

Pulse Polio Immunization Print Campaign

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Pulse Polio Immunization campaign was done in my final year of graduation. Targeting towards the high risk small cities of Uttar Pradesh and Bihar.

Print Campaign comprised of newspaper and magazine advertisements, Hoardings, posters, stamp, display flags and stickers. Other accessories includes pens, diary, calendar, batch and T-shirt.

Branding, Photography, Visual Design and Content Writing were skills practised in this project. Project process included research of problem area and visual explorations.

Concepts has been developed for the target audience of parents with kids upto 5 years. The consequences of polio has been brought up in the campaign in a metaphorical manner.

Concept 1

The metaphor of boy-wooden toy was used in brutally mocking show of reality.



Concept 2

Footprints representing the mobile condition of a human affected by polio. The impressions are a comparison to a fully abled human.



Concept 3

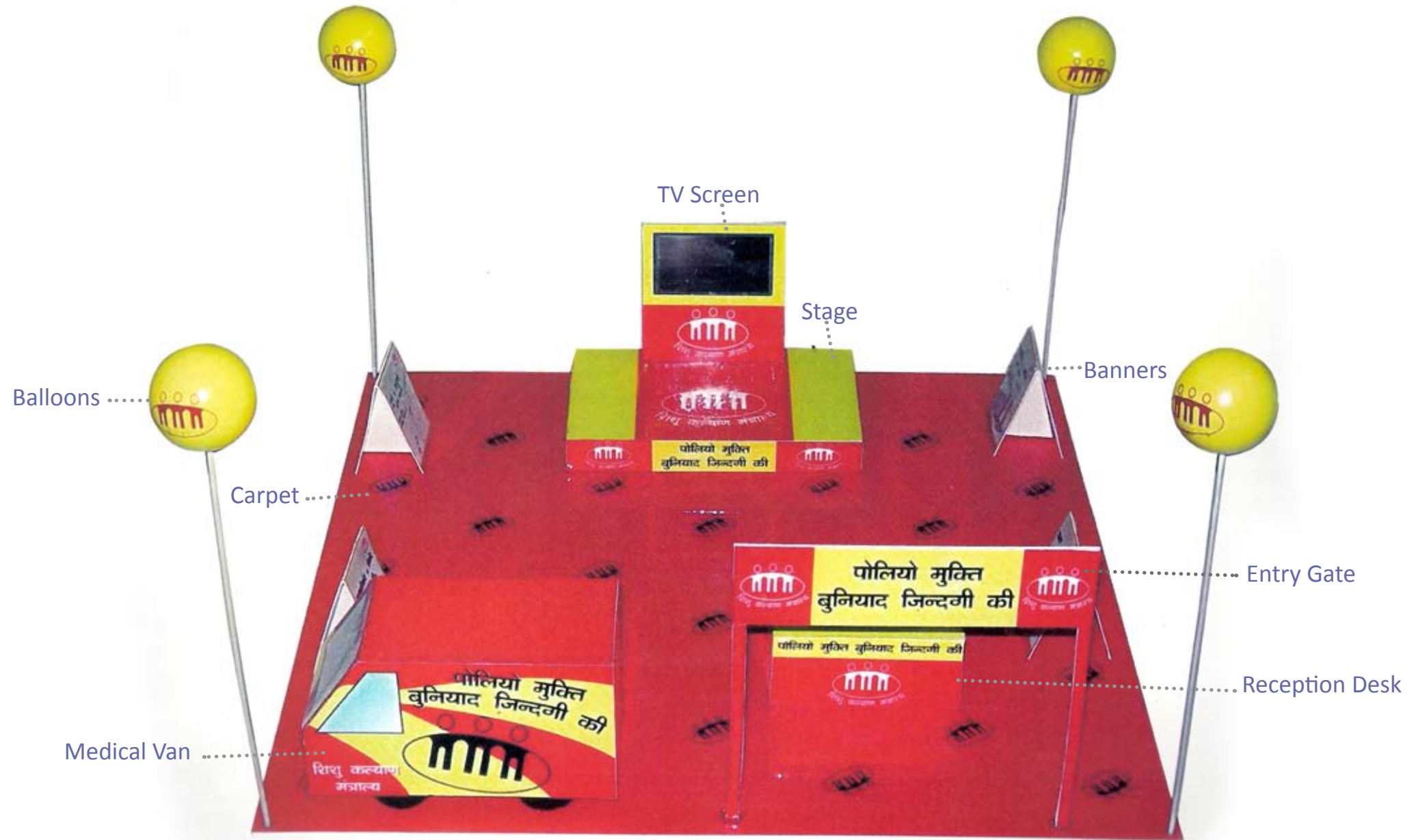
The metaphor referring to the disequilibrium created due to issues in a single wheel of a walker. The wooden walker for toddlers has been used deliberately for parents of young kids.



Concept 4

The crutch is compared to an imprisonment for lifetime.





Print Accessories

Calendar



Leaflet

