

Zamboni the Penguin



Marcy the Kangaroo



Rosie the Tiger



Chow the Panda



Manny the Koala

ALWAYS

Animals Leading Wellness Among Young Students



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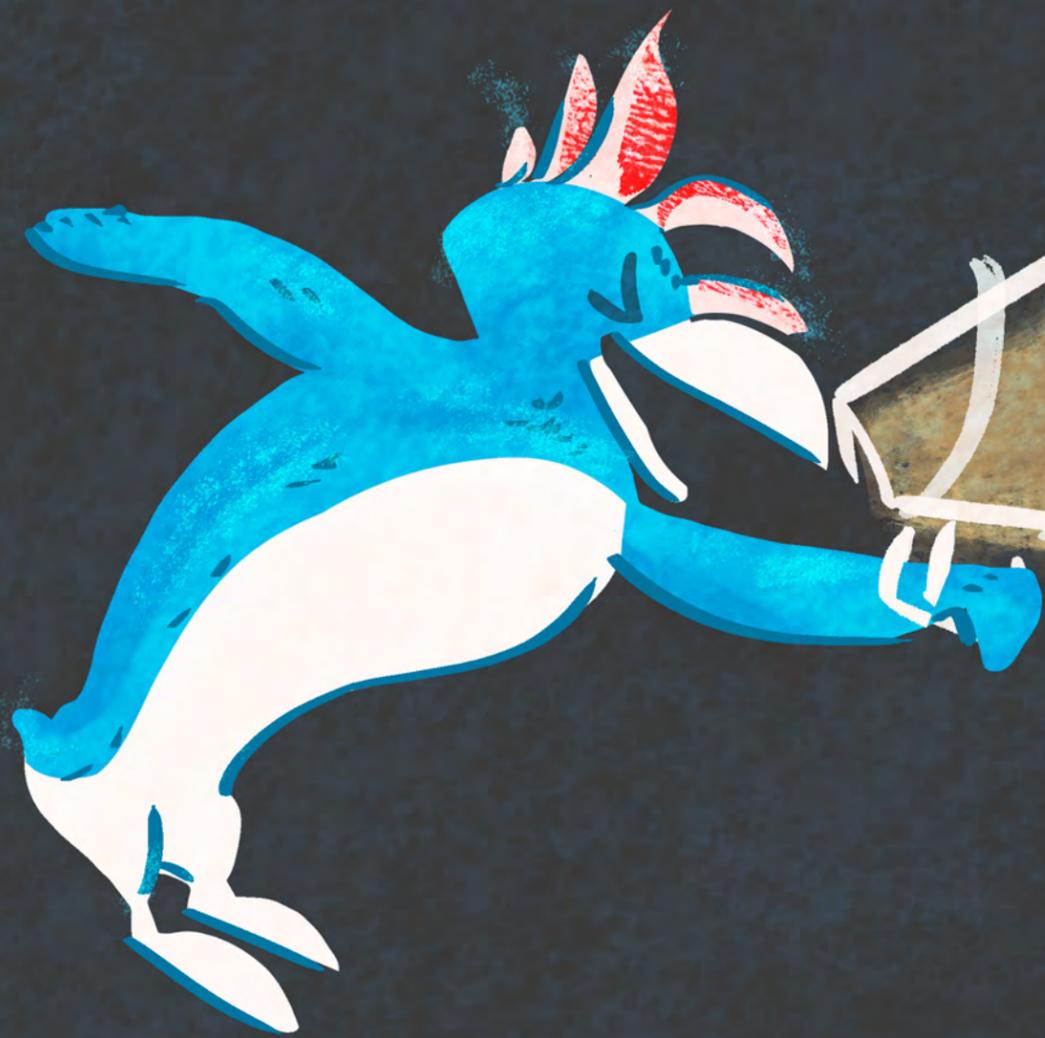
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ALWAYS



Try This:



PLEASE

&
THANK
YOU

Make Your Ideas Munchable



GRAB some CLOUDS



clear skies and clear thoughts.



(Just be YOU)

Have a breathing buddy!

listen to your heartbeat with a stuffed animal while you lie down

Take your time to brush your teeth

really focus on the water, the mintiness, and the clean feel!

Make a mind jar

write worries, dreams, whatever on tearable strips and watch them move about in a jar

"feel" a weather report

do you feel stormy today? cloudy? or sunny?

Observe nature

take a nature walk to listen to the frogs, smell the grass, and see something new

Time

to



Digest



to yourself

Don't be mean^v - be meaningful.

We



Gotchu

ALWAYS

Animals Leading Wellness Among Young Students



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Lane Landis

BFA Thesis 2020

17 April 2020

BFA Thesis

ALWAYS Campaign

The purpose of my BFA is to develop a line of animal characters promoting healthy lifestyles and wellness among children grades ages 5-10. The campaign is titled ALWAYS: Animals Leading Wellness Among Young Students. For the sake of a marketing plan, I went with a series of eight catchy and eye-catching tabloid size posters. These posters would be suitable for classrooms, homes, school cafeterias, day cares, and many more areas. Each phrase and accompanied type layout is a reflection of the ideals of each character. Each character appeals to the imagination of a broad age range, with the inclusion of props, playful scenes, and movement. It was my goal to combine contemporary design elements, including playful lettering and unexpected colors, with whimsical characters supporting a healthy message - to take care of your well being, from the inside out.

The characters designed from sketch to finish were Rosie the Tiger, Manny the Koala, Chow the Panda, Zamboni the Penguin, and Marcy the Kangaroo. In my research it was important for me to select and create critters that were wild and never-before seen to capture both children and tween's attention. The keys of wellness are as follows: mindfulness, nutrition, empathy and physical fitness. Rosie represents the champion of health, and encompasses all four previous keys, especially fitness. In addition, Manny represents mindfulness, Chow nutrition,

Zamboni empathy, and Marcy fitness. In my visual development stages is where I explored a vast amount of solutions for each character, but ultimately my impulse was to simplify - coloring, line treatment, lettering, and character. It is my intention to have these characters in their layouts incorporated into other applications. These would primarily be online/mobile layouts for the sake of being viewed digitally, not just in print.