Research Proposal

**Research Problem Statement:**

Many people think that keeping exotic pets is wrong, but I wanted to make a campaign that proved differently. I researched many different articles and documents about why people had this mindset. The conclusion was that they thought they belonged in their natural habitat. I agree with this ideology to a certain point, but I also found that many exotic animals are having their habitat destroyed by humans. I believe that given the right owner and care an exotic animal can grow to love their domestic life.

Researching how to care for these exotic creatures is a main part of what I wanted to address. People have their opinions about what animals should and should not be domesticated, but I believe almost any animal can feel at home as long as you fulfil their needs. Many exotic animals can be harder to take care of, but that doesn’t mean that they cannot be pets. However, the people who take care of these animals should be well informed about what they are doing. Even a dog or cat owner can fail too if they don’t put in the proper care and research. Given the chance I think that people might have a change of heart if they see an exotic animal being properly cared for.

**Communication objective:**

People are very passionate about the things they care about and love. Many people care greatly about wildlife and their personal pets, making it a difficult topic to try to persuade. I wanted to try to show people in a loving warm way that these exotic animals can be our friends given the chance. Communicating that you care about something takes time and energy for people to see. Seeing is believing in many people’s eyes and many won’t listen to words without evidence that is valid. I researched information about how to care for five different animals as a start.
I want to give information to the people that are doubting this idea is possible and make them question to themselves. People do not like being told they are wrong or that they should change the way they think. I just wanted to give them the right information and let them decide for themselves instead of being aggressive to make them to think differently. My brand is supposed to be fun and to celebrate that we have access to such wonderful and unique animals. Showing how to take care of them properly could persuade many people if done in the right setting.

Visual Solution:

When the word exotic comes to mind I think full of life or green. My campaign shows the lushness of our world by having an exotic green for its main color to give the audience a proper setting. I love the way that the cuteness of animals can make us so enthusiastic. Cuteness was a must in my campaign because of the way it relaxes people and puts their mind at ease.

For the project a Museum exhibit was required so I wanted all of the necessary attributes shown to get my idea across. For each animal I wanted to have its own room decorated in the theme of where it lives in the wild. A scavenger hunt pamphlet would be handed out as the guests walked through so they can interact even more. I believe this would immerse the viewers into the pet’s world while learning about its background. After they had been through the rooms I wanted to have exotic pet owners show their pets to them and to explain how they are cared for. If some people would be willing even let the visitors hold the animals to show that they don’t mind human interaction. After seeing all of the beauty and comfortability of the animals I would hope to convince a few people.
How it was Produced:

I started by thinking of a brand name and I came up with the name *Exotic to Domestic*. I feel that the name fit my idea well and sounded professional. Designing the brand required me to pull from my research and to express it in a way that is pleasing to my audience. Once I had a few ideas I started sketching and picked my favorite thumbnail image from the group. I began to refine what I already had using a variety of different Adobe programs like Photoshop or Illustrator to give it a crisp look.

I needed to make sure my products would work effectively so I printed out mockups and demos to provide a clearer picture of the brand. For the scavenger hunt pamphlet I thought about functionality, but also creativity to give it a special edge. I made tabs for each of the animals in the exhibit on the pamphlet that would be able to slide out once the viewer was ready to explore. I also made cute stickers of some of the animals for anybody that would like to show their support. The stickers were designed to let people know what they think, but also to be fun even if they are still not convinced.