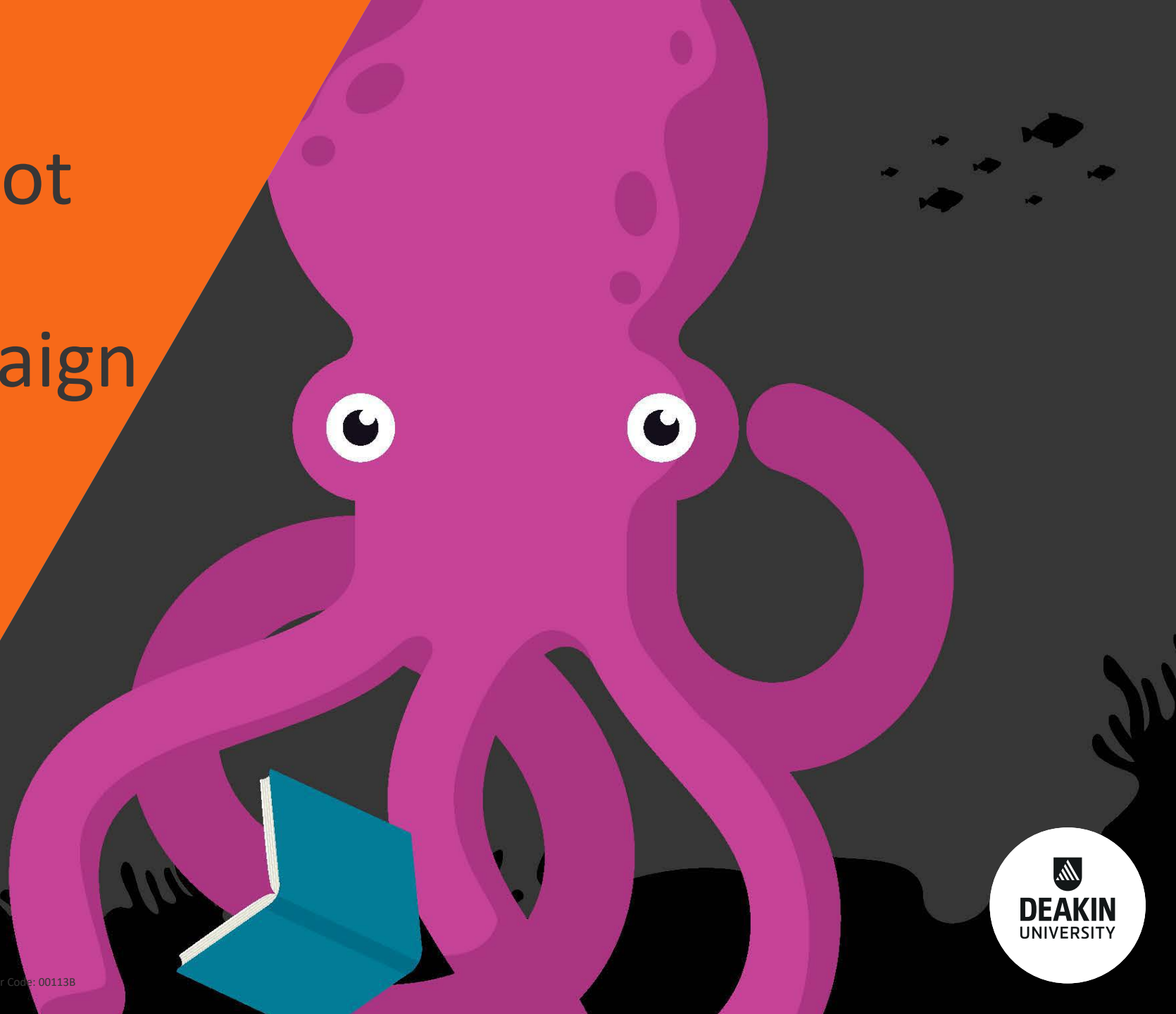


Your library is not the ocean: a student's campaign

Deakin University Library

Amy Clarke
Maddison Trainor



The problem statement



‘No one likes being told what to do, but everyone likes to use a safe, quiet and clean library’

Creating messages that engage students



**Our solution:
Why not go to the students
themselves?**

Encouraging students to respect the library space



The brief

- Developed with Design unit chair
- Third-year assessment
- Target audience, messages, brand specifications, comparison campaigns

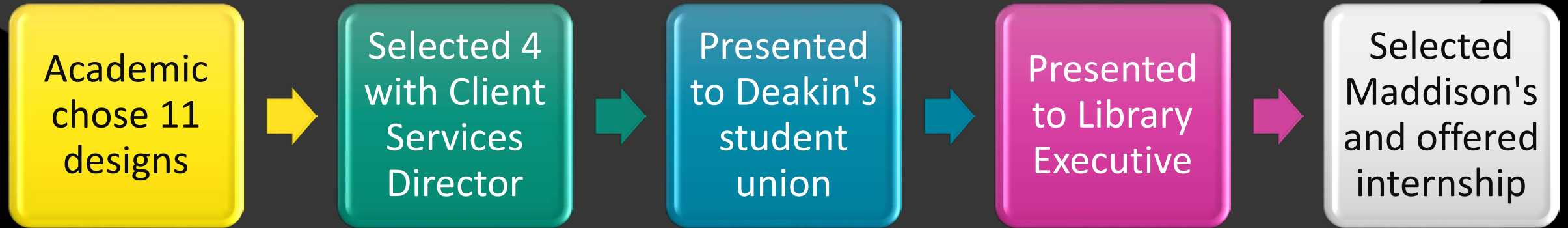
The challenge

- Fun
- Attention grabbing
- Effective

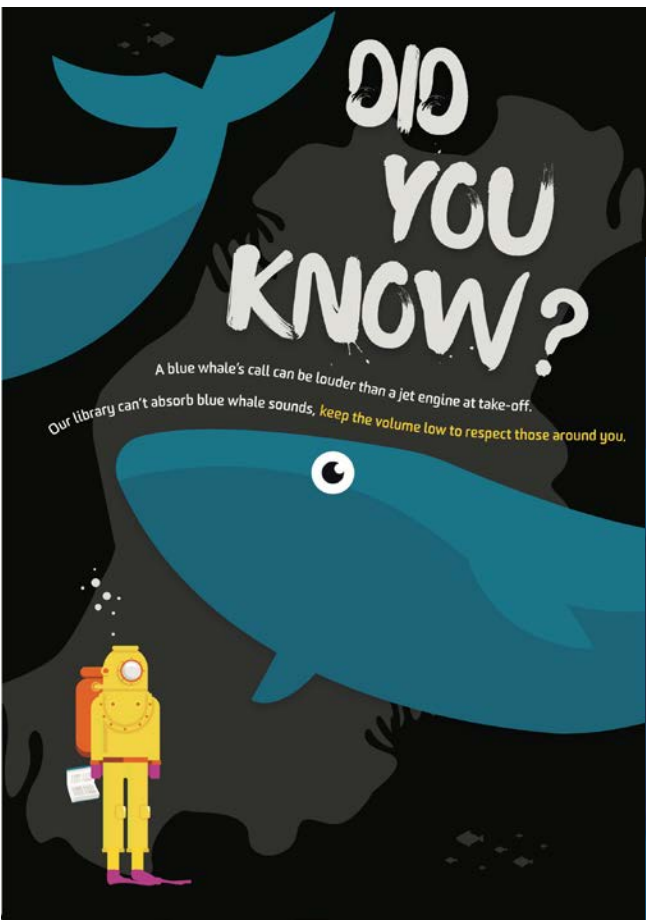
The messages

- Don't bag seats
- Keep noise to a minimum
- Clean up after yourself
- Report disrespectful behaviour

Shortlisting process



Student designs were shortlisted



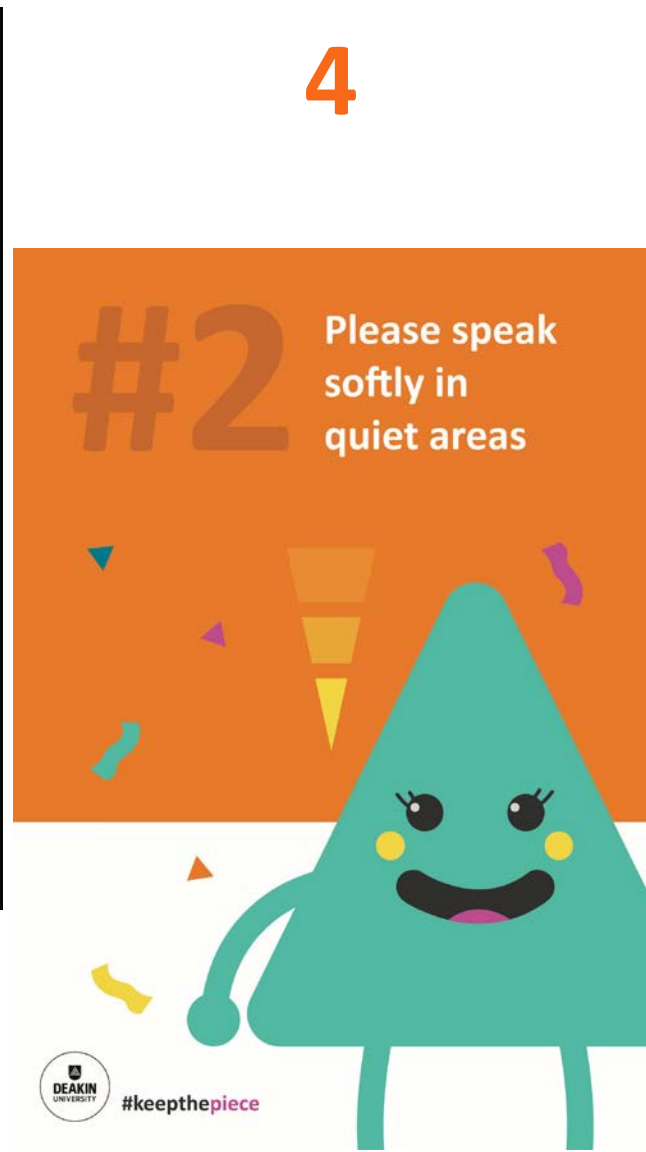
1



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DID YOU KNOW?

Clownfish are territorial and won't let others near their sea anemone homes.
Our library is not a sea anemone – **let others use the study space** when you aren't here.



DID YOU KNOW?

Some types of krill can grind down microplastics by up to 94%.
Our library doesn't employ krill – **don't leave your rubbish behind.**



DID YOU KNOW?

If it becomes frightened, an octopus shoots ink at the thing that scared them.
Our library is not guarded by an octopus – **call security if someone makes you uncomfortable.**



DID YOU KNOW?

A blue whale's call can be louder than a jet engine at take-off.
Our library can't absorb blue whale sounds – *keep the volume low to respect those around you.*



Other divisions involved

- Brand Management approval
- Internship coordinators and academic mentor
- Copyright team
- University photographer



Project timeline for campaign



**December
2018**

Academics approached

Approached unit chairs in Arts with campaign proposal.



**February
2019**

Designs ready

Unit chair presented student designs.

Shortlist created with CS Director.



**July
2019**

Campaign launch

Internship completed and campaign launched.

Campaign requested

Campaign requested for the library.

Agreed to approach academics.

**January
2019**



Academic engaged

Unit chair agreed to proposal.

Brief developed to suit the project.

**May
2019**



Student selected
Maddison's work selected and internship commenced 29 July.

Designs approved by other divisions.

**September
2019**





Questions?

