Graphic Design Showcase

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PawControl: Designing a Kinder Street



PawControl is a graphic design intervention aimed at tackling stray animal overpopulation and improving community welfare. The project focuses on promoting the Trap Neuter Return Manage method as a humane alternative to traditional population control. Driven by the reality that general misconceptions stem from a lack of clear information, PawControl utilizes strategic design to bridge this critical awareness gap and educate people on responsible stray care.

By blending approachable, community focused visuals with an integrated media strategy ranging from digital social media content to high visibility physical outreach, this campaign effectively demonstrates how intentional visual communication can reshape public mindsets and inspire lasting, compassionate action.