**Description of idea**

**Describe your idea and concept of your work in relation to the festival outlines:**

With the development of society and economy, DEBT has become one of the most normal consuming ways in people’s everyday life. For example, car debt, house debt, student debt and credit card debt. It is undeniable to say that DEBT is beneficial to people in general. But DEBT may ruin people’s life in a vicious circle’s or an excessive way.

From my research about DEBT, debt may be a two-edged sword. The Debt could be good if people make good use of it but it could also be very bad cause people may lose themselves in it.

As a fact, more and more young people are willing to use credit card in their life. They always use a lot of salary to pay off the credit card debt at the end of month. That makes them very alike the slave of DEBT. When they have credit card debt, there seems like an invisible creditor chasing after them.

My idea comes from the game called PAC-MAN. The rule of this game is to use the arrow keys of computer keyboard to move the Pacman through a maze and eat all the little dots. However, this game is not that easy, there have four ghosts in the maze as well. These four ghosts is chasing for the pacman in that maze, once the ghost catches the pacman, the game is over. From playing this game, I feel the process of this game is very alike the relation of the debtor and credit in the DEBT content. The maze is designed as the currency sign to reveal it is within the content of money. The debtor plays the role of pacman, while the creditor plays the role of the ghosts. As the debtor debts more and more money from bank, they are very dangerous. I changed the dots in the maze to coins to stand for the debt money they owe. When the “pacman” started collecting coins in the maze, the ghosts are chasing after him. It is not very necessary about the win or loses if this is just a game. But things are different because DEBT is not a game. If the game is over, you may have no chance to restart.

I have designed two posters sharing the same theme: “Debt is not a game”. The first one is the “pacman” is collecting words that could describe the bad effect of DEBT. That reveals that the debtor is having more and more debt, and the creditor is chasing after. The second one is “the game is over”, it reveals the worse situation of having debt. That tells people that you may easy to restart if it is just a game, but actually, debt is not a game.

**What kind of communication approach do you use?**

Two posters are designed to make people aware the danger of DEBT. The posters could be put on some public place like bus station, billboard or some notice borard. I also designed free app for facebook and iphone called “DEBT-MAN” to increase people’s aware of having debt. The pacman game is redesigned in the DEBT-presented way. People could feel urgent about having DEBT through playing the game. Because my target market is more for the young people, I designed a kind of T-shirts for them. The slogan of: “Debt is not a game” is at the back of the T-shirt. When they wear the T-shirts hanging on the street, every people could see it to have a good communication outcome.

**What are in your opinion concrete benefits to the society because of your communication?**

My intention is to make people especial for those young people who just started their own life to aware of the danger of having DEBT. To make people feel that having DEBT is not easy. I use bright color and the well-known game “pacman” to make people very easy to understand. People may be more careful to consider whether they will have debt or not.

**What did you personally learn from creating your submitted work?**

Frankly speaking, I have never contacted about DEBT. From this competition, I learned that it is not safe to have DEBT. That could make people very rough. So I don’t want to have any DEBT in my life. I would rather make good financing of my money.

**Why is your work, GOOD communication WORK?**

My design is very attractive and making use of a very well known game to make people very easy to understand. I also use very pop-up color to make people more easily see it. The layout of my poster is very simple and easy to read. I consider that good poster does not need a lot of words. As people are more and more come into contact with DEBT, it is very important to teach the younger generation about having DEBT. Because some young people always deficit spending on money, my design may have some educational effects on them.

**Where and how do you intent do implement your work?**

Because my target audience is more on the young people, my poster work could be applied on some public place like bus station, school, and some social network. I also have a free app which could be downloaded on itunes app store and the facebook.