



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perak
Kampus Seri Iskandar



ART & DESIGN
COLLABORATIVE
PROGRAMME



BEYOND

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STAND BANNER ADS

During the campaign tour, this stand banner ad will be displayed in the school hall. The stand banner will help to successfully advertise the campaign because it is an exceptionally effective and clearly visible sign that will help to ensure that the campaign's message is delivered to those who view it. Because of campaign is positioned in a school, students may readily read it, and it may be of benefit to some of the students who may be in a similar scenario.



MURAL

This mural painting is made up of a sequence of advertisements. The woman who extended her hand was a symbol of UNICEF's role as rescuer. The lighthouse, as you can see, is a figure that stands alone and tall in the darkness, and it is a focal point that represents power and bravery. In my final year project, the victim must be as brave as a lighthouse in order to help themselves and others by speaking out the truth. The mural painting on the school wall is about encouraging and spreading awareness about the cases in the world in our community.



CAMPAIGN BOOTH

Since my final year project will actually happen at the school, a campaign booth will be necessary to attract the target audience and encourage them to join the campaign tour. Since I'll be exhibiting at a school event, I'll need something that will grab the eye of the target audience and encourage them to check out the campaign. It provides a chance to create campaigns that will raise Child Sexual Abuse awareness and the recognition.



SERIES ADS

The series advertisements poster will be included with this campaign. An advertising campaign is a series of advertising messages that are all based on the same concept and theme and form an integrated marketing communication. The purpose is to obtain the attention of the target audience, which is between the ages of 10 and 16. To keep the UNICEF design, which is known for its use of the colored code in their campaigns which is #00AEFD.



SOCIAL MEDIA

This campaign also included social media advertising since it allows UNICEF to contact the target audience, communicate with current supporters, and attract not only the target audience, but also those who are in desperate need of help or are unsure of what they should do. People can share it on social media platforms like Instagram, Facebook, and Twitter. This campaign is using the Instagram platform to attract more people because Instagram makes a huge difference when people keep sharing it on Instagram story .



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THE SOCIAL AWARENESS CAMPAIGN OF CHILD SEXUAL ABUSE

Child sexual abuse and exploitation is common in all nations and has a significant impact on children's and adolescents' health and well-being. The goal of this campaign is to raise public awareness about the cases and to provide victims with guidance on how to deal with the issue when they have been confronted with it.



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