

# CHRIS CHAPPELLE

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*Design + Social Change*

DESIGN RE-FORM

Creating Social Change  
in San Francisco

# THE PERSONAL PROFILE

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*Who am I? Why am I doing this?*

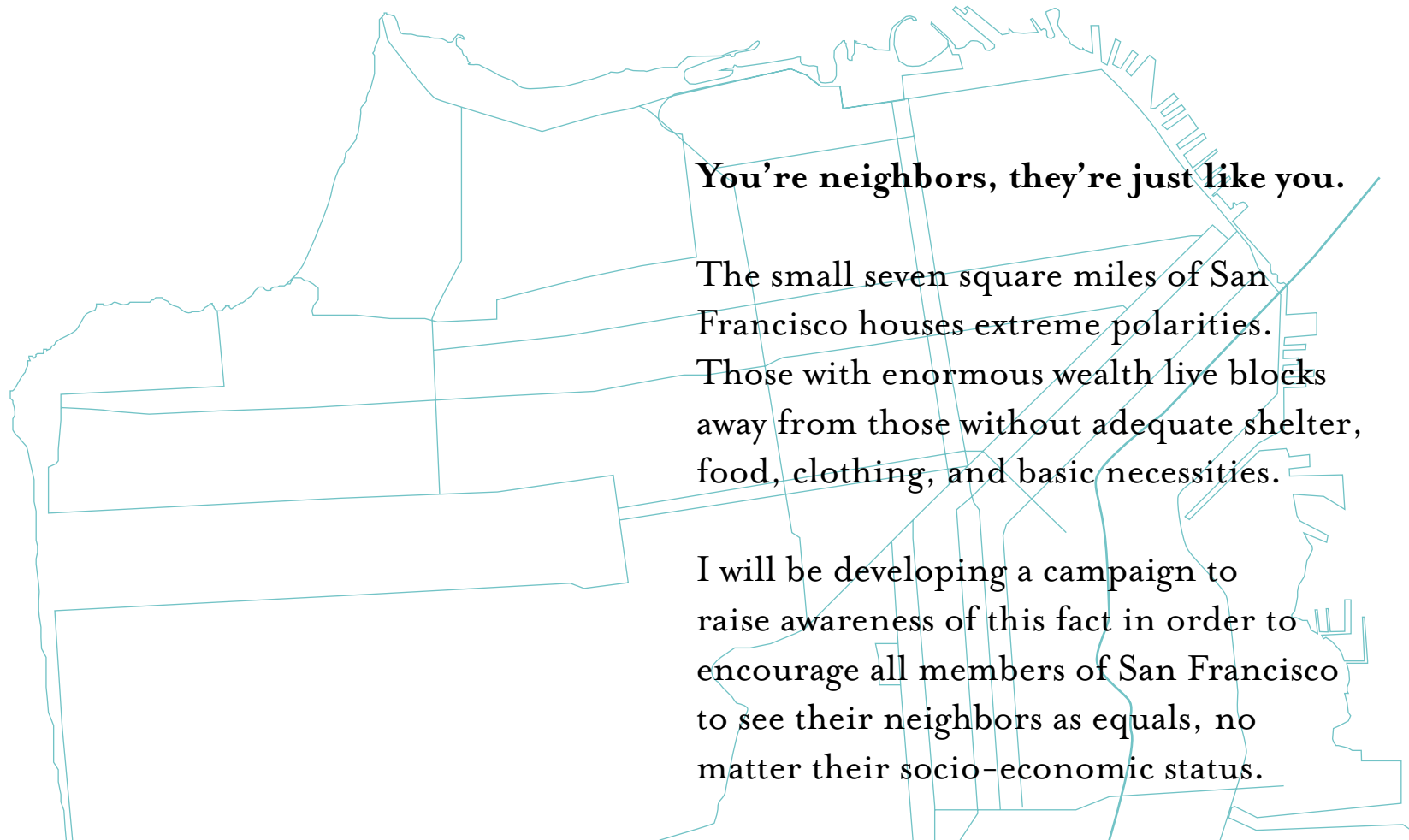
My name is Chris Chappelle.  
I am a designer, creative-thinker, and  
active citizen in the city of San Francisco.  
We all love the shining city by the bay,  
but there are some parts of life that need  
change and increased awareness.

*As a member of society with the ability to spread ideas  
to inspire others through visual and creative means, I  
find it necessary to act in order to make these changes  
occur. I would love for you to join my side to make  
San Francisco an even better city than it already is.*

# THE BARE-BONES

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*Let's cover the basics.*



**You're neighbors, they're just like you.**

The small seven square miles of San Francisco houses extreme polarities. Those with enormous wealth live blocks away from those without adequate shelter, food, clothing, and basic necessities.

I will be developing a campaign to raise awareness of this fact in order to encourage all members of San Francisco to see their neighbors as equals, no matter their socio-economic status.

# THE BIG STUFF

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*It's time to get to the meat of the project.*

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# THE BACKGROUND

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## *San Francisco's polarities.*

### **San Francisco's love for business.**

San Francisco is home to several fortune 500 companies including Wells Fargo, Gap, PG&E, and Charles Schwab.

Many top technology companies call SF home including Twitter, which is moving into the Mid-Market/Tenderloin area.

### **San Francisco's problem with poverty.**

11.9% of residents live below the poverty line.

5.9% of residents live below 50% of the poverty line.

*Statistics from 2009*

Ride almost any bus and you will see first hand the polarities of San Francisco. Walk down Van Ness Ave. and you can see homeless and needy beg for change in front of a Bentley dealership bordering the wealthy area of Pacific Heights as well as the poverty-stricken Tenderloin.



# THE BACKGROUND

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*What needs to change?*

**We see poverty, we ignore poverty.**

All those who live in San Francisco witness people asking for change, digging through garbage for recyclables, and sleeping on the streets. However, we rarely stop to think and realize that they are people just like us who may have been given a harder hand in life or may have watched their job opportunities disappear.

*It's time we don't simply tolerate those who need aid, but see them as equals and as neighbors.*





# THE BACKGROUND

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*Why is this necessary?*

**Your neighbors, they're just like you.**

By seeing those living in poverty as equals, San Francisco residents will be more likely to offer assistance and demand equal access to basic necessities for all. Those lucky enough to earn a living wage won't immediately look down on those living on the streets.

*Hopefully this campaign will shift the mindset of a portion of the San Francisco community, encouraging people to help the homeless and poverty-stricken, rather than immediately casting them to the side.*

# THE AUDIENCE

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*Who are we speaking to? Why them?*

This campaign will be targeted at working professionals in neighborhoods within close proximity to areas with a larger than average population of people facing unemployment and/or poverty. This will help shift the mindset of people who may see poverty in San Francisco on a daily basis and who also have means to help provide aid.

# THE GOALS

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*What do we want to accomplish?*

Put a human face on those who face poverty.

Persuade SF residents to see the homeless and poverty-stricken as equals.

Encourage people to offer aid to those in need.

Require equal access to basic necessities  
(food, water, shelter, education)

Create a more understanding mindset  
when in contact with homeless.

# THE BIGGEST NEED OF ALL

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## *Cooperation.*

**This campaign depends on the people of San Francisco.**

It depends on people who live in this city to work on altering their own perspectives and helping other shift theirs. We have grown so accustomed to homelessness and poverty that we have become numb to the presence of those in need. This is a wake up call to help put a human face back on the poverty-stricken and to help SF residents see those in need as people and as equals.

*This is a city-wide effort as well a personal one. This campaign will help humanize those in poverty, but it cannot succeed without the help of San Francisco residents.*

# THE DELIVERABLES

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*How will this campaign take form?*

This campaign needs to reach a large population of San Francisco residents, especially those in close proximity to homelessness and poverty.

In order to accomplish the set goals, the deliverables are as follows:

**Bus Stops:** These are areas of high visibility and will reach those heading towards work and travelling in the city.

## **Bus Interiors**

**Flyers:** Distributed to houses/apartments in neighborhoods within close proximity to higher than average levels of poverty.

# THE TIMELINE

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*When will the different steps be completed?*

<b>Planning and Research</b>	4 weeks
<b>Creative Direction</b>	2 weeks
<b>Final Creative Concept - Development and Design</b>	8 weeks
<b>Media Planning and Buying</b>	2 weeks
<b>Printing The Deliverables</b>	1 weeks
<b>Campaign Period</b>	three two-month periods
<b>Monitoring and Evaluation</b>	occurs in conjunction with the campaign period

# THE APPROVALS

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*Who needs to give the OK?*

Approvals will be needed by San Francisco city officials.

Approvals will also be needed by the creative director