

Presentasjonsdokument

Visuell historiefortelling som formidlingsmetode:
De helseskadelige kjemikaliene som brukes
i hudproduktene våre

Problemstilling og resultat

Problemstilling:

Hvordan kan man ved hjelp av visuell historiefortelling, formidle temaet 'giftstoffer i hudprodukter' til unge voksne?

Resultat:

Et fysisk informasjonshefte og en digital nettside som formidler informasjonen ved bruk av visuell historiefortelling.

Typografi

Tittel: FSecure Sans Bold

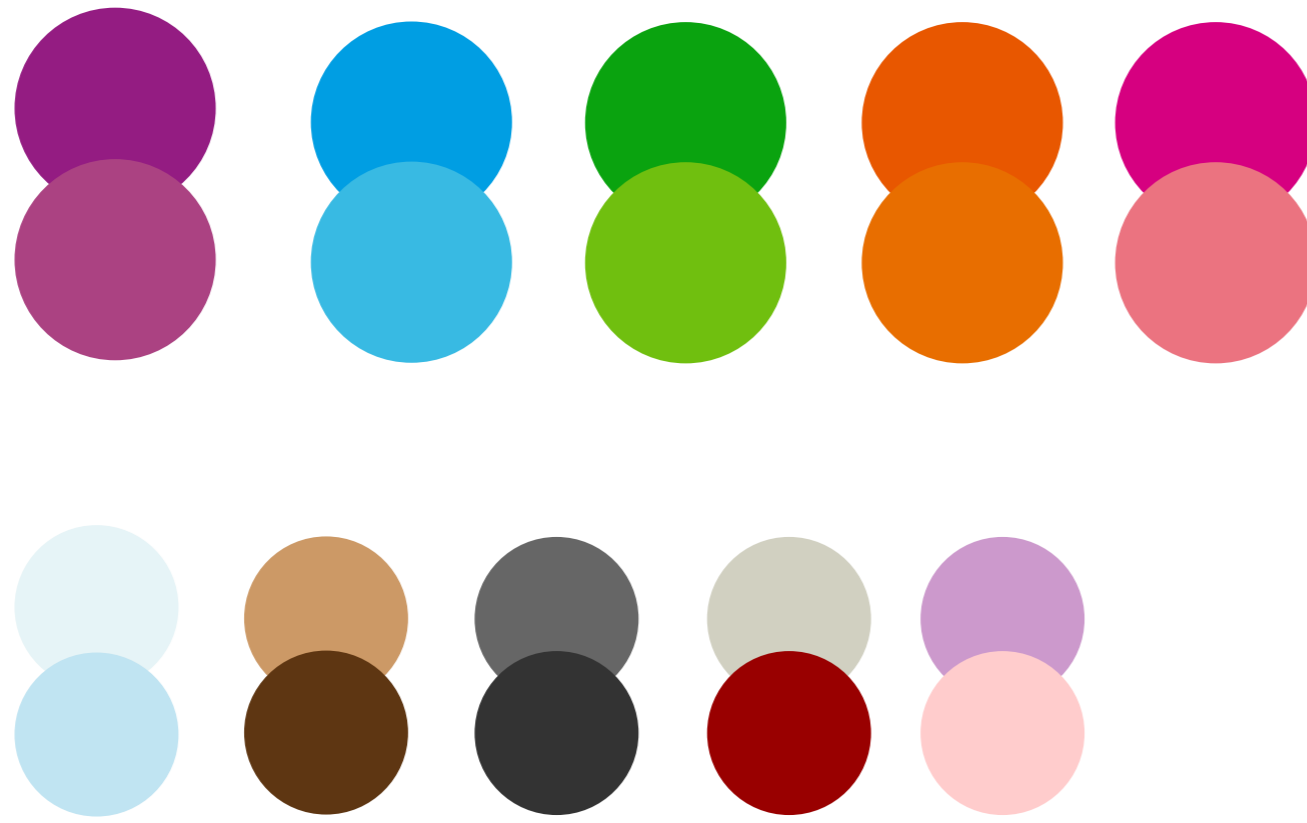
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz Ææ Øø Åå**

Brødtekst: Avenir Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Ww Xx Yy Zz Ææ Øø Åå

Typografien som brukes i profilen består av de to fontene vist over.

Farger

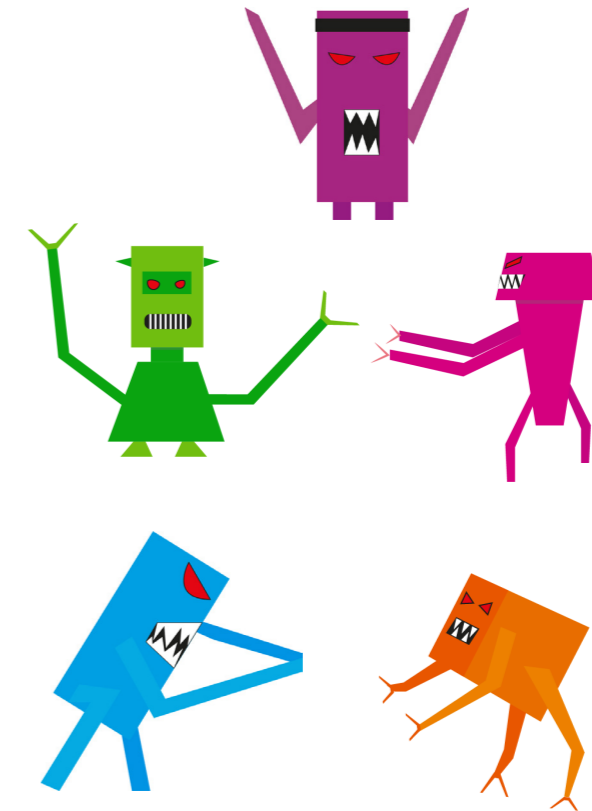
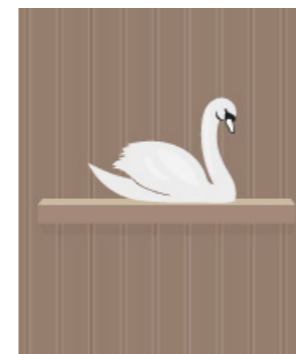


De øverste er fargene som representerer de helseskadelige kjemikaliene. De nederste er noen av fargene som generelt brukes i resten av illustrasjonene.

Illustrasjonsstil



Hovedkarakteren



Illustrasjonene som representerer de helseskadelige kjemikaliene

Produktene

Produktene som representerer de med helseskadelige kjemikalier.
Malevoulos er latin, som oversatt betyr "skadelig".

Hodebunn:



Hudpleie:



Sminke:



Logo:



Produktene som representerer de uten helseskadelige kjemikalier.
Laeta er også latin, som oversatt betyr "lykkelig".

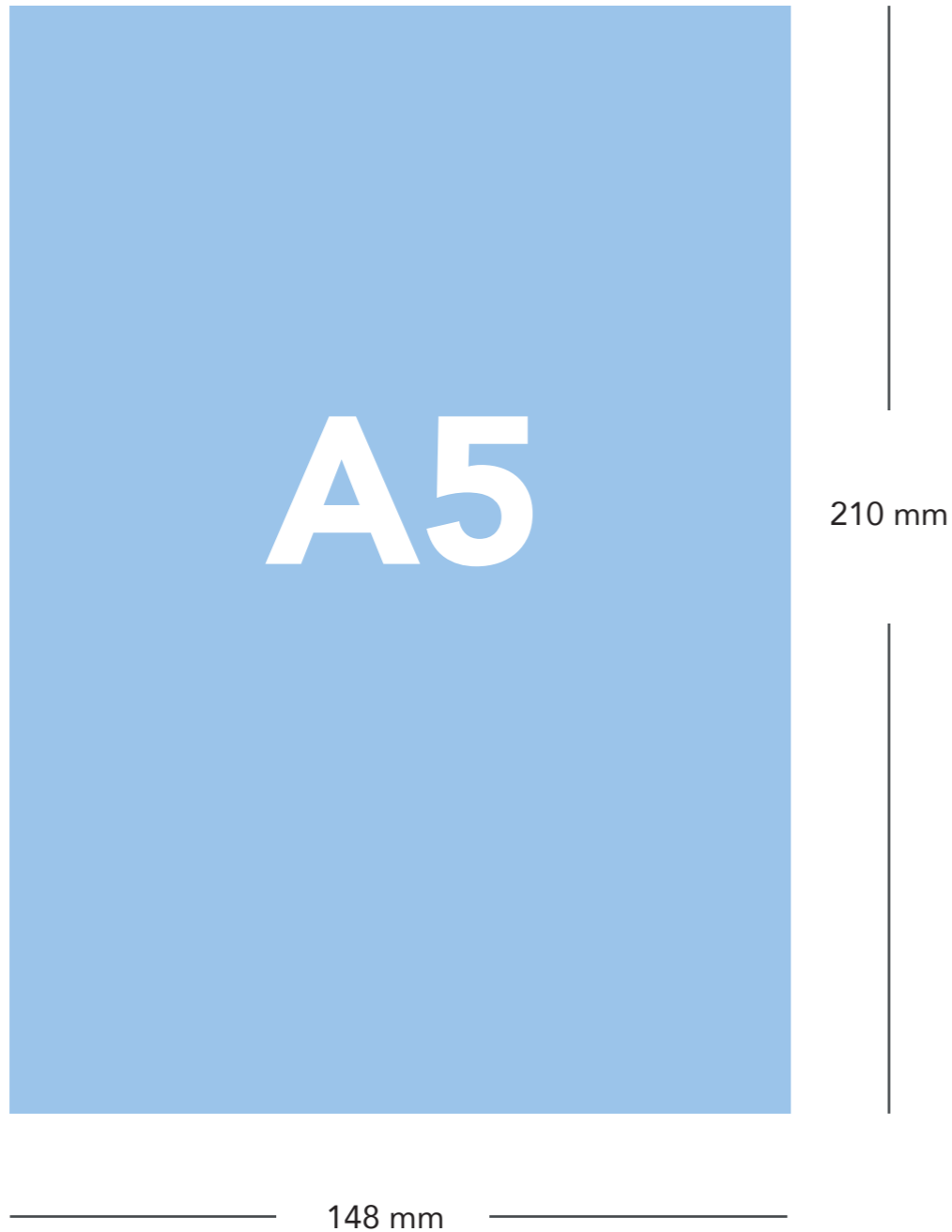
Hudprodukter:



Logo:



Informasjonsheftets format og papir



Omslag: Color Copy 160 gr. digital

Inside: Color Copy 120 gr. digital

Sider: 24

Trykt løsning

Informasjonshefte



Omslag



Side 2+3



Side 4+5



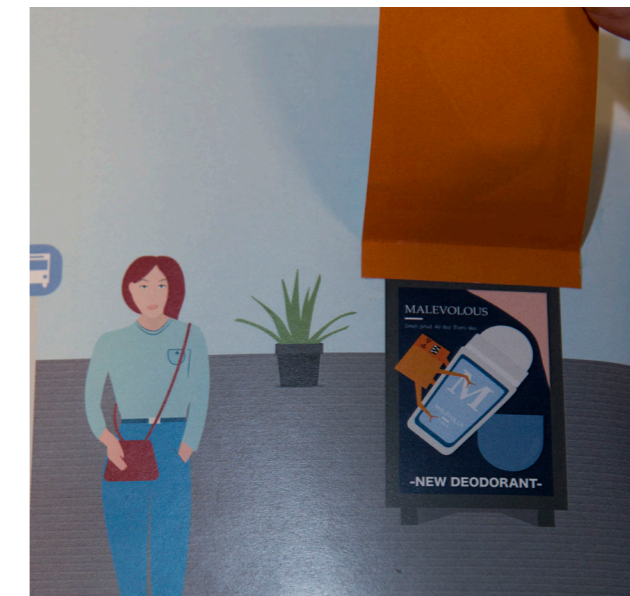
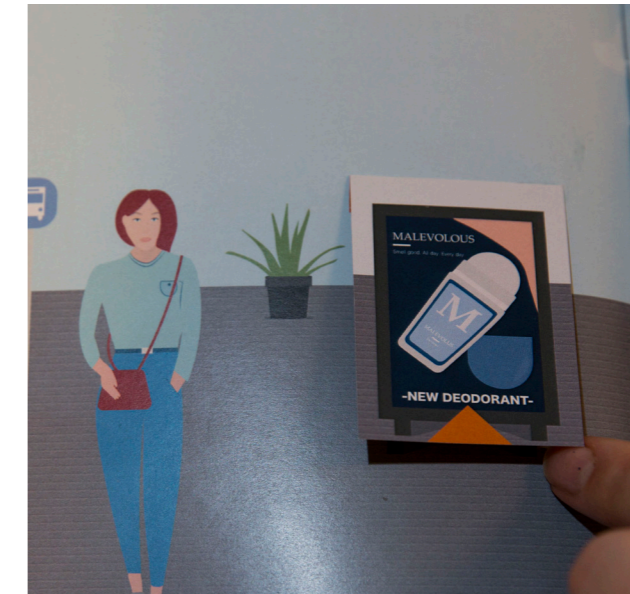
Under luken



Side 6+7



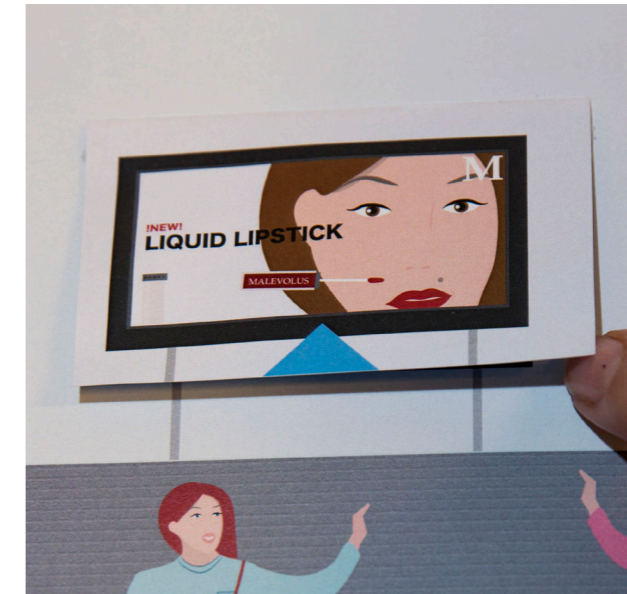
Under luken

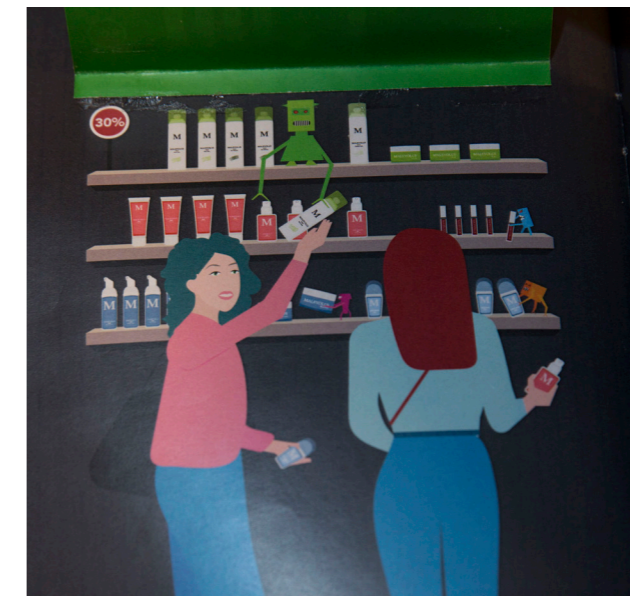
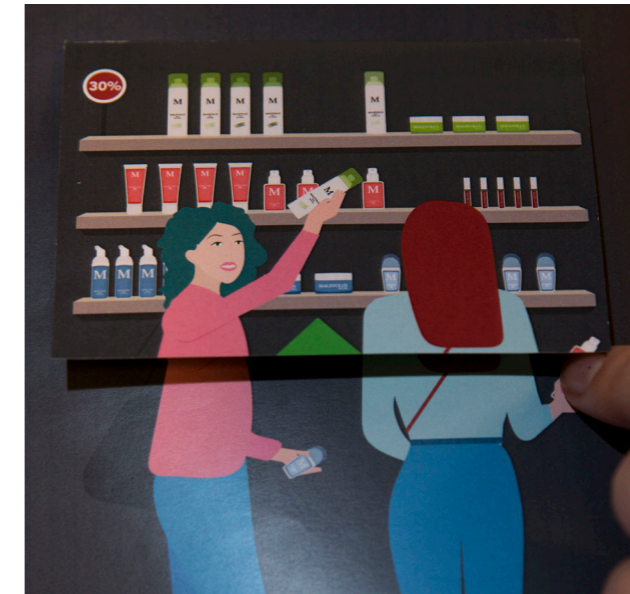


Side 5+6



Under luken

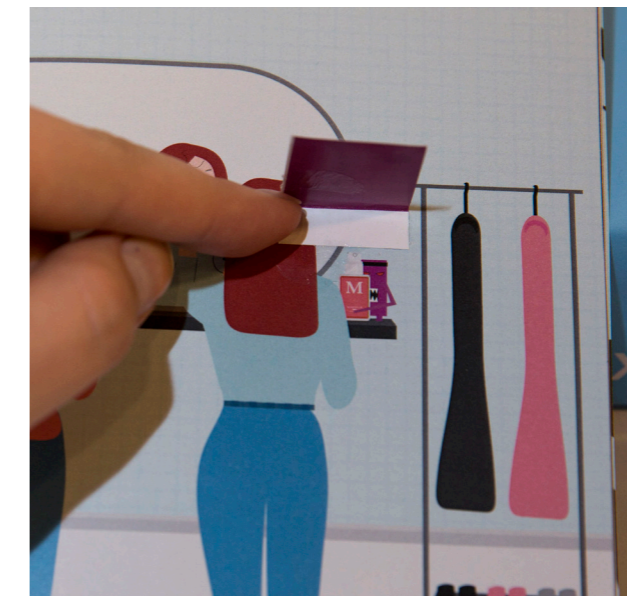
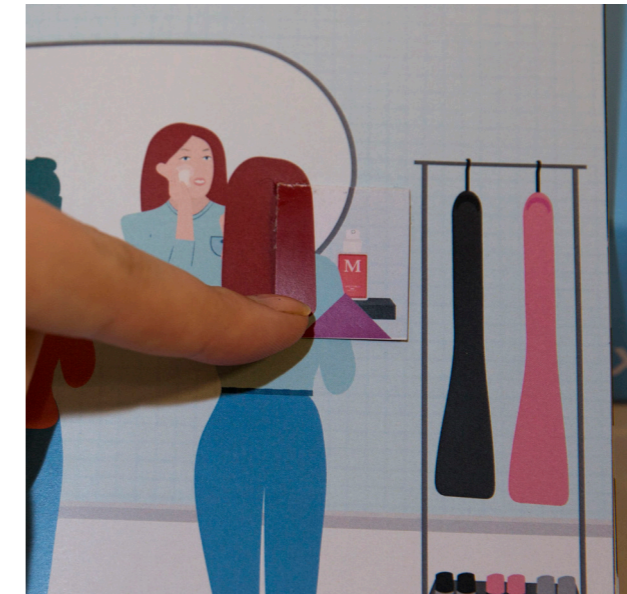




Side 8+9



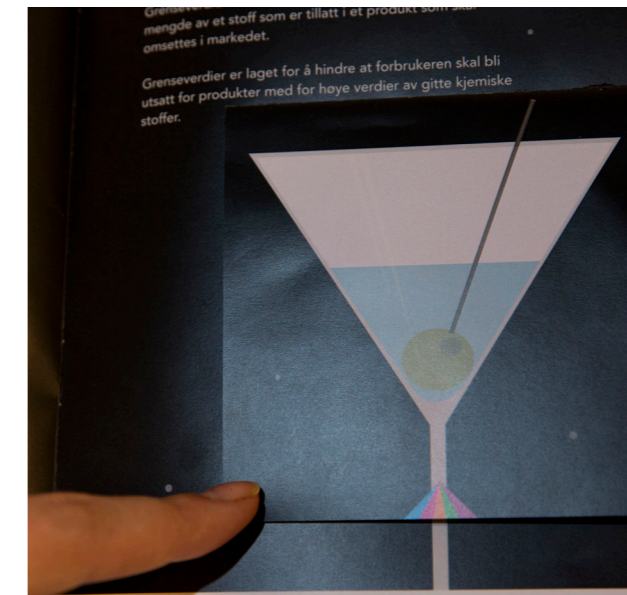
Under luken



Side 10+11



Under luken



Side 12







Side 15



bakside

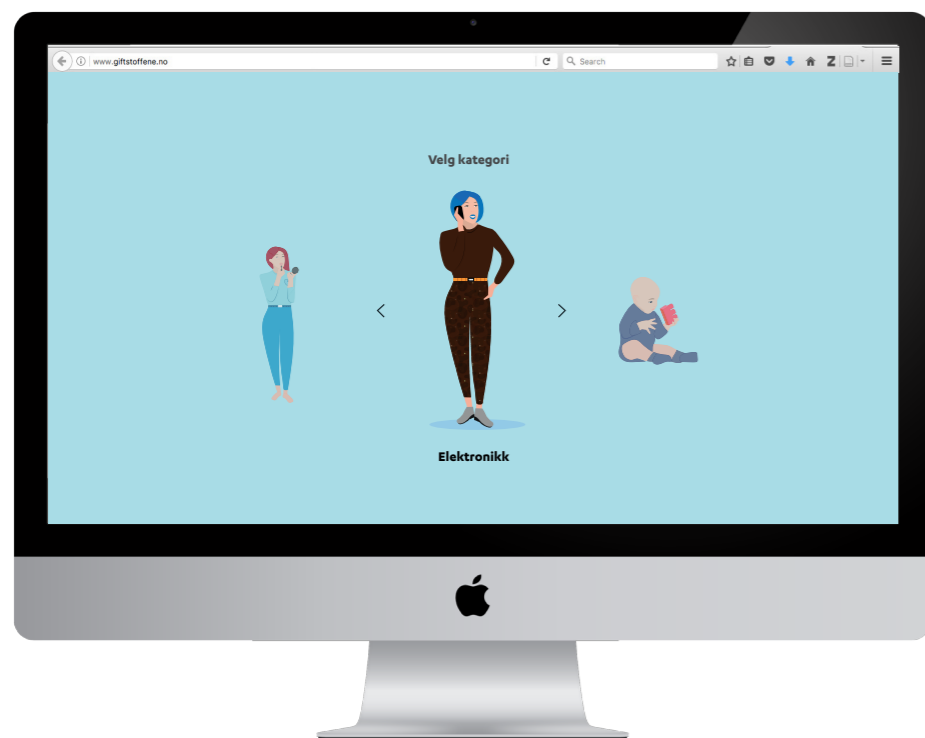
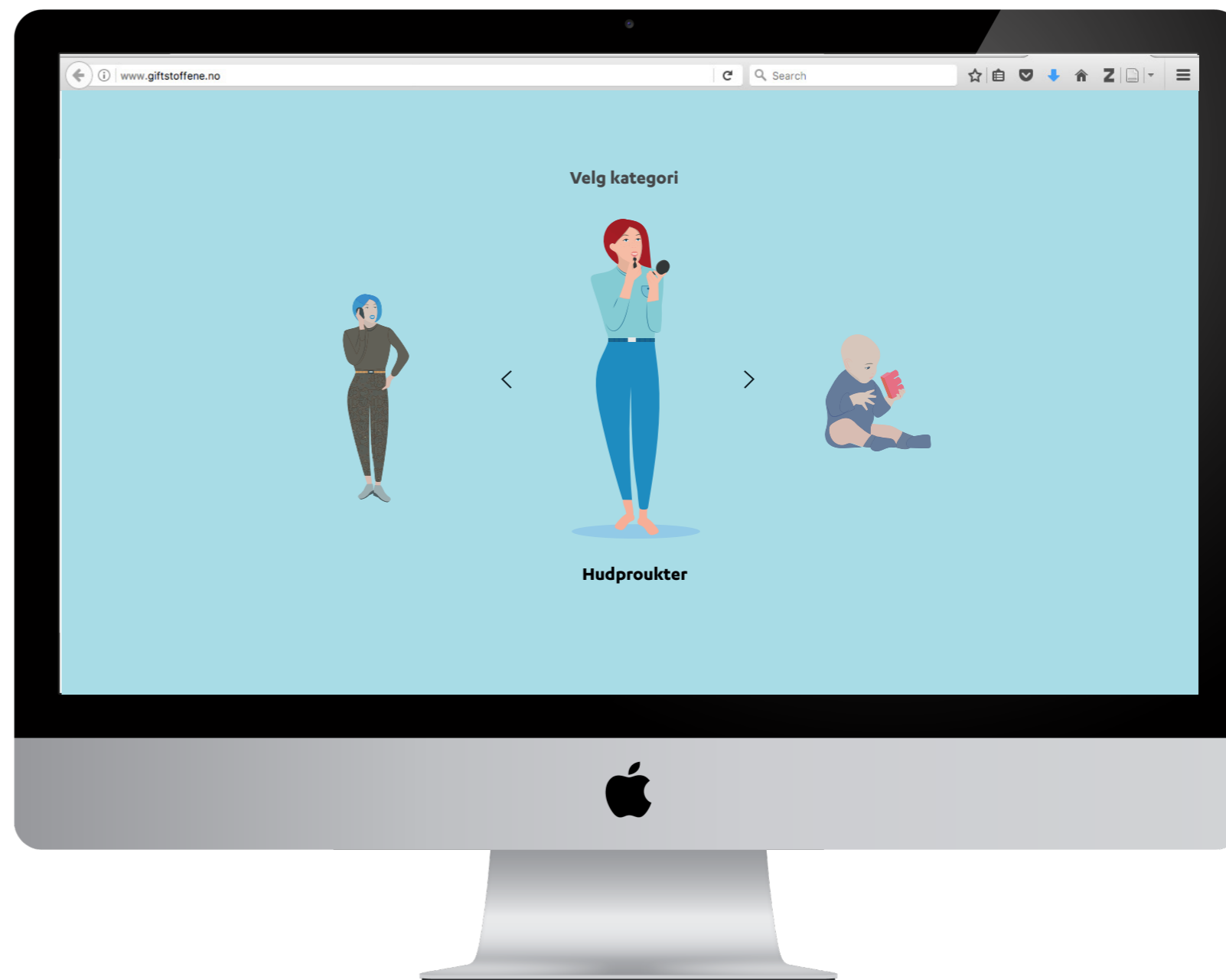
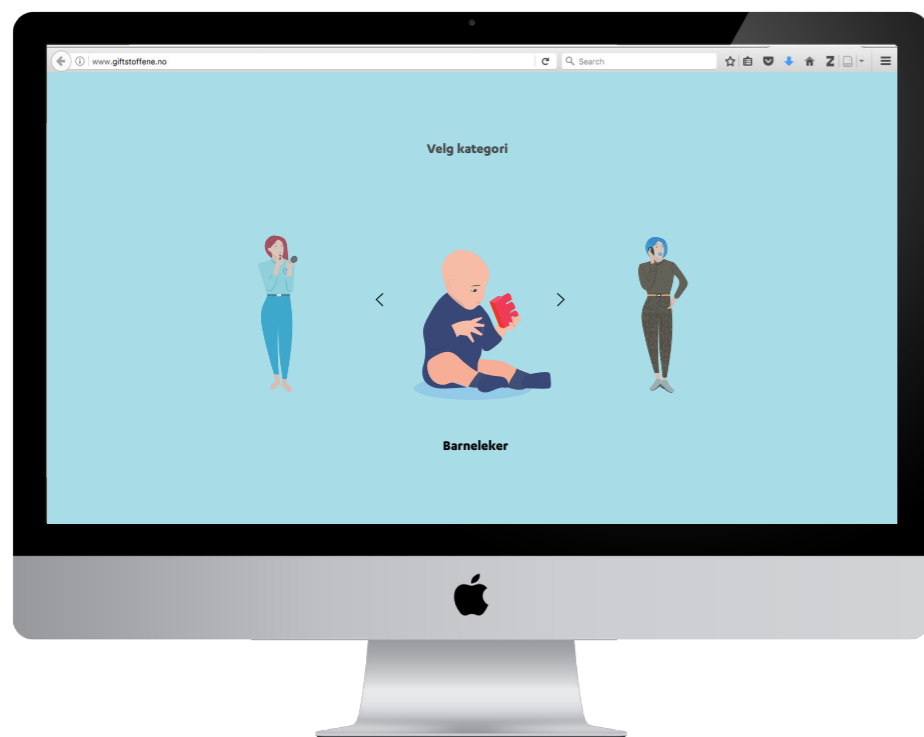


Digital løsning

Webside: www.giftstoffer.no

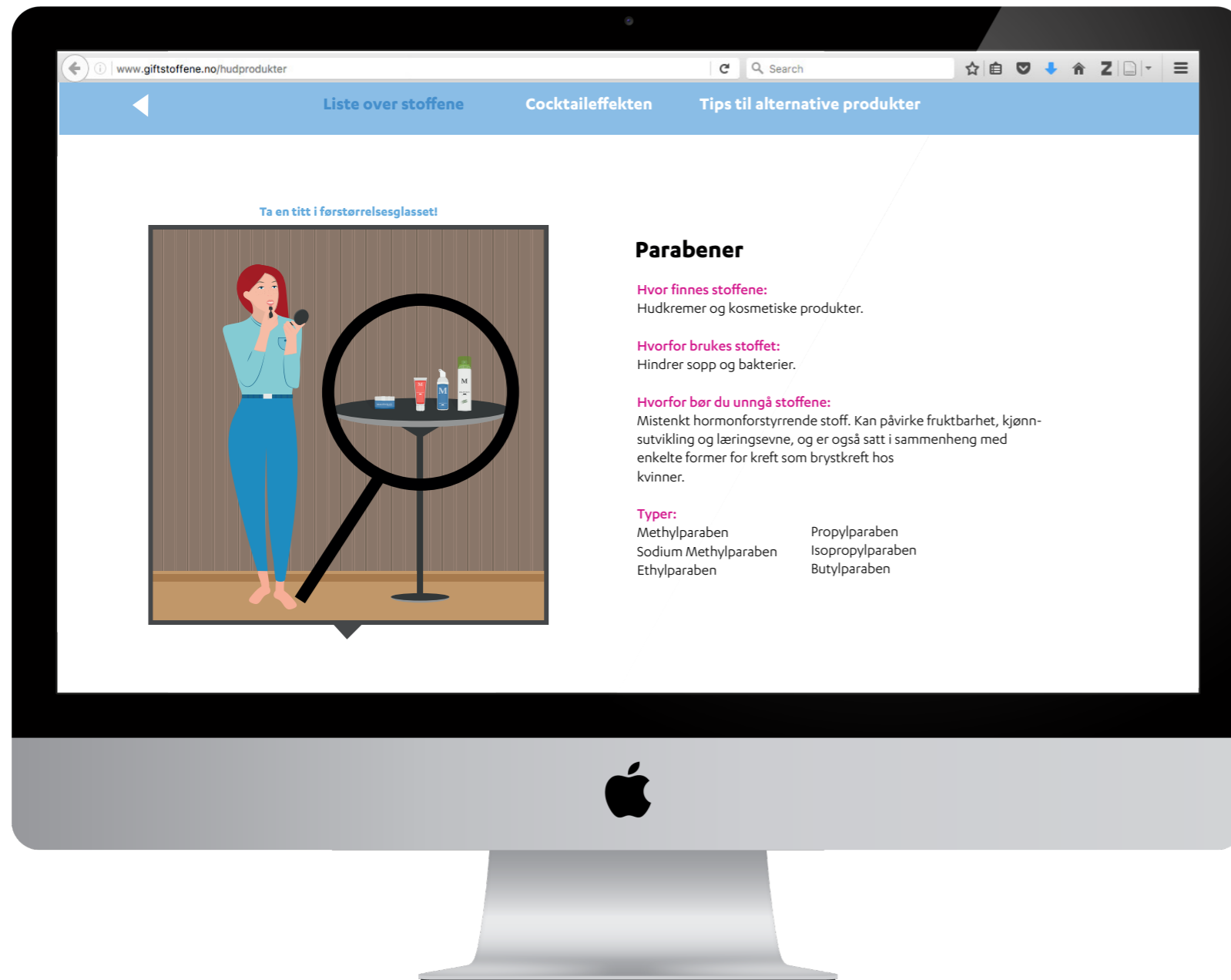




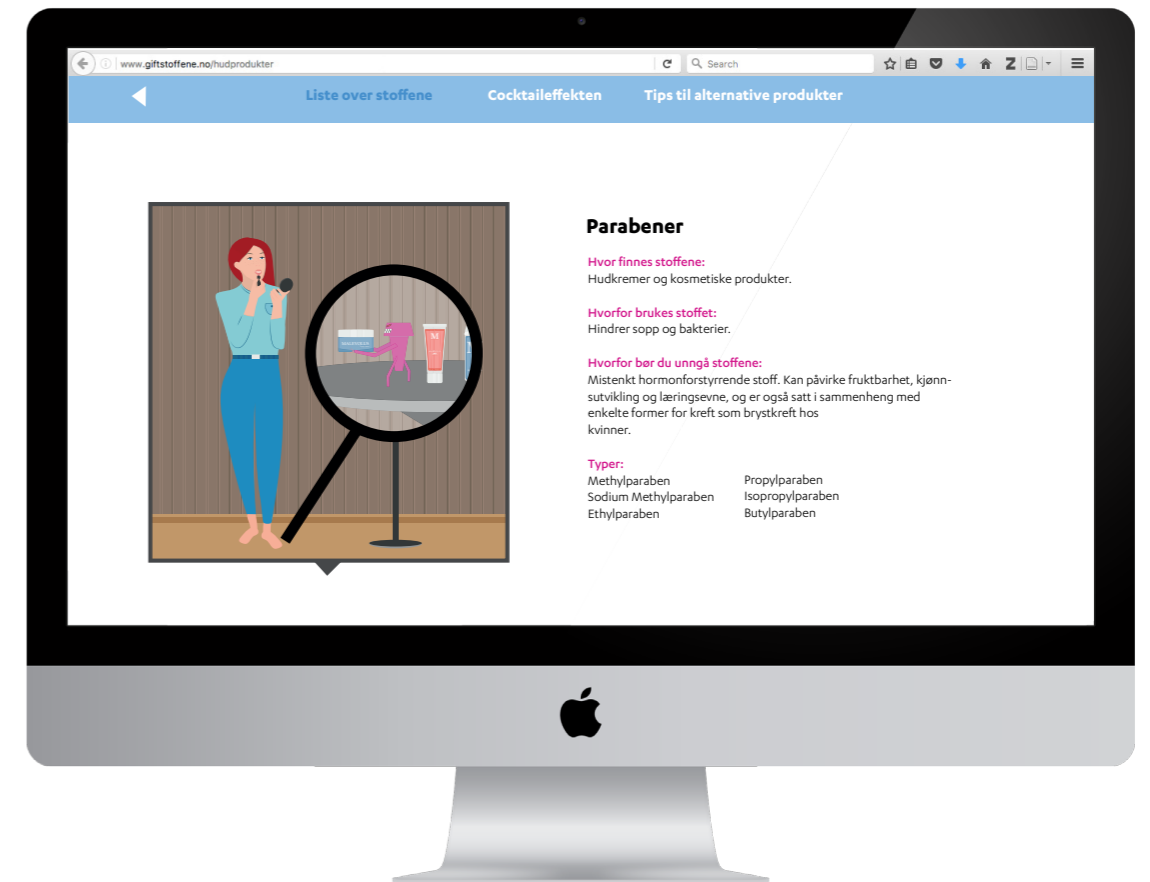


Landingside når kategori er valgt

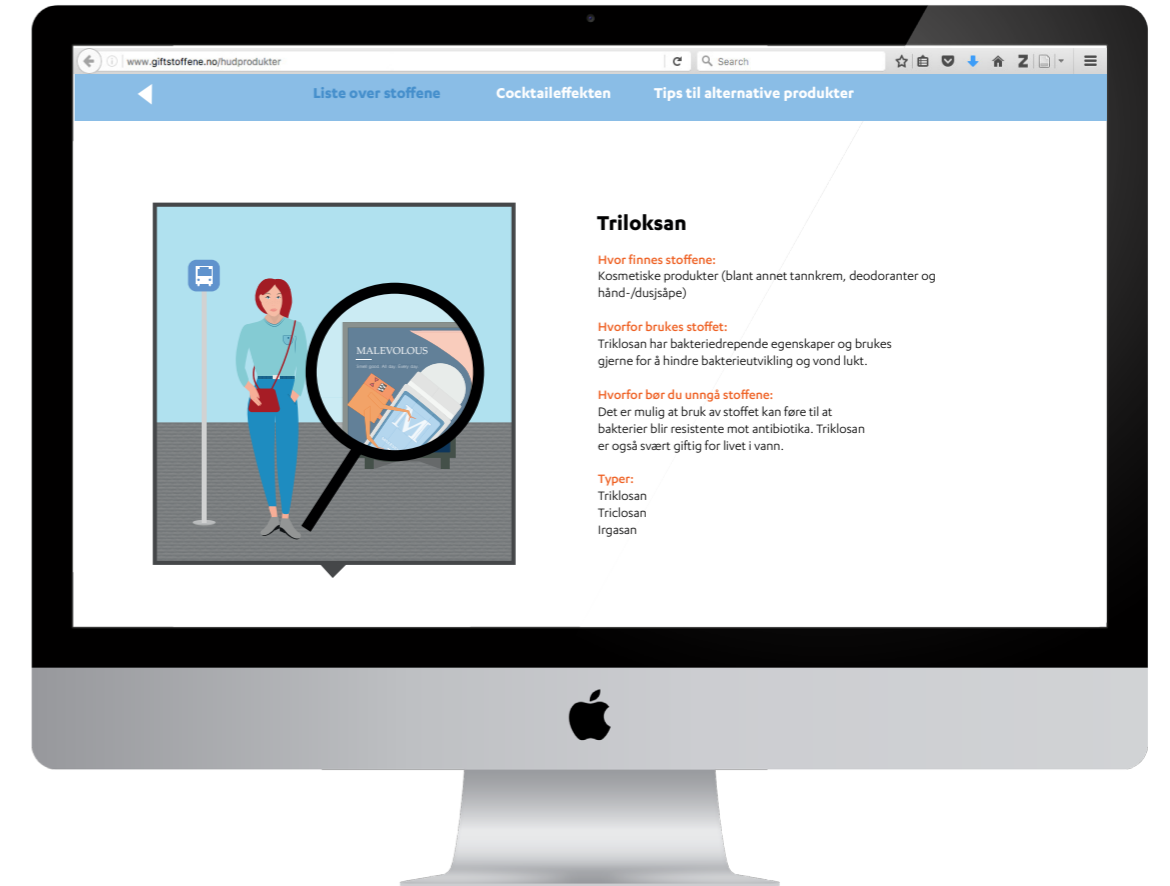
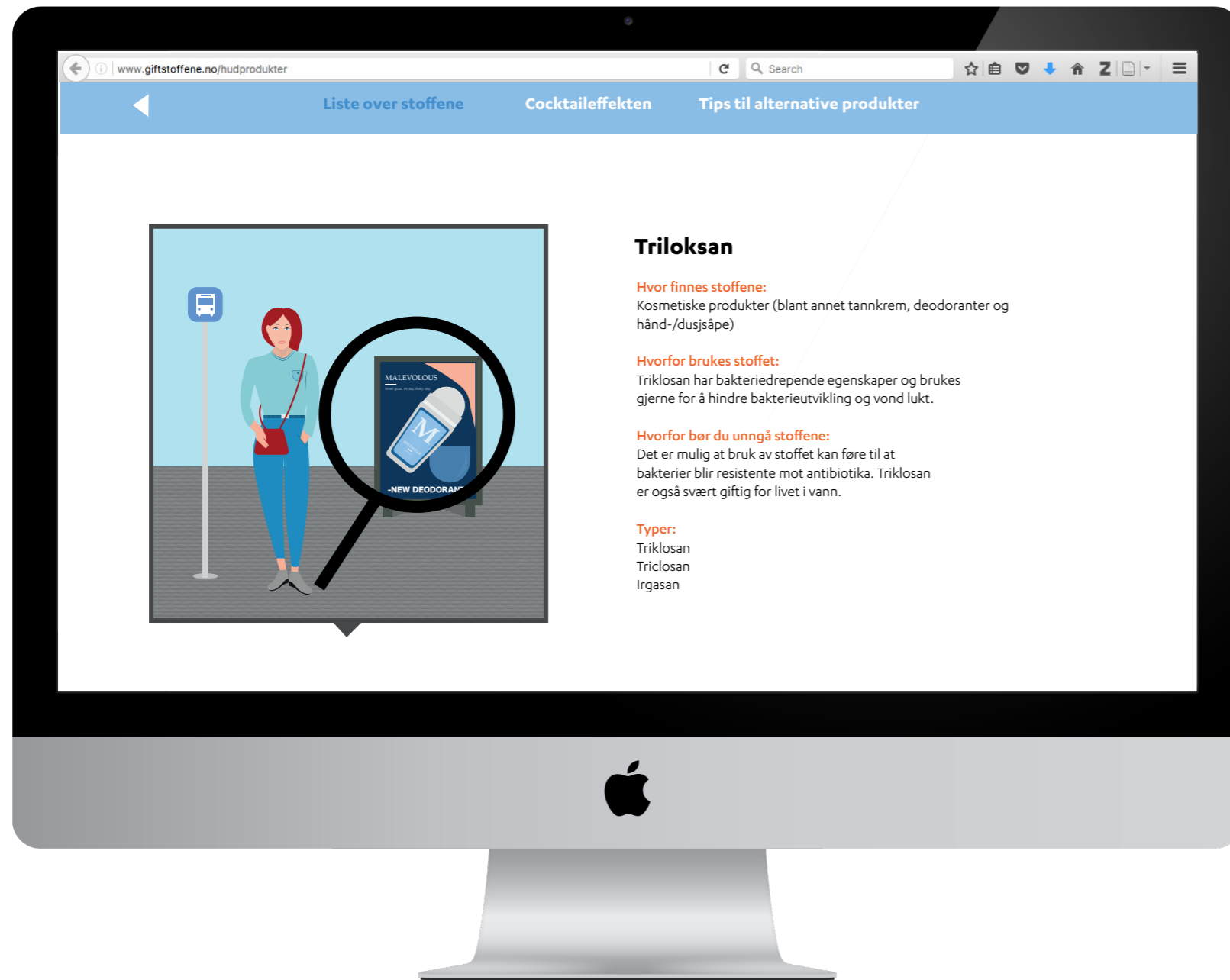


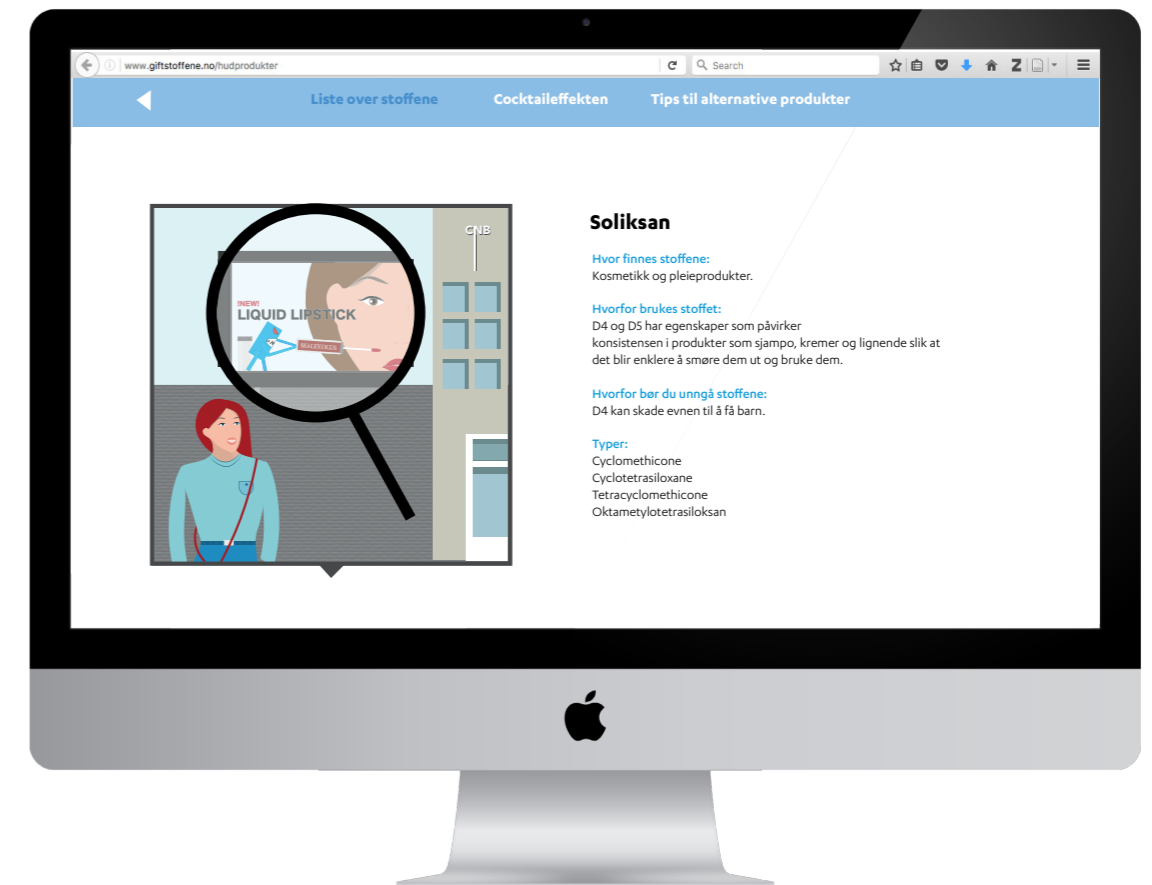
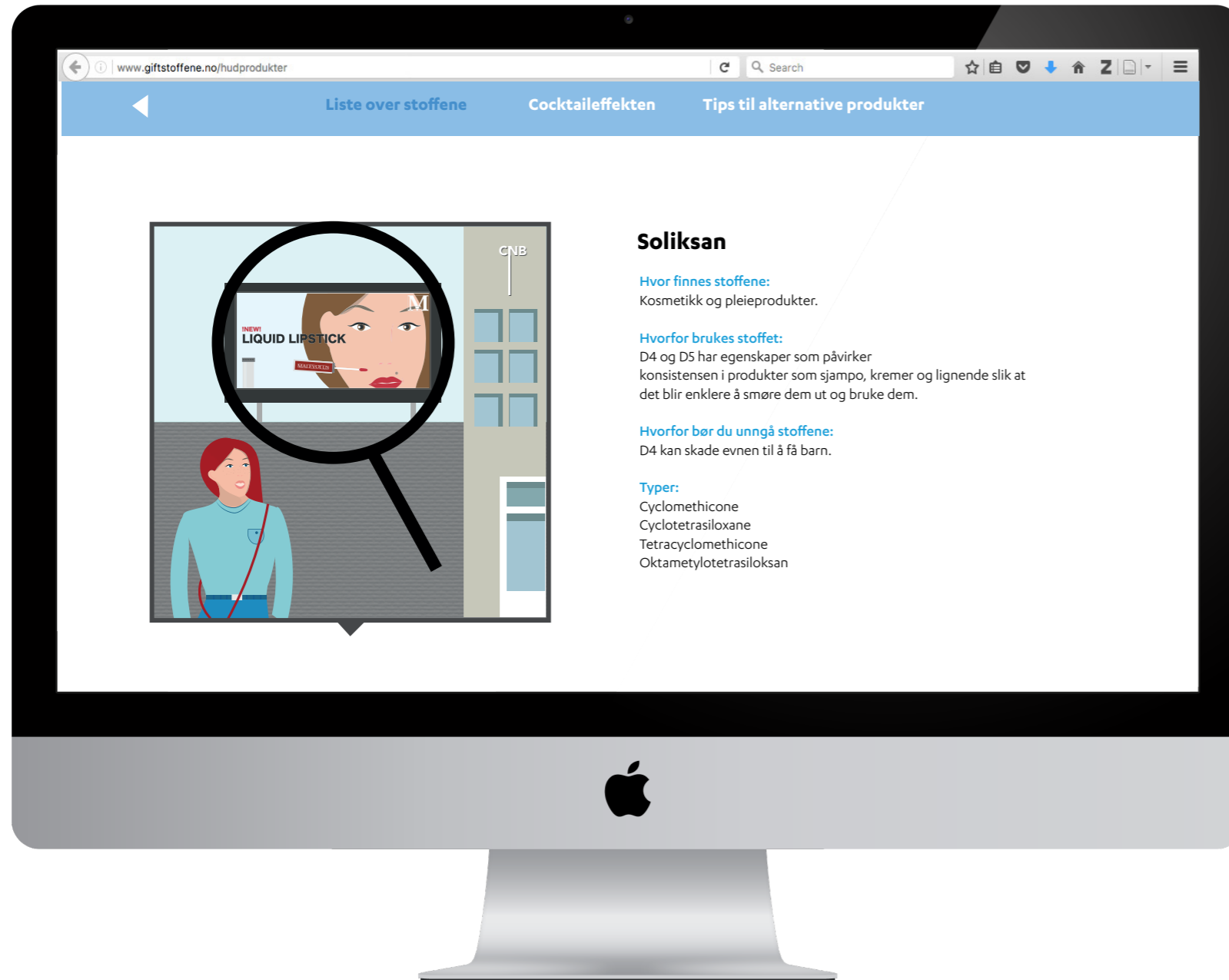


Illustrasjon dukker opp når man holder musepekeren over forstørrelsesglasset

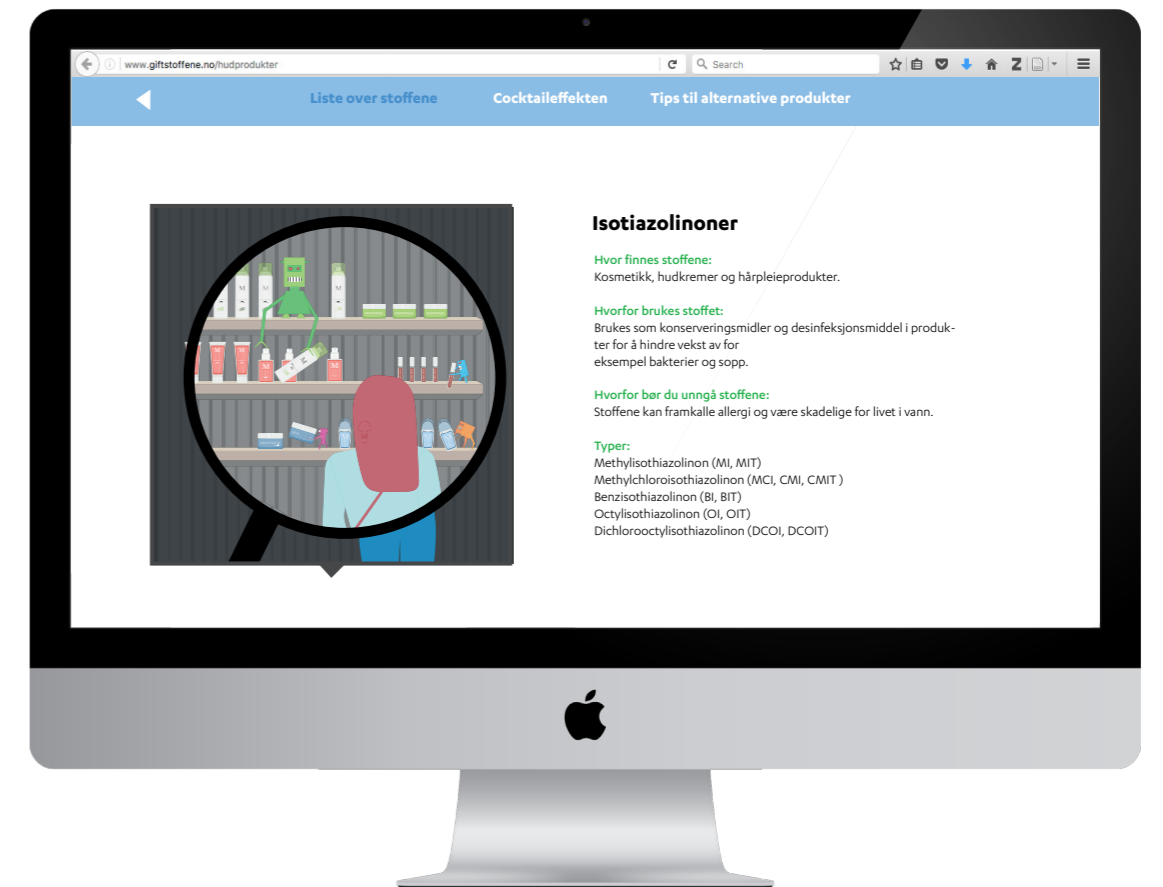
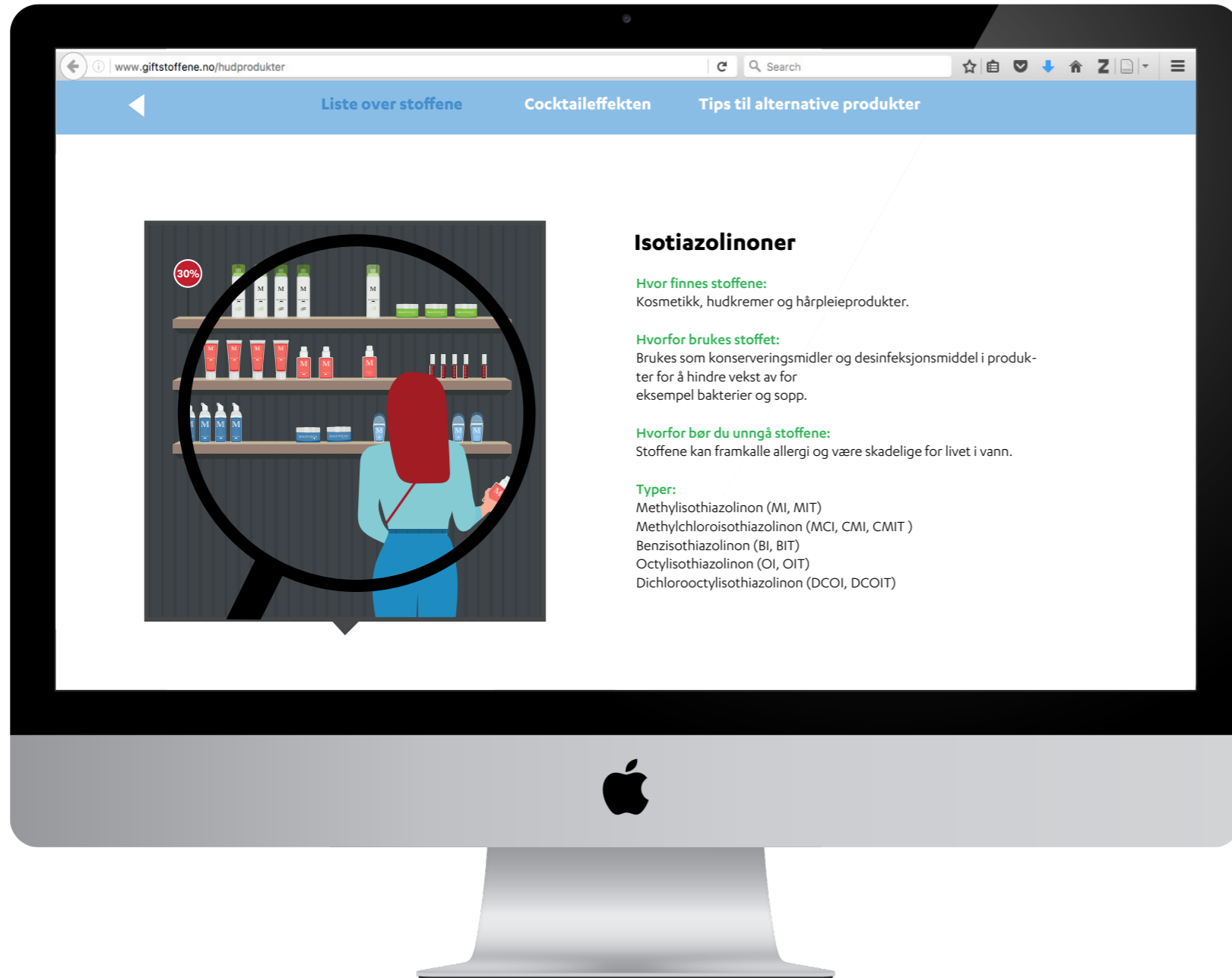


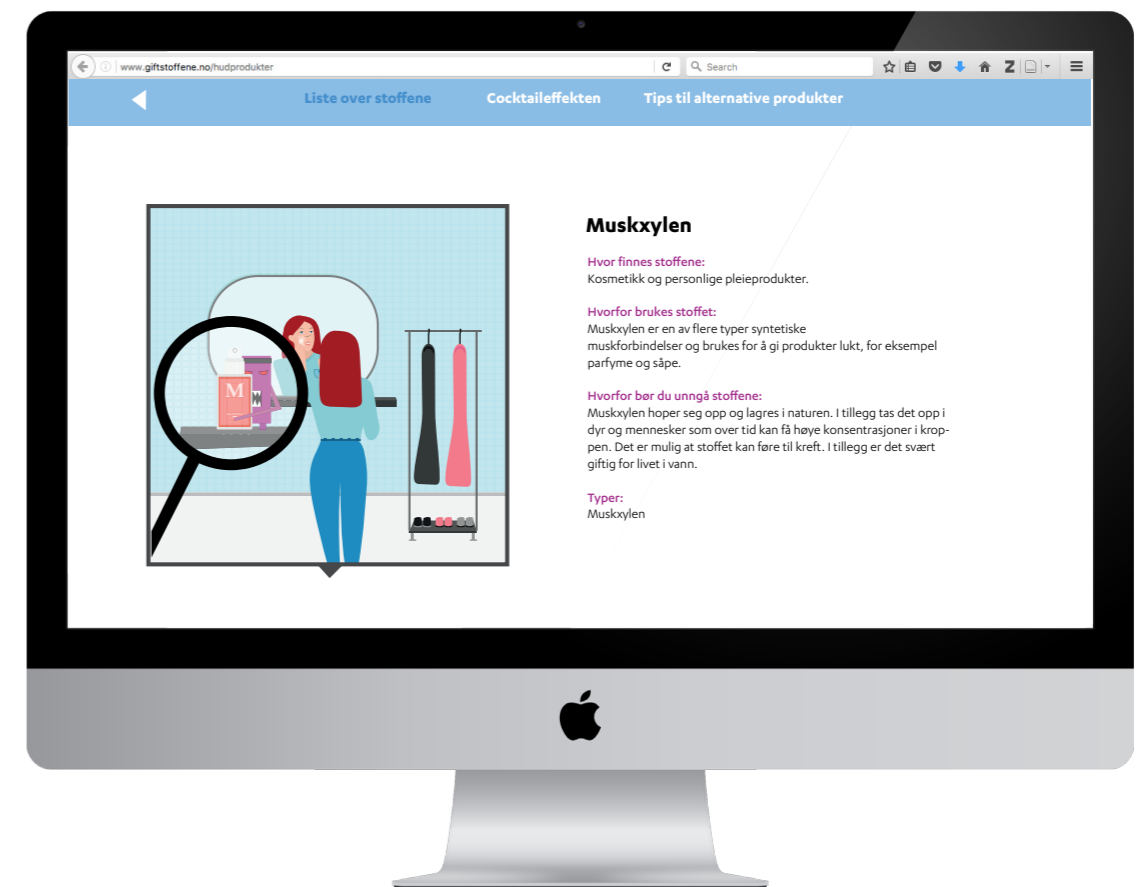
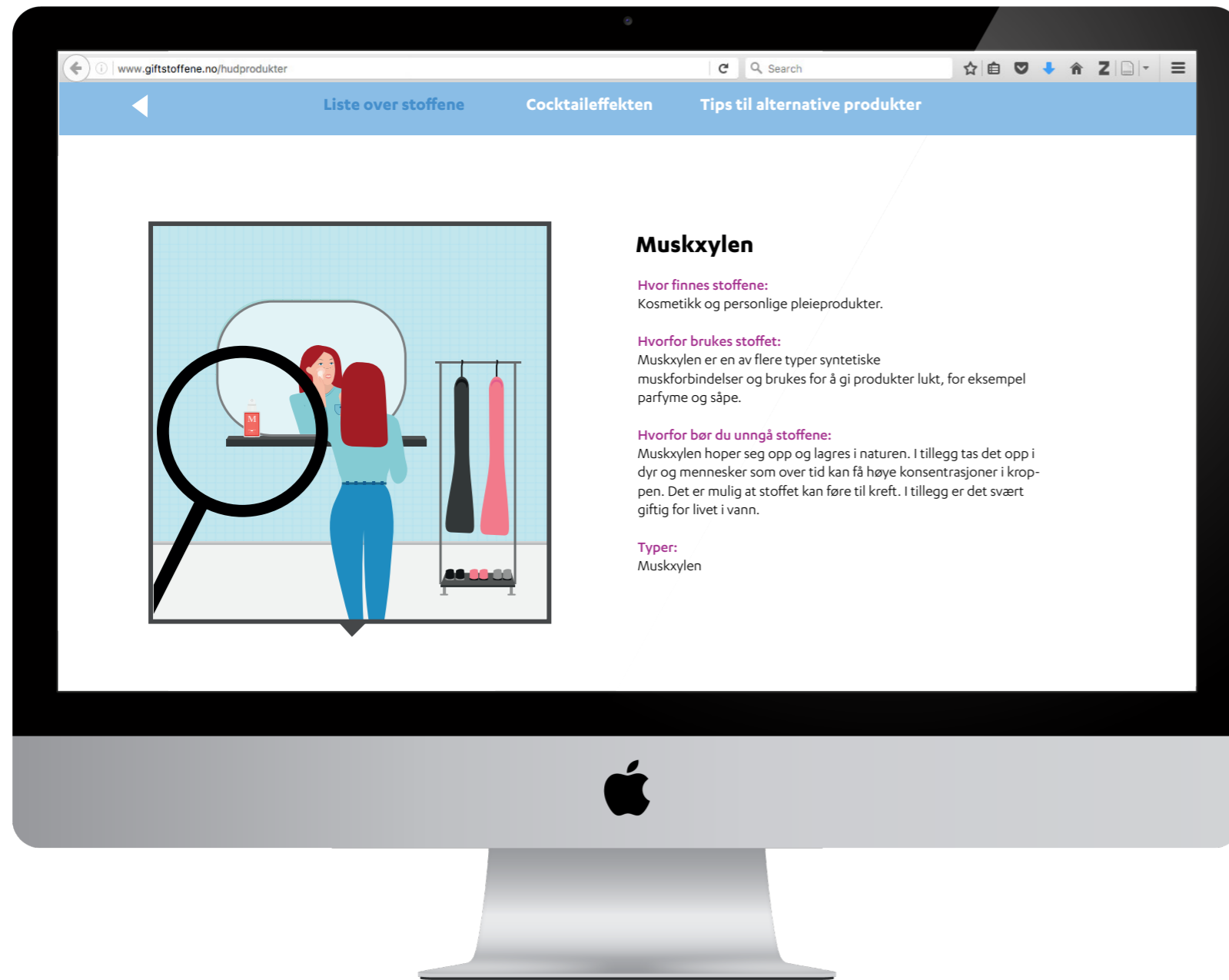
Liste over stoffene



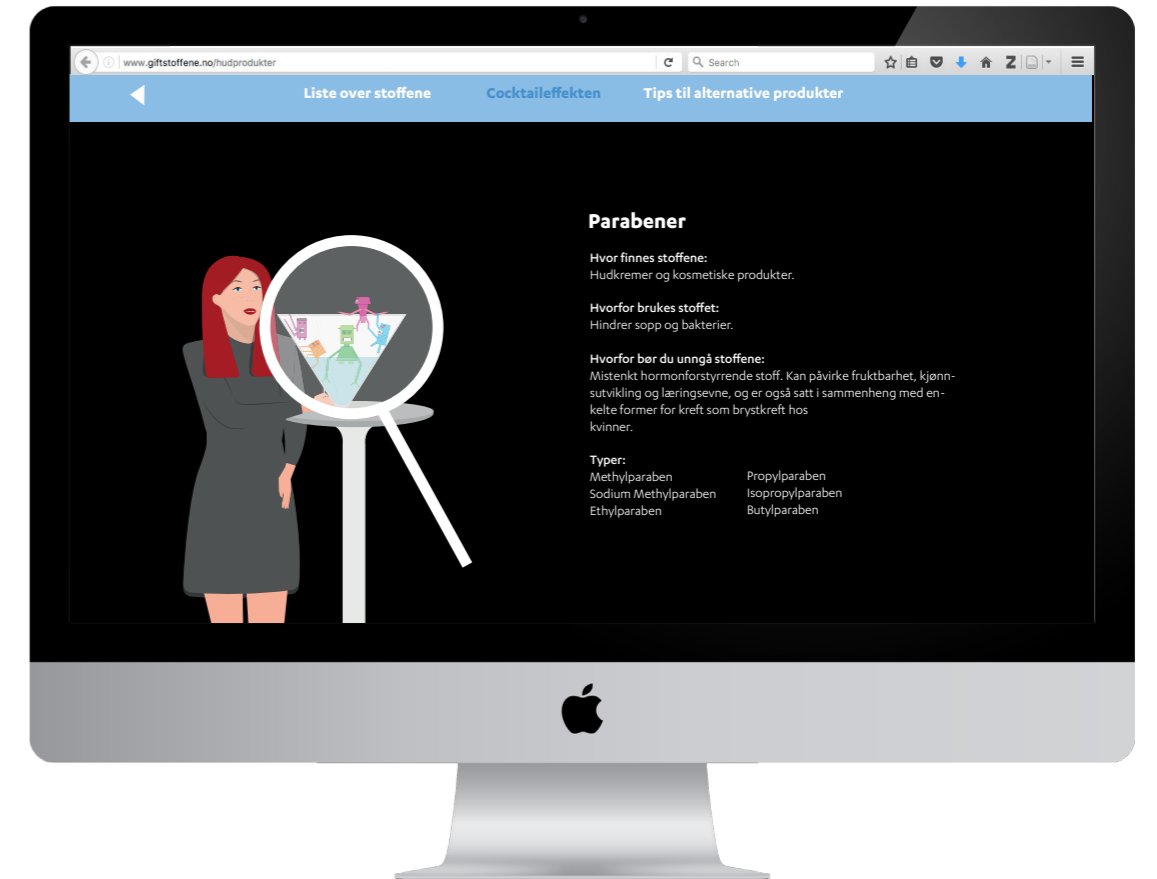
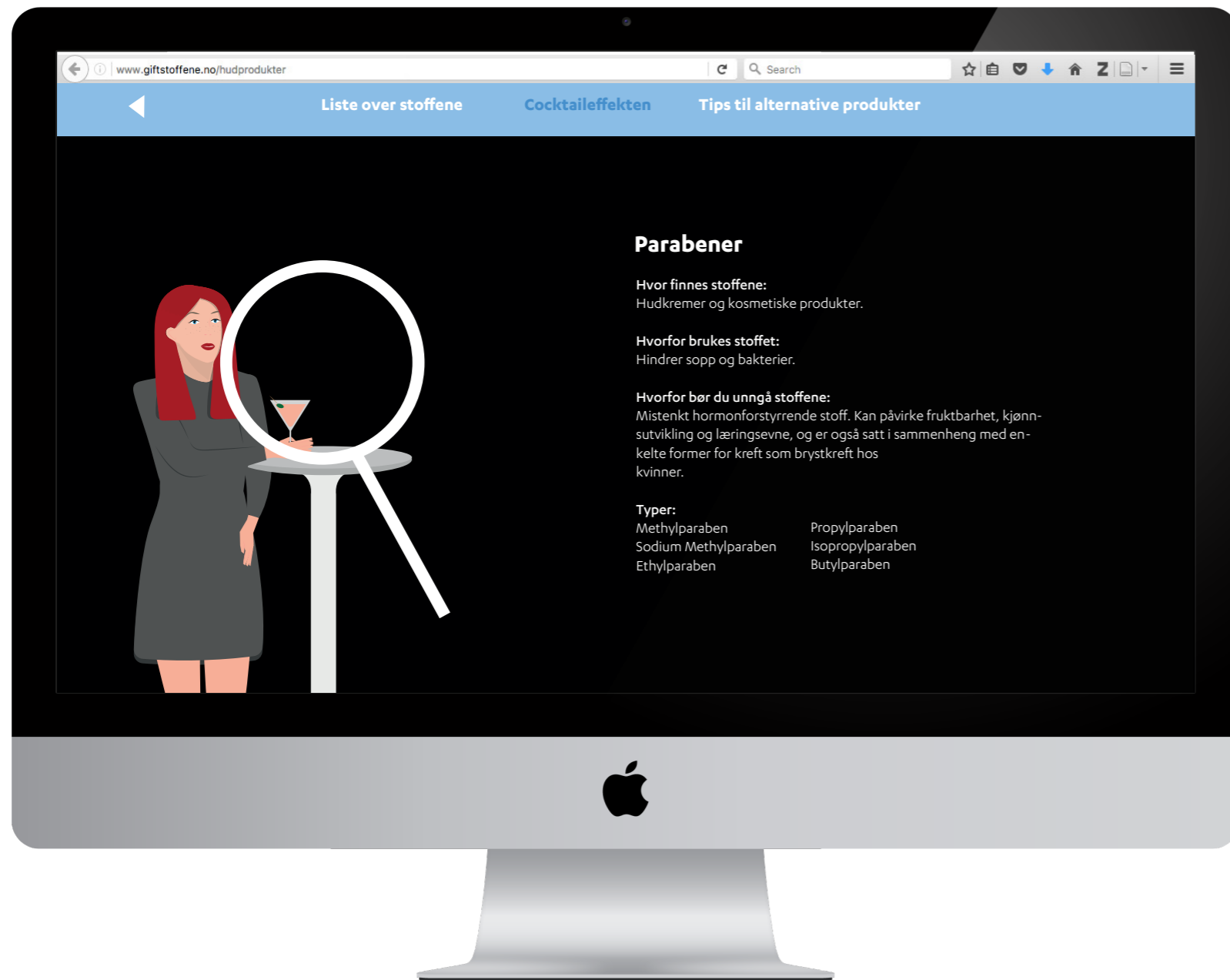


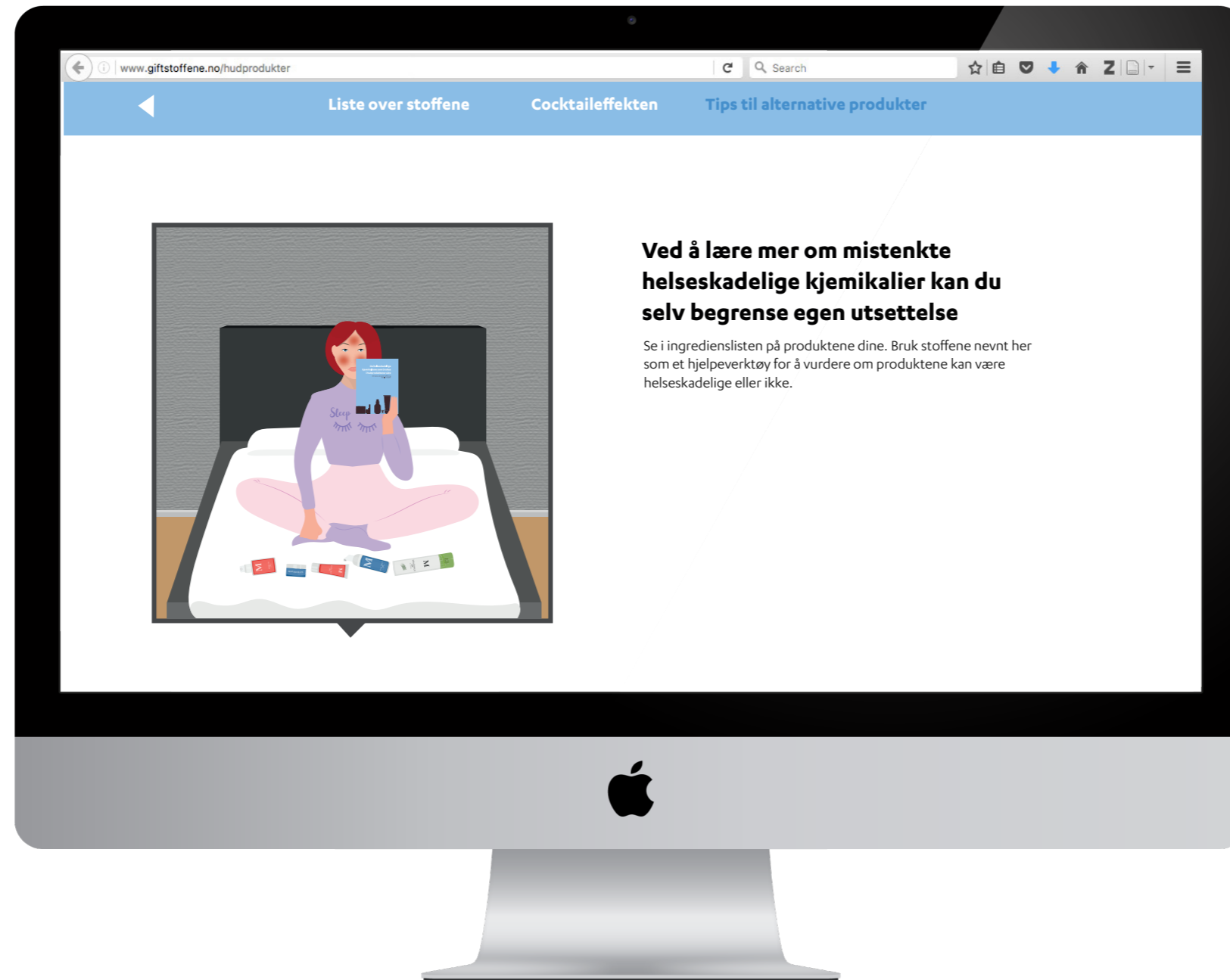
Liste over stoffene



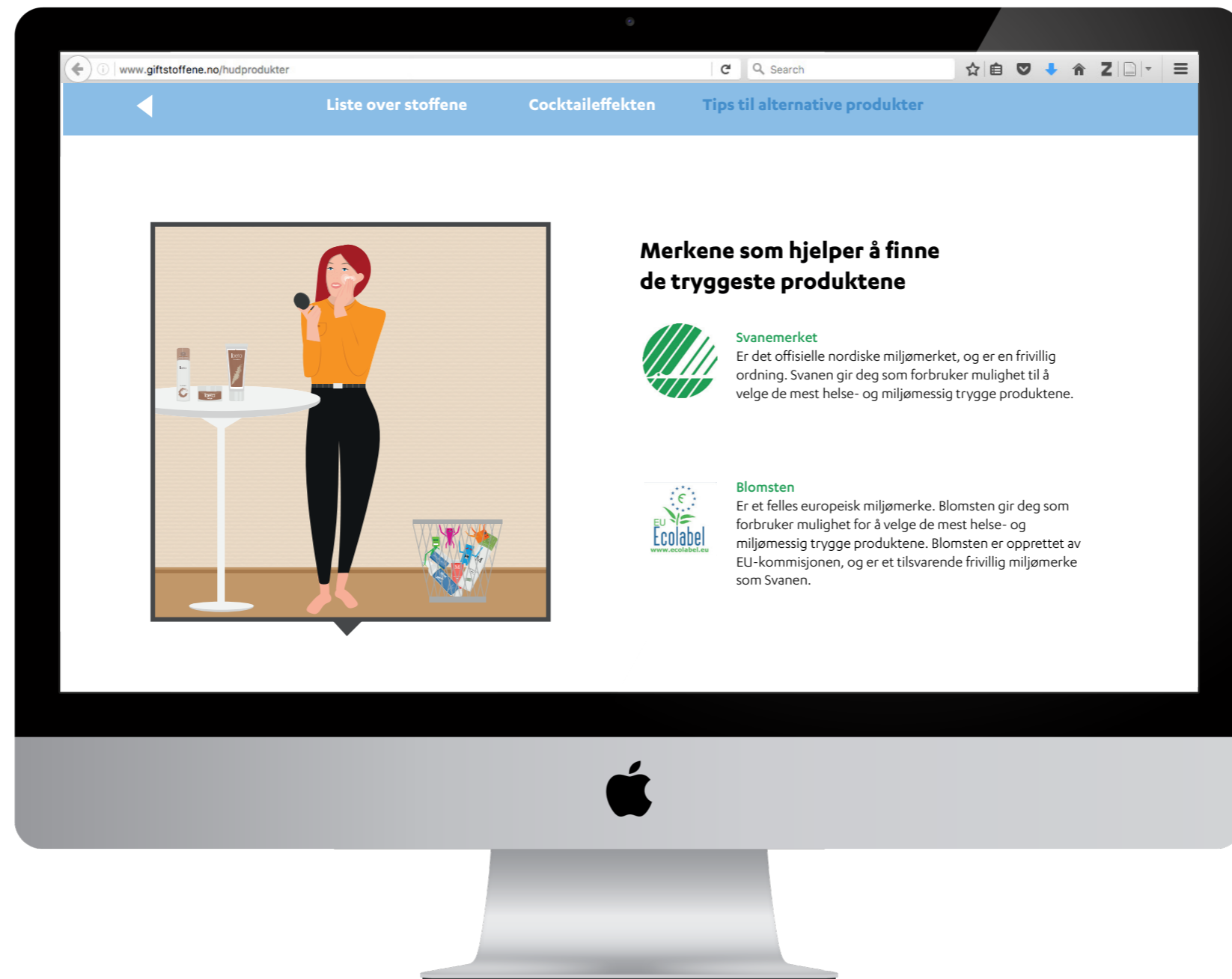


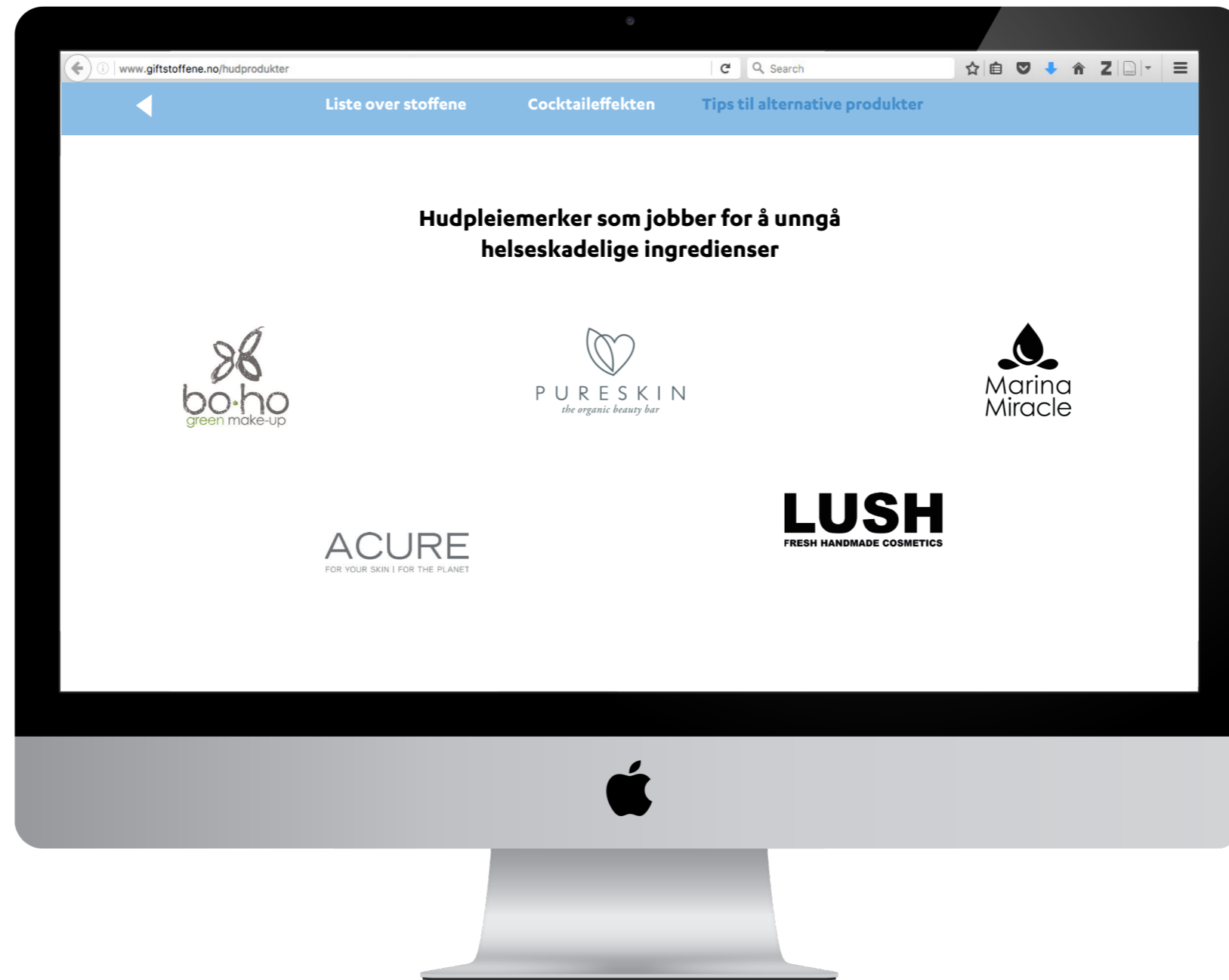
Cocktaileffekten - info





Tips til alternative produkter





BOP3102, V17
287730