



Ellen Walsh
Concept Statement

This campaign focuses on using booklet handouts at a high volume, as well as supporting posters and an app to gain further attention and emphasise the importance of better dialogue on public transport.

There will be many benefits to society from this communication piece, as it will improve the experience of traveling on public transport for all involved. It will create a place where dialogue is encouraged, supported and is far more respectful and polite. Not only will the regular users of public transport notice a positive difference, it may encourage others who don't use it often and have been previously discouraged to try it again and use it more frequently. This will in turn have a positive impact on many other areas, including the roads, as there would be fewer drivers in peak hour, reducing congestion and pollution caused by driving.

The work is intended to be implemented at all train stations on Melbourne, with a heavy emphasis on the busy inner city stations. The booklets will be handed out to every person as they enter the station, while the posters would be displayed around the station, and the app can be used on the journey, creating a space that reflects the campaign everywhere, not going unnoticed by anyone.

better 
DIALOGUE
 melbourne

Booklet Campaign

Ellen Walsh



FRONT DESIGN

concertina fold booklet on how to create better dialogue on trains, with less of a focus on digital entertainment.

To be handed out to every person at station entrances during peak travel times.

better
DIALOGUE
melbourne



creating better dialogue, one train trip at a time

KEEP DOORWAYS CLEAR



We know moving away from the doors may seem crazy, but make some space and don't be lazy.

A 'thankyou' to those who move for you wont go astray, it really is the only way

TURN DOWN THE VOLUME



Music may make your trip seem fast, but the person next to you may think it's tasteless art

BE KIND & THOUGHTFUL



Give up your seat for someone in need, although you may be comfy it's a sign of greed.

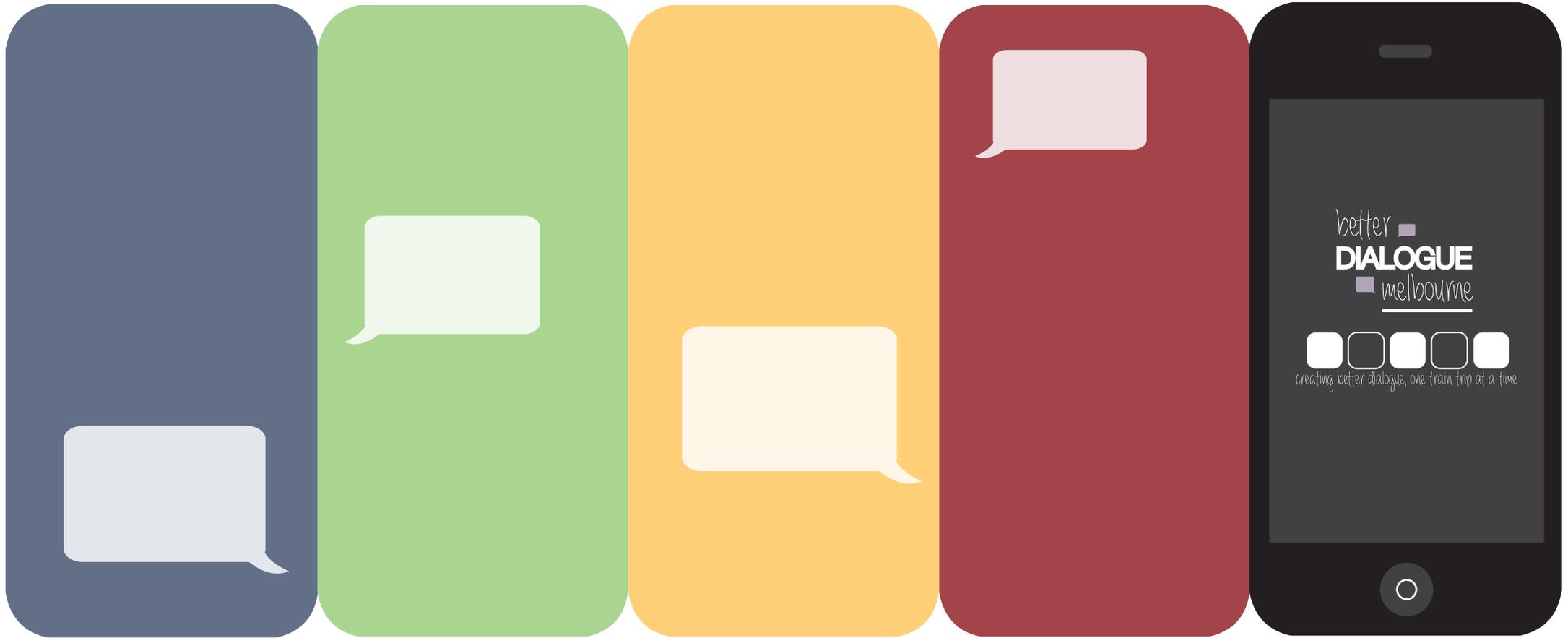
Say something kind and show them a smile, you might make their day better by a mile.

USE YOUR LIBRARY VOICE



Talking on your phone is fine, but please keep your noise level in line.

Or let the person next to you continue to sleep, just talk to your friend in person next week.



better 
DIALOGUE
 melbourne

Poster Campaign

Ellen Walsh

creating better dialogue, one train trip at a time

KEEP DOORWAYS CLEAR



We know moving away from the doors may seem crazy, but make some space and don't be lazy.

A 'thankyou' to those who move for you wont go astray, it really is the only way.

better 
DIALOGUE
 melbourne

creating better dialogue, one train trip at a time

TURN DOWN THE VOLUME



Music may make your trip seem fast, but the person next to you may think it's tasteless art.

Instead of sitting in silence why dont you take the headphones out, you may be surprised what you learn about.

better 
DIALOGUE
 melbourne

creating better dialogue, one train trip at a time

BE KIND & THOUGHTFUL



Give up your seat for someone in need,
although you may be comfy it's a sign of greed.

Say something kind and show them a smile,
you might make their day better by a mile.

better ■
DIALOGUE
■ melbourne

creating better dialogue, one train trip at a time

USE YOUR LIBRARY VOICE



Talking on your phone is fine, but please keep your noise level in line.

Or let the person next to you continue to sleep, just talk to your friend in person

better ■
DIALOGUE
■ melbourne



creating better dialogue, one train trip at a time

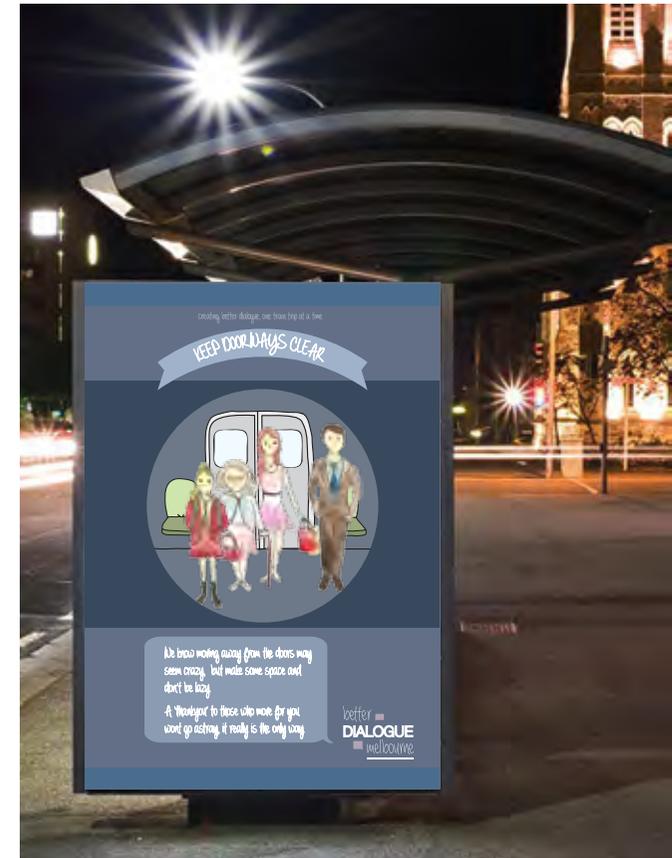
KEEP DOORWAYS CLEAR



We know moving away from the doors may seem crazy, but make some space and don't be lazy.

A "Thank you" to those who wait for you, want go astray, it really is the only way.

better **DIALOGUE**
melbourne



creating better dialogue, one train trip at a time

KEEP DOORWAYS CLEAR



We know moving away from the doors may seem crazy, but make some space and don't be lazy.

A "Thank you" to those who wait for you, want go astray, it really is the only way.

better **DIALOGUE**
melbourne



ADSHEL

creating better dialogue, one frank trip at a time

BE KIND & THOUGHTFUL

PRIORITY SEAT

Give up your seat for someone in need
although you may be comfy it's a sign of great

Say something kind and show them a smile,
you might make their day better by a mile.

better
DIALOGUE
melbourne

Chelsea 2
metlink



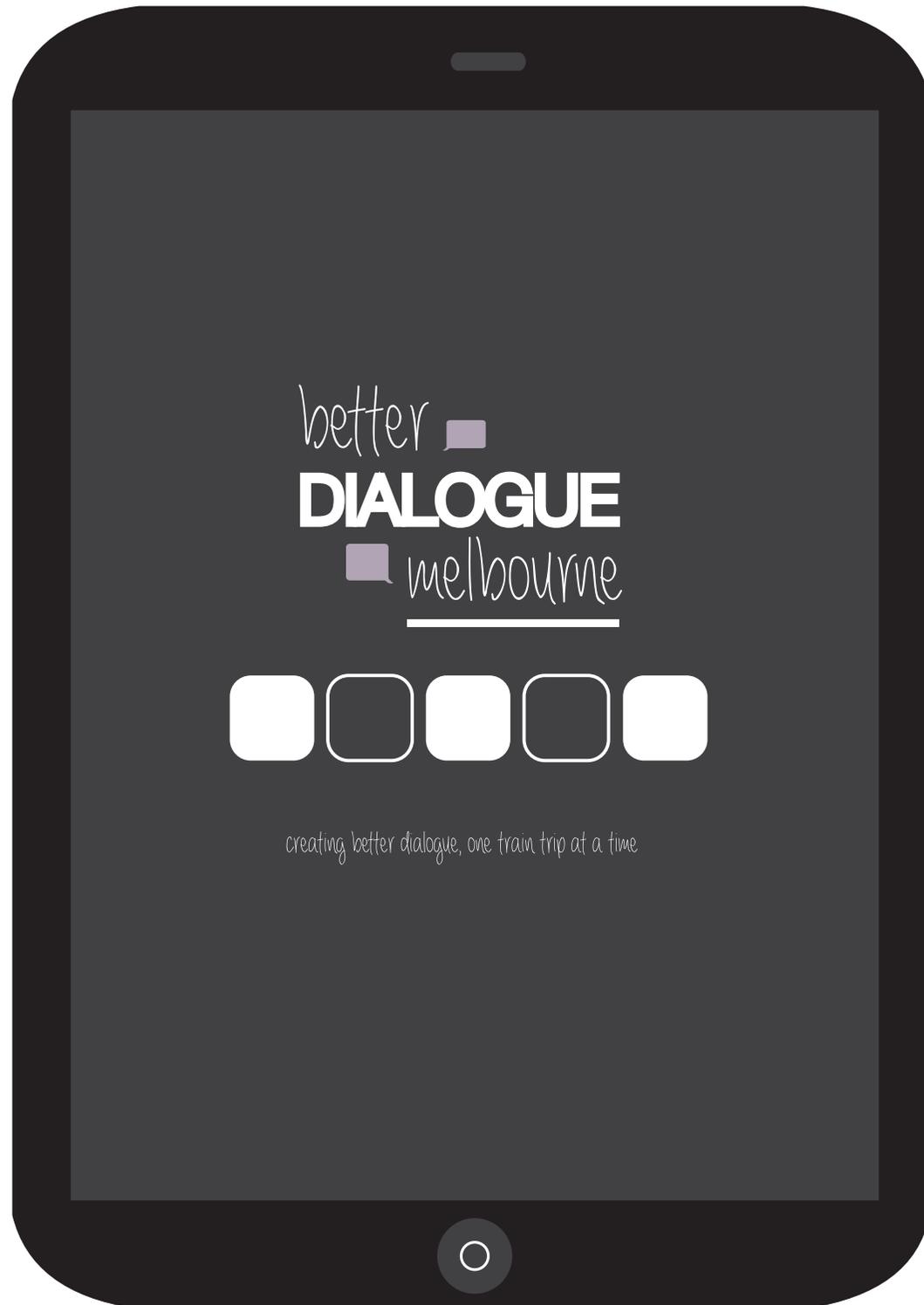
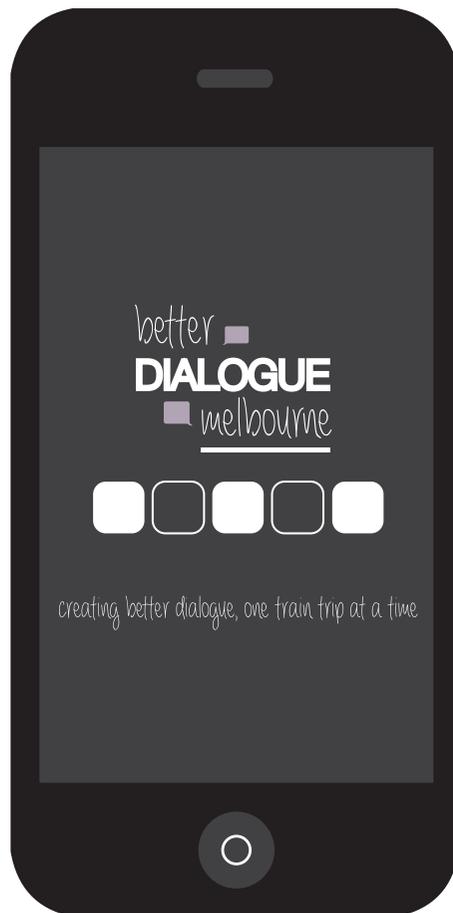
better 
DIALOGUE
 melbourne

App Design
Ellen Walsh

APP DESIGN

Cover and example screen designs of app, which will encompass all areas covered by hard copy mediums.

Suitable for iPhones and iPads.



TURN DOWN THE VOLUME



TURN DOWN THE VOLUME

Music may make your trip seem fast, but the person next to you may think it's tasteless art. Instead of sitting in silence why dont you take the headphones out, you may be surprised what you learn about.

