

To: Jason Tham  
From: Daniela Barron  
Re: "Billboard Redesign: Save the Seals or SOS?"  
Date: April 14, 2021

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## **Designer Statement**

### **Image**

While designing the billboard, I first considered the size of the billboard. I chose to make the billboard 40 inches by 27 inches, a standard size for what would be seen on smaller streets or the sides of buildings. I then compiled an array of seal pup images in order to choose one that would best fit the billboard. While the original advocacy billboard featured Jennie Garth, I thought it would be more helpful for the audience to focus on the seal, which is the whole point of Peta's movement. I had several options for images of seals, but chose the sleeping one, because I thought it looked peaceful and viewers might be more disturbed if they do not act and let sleeping baby seals get slaughtered.

### **Type & Rhetorical Choices**

For the font choice, I ultimately chose Roboto, a legible sans-serif font, and I played around with my word-choice. At first, I considered an alliteration such as 'Stop Seal Slaughter' or 'Stop Slaughtering Seals,' but then chose a more positive (and less accusative) direction, ending up with 'Save Our Seals.' I also tried stacking the text, but did not like the way it affected the image, so I chose to use horizontal left-to-right text. I chose to make the capital letter of each word the same size, but chose to make 'ur' in 'Our' slightly smaller to place more emphasis on the main idea (to save the seals) and to place emphasis on my play on words (SOS). I thought the word play was appropriate, because SOS is a universal distress signal and the seals are in distress. I decided that three words would be enough, in consideration that a billboard might be where someone is driving, and they are unable to read too much while driving. I chose to align the 'Save Our Seals' text more toward the left, so that the reader's eye would move across the page and down to the link in the lower left-hand corner, which I aligned to the right. I chose 'Stop-Sign' font color for the words 'Save' and 'Seals' at the top to further the sense of urgency for the audience, but kept the word 'Our' grey to provide contrast and keep the emphasis on the message ('Save' and 'Seals'). Lastly, I chose not to inform the audience about why the seals needed saving, and just offered for them to learn more on Peta's website. I chose to make the font color black, because the font was smaller than the message at the top and needed higher contrast against the white and blue-ish snowy background to ensure that it would be seen properly. Assuming that 'Save Our Seals' would be a proper movement, a person would also be able to look up 'save our seals' on the Internet and be led to Peta's website, even if they do not have the time to read the bottom right-hand corner.

**Billboard Redesign 'Seals'**



## Previous Billboard Design 'Seals'

Each year, tens of thousands of seals, many of whom are still babies, are massacred. It's time to demand a permanent end to Canada's cruel seal slaughter.

**JENNIEGARTH**  
FOR **peta2**

**SAVETHESEALS**

END CANADA'S  
SEAL SLAUGHTER



Photo: Robert Johnson / The New Yorker Agency / Rex USA / Getty Images / Wikimedia Commons