NOCC Design Revamped

An Honors Thesis (ADS 480)

by

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Abstract

Cancer is something that is affecting people all over the country, as well as around the world. In fact, it has touched me personally in that my cousin is now fighting ovarian cancer. Many of us are familiar with the breast cancer movement such as the Susan G. Komen walk or the rubber duck campaign at places such as Paramount Kings Island, but the ovarian cancer movement is not on the same scale as the breast cancer. An analysis of the National Ovarian Cancer Coalition has shown that they are not graphically up to par. I redesigned the campaign of the N.O.C.C. by creating new letterheads, business cards, merchandise, as well as a website.

Acknowledgements

I would like to thank Sam Minor for his guidance in completing this project. I would not have been able to make a successful project without him.

I would like to thank Victoria Bradbury for her help with the website malfunctions I faced.

I would like to thank Tim and Diane Crafton for pushing me to take on and complete the task that was set before me.

I would like to thank Amy Crafton for inspiring me to do something with ovarian cancer.
For years, ovarian cancer has ravaged the people of the world. Whether it is by claiming their loved ones or by putting them through the battle personally. It was not until recently that I, myself, was faced with the challenge of having a family member undergo this fight. It is inspiring to watch a person hang on for dear life, against a terror they cannot see, and ultimately be involved in a war against their own body. It was in these moments, as I stood by and watched my cousin battle a disease that to this day there is no cure for that I realized that I wanted to make a difference. However, I am not a doctor. I have no medical experience at all actually, but I'm talented, creative, and artistic. By using these aspects of myself, I have decided to make my own mock up of the face of the National Ovarian Cancer Coalition, better known as the N.O.C.C.

In doing my own brand of the N.O.C.C. I decided to redesign business cards, gift packaging, letterheads, envelopes, t-shirts, and website. I first began with a new logo. In designing the logo, I wanted to somehow incorporate the ovarian cancer color, teal, and the fact that only women can suffer from ovarian cancer. I brainstormed many ideas, but I kept returning to the idea of a butterfly. One butterfly is different from the next butterfly, just as all women are different from one another. However, all butterflies have the basic parts of antenna and torso, just as most, if not all, women have ovaries. This led to me creating a teal vector graphic butterfly as the logo. If looked at closely, one can see the vector shapes of a woman's ovaries as the antenna area of the butterfly.

The next choices I had to make were involving the color scheme as well as the font choices of the designs. I decided to go with a two-toned design of a
dark and light teal. I had many reasons for doing this. I enjoy seeing simple
designs that are made up of a simple, monotone color scheme. Especially in
today's economy, being able to design in limited color is important in cost
management. I also went with the font "Journal." I liked the handwritten quality
of this font as well as the legibility.

I then began work on the business cards, letterhead, and envelope
design. I chose to go with rounded corners of the business cards and letterhead
because they seemed softer and more feminine. However, they are difficult to
cut and expensive to have produced via di-cut. So I decided to go ahead and
incorporate this in the design knowing that aspect might very well be thrown out.
I also decided to go with a vertically oriented design. I thought it would change
the design up from everyday designs, and would also cause others to take a
second look.

I then made the package design of the merchandise, an ovarian cancer
pin. This was a fairly simple challenge, in that I wanted to continue to keep the
design simple. I then designed the pin's holding board in the same way that I did
the business card; however, instead of doing the white background I changed it
up once again with the dark background.

The next designs were those of the t-shirts. These were to be kept simple
and abstract. I did not want an expensive design, but an inexpensive, one-plate
print. This led to the logo being used independently. I changed up the look by
making the vector appear in an out-of-the-ordinary location on the t-shirt.
thought this would change the look up, draw attention to the design, as well as continue to keep the shirt inexpensive and clean.

The final part of the design was the challenge of the website. When looking at the current N.O.C.C. website I just became lost. It is full of information for web searchers, but is a jumbled, complicated design to maneuver through. With that being said, I wanted to have a clean, simple design just as the rest of the campaign. However, I was faced with the challenge of incorporating all the information that a viewer would want to see. To fix this problem, I decided to not just have a main navigational menu, but also many sub-navigational menus. As a whole, the website has 6 sub-navigational menus as well as the main one. This was a really large challenge for me. I chose to do the website in Flash CS5 just to give myself a challenge as well as make the website aesthetically pleasing. I had many problems through this process in linking buttons, and I also found the program to not be as reliable as I once thought it to be. However, the website was eventually completed with all links connected and successful, and it can be found at lindseycraftonthesis.com.

The experience of doing a complete rebranding mock up of a company was an interesting one. I learned a lot of the steps that are necessary in the process of designing. I also learned many shortcuts that are great to take in web programming, but I also learned how some shortcuts could backfire. In some cases it is more beneficial to do the long, old-fashioned way of things. I also learned that it is important to take the things that you can do and try to make a difference in any way you can. It really is true when people say that every little
bit could help. By having a more aesthetically pleasing website or brand design, the National Ovarian Cancer Coalition could gain more attention. This could lead to more donors, which could ultimately lead to a cure.
Works Cited


March 25, 2011

Diane Crafton
3415 W. 300 N.
Shelbyville, IN 46176

Dear Diane,

My heartfelt thanks for your gift of $504.98 that was made to the National Ovarian Cancer Coalition (NOCC) on October 28, 2010 in honor of Oneal Steal. Your commitment to our work indicates that you share our hope in a better tomorrow for all cancer fighters. It is also a testimony to your steadfast determination to make a personal difference everyday and for this we are most grateful.

You are part of a strong team that cares deeply about finding development solutions that will ensure a healthy environment for future generations of all species. That team includes Dr. Goodall, the entire NOCC staff, the Board of Directors, our many generous donors and volunteers, and all those we are working to serve. Together we will carry on with vital research; we will expand the reach of our very successful participatory community development and health conservation programs; and we will empower growing numbers of patients and survivors in the U.S. and around the world through our innovative, environmental, and humanitarian education program.

We look forward to keeping you up to date on future challenges, progress, and successes. If you have questions at any time, please don’t hesitate to contact me at 973-944-0719 or via our website: www.ovarian.org.

Again, our deepest gratitude for the vital role you play in advancing the principles of health and survival. Together we are making a difference.

Warm regards,

Ronni Blaisdell
Media Consultant
Thank you so much for all your help and support of our cause.

-N.O.C.C.