

*CONCEPT*

**DO YOU KNOW**

**YOUR NEIGHBORS?**

***URBN ANML***

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Website, Instagram Campaign, Sticker Campaign

***WHAT?***

## *IDEA*

More and more animals are moving from the countryside to the city. What kind of animals are leaving their natural habitat and why? URBN ANML provides information about our animal neighbors and how we can best live side by side.

Title

**URBN ANML** = Urban Animals

Slogan

**Do you know your neighbors?**

**3**

## *PRODUCT*

A **WEBSITE** with illustrations and animations,

a **SOCIAL MEDIA** campaign on Instagram

and a **STICKER** campaign in Zurich.

## TARGET

The target group of URBN ANML includes all age groups, starting at about 14 years. They primarily live in the area of Zurich or are tourists. The target group understands English and is interested in the city of Zurich and the animals living there. The contact list with emergency numbers in case of a wildlife accident is intended primarily for automobile drivers, homeowners, or even passers-by.

## ABSTRACT

In our digital museum URBAN ANIMAL we want to display, with which animals we share our city. We are often not aware of how great the biodiversity in the cities has gotten by now. With this project, we want to raise awareness for exactly that. Why do more and more animals move to the city, how do they live, what are their special characteristics and how can we humans behave for the best possible coexistence?

All this information can be found on our website URBAN ANIMAL. With a comic-like design and illustrations of the different animals, we want to convey knowledge to the visitor of our digital museum in an appealing way. Useful and also some useless, but funny or interesting knowledge. To gain more reach, we run an Instagram channel. We are also launching a sticker campaign. The stickers can be found everywhere in Zurich and feature an illustration of a specific animal together with a QR code. When the code is scanned, the user receives direct information about the animal in question.

## RESEARCH

As a first step, we gathered information about the animals that are found in the cities of Switzerland. For this purpose, we focused on the city of Zurich, where different animals can be found. For our project, we had to limit ourselves to six animals, because we want to focus on quality rather than quantity. We chose the most important and interesting creatures, that people most likely encounter in Zurich:

**fox, hedgehog, pigeon, duck, bee  
and stone marten**

During our research we came across some unusual and sometimes even funny facts. We decided to include them as well in our digital museum. These facts serve as useless knowledge for entertainment, but also information.



***WHO?***

## *PROJECT PLANNING*

**research** Philomena and Jan

**texts** Philomena and Fabienne

**design** Fabienne

**illustrations** Elea

**animations** Jan

**website** Elea and Fabienne

**social media campaign** Philomena

**sticker campaign** Philomena

***WHEN?***

## TIMING

- 31.10.** finish research
- 07.11.** write texts
- 28.11.** create illustrations
- 05.12.**
  - set up basic structure of the website
  - create first animations
  - set up social media channels
  - fix campaign content
- 06.–**
  - finish animations
- 10.12.**
  - fill website with content
  - create social media campaign
  - create sticker campaign
- 10.12.** presentation

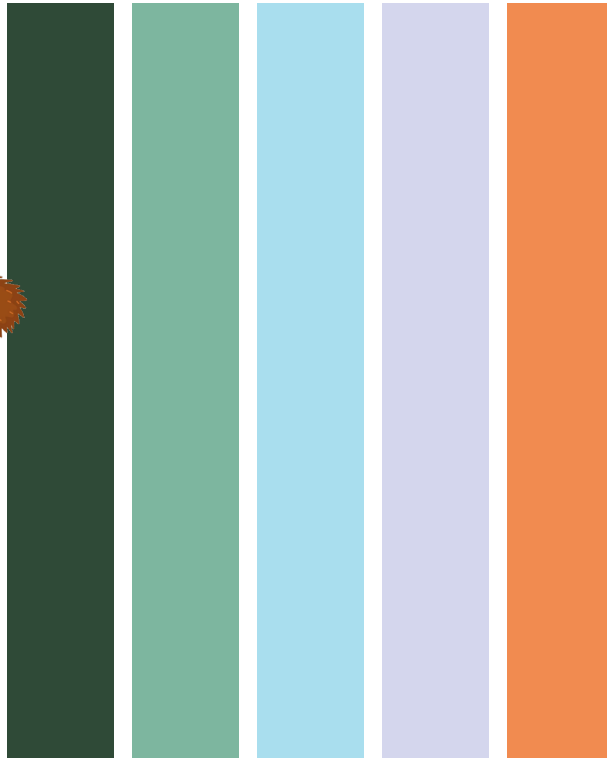
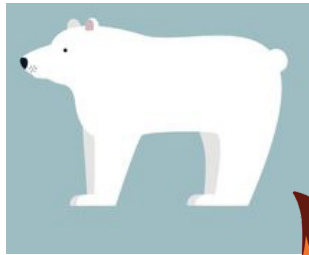
***HOW?***

## *WORKFLOW AND TOOLS*

For the realization of the project used various programs. Our main platform is the URBN ANML website. For a first impression of what the site could look like, we created a prototype using Adobe XD. We built the final website using WordPress and a theme that can be optimally adapted for our purposes. We created the illustrations used on the website on the iPad with Procreate and in Adobe Illustrator.

The layers of an illustration are built in a way that specific body parts can be animated in After Effects. Each layer is calculated individually from the corresponding drawing software. We're also using Photoshop for various mock-ups. We work with InDesign for the design of the stickers and the Instagram posts.

# MOODBOARD



## ART STYLE

The design should have a very striking effect and be remembered by the target group.  
URBN ANML is to become a cult brand.

The comic-like style should appear young, dynamic and hip.

The sans serif font is striking and easy to read.

The color selection is essential for the design. It should be rich in contrast and harmonious.

Clear shapes and flat design ensure a recognition effect.

The design should optimally support the storytelling. The target group can directly imagine the animals. Each animal gets its own character and literally becomes a familiar neighbor.



# DESIGN

font

**ROBOTO**

**Black**

*ROBOTO*

*Medium Italic*

Roboto

Regular

colors



elements



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*LOGO*

***URBN ANML***

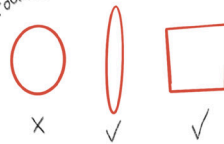
**17**

# ILLUSTRATION

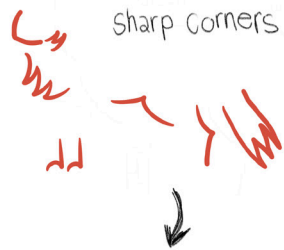
many colors for different types of animals



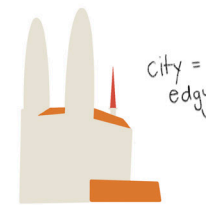
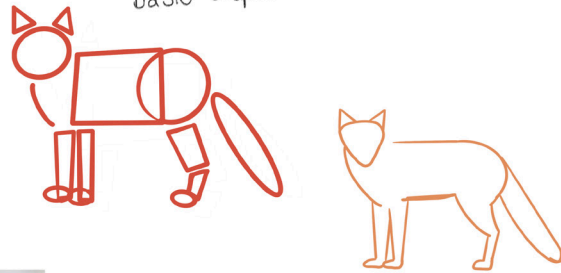
not too round



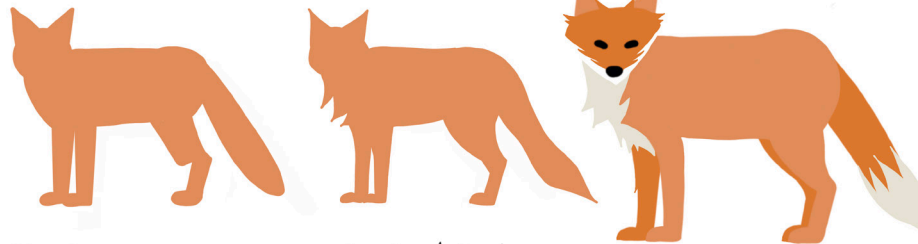
nature = more curved



basic shapes



Step 1: Find a reference picture, full body



Step 2: Trace animal with basic shapes

Step 3: Add sharp corners

Step 4: Divide into key parts and vary value

## *ANIMATION*

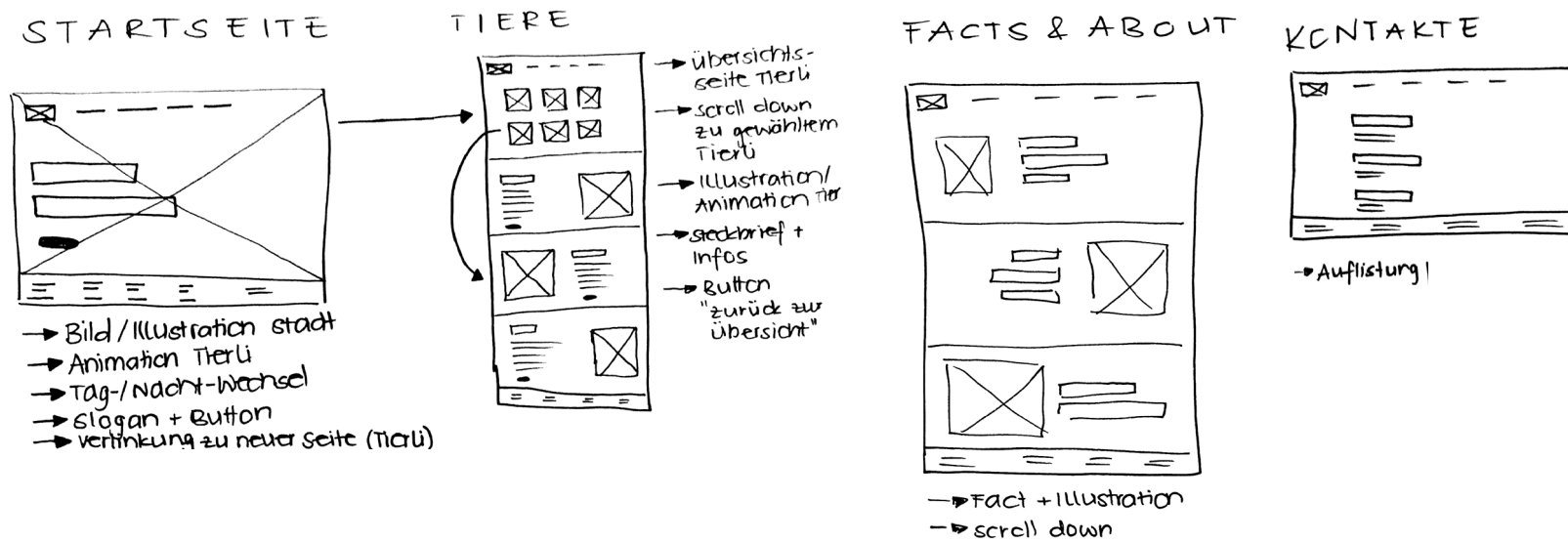
We are always in motion. The pulsating city life. Therefore, it is essential for the statement of the website that something moves. The Animations should bring the animals to life. These small elements make the website stand out from the rest and turn it into an experience that the target group will remember.

## *TEXT*

The language of the entire campaign should be simple and fresh. The texts are written from the animals' point of view. This gives each of them its own character, which is shaped by the language. By having the animals speak for themselves, they are humanized. This creates consternation in the target audience.

# WEBSITE

The wireframes should show the approximate design, as well as the navigation of the page.



## WEBSITE

A prototype of the website was created using Adobe XD. It can be viewed at the following link:

**<https://xd.adobe.com/view/c5dbfec6-30ae-4fa8-a6f1-d90ea2477693-9088/?fullscreen>**

KEY VISUAL

# DO YOU KNOW YOUR NEIGHBORS?

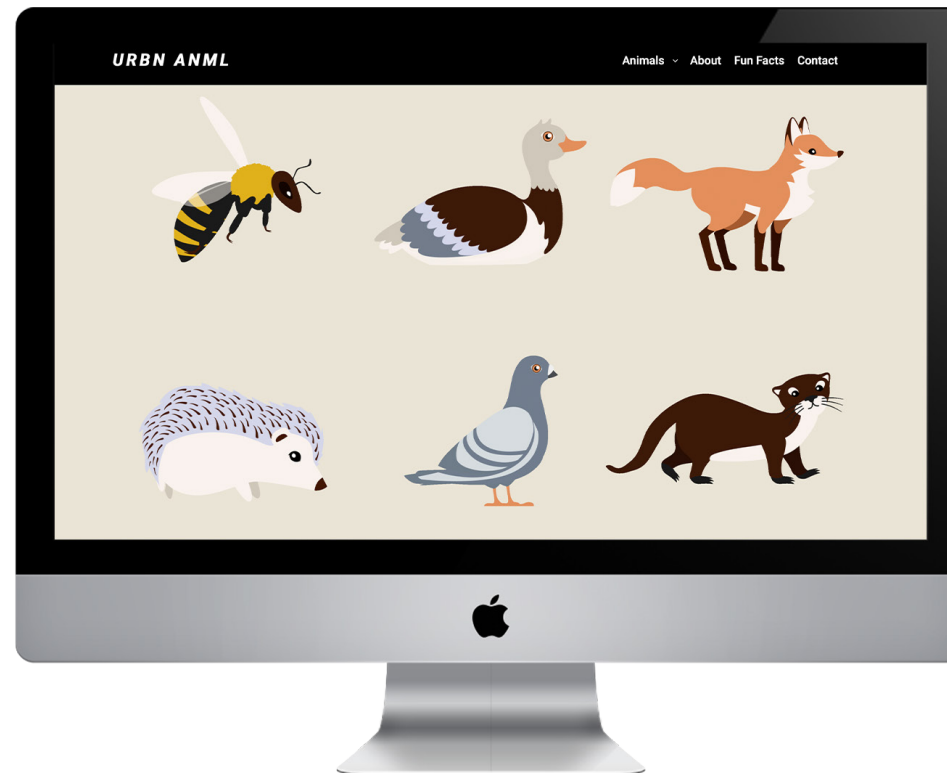
**URBN ANML**





***RESULTS?***

## WEBSITE

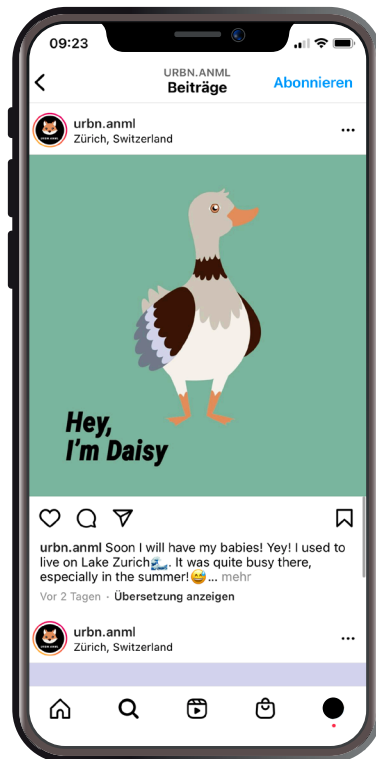


The website can be viewed at the following link:

<https://388766-14.web1.fh-htwchur.ch>

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# INSTAGRAM CAMPAIGN



follow us @urbn.anml

# STICKER CAMPAIGN





## **VISUALISIEREN 5**

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*Jan Hürzeler*

*Philomena Koch*