

Abstract: This graphic design campaign addresses a specific social issue. There are many social issues that plague our society, but it is important to be specific in the problem that is being dealt with. The first research question this campaign addresses is which social issue to address. This is done through examining a target audience, a social issue this audience faces, and how to narrow the social issue within the scope of a single campaign. Creature of Habit was developed as a proposed solution to students building poor habits in their formative years of college. This narrows the scope of habits to a specific audience. The second question is how a proposed solution should be presented. The presentation must be tailored to the audience and draw attention to the issue. The proposed solution is simply to bring awareness to the habits that are formed in college and how these habits will last a lifetime. The way this is presented is through a series of posters and collection of social media posts. Each poster illustrates how one small decision will form a lifelong habit over time. These posters utilize eye-catching graphics, strong type, and bold colors in order to not just capture the audience's attention, but make a lasting impact. The social media posts include motion graphics that force the audience pause in their scrolling and view attention grabbing messages. Through the use of graphic design and typography, awareness is brought to the social issue of small decisions turning into lifelong habits in the lives of college students while encouraging them to create positive habits.