ABSTRACT

This thesis document is about a campaign design for Organ Donation. The objectives of the project are to persuade young people to donate their organ. Another objective is to give information that how important is an organ donor.

After deciding to make a campaign design for Organ Donation, the first step is to do a research about Organ donation’s information from Thai Red Cross Organ Donation Center. There are 3 main concepts that are “Puzzle”, “Fill in” and “Share yours” Finally after the committee discussion we chose the third concept to be my thesis project i.e. “Share yours”

The “Share yours” concept is inspired by the symbol of sharing and forward, which we have seen everyday. I mix the symbol with a part of an organ to present that we can forward or give the organ to others after you pass away. The mood and tone of final design is minimal, forceful, and strong. There will be 2 posters, 4 J-Flags, direct mail and 3 minutes viral clip under the same concept.

This project needs suggestions, comments, support including effort and time to succeed smoothly which is when completely finished. Many skills are improved during this thesis project.