











“Despite the slow process, and the frustrations, what makes me go on is knowing lives will be changed when success is achieved.”

Karen Anderson, Arthritis Advocate

“The people on the panel were brutally honest, and that affected me—it hit me. Because of them I got into the mindset of someone with arthritis and understood how a person’s life is changed.”

Michael Price, Student

“What brings us together is the fact that we can all get this disease.”

Fatimeh Ghanavi, Student

Research and Strategy

Myths and Facts

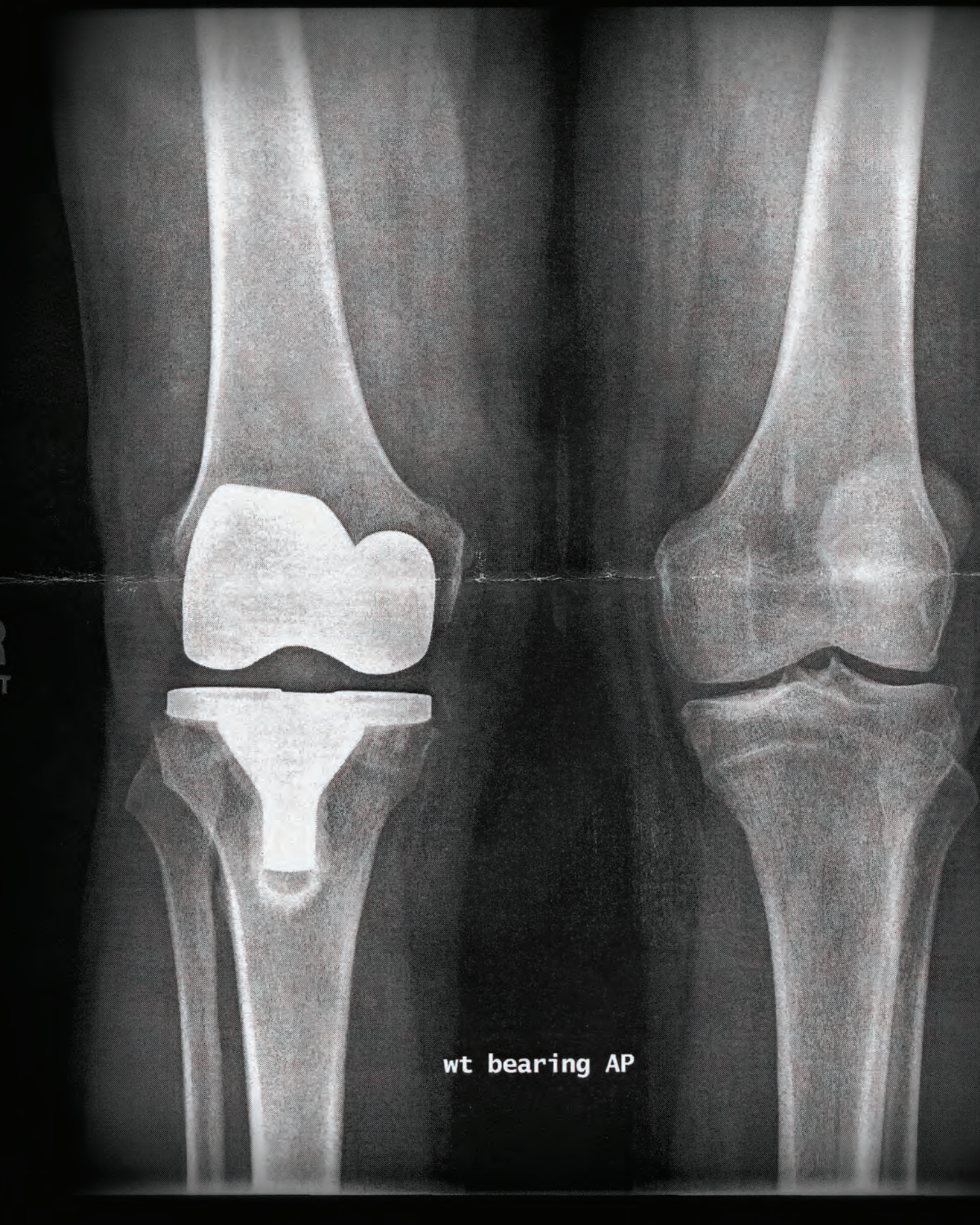
Despite impacting more than 52.5 million Americans, arthritis is a misunderstood disease, and myths surround it.

Myth: Arthritis is an old person's disease.

Fact: Arthritis is a complex family of musculoskeletal disorders, diseases or conditions that affect people of all ages, races and genders. Two-thirds of the people with arthritis are under the age of 65, including 300,000 children.

Myth: Arthritis is not a serious health problem.

Fact: People with arthritis account for 44 million outpatient visits, and over 900,000 hospitalizations, yearly. The Arthritis Foundation's demographic is diverse and vertical, familiar and far reaching. By 2030, arthritis is expected to impact 67 million Americans.

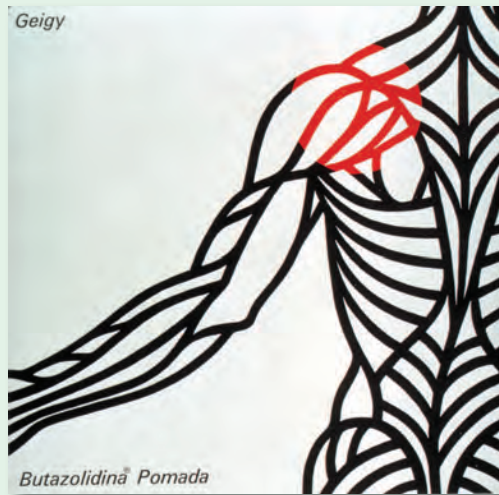


wt bearing AP

SCOPE



SUMMER 1952



Inspiration

By week three, the studio focused on research, data collection and interviews. The students researched competitive organizations, determining strengths and weaknesses. They also researched notable successful historical graphic solutions from 1930–1970. Storytelling was important, and the students searched for ways to tell a big story that was engaging, relevant and motivating.

Opposite: Will Burtin, 1951

Above Left: Max Schmid, 1964

Above Right: J. Hauser, 1962

Below Left: Will Burtin, 1957

Below Right: Carlo Vivarelli, 1957



Teams

The class, divided into four groups, designed four strikingly different campaigns, each addressing a different target audience. The assets of the campaign had to encompass one strategy through a consistent voice and message. There was a need to inject more of the message of the Arthritis Foundation, and the students were encouraged to first define the message, and then execute it boldly and relevantly.

1

Young Adults
Kevin Alexander
Murphy Armitage
Brittney Au
Jonathan Woods

2

Juveniles
Richard Kam
Connie Kwon
Yorel Porcile
Limengqi Xie

3

Trusted Advisors
Fabiana Au
Alvin Lee
Sean Lee
Irene Saavedra

4

The General Public
Spencer Berry
Fatima Ghanavi
Michael Price
Tyler White

Personas





J.D. Buckley, guest faculty at Art Center, brought her expertise in communicating across broad target demographics, and workshopped with the students to research, synthesize and build user profiles. This allowed students to utilize the rich content they of the panel and presentation, in addition to their own research, and distill, frame and synthesize it.







SAMANTHA (YOUNG ADULT WITH R.A)



"I want to live a normal life."

KEY CHARACTERISTICS

- Just got diagnosed with R.A.
- Enjoys hiking, going to the beach, walking her dog
- She really doesn't want her pain to get in the way of her everyday life.

MOTIVATIONS

- Wants to cope better with pain
- Feel knowledgeable about her type of arthritis
- Feel knowledgeable about advancements/treatments
- Transition to her a lifestyle with support

GOALS

- Find easier ways to transition into new lifestyle
- Find other young adults in her area with R.A.
- Use social media to meet others with R.A.
- Go to social events that would not cause too much pain or make it worse

FRUSTRATIONS + PAIN POINTS

- Forums aren't that appealing on the site
- Feels like she has to hide her arthritis
- Embarrassing to talk about because people don't understand
- Sometimes needs to take more sick days off from work because of the pain

NARRATIVE

- Samantha just got diagnosed with R.A so it's been hard transitioning to her new lifestyle.
- She told her boyfriend and her family and they are all supportive and are more than willing to help her get through this.
- It's hard to talk about with her close friends sometimes because they don't understand how much pain she experiences.
- She was active before and could do a lot of things, but after being diagnosed, she can't do a lot of the normal things she did before.
- Emotionally, it's been a little hard for her, but Samantha is a strong person.
- She would like to have a group of close friends that all share similar pain/experiences so she has someone who understands her and will be there for her when her family or boyfriend cannot.
- She wants to adjust to her new lifestyle in a way where she can just ease into it. It will take some getting used to, but she just wants support from those around her.

BACKGROUND

AGE: 24

EDUCATION: Grad School

CITY: Orange County

JOB: Project Manager

HOBBIES: Watching movies, Hanging out with friends, Going to the beach, Shopping, Being a foodie, Going to museums

SOCIAL NETWORKS: Facebook, Instagram

DEVICES USED: Smartphone (60%), Tablet (20%), Laptop (20%)



JASON (YOUNG ADULT WITH R.A)

"I don't want to let pain dictate my lifestyle and choices."

KEY CHARACTERISTICS

- Likes to stay active, like going to the gym or hiking and playing sports
- Pain sometimes restricts him from what he really wants to do
- Wants to live life like the rest of his friends do

MOTIVATIONS

- Does not want to have pain dictate the choices he makes
- Avoid feeling embarrassed about having to tell his friends about his arthritis
- Feel knowledgeable about arthritis and how to treat his pain

GOALS

- Be able to communicate within same age group/pain levels - find a community
- Have a helpful mobile app
- Find information quickly on the site/app
- Meet other young adults with R.A. so he's not alone and he has someone who understands

FRUSTRATIONS + PAIN POINTS

- Hard to talk about his arthritis to new girls he wants to date or his friends
- Frustrating to sometimes just do normal tasks
- Doesn't want people to treat him differently
- Most people don't understand how young people can have arthritis

BACKGROUND

AGE: 20

EDUCATION: College Student

CITY: Los Angeles

JOB: Barista at Starbucks

HOBBIES: Staying fit/active, Hanging out with friends, Cooking, Attending concerts

SOCIAL NETWORKS: Facebook, Instagram

DEVICES USED: Smartphone (70%), Tablet (0%), Laptop (30%)

NARRATIVE

- Jason likes to stay active; he tries to go to the gym regularly but sometimes his arthritis makes it hard for him to be consistent.
- A lot of Jason's friends also like to go hiking and invite him to come along, but he can't always go due to his pain.
- He worries about meeting new girls that he wants to potentially date because having that conversation about his arthritis and having them understand is sometimes difficult.
- School and work are sometimes hard to attend on bad pain days. He can't miss too many classes because he wants to do well in school, but sometimes the pain is too unbearable.
- He would like to meet more young people with arthritis but is hesitant about joining a forum. He would rather meet people in person.
- Because he's on his phone more than his laptop, he would like to have an easier way to access information through his phone. (something more condensed than the website)
- Overall, Jason does not want his pain to dictate his life and the choices he makes. He wants to live a normal life like the rest of his peers.

Competition Research

34

Each group researched several competitive organizations. They examined the brand strategies, visual look and feel, points of contact, emotional connection, and events. The strengths and weaknesses of each competitive organization informed the studio as they began strategic planning.





American Liver Foundation
\$2 million
\$1.4M
American Liver Foundation

All Website

American Liver Foundation
Non-Profit
Invisible Disease
Publicly
Educational

All Event Websites

Fundraising

Social Media

Financial Report



Category	Value	Percentage
Category 1	Value 1	Percentage 1
Category 2	Value 2	Percentage 2
Category 3	Value 3	Percentage 3

Design Schematics

The teams moved steadily forward in developing ideas that were bold and visuals that were compelling. Addressing a disease strongly associated with pain, yet tasked to not create a campaign whose central construct was “this is about pain,” was key.

Viewing their work via the lens of the client’s questions—Why the Arthritis Foundation? Why now? How are we relevant to a broad demographic?—the class engaged in research, data collection, and focused interviews. Storytelling was important, as the students searched for ways to tell a big story that was engaging, relevant and motivating.



VER YONE
AN YONE
ARTHAKITS

MO

SHOW
MOVE





“The client encouraged us to believe nothing was out of bounds, and that our craziest idea could also be the greatest idea, and that was inspiring.”

Yorel Porcile, Student

“The studio took large concepts and led them not just to logical conclusions, but to the right conclusions, which let the class learn the importance of creating a different kind of right.”

Sean Adams, Faculty, Graphic Design

Mid-Term Presentation

The class, divided into four groups, presented four strikingly different campaigns, each addressing a different target audience. The assets of the campaign had to encompass one strategy through a consistent voice and message. There was a need to inject more of the message of the Arthritis Foundation, and the students were encouraged to first define the message, and then execute it boldly and relevantly.

Campaigns

Each team explored concepts and visuals relating to their specific target audience. There were no restraints creatively. Each designer was encouraged to explore all ideas, whether it was “correct” or not. This resulted in varied and surprising concepts. While some might be less successful in the final version, each led to another idea.







Kevin Alexander
Murphy Armitage
Jonathan Woods
Brittney Au

Group 1

Young Adult

To reach its large and broad audience, Group One used handwritten typography, which research showed inspires action, and reinforces honesty and directness. To empower the passion of standing on one's own, they employed the first person voice: "I won't put my life on hold." "I won't take no for an answer."

Color selections of green neon and blue-green captured the bright and youthful mood. Image choices addressed the desires arthritis patients have, but hold back from doing due to the disease. A metaphor brought this concept to life: a rusted bicycle that hadn't been used for a long time. Concepts were developed for a quantified self-app. It focused on people optimizing their life and tracking their progress by logging their personal habits and health.

50

million Americans, young and old, have been diagnosed with a form of arthritis. Arthritis is an invisible disease that requires serious action.

I want
put my
life on
hold.

Arthritis Foundation

The Arthritis Foundation is your support system that allows you to stand on your own. We promote independence as individuals to regain confidence in all aspects of life. We are a community, as well as the foundation needed to take back your life from arthritis.

For more information please visit:
www.arthritis.org

Simple Tasks Become



Arthritis Foundation

The Arthritis Foundation is your support system that allows you to stand on your own. We promote independence as individuals to regain confidence in all aspects of life. We are a community, as well as the foundation needed to take back your life from arthritis.

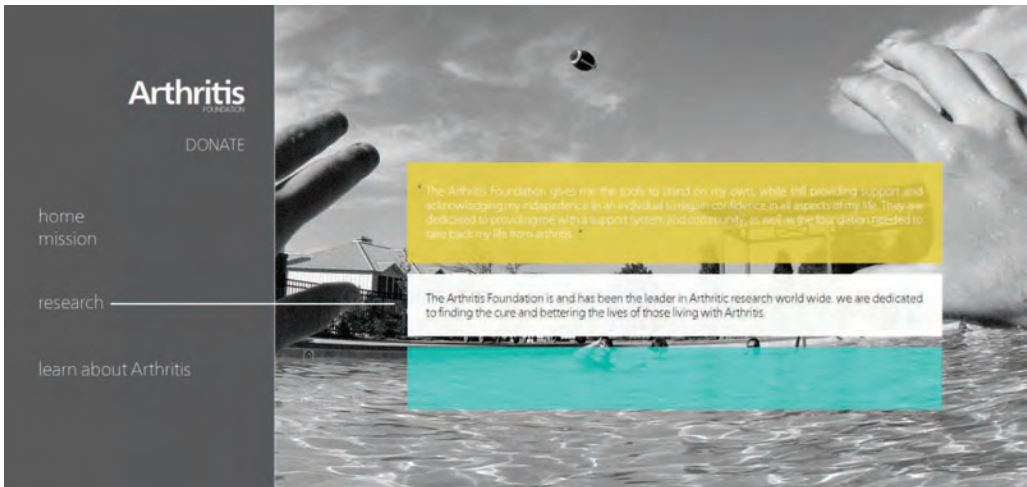
For more information please visit:
www.arthritis.org



Arthritis
FOUNDATION

DONATE

mission
connect
arthritis resource



Arthritis
FOUNDATION

DONATE

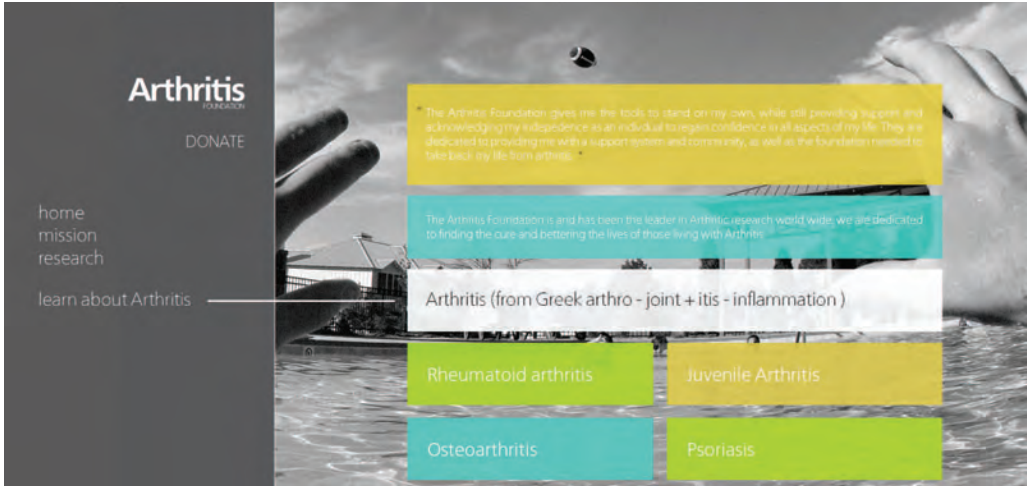
home
mission

research

learn about Arthritis

"The Arthritis Foundation gives me the tools to stand on my own, while still providing support and acknowledging my independence as an individual to regain confidence in all aspects of my life. They are dedicated to providing me with a support system and community, as well as the foundation needed to take back my life from arthritis."

The Arthritis Foundation is and has been the leader in Arthritis research world wide, we are dedicated to finding the cure and bettering the lives of those living with Arthritis.



Arthritis
FOUNDATION

DONATE

home
mission
research

learn about Arthritis

"The Arthritis Foundation gives me the tools to stand on my own, while still providing support and acknowledging my independence as an individual to regain confidence in all aspects of my life. They are dedicated to providing me with a support system and community, as well as the foundation needed to take back my life from arthritis."

The Arthritis Foundation is and has been the leader in Arthritis research world wide, we are dedicated to finding the cure and bettering the lives of those living with Arthritis.

Arthritis (from Greek arthro - joint + itis - inflammation)

Rheumatoid arthritis

Juvenile Arthritis

Osteoarthritis

Psoriasis

Richard Kam
Connie Kwon
Yorel Porcile
Limengqi Xie

Group 2

Juvenile Arthritis

Reaching young adults from birth to their teenage years to meant opting for bold colors, and embracing social media. Research showed this target group was completely engaged in the things they love—social media and games—and the students used them to spread their bold, and irreverent message. They took a strong stand, in a loud, vibrant voice. Three taglines were used: “We’re bold not old.” “If you can’t see the disease does it still hurt?” “I don’t look sick but you don’t look stupid.”

To create awareness, the team produced posters; to create a “shock moment,” they created a GIF—animated on screen. With Twitter feeds, environmental posters, magazines and material applications, Group Two’s ideas would engage their audience in a process of discovery, knowing that when their target demographic was passionate about something, they would share it, ultimately allowing their well-targeted message to go viral.



I DON'T
SICK, B
DON'T
STU

**T LOOK
UT YOU
LOOK
PID.**

Fabiana Au
Alvin Lee
Sean Lee
Irene Saavedra

Group 3

Trusted Advisors

Group Three's research showed that trusted advisors wanted a dynamic website that revealed shared experiences. Their campaign focused on two approaches: movement and happiness, and celebrating the body. Showing an empowered individual in lively and bold colors, they created a feeling of support and strength. Their research revealed that happiness overcomes pain, leading Group Three to develop a brand campaign called: LAF (Laugh), which they envisioned as a haven in tough times. Its central idea was two people cooperating to achieve one goal. Laughter was the common ground on which patients, and their trusted advisors, could connect.

AF

ENCOURAGES

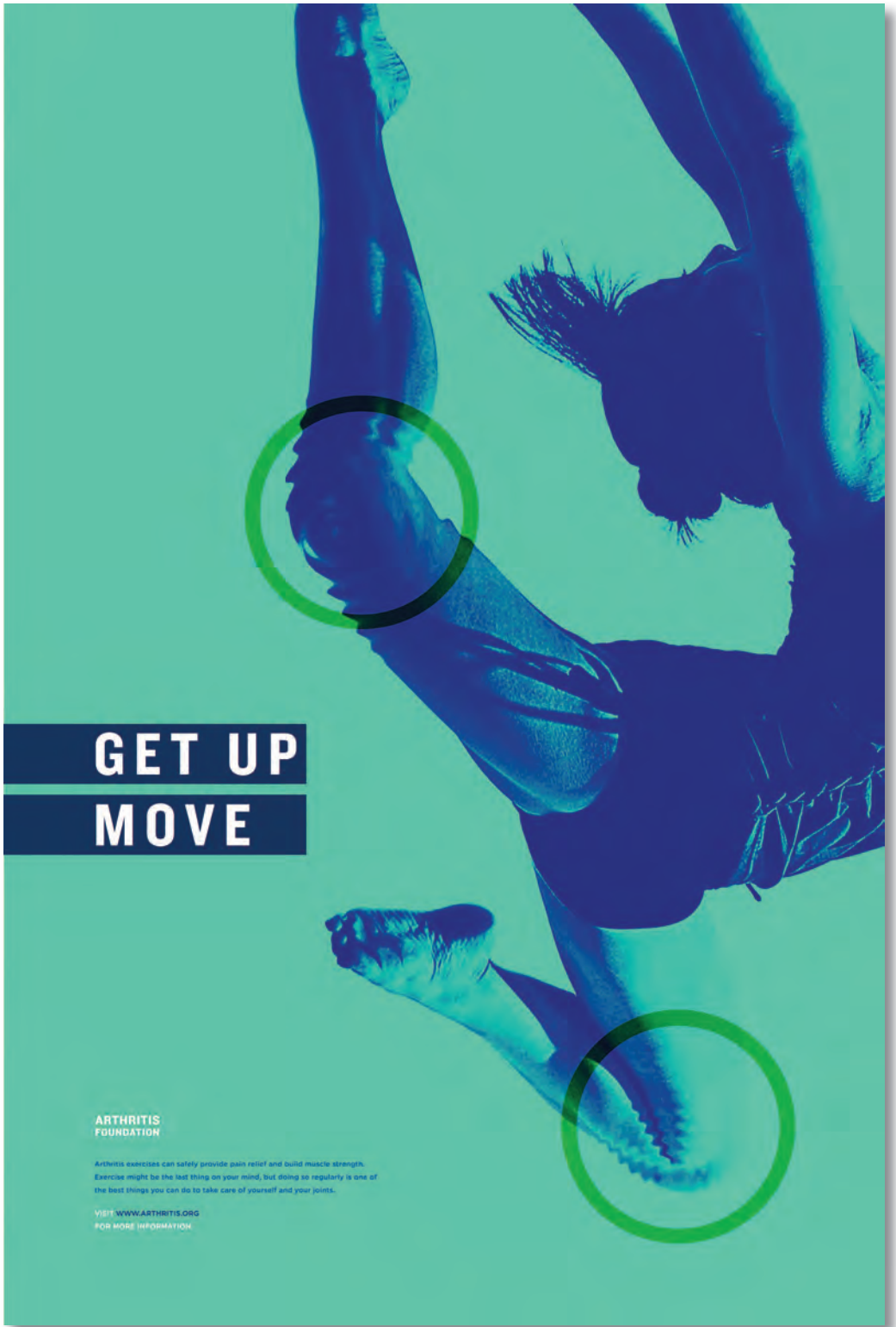
MOV

VE



There are many benefits for patients with RA to take control of their bodies through exercise. Low impact activities such as Isometrics can:

- Decrease Pain and Increase Energy
- Strengthen Muscles and Bones
- Increase Flexibility
- Increase Heart Health



GET UP MOVE

**ARTHRITIS
FOUNDATION**

Arthritis exercises can safely provide pain relief and build muscle strength. Exercise might be the last thing on your mind, but doing so regularly is one of the best things you can do to take care of yourself and your joints.

VISIT WWW.ARTHRITIS.ORG
FOR MORE INFORMATION

LAF



Stiff as a Stiffy.

Visit arthritis.org
for more information



Spencer Berry
Fatima Ghanavi
Michael Price
Tyler White

Group 4

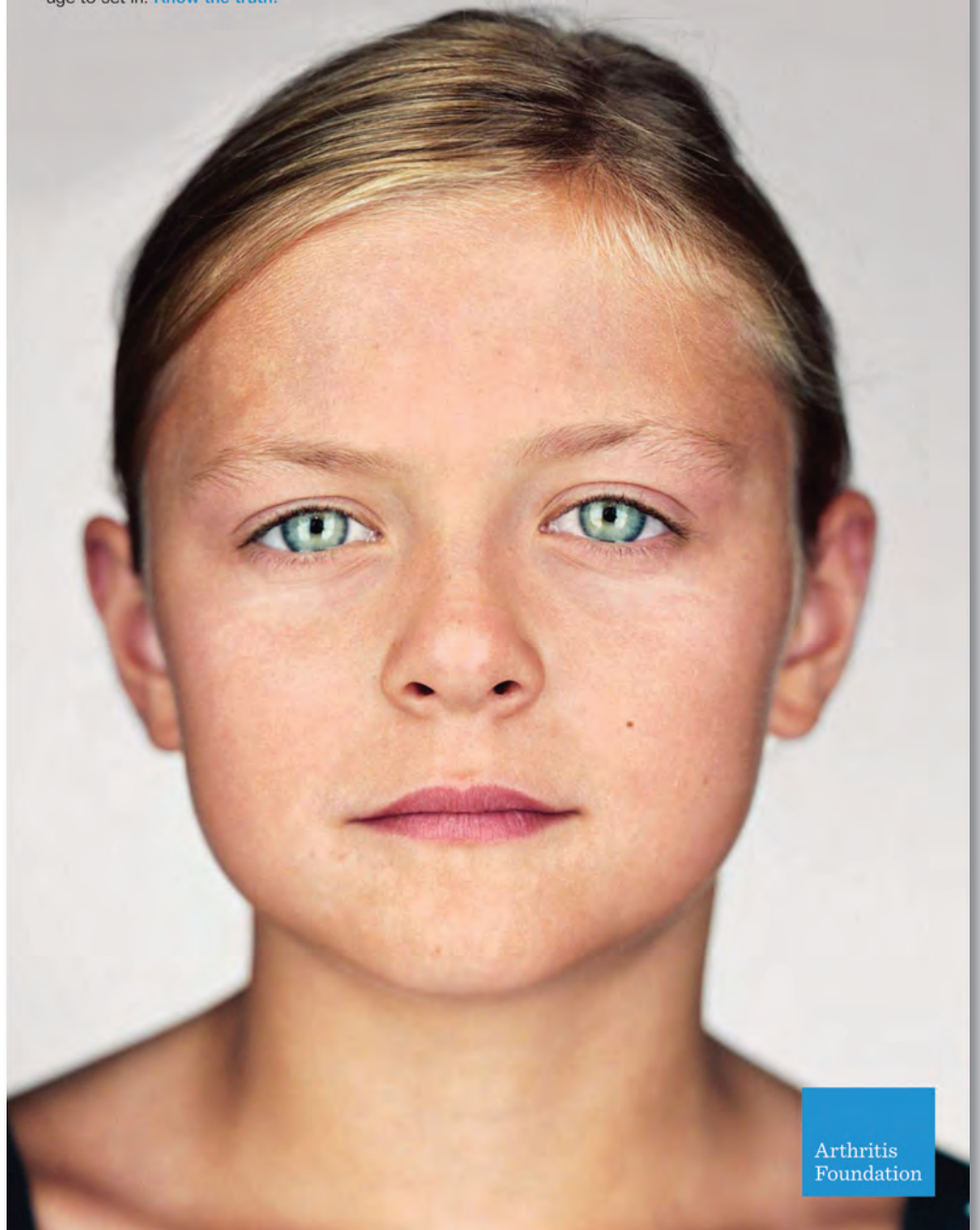
All Ages

This campaign sought to create a movement around the idea of arthritis affecting everyone. Group Four's crisis campaign focused on urgency: arthritis needs to be dealt with now, because people are in pain now. Using quick, aggressive statements that were assertive, personal and proactive, they impelled the public to join the fight.

Group Four conceived of a video to be installed in crowded places and play in the background; it would be projected over everyone walking by, reinforcing the idea that everyone can have arthritis. The visual campaign had three words: "Everyone. Anyone. Arthritis." This captured broad attention and intrigued people to know more. Moving forward, the group would tie it to faces and images, and expand the aesthetic.

KNOW THE PAIN.

Living with arthritis means living in pain every day. It doesn't discriminate, and it doesn't wait for old age to set in. [Know the truth.](#)



Arthritis
Foundation

What the
leading
cause of
disability in
the U.S.
looks like.



What
Arthritis
feels
like.



EVERYONE

MUST KNOW

ANYONE

CAN GET

ARTHRITIS

HELP US FIND A CURE

ARTHRITIS.ORG

“There needs to be an umbrella approach, one that lets the organization speak to the whole diverse arthritis population. It needs to be extremely broad, yet also be able to speak very specifically to one single person.”

Deborah Snyder, Arthritis patient and advocate

“This is a culture shift for us. We will now be recognizable as a national organization with one face for the whole country to relate to and connect with.”

Manny Loya, CEO, Pacific Region, Arthritis Foundation

Mid-term Summation:

The assets of the campaign had to encompass one strategy through a consistent voice and message. There was a need to inject more of the message of the Arthritis Foundation, and the students were encouraged to first define the message, and then execute it boldly and relevantly.

Design Development

The Tool-kit

To meet the two-fold deliverable challenge of stripping away as much as possible to get to the core of the issue, and creating a message that was bold, fresh and young, the class conceived of and produced a “toolbox” system of visual communications and design templates. The tools provided were: taglines, typography, color palette, and image treatment. All tools could be used independently or in conjunction with each other on posters, website, social media, broadcast and more, affording the client a broad range of communication opportunities across the multiple platforms they had targeted.

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SHARP SANS
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INSPIRING. MODEST. YOUTHFUL. RELIABLE

- Modest
- insightful
- kind-hearted
- calming
- inspiring
- youthfulness
- tenacity and
- playfulness
- anticipation
- helps clear the mind of negativity
- sophisticated
- trustworthy
- reliability
- spiritual advancement
- commitment



Tool #1: arthritis.org

The Arthritis Foundation's existing logo was outdated and did not communicate the energy of the organization. Rather than creating a new mark, which would not be possible with the studio's time limits, the studio designed a wordmark for the website.



ARTHRITIS.ORG

Tool #2: Taglines:

Bold Not Old

The class created more iterations of the phrase, all were direct and attention grabbing, all used the powerful voice of the person with arthritis. The handwritten font, which connected so strongly at the mid-term, was maintained.

Everyone Anyone Arthritis

Seen as a call to action, this tagline with its palpable energy was designed to capture a younger, edgier demographic. Again, the handwritten font was used to connect with the viewer.

EVERYONE
ANYONE
ARTHRITIS

BOLD
NOT
OLD

Tool #3: Typography

The students chose an approachable and playful font to act as the best representation of "bold," the key mood the students felt essential to express in their design of the campaign.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**



Tool #4: Color Palette

Finding the right palette to express boldness was crucial; ultimately, teal was selected. It is the color of water, which expressed movement, a concept necessary to relate in counterbalancing perception around the “limitations” of arthritis. Movement was

what arthritis patients say they lost, thus movement was the word that connected with all segments of the arthritis demographic groups. With teal established as the primary color, other colors were selected to complement it.



Tool #5: Image Treatment

Dynamic images that connected directly to both patients and viewers were chosen. Portraits of people who have arthritis, looking out with bold and direct stares, enabled the class to create the honest and straightforward connection the client expressed as one of their desired outcomes.



Having presented the “tool-kit,” to the organization, the students demonstrated how the client could apply it across multiple platforms.

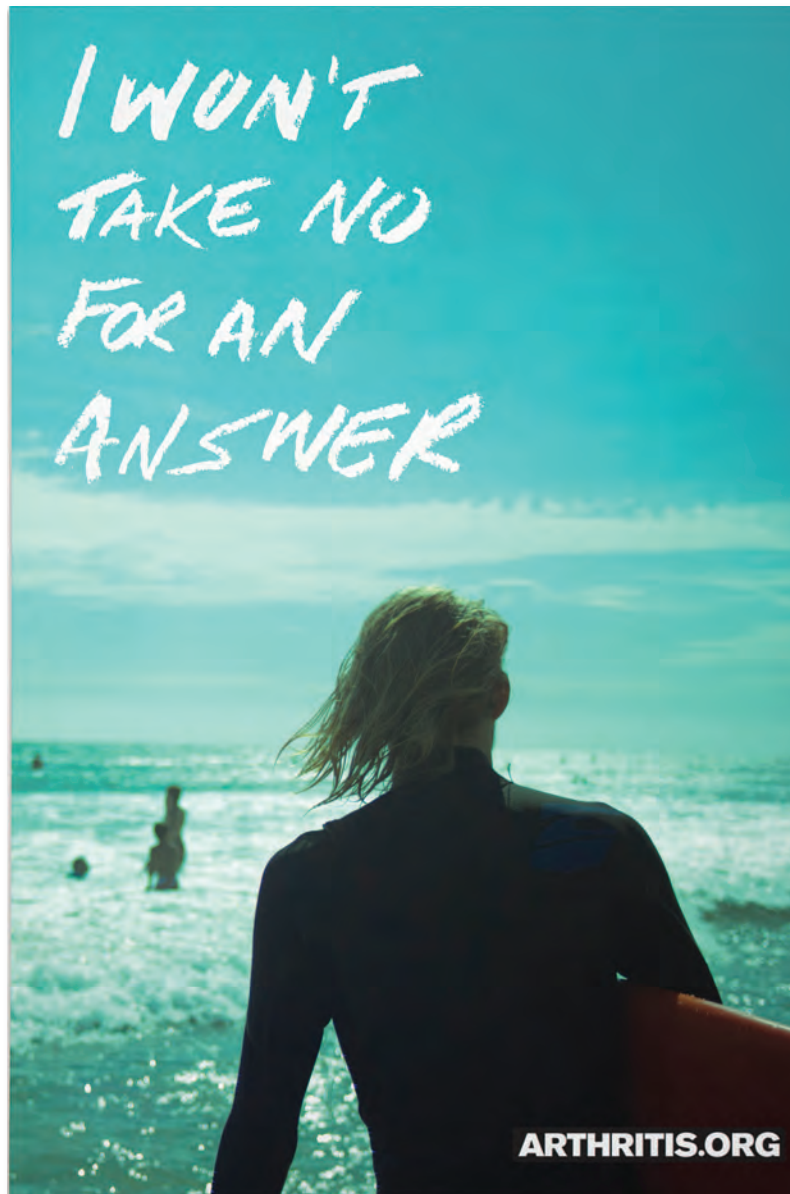


Campaign Posters

Designed to promote action, the posters accomplished this by delivering bold messages via the point of view of their target audience.

“I Won’t Take No For Answer.”

The powerful, forthright statement was matched by strong, compelling imagery. The students conceived of matching imagery to the organization’s diverse geographic regions. Through their use of bicycle and ocean imagery, they executed their concept for the organization’s West Coast demographic.



“Bold Not Old.”

The client's campaign goal to raise awareness by making visuals fun was achieved in this poster. With imagery of children swimming, action was promoted, and having the children look directly at the viewer, an immediate connection was made.

Applications of posters:

Interchangeable imagery, targeted to the organization's different regions, gave the client the ability to be relevant amongst their multiple target groups, a desired outcome expressed by the client early on.



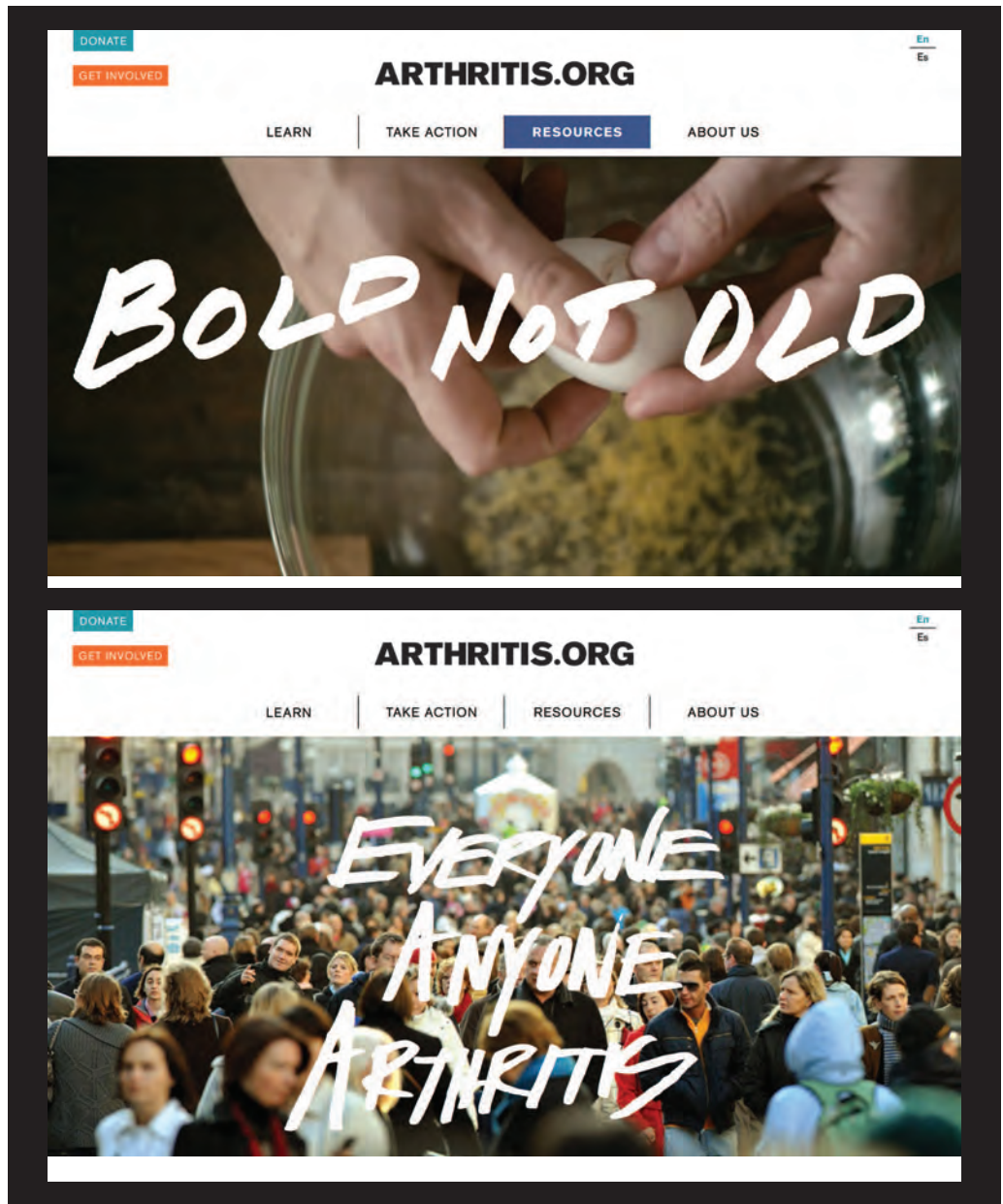
Website

Decisions led to optimal ways of distilling of information and establishing a clear hierarchy on the website, thus allowing viewers to find, and then go directly, to what they needed. The website endeavored to create a strong call to action and a public resource repository for some of the organization's key activities, including research, advocacy and patient education. Using

moving backgrounds, and emotion-laden videos, the website features three tiers of information that is active, exciting and thoughtful.

Carefully designed info-graphics help make the website more lively, and the rich and important content more accessible. Expanded engagement was reached

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through multiple channels, among them: stories, slide shows, and a chance to connect with others via comments. Viewers would be drawn in to the website immediately through bold motion graphics, and the clear hierarchy would direct them easily through a functional, dynamic and engaging website.

Social Media Microsite

The microsite provided the client with a place to communicate its most important and current information. After supplying vital information, the microsite would link viewers back to the main website.

<< Back to all stories



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Robert Irvine

Celebrity Chef, Husband


With more than 25 years in the culinary profession, Chef Robert Irvine has cooked his way through Europe, the Far East, the Caribbean and the Americas, in hotels and on the high seas. Robert brings his experience to Food Network as host of Restaurant: Impossible; he has been previously seen on Dinner: Impossible, Worst Cooks in America and Food Network Star's Star Salvation, an original, exclusive Web series on FoodNetwork.com. In 2012, he appeared on the special Wedding: Impossible, in which he and his now-wife, Gail Kim, said "I do."

"I don't consider myself a rock star chef, I really don't. I cook for a living and I try to help out as many people as I can in my life and that's all I care about, I don't care about the fame of television, I use to a lot."


Now in its sixth season, Restaurant: Impossible continues its successful run as one of the network's most popular shows, with Robert attempting to save America's most desperate restaurants from impending failure in just two days with only \$10,000. During the course of each extreme mission, Robert assesses all of the restaurant's facets and then overhauls its weakest spots by updating menus, retraining staff and implementing aesthetic changes with the help of his design team, before hitting the streets to tell the community about the improved restaurant.

A native of England, Robert joined the British Royal Navy at the age of 15, and his skills in the kitchen soon came to the attention of his superiors. As part of his


Tell Your Story




Robert Irvine
Celebrity Chef, Husband




Vanessa White
Fashion Designer




Bruce Claypool
Teacher, Husband




Lora Fuentes
Athlete, Mother




Michael Price



Stephen Serrato



Chelsea Forbs



Jeffery Knox

Broadcast

To capture the television viewer's attention with an engrossing and compelling campaign, the class developed three scenarios of real people with real passions. The first, juveniles at a playground, lets the viewer see what it is like to be a child with arthritis, who is in the age of exploration. In the second, adults cooking, the viewer sees what it's like to be a person

with arthritis, with a passion for cooking. The final scenario depicts young adults surfing; the audience understands how the world looks to a person with arthritis who is passionate about surfing. The visuals are forceful, thus enabling the organization's message to command attention and reach the viewer.

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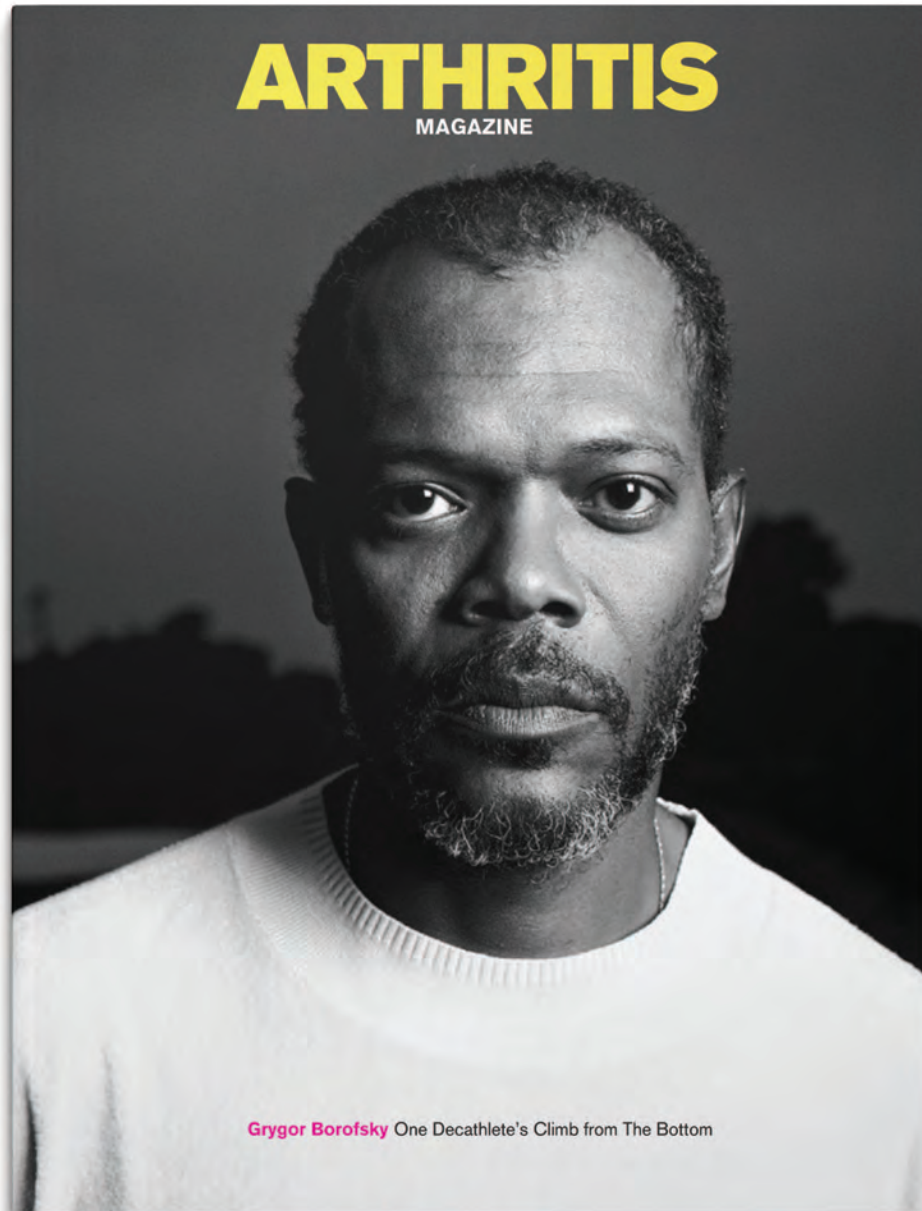
Magazine

Looking at what is important to the patient and to the people impacted by arthritis, the class transformed the magazine by focusing on three elements:

1. Clarity of information

Conceived of as the best source for the latest information on research, breakthroughs and lifestyle information, the class expanded the magazine's reach and relevancy by gathering the patients' and trusted advisors' viewpoints. The decision lets the magazine represent and articulate the human aspect of the disease.

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2. The Cover

The class visually manifested its concept of *standing out by being quieter* through its approach to the cover. Fundamental to achieving this was a transfixing cover portrait, featuring eyes looking directly at us. This portrait would create the strong, bold image that would shine through and connect with the reader.

3. Versatility

Through a simple grid, the students created a clear system in which information could be transferred across different planes, easily. The grid system promoted the organization's facts through bold info graphics and a clear hierarchy.



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Decisions like the U.S. Supreme Court's "Hobby Lobby" ruling could set precedents leading to the denial of Biologics.

Michael Piro is a freelance writer living in Chicago. His recent work includes the progress of public health reform, as well as editorial work for Playboy, Time and NewsMagazine. He has also been diagnosed with rheumatoid arthritis at the age of 25.

Running On Empty



Well Maintained

How Creative Minds in Los Angeles Live with Arthritis & What They Do to Live Beyond It

by Rory L. Martin

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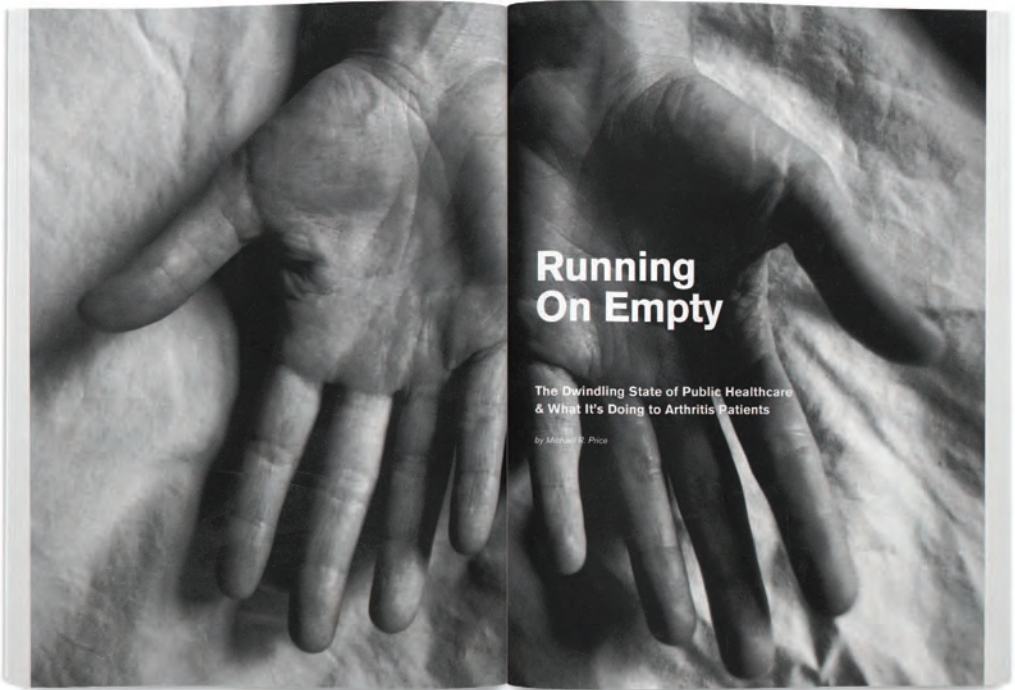
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Running On Empty

The Dwindling State of Public Healthcare & What It's Doing to Arthritis Patients

by Michael R. Price



MOVE MOVE MOVE

Every year, more people are diagnosed with arthritis, and every year, those people find new ways to transcend a debilitating disease.

(Placeholder text block)

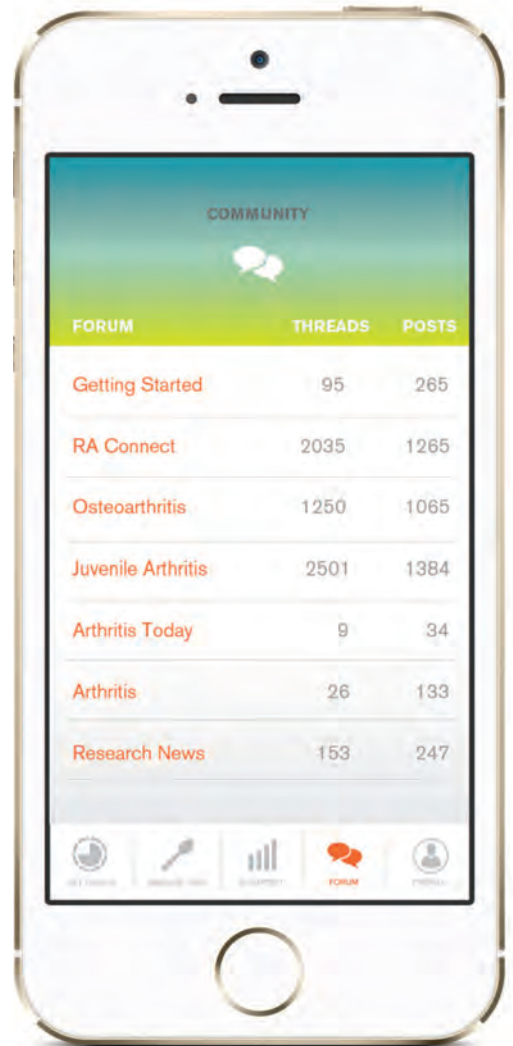
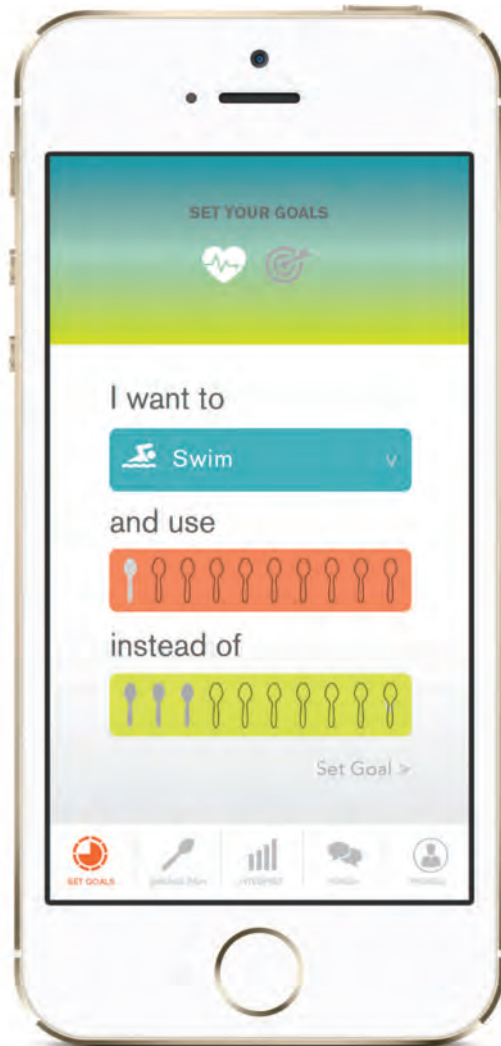
Mobile Application

Giving users the capacity to draw correlations between how they are living and their pain was the central idea behind the app, with features including: *my information*, *my meds*, *my friends*, *my fitness goals*, and more.

The app provides a forum for users in the arthritis community to communicate, an issue of importance to the target audience.

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Guerilla Campaign

Developed as a call to action, the *Everyone Anyone Arthritis* campaign goal is to create a movement for its younger audience to join. The Guerilla Campaign's Tool-kit for the movement is comprised of posters, tee shirts, tote bags, cling stickers for bus stops, magazine covers, storefronts, and lets the target audience share its message with others, thereby creating awareness and heightening visibility.

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EVERYONE
ANYONE
ARTHRITIS

ARTHRITIS.ORG



Rain Advertising

On sidewalks in cities and high foot-traffic areas, taglines appear: half as a 3-D stencil, the other half would be streaming.



Surveillance Feed

Video installations in subways, airports and other densely traveled spaces, feature live feeds of people walking. By projecting the video over each person walking, the point that everyone, anyone can have arthritis is clearly conveyed.



Brand Extension, Special Events

In a campaign called MOVE, the class connected to its broad demographic base by asking, “*What would you really love to do?*” Their answers—cycling, running, swimming, all active words—would be shown on the microsite, expressed in exciting and inspiring imagery.



MO

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swim.
August 26, 2014
YMCA Los Angeles, CA

All proceeds go to
Arthritis Foundation



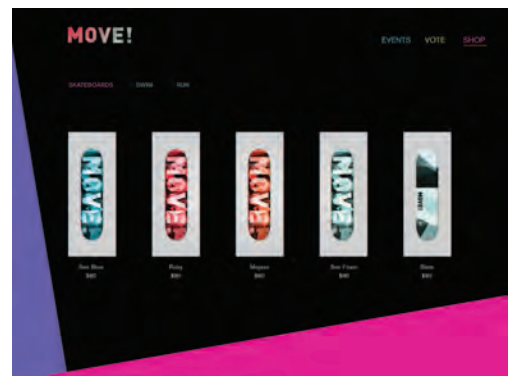
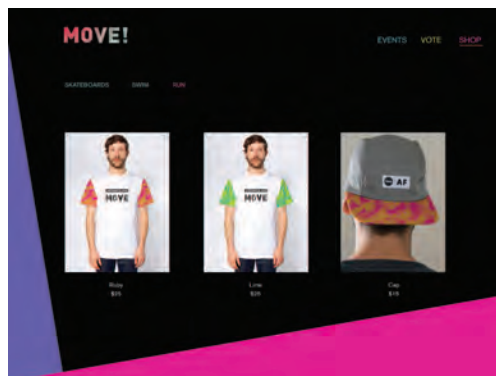
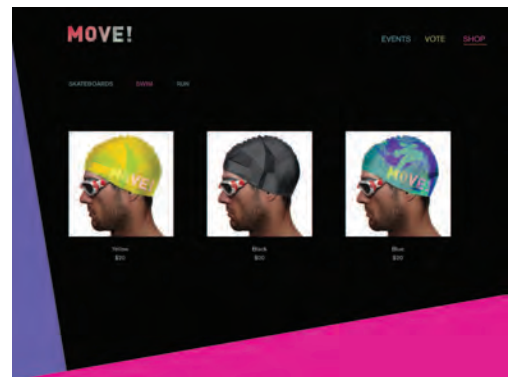
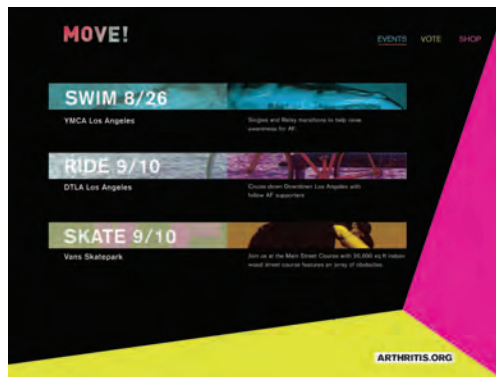
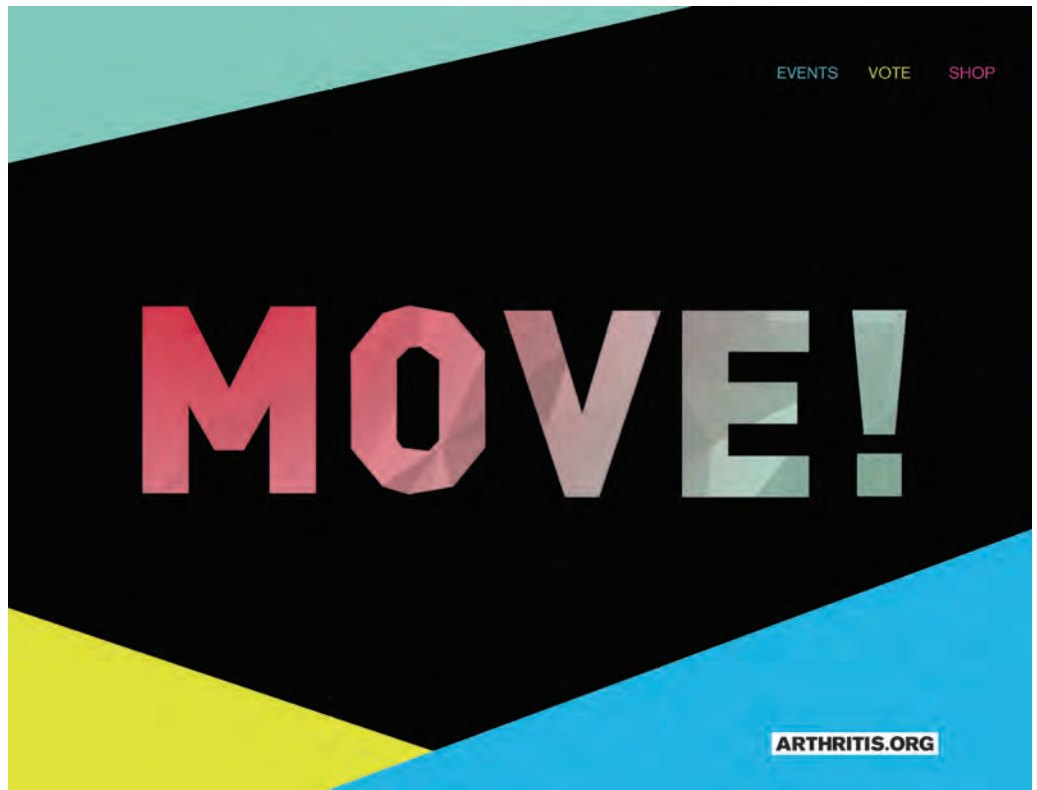
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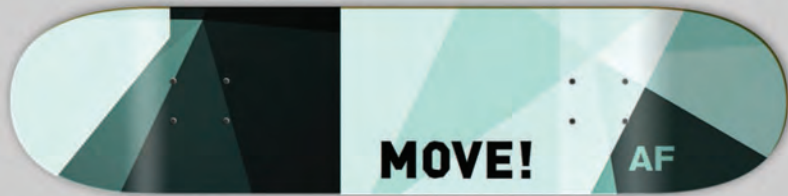
Collateral

A brand identity, created through what appeals to, and captures the attention of, the Arthritis Foundation's different target groups contains tee shirts, caps, and boards for skate events, all serving to increase and reinforce the organization's visibility.









Project Impact and Conclusion

The Arthritis Foundation came away with an entirely new set of visuals and dynamic ways to present themselves. The students produced a broad campaign that while highly customized also speaks to the diverse members of the arthritis population.

Summer 2014's campaign will, hopefully, serve as the springboard to a nationwide campaign framing the Arthritis Foundation as one organization unified in its powerful, relevant and personal message.



Designmatters Summer 2014

Top row, left to right:

Dave Bullock
Sean Lee
Alvin Lee
Marcus Guttenplan
Murphy Armitage
Michael Price
Tyler White
Spencer Berry
Kevin Alexander
Sean Adams
Jonathan Woods
Yorel Porcile

Bottom row, left to right:

J.D. Buckley
Fabiana Au
Limengqi "Emily" Xie
Irene Saavedra
Brittney Au
Connie Kwon
Fatimeh Ghanavi
Richard Kam

Colophon

This limited edition book of 250 copies was produced by Designmatters at Art Center College of Design in Pasadena, California. The volume was designed in the Summer and Fall of 2015 by Sean Adams, with design assistance and photography by Marcus Guttenplan. The editor was Alex Carswell. The principle typeface, Akzidenz Grotesk, was first published in 1898 and updated by Günter Gerhard Lange in 1950.



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