



BRAND ~~Casino~~ Development

PROJECT PLAN



DELIVERABLES STRATEGY CHART

	TOPIC AREA	OUTCOME	AUDIENCE
	Fighting casino development.	Educate, persuade and equip concerned communities to fight casino development.	People who could be recruited into an anti-casino movement.
INSIGHTS & INFORMATION	The public responds best to anti-casino messages when there is a personal dialogue.	People are afraid to be public about their views on casino development.	Government forecasts of casino revenues are inaccurate, and the real numbers are often hidden from the public in little publicized budget documents.
STRATEGIES	Create ways to help anti-casino groups have a personal dialogue with the audience.	Create materials for anti-casino groups and individuals to use anonymously.	Clarify and display the information hidden in government documents in a visual way so that it can better used to fight casino development.
DELIVERABLES & DESCRIPTION	VIDEO PROJECTION Create 3 video designs aimed at an actual casino construction project, projected at night.	GUERRILLA STREET TEAM Create and demonstrate anti-casino promotion materials, and make them available to other anti-casino groups. <ul style="list-style-type: none"> • posters • stickers • lawn signs • t-shirts • Imitation gambling chips with anti-casino messaging • spray paint + stencils • booklet • packaging for materials • flier + postcard 	ANTI-CASINO VIRAL VIDEOS Create a series of anti-casino viral videos to be hosted on YouTube and linked via the project website. Videos to feature interviews with people who live in casino towns.



MATERIALS MATRIX

DEFY CHANCE is a community-fueled movement against casino development. The goal of Defy Chance is to directly attack the myth that governments should boost casino development to help their economy.



DIY Protest Materials: 3 points

Defy Chance offers branded protest materials free to members. These materials will be designed to be sent in a kit:

- Website (working, using template)
- T-shirts (3)
- Protest signs (3)
- Stickers (2, small for bumpers and things like light poles and stop signs)
- Stencils for creating protest signs (3)
- Imitation gambling chips (3)
- Spray paint cans (2 label designs, red black) (2)
- Kit packaging to house protest materials



Protest Activities: 5 Points

I will conduct and document a protest action, and make these materials available on the website for others to use:

- Motion design graphics will be projected in the environment to attract attention of the local community (3 designs)
- PDF/downloadable booklet with info on casinos for use in educating protestors and audience
- PDF/downloadable flier for protest events
- Digital eVite banners



Marketing Materials: 3.5 Points

These materials are designed to get the word out about Defy Chance, and to spread the truth about the supposed economic benefits of casino development:

- Motion pieces (30 sec-2 minutes) using infographics/interviews to show how governments lie about casino profits and the effects on the communities victims, including compulsive gamblers and seniors (different design to the protest action videos) (3)
- Posters (guerilla style for pasting up around town) (3)
- Lawn Signs (3)



TIMELINE: THESIS 3

	MODULE 1	MODULE 2	MODULE 3	MODULE 4	MODULE 5	MODULE 6	MODULE 7	MODULE 8	MODULE 9	MODULE 10	MODULE 11	MODULE 12	MODULE 13	MODULE 14	MODULE 15 / FINAL
VISUAL SYSTEM	Refine as necessary.														
WEBSITE	Secure URL and hosting.	Refine content.	Refine content.	Refine content.	Refine content.	Refine content.			Begin to load content and visual system into site.		User test site.	User test site.	Refine site based on user feedback.	Final site.	
3 POSTERS	Decide on trim size and printing method.	Refine content and design.	Refine content and design.	Refine content and design.	Refine content and design.	Print posters.								Final posters.	
3 T-SHIRTS	Decide on printing method.	Refine content and design.	Refine content and design.	Refine content and design.	Refine content and design.	Print t-shirts.								Final shirts.	
3 LAWN SIGNS	Find lawn sign printer and get pricing.	Refine content and design.	Refine content and design.	Refine content and design.	Refine content and design.	Print lawn signs.		Install and photograph signs.	Install and photograph signs.					Final lawn signs.	
3 STICKERS	Find sticker printer.	Refine content and design.	Refine content and design.	Refine content and design.	Print stickers.			Apply stickers and photograph.	Apply stickers and photograph.					Final stickers.	
2 SPRAY CANS				Refine content and design.	Refine content and design.	Refine content and design.	Print and apply spray can labels.			Photograph user applying spray paint.				Final spray cans.	
3 VIDEO INTERVIEWS WITH ANIMATED MOTION GRAPHICS	Conduct interviews.	Conduct interviews.	Conduct interviews.				Edit interviews to 30 seconds.	Edit interviews to 30 seconds.	Review rough cuts.	Revise edited videos.	Revise edited videos.	Final video 1	Final video 2.	Final video 3.	
3 IMITATION GAMBLING CHIPS	Refine content and design.	Refine content and design.	Refine content and design.					Print gambling chips.						Final gambling chips.	
3 MOTION GRAPHICS PROJECTION PIECES	Determine length and vision of each piece. Decide whether or not they will work together or stand alone.	Sketch out scripts and storyboard.	Create graphics.	Create graphics.	Create graphics.	Create graphics.	Edit / add motion.	Edit / add motion.	Edit / add motion.					Final videos.	
12-PAGE PROTEST BOOKLET	Decide on format / trim size.	Gather content.	Gather content.	Layout / design.	Layout / design.	Layout / design.	Layout / design.	Refine layout.	Refine layout.	Refine layout.				Final booklet.	
EVENT POSTCARD	Decide on format / trim size.	Gather content.				Layout / design.	Layout / design.	Layout / design.	Print postcard.					Final postcard.	
EVENT FLIER	Gather content.	Gather content.				Layout / design.	Layout / design.	Layout / design.	Print flier.					Final flier.	
EVENT EMAIL HEADER	Gather content.	Gather content.						Layout / design.	Layout / design.					Final email header.	
3 STENCILS			Determine final copy for signs.	Determine final copy for signs.			Layout / design.	Layout / design.			Print / cut stencils.	Test stencils.	Redo if necessary.	Final stencils.	
KIT PACKAGING		Determine correct box to use.	Order box.		Layout / design.	Layout / design.	Determine best way to apply layout to box.	Apply graphics to box.						Final box.	

THESIS INTRODUCTION

Defy Chance is a community-fueled movement that is leading the fight against casino development. The goal of Defy Chance is to directly attack the myth that governments should boost casino development to help their economies. Defy Chance offers a series of deliverables to organizers who want to mobilize their local communities to protest the onset of casinos and casino-based economies.



UX DEVELOPMENT

WEBSITE PRODUCT SPEC

The Defy Chance website will be a valuable resource for people looking to create and organize ways to protest casino development. The site will feature a variety of ways in which people can collaborate and act productively to convince local leaders that casino development does not represent a responsible or sustainable way to support economic needs. Users of the site will have access to a set of downloadable protest materials such as posters and pamphlets, as well as information about how casinos have negatively affected other towns around the country. Additionally, video content on the site will offer personalized stories from individuals who have been directly affected by casinos and organized gambling. Finally, users will be able to order a kit of materials that will allow them to furnish, recruit for and run a protest.

JOURNEY MAP



Alex, 21, college student

Alex is a college student who lives at home. Growing up in the same town where he currently lives, Alex feels a close affinity to his area and has a strong desire to see his town remain a safe and prosperous place for people to live and thrive.



1 Alex reads that his town is accepting proposals for a new casino.

Hesitant, yet unsure of what this means, Alex reads up on other places that have opened casinos.

2 Alex learns that casinos have negative long-term effects on communities.

Alex becomes angry and decides that he needs to do what he can to make sure that his town does not follow through with the casino proposal.

3 With more research, Alex finds a network of citizens who have fought casino development.

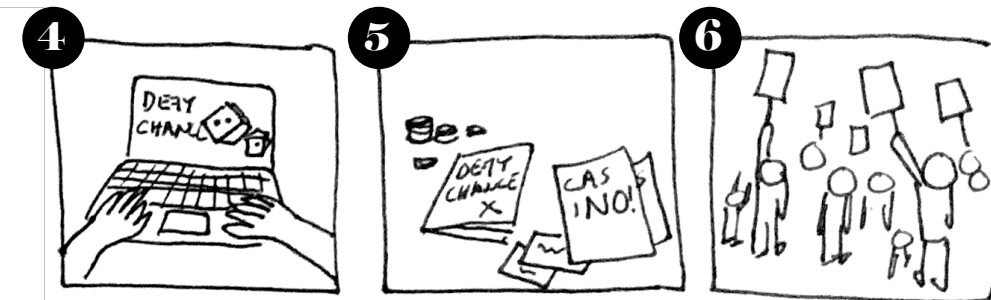
Encouraged that people have been through similar situations around the country, Alex feels connected and empowered.

Scenario

Alex's town is proposing the opening of a new casino. Alex has heard a little bit about casinos opening in other towns and isn't sure that it's a good idea. He wants to know how he can fight the proposal and wants to get others involved.

Goals

- Learn about the dangers of casinos
- Educate others about the dangers of casinos
- Stop casino from opening locally



4 Alex finds Defy Chance and realizes that it has the tools he needs for his objectives.

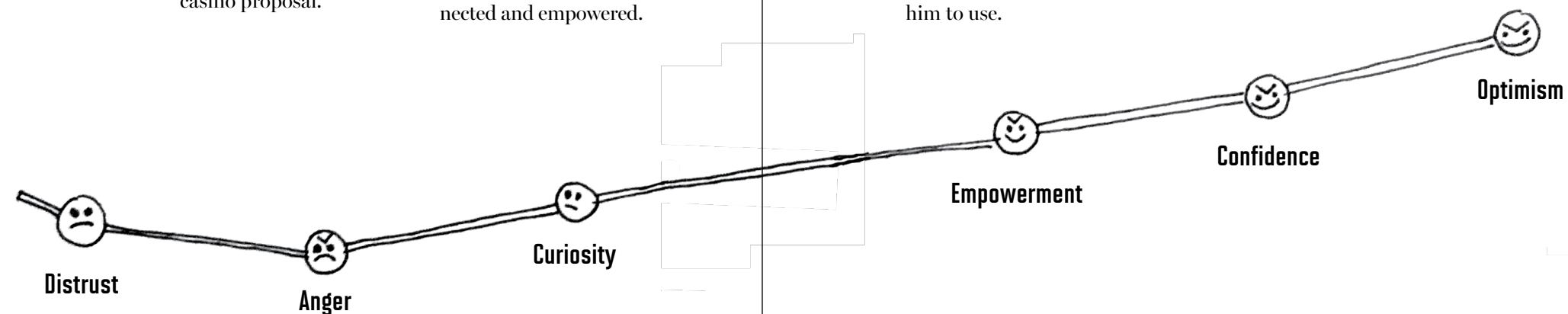
Alex's empowerment grows as he begins to understand that there are tools in place for him to use.

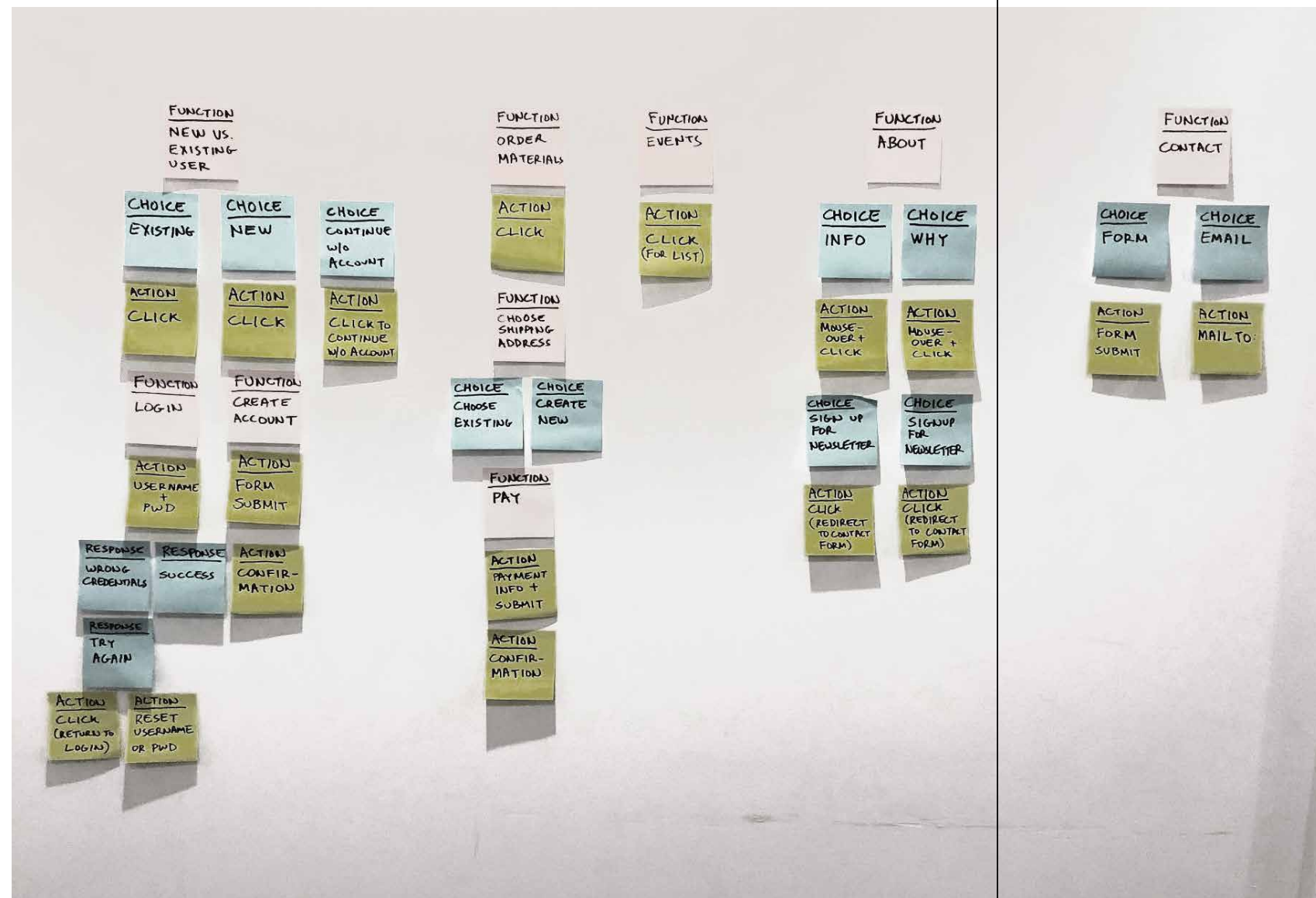
5 Alex orders Defy Chance's kit which has tools he can use to create a protest.

Alex is also able to contact other local people through Defy Chance and creates a protest event.

6 Alex's protest is a success; His cause gets the attention of local government.

Alex continues to feel confident that the media and local government will listen to him and his group.



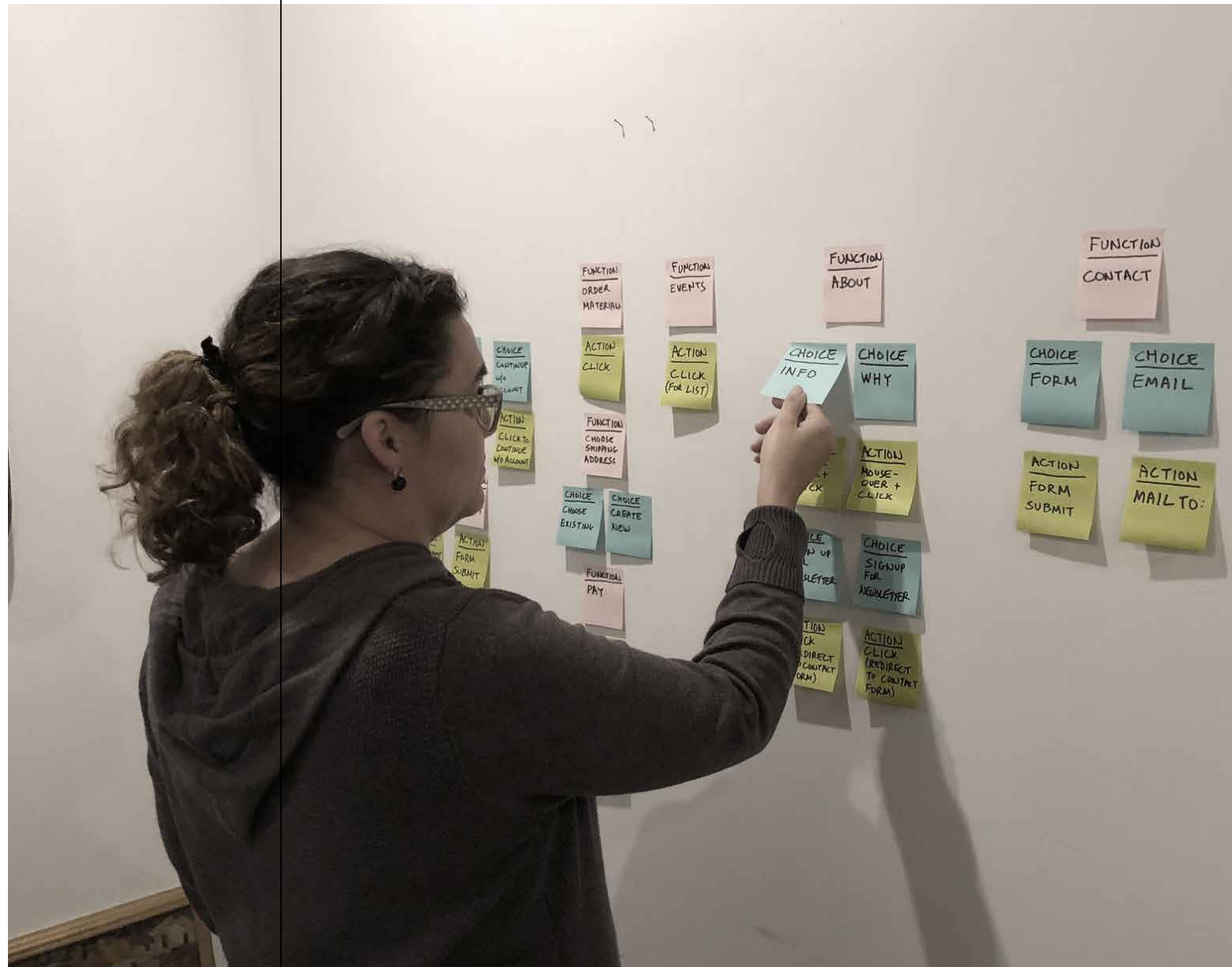


BRAINSTORMING

Website development began with a series of exercises involving card sorting and arrangement to organize the specific areas of organization needed for the site.

USER FLOW

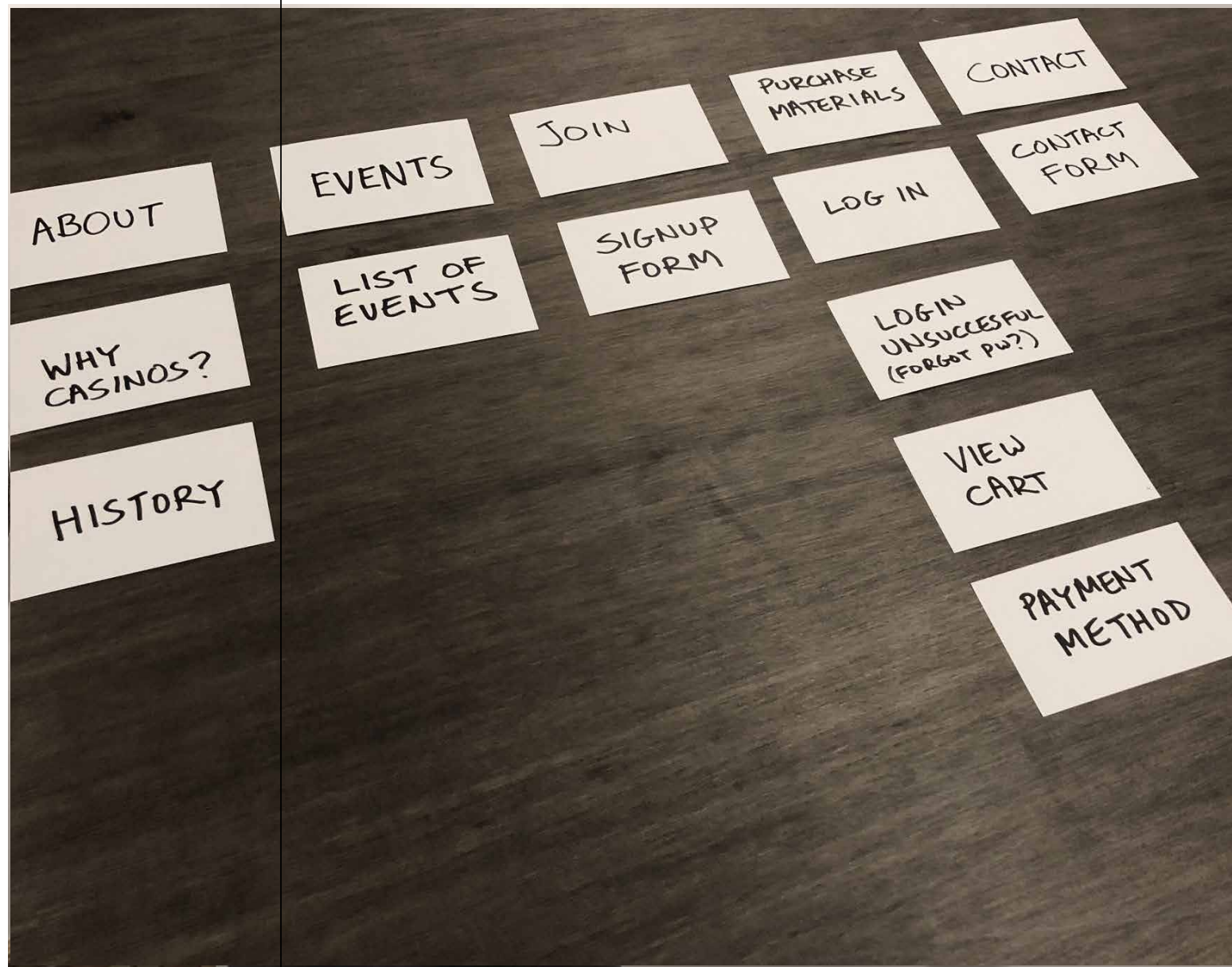
User testing produced results that aided in organizing the site into categories and a hierarchical system that made sense. This provided an early framework for the site's architecture and development process.



CARD SORTING

Audience member Belinda was able to successfully categorize index cards into 5 main sections of the product:

About / Events / Join / Purchase Materials / Contact



INFORMATION ARCHITECTURE

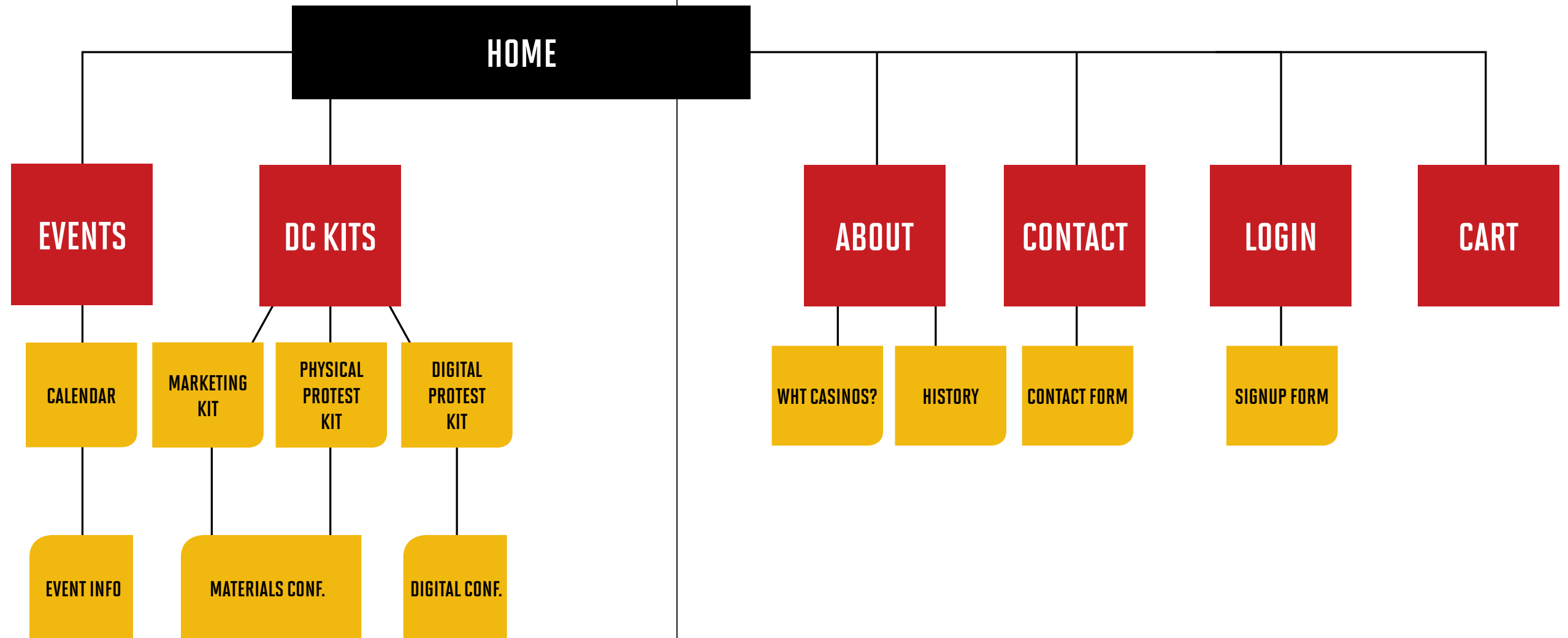


DIAGRAM KEY



TOP-LEVEL PAGE



SECOND-LEVEL PAGE



THIRD-LEVEL PAGE



FOURTH-LEVEL PAGE

TASK FLOW: ORDER MATERIALS

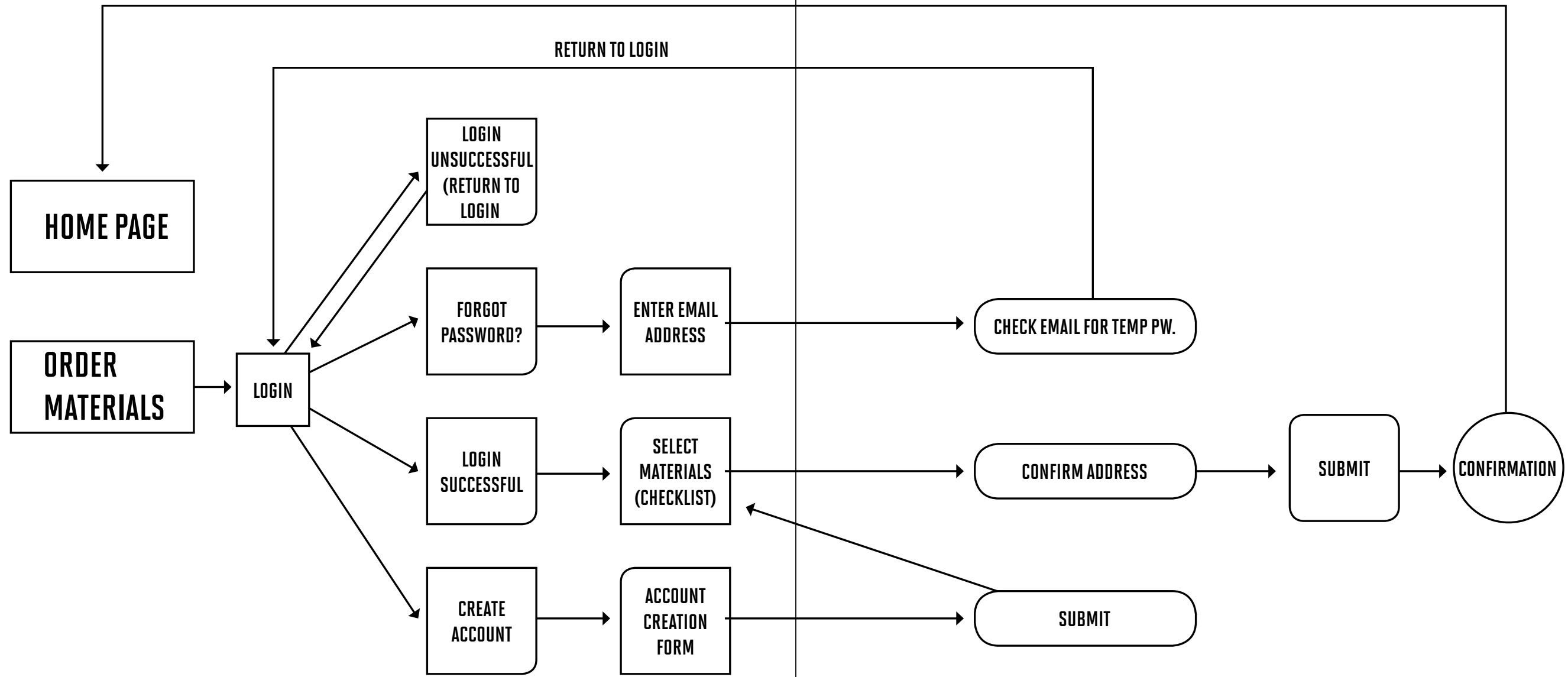
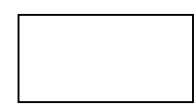


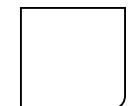
DIAGRAM KEY



TOP-LEVEL PAGE



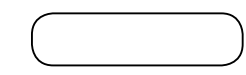
SECOND-LEVEL PAGE



THIRD-LEVEL PAGE



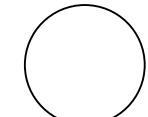
FOURTH-LEVEL PAGE



FIFTH-LEVEL PAGE

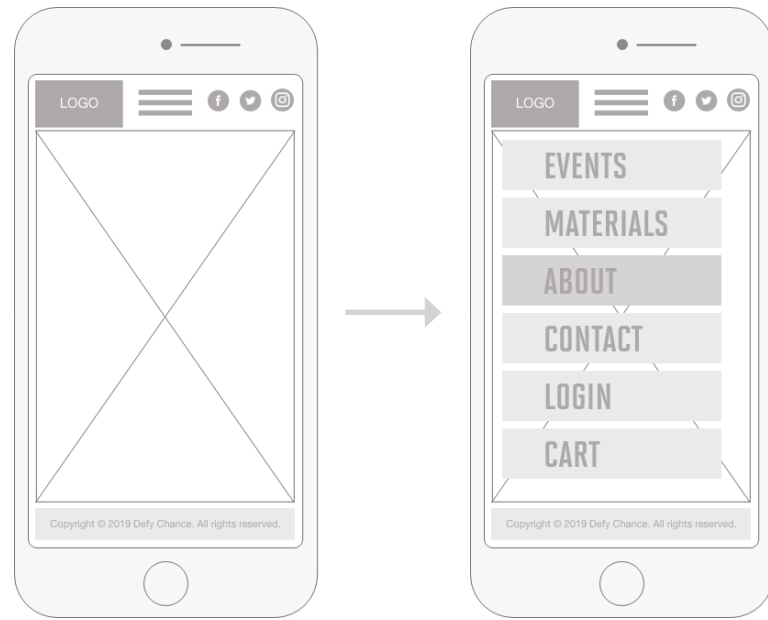


SIXTH-LEVEL PAGE

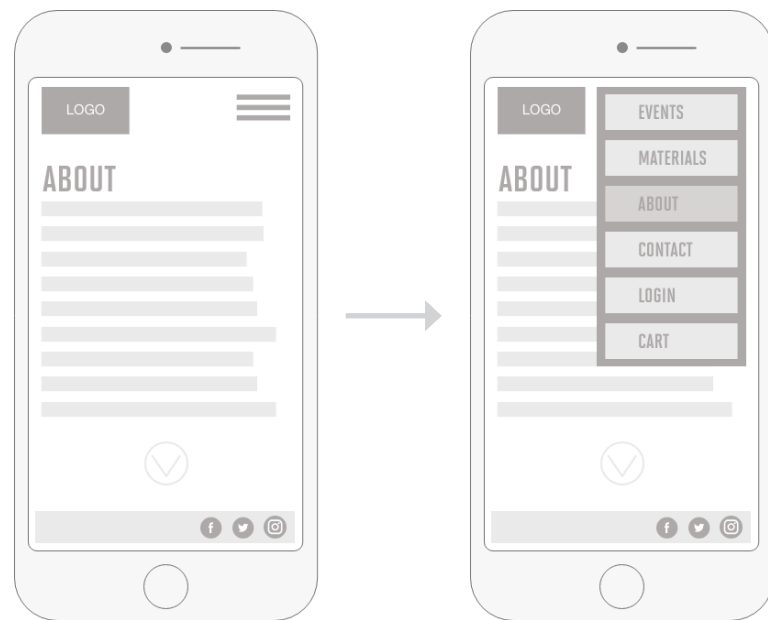


SEVENTH-LEVEL PAGE

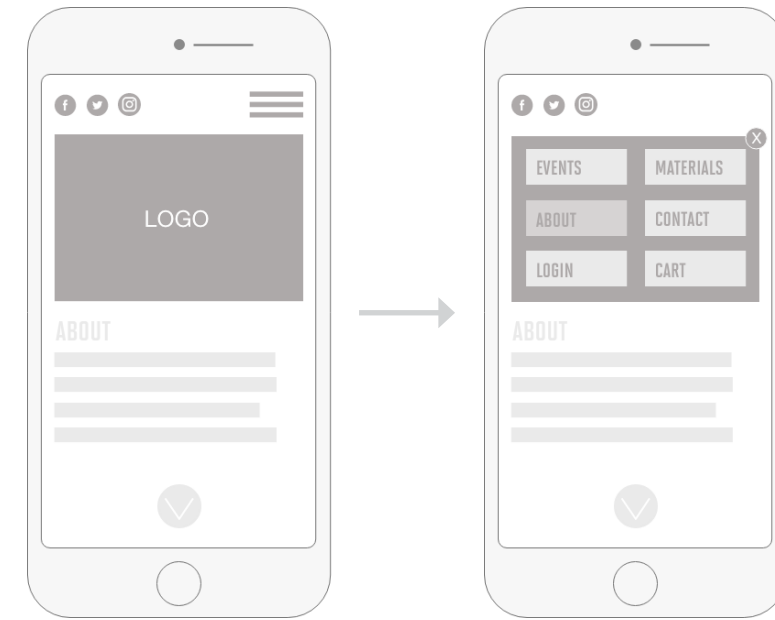
MOBILE HOME PAGE WIREFRAME SELECTION



Version 1



Version 2

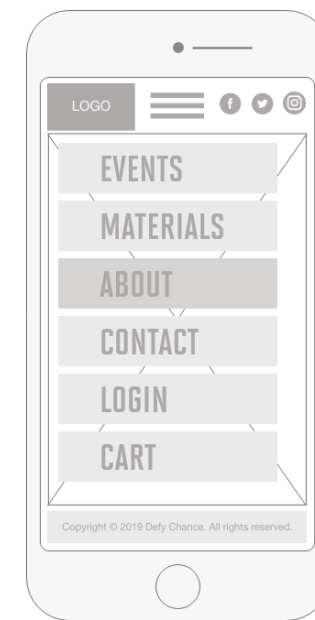


Version 3

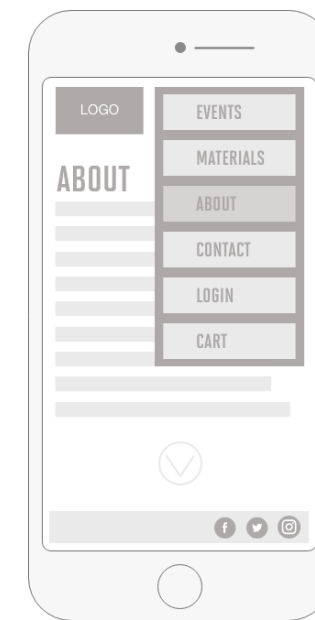
MOBILE HOME PAGE WIREFRAME SELECTION



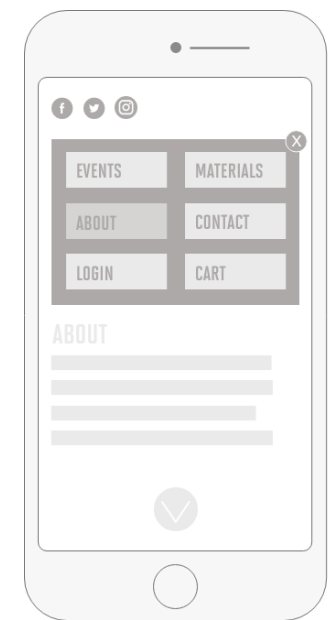
The preference for home screen was split three ways between each option. The overall consensus was that the simple, large buttons were preferred, so we will be using a home screen that uses that button design – Option number 1, as shown below.



1



2



3

USER TESTING: ANALIA

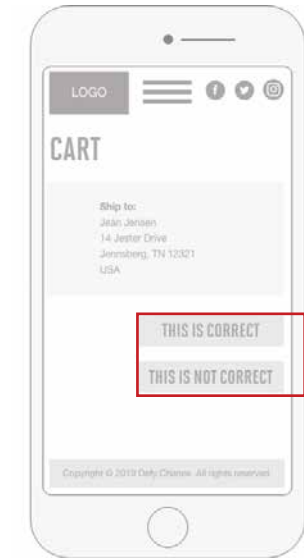
43-year-old female
Graphic designer

Home screen

Preferred home page version 2. The other versions had too much clutter and offered too much distraction. Mark said that version 2 felt like something that he would be 'used to seeing'.

Task flow

Some screens need to be reworded: Address selection screen should not say 'correct' or 'incorrect'. Instead, it should offer a choice. For instance, 'Use this address' or 'use a different address'. The 'Shipping' screen should say 'Shipping Info' and the second cart screen should say the same thing, since it is displaying shipping information, not a shopping cart list.



Reword this area



USER TESTING: MARK

41-year-old male

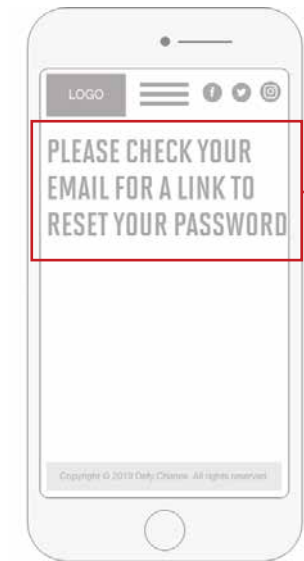
Chemical engineer

Home screen

Preferred home page version 3 - as it is different and somewhat unique, but still usable and easy to understand. Less distracting than the other versions, as it does not conflict with other content on the home screen.

Task flow

Process for resetting password should involve a code, not a reset password link. Need to look at how this is handled, either via an SMS or email. Also, need to have the option for selecting one address from a list of possible addresses when ordering materials. In other words, there need to be multiple addresses (work, home, etc.) available to select from when ordering from the site.



Should be an SMS code,
not an email link.



USER TESTING: LINDSAY

40-year-old female
Non-profit consultant

Home screen

Preferred home page version 1, but would like to incorporate landing screen 3 with the menu from version 1 because the large buttons are appealing and easy to use. She also feels that it is important for the menu to be the only thing she sees, with no distracting content.

Task flow

Need two options to receive a PW reset code - both email and SMS. 'Email sent' screen should be reworded to say that an email has been sent to the address on file. 'Confirm address' should say 'Confirm shipping address'. On the cart screen, +/- buttons should be available to add and remove items. A screen needs to be added that reviews order details, allowing the user to confirm. The next screen should be a standard confirmation screen with order number.



Should provide option for email or SMS

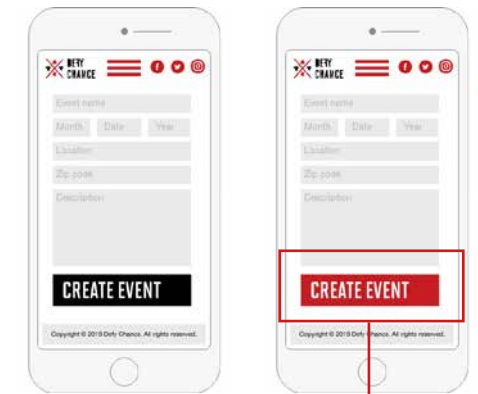
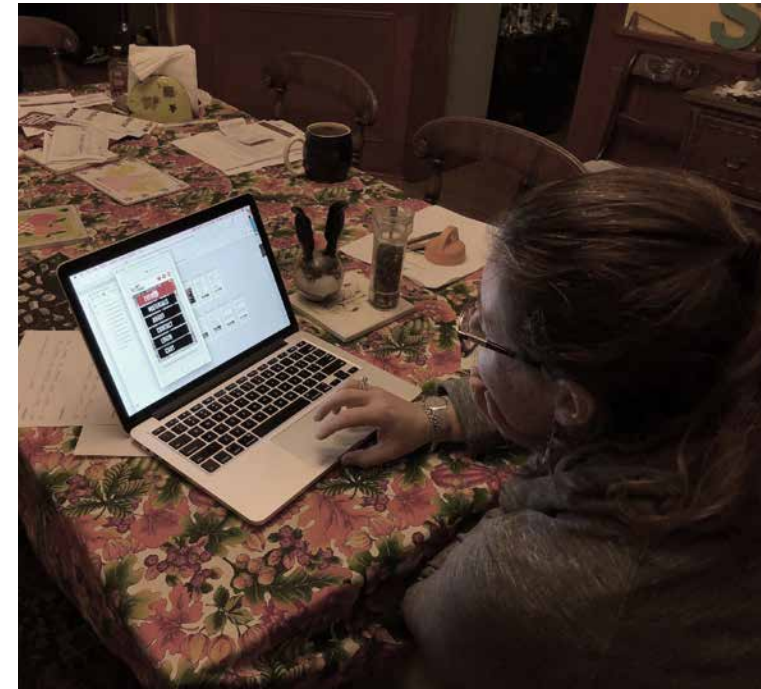


USER TESTING: JEN

47-year-old female
Dietician

Task flow

Jen found it fairly easy to click through the interface to create an event. She stalled on the screen that asked her to review her event, stating that it wasn't quite obvious enough that she was being asked to review her event information. Jen was also confused by the action of having to click twice to get to the next screen, but this happened because XD does not allow for rollover states, so I simply made additional screens for each rollover. This was confusing for both users.



Confusion about on-click state of buttons on second screen (requiring two taps)



USER TESTING: BELINDA

42-year-old female
Art curator

Task flow

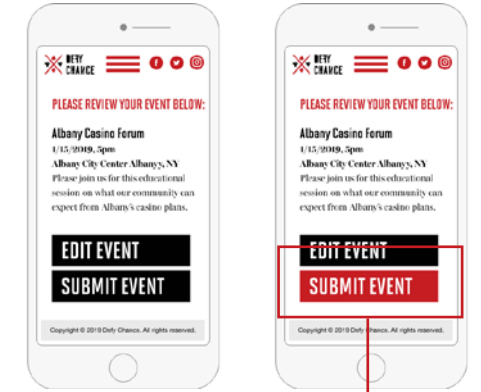
Belinda did not like the double-tapping to go from screen to screen. Felt that the user should be able to get home at any time. Additionally, the hamburger should be present even when the menu is expanded, so that it can be used to collapse the menu. Nav should be re-worked as follows:

Events

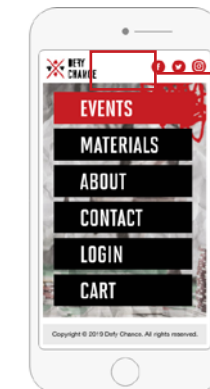
Materials (Cart should be under this) - should be called Promo Materials

About (Contact should be under About)

You should always be able to get back to your cart, so perhaps the cart icon should always be up at the top. In order to create a new event, you should be required to log into the site.



Frustration about having to tap buttons twice to move from screen to screen



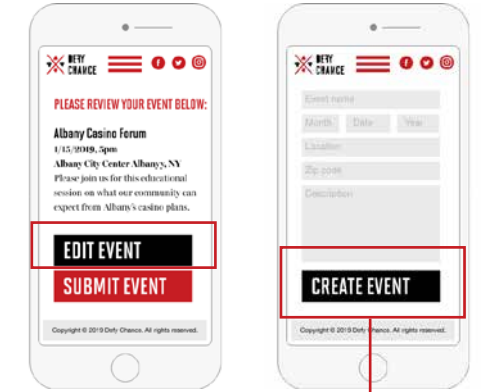
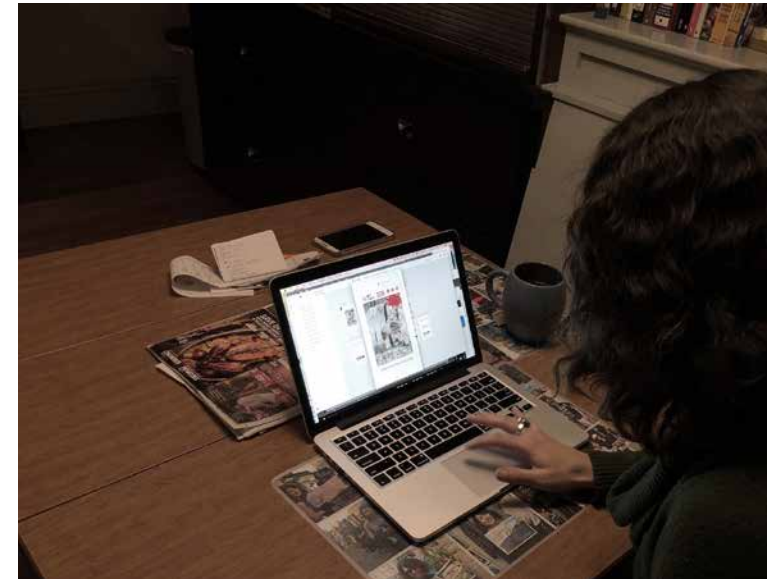
Hamburger should not disappear

USER TESTING: LINDSAY

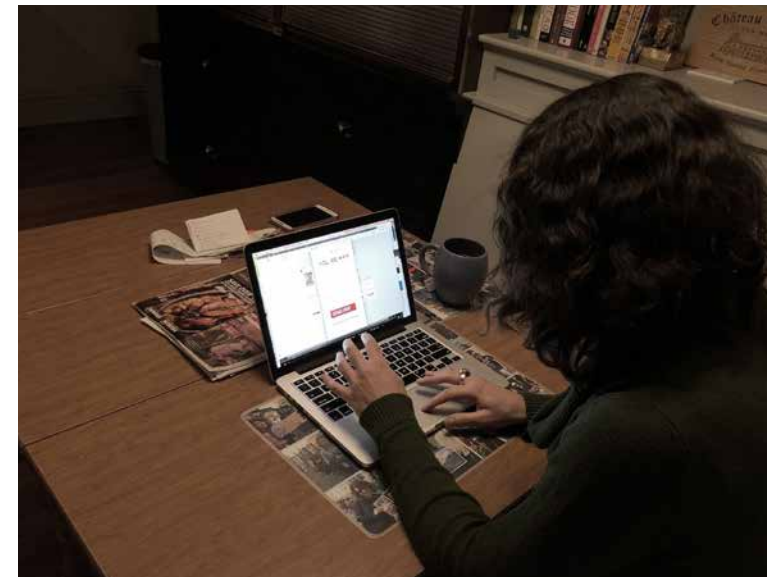
40-year-old female
Non-profit consultant

Task flow

Users should have to log in to create an event; It is important that they have an account first. The event screen should have more detail and levels of granularity. After editing an event, the screen should change to say “Save Changes”. After submission, screen should mention that an event will be moderated for approval.



Should say 'Save Changes' after editing an event



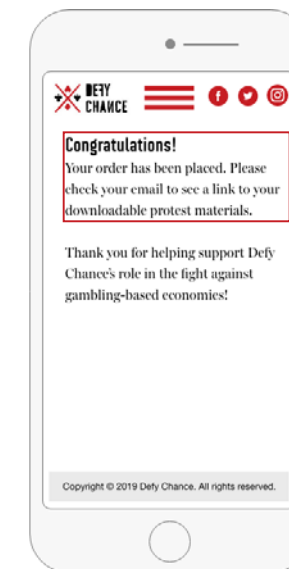
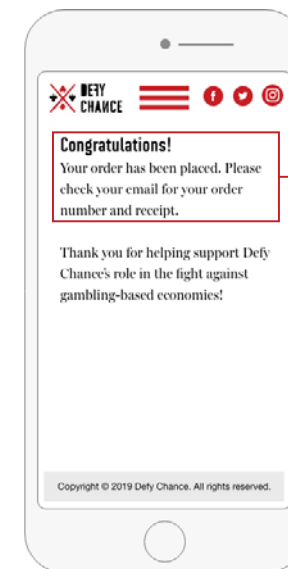
More granularity on Event screen

USER TESTING: JENNY

40-year-old female
Nursing student

Task flow

Users need more guidance on distributing protest materials and releasing DC's message out into the public. User's suggestion was that the confirmation email might contain instructions on where to distribute materials and where to recruit people – coffee shops, colleges, libraries, etc. User also suggested a downloadable and customizable press release template.



This screen should notify users that the confirmation email will contain guidance on how users can use their electronic DC materials to involve people on social media, with email campaigns, etc.

This screen should notify users that the confirmation email will contain guidance on how users can use / distribute their materials to help create a successful event.

TASK FLOW: CREATE AN EVENT + ORDER A KIT

This includes the opportunity for users to select kits from Defy Chance to use for their purposes (protest or marketing),

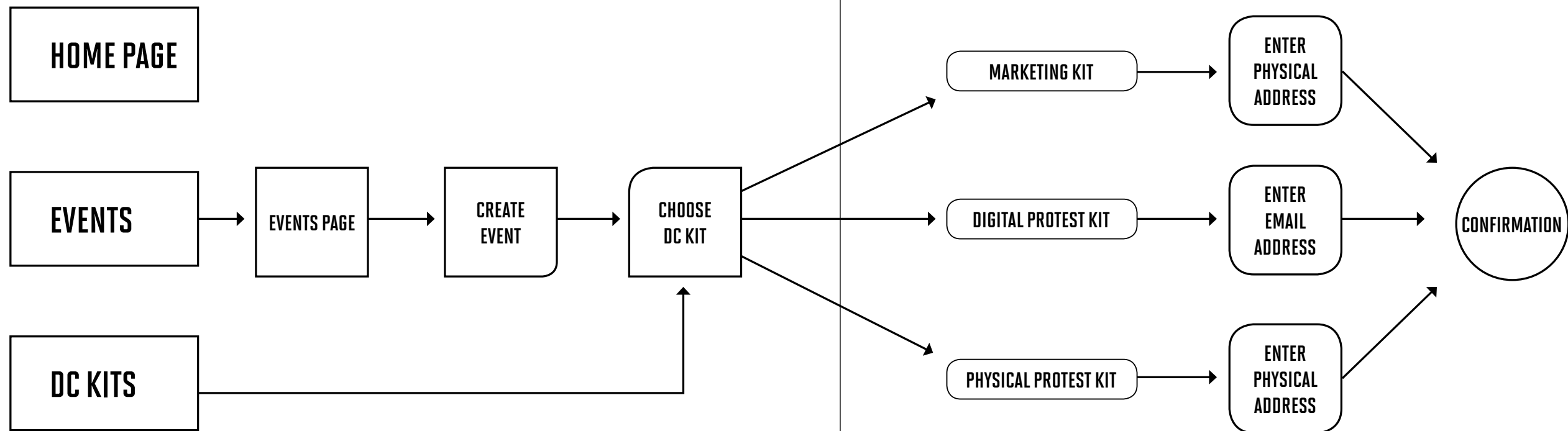
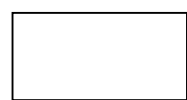


DIAGRAM KEY



TOP-LEVEL PAGE



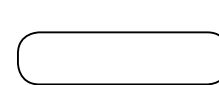
SECOND-LEVEL PAGE



THIRD-LEVEL PAGE



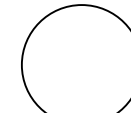
FOURTH-LEVEL PAGE



FIFTH-LEVEL PAGE



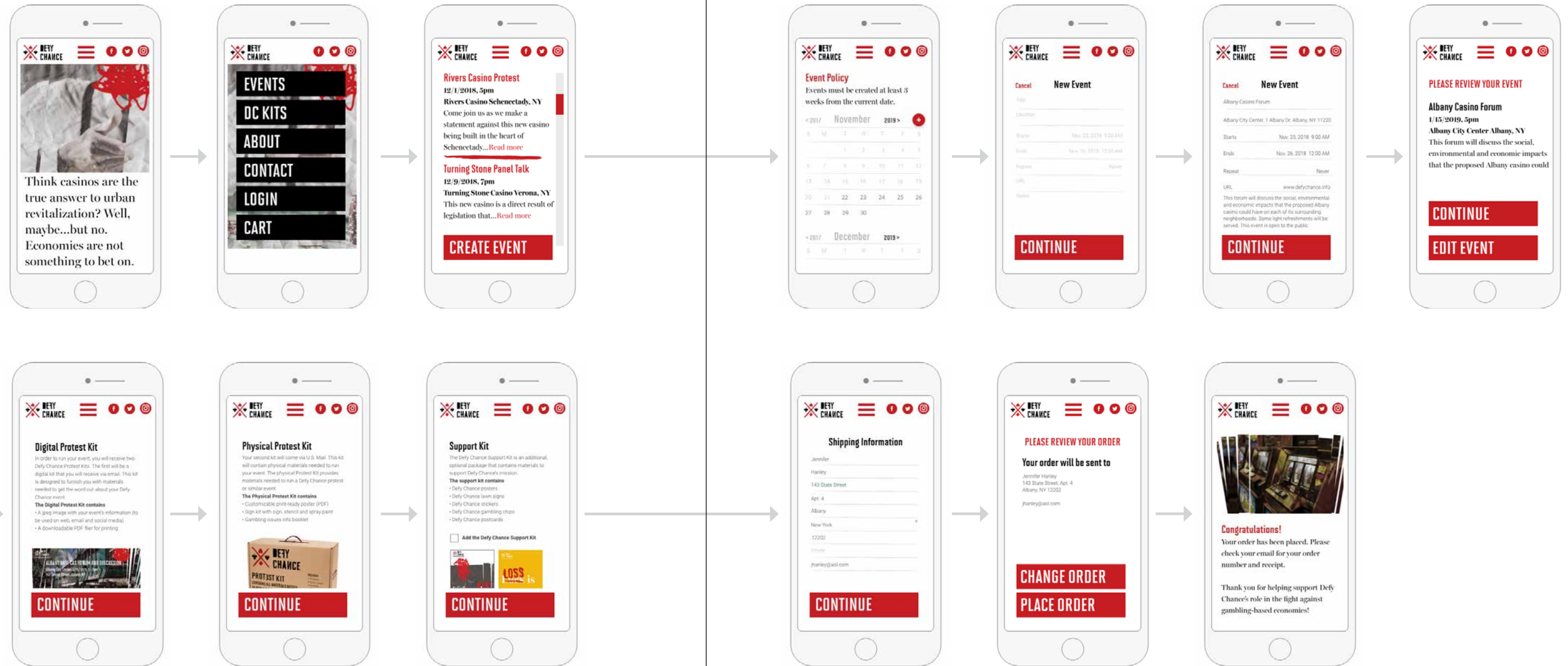
SIXTH-LEVEL PAGE



SEVENTH-LEVEL PAGE

TASK FLOW: CREATE AN EVENT + ORDER A KIT

This includes the opportunity for users to select kits from Defy Chance to use for their purposes (protest or marketing),





VISUAL GUIDELINES

BRANDING

Gambling Guidelines

Defy Chance is a grassroots movement of activists who are devoted to fighting against casino development. We use design and various media channels to inform the public of the dangers that casinos inflict on the community. Defy Chance creates and shares visual design and media resources created for its members who are individuals interested in joining or starting anti-casino protest groups, as well as already established groups currently involved in campaigns against casino development.

Defy Chance offers an opportunity to educate and provide materials to audiences who are working hard to fight casino development. Represented by various graphic design deliverables, Defy Chance was born from my own experiences in fighting off a casino from opening in my town and my hope is that it can prove beneficial to others towns and their residents.

“ Defy Chance offers an opportunity to educate and provide materials for audiences who are working hard to fight casino development.”



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Written, edited, designed and produced
by Benj Gleeksman

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01. THE LOGO

LOGO BACKGROUND

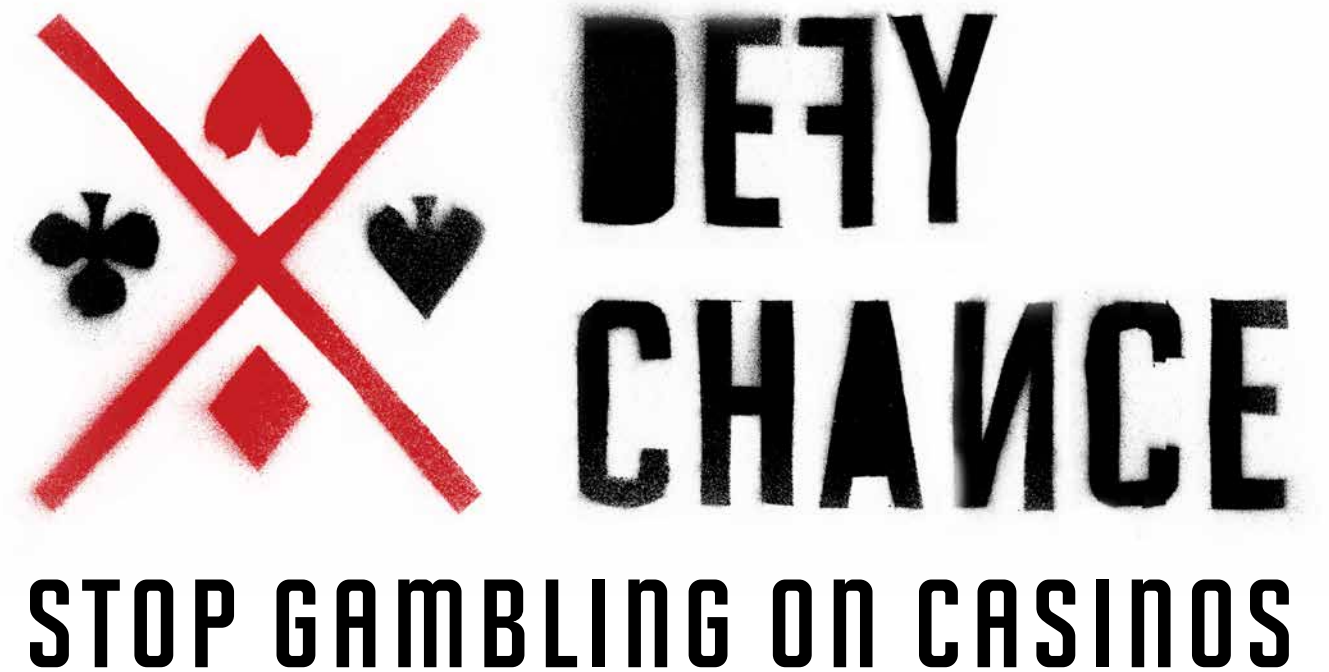
The Defy Chance logo was developed under the ideas of protest, propaganda, and street-level messaging. Using the language of graffiti, the logo was built using physical stencils and spray paint to define its letterforms and mark. This is indicative of mark-making seen around the world in areas of political unrest.

LOGO CONCEPT

To help aesthetically support concepts behind the Defy Chance logotype and mark, certain visual elements have been selectively chosen to appear in reverse or upside down. These elements, through appearing opposite of their normal states, represent the backwards mentality adopted by communities who attempt to use casino gambling as a major driver of fiscal prosperity.

KEYWORDS

Propaganda / Gambling / Criminal



02. LOGO ANATOMY, GEOMETRY + CLEAR SPACE

The Defy Chance logo uses a designated amount of clear space to define its boundaries. No text or live design elements should come within the clear space boundaries. The brandmark and logotype have a set amount of space between them, as defined by the letter X in the diagram to the right.

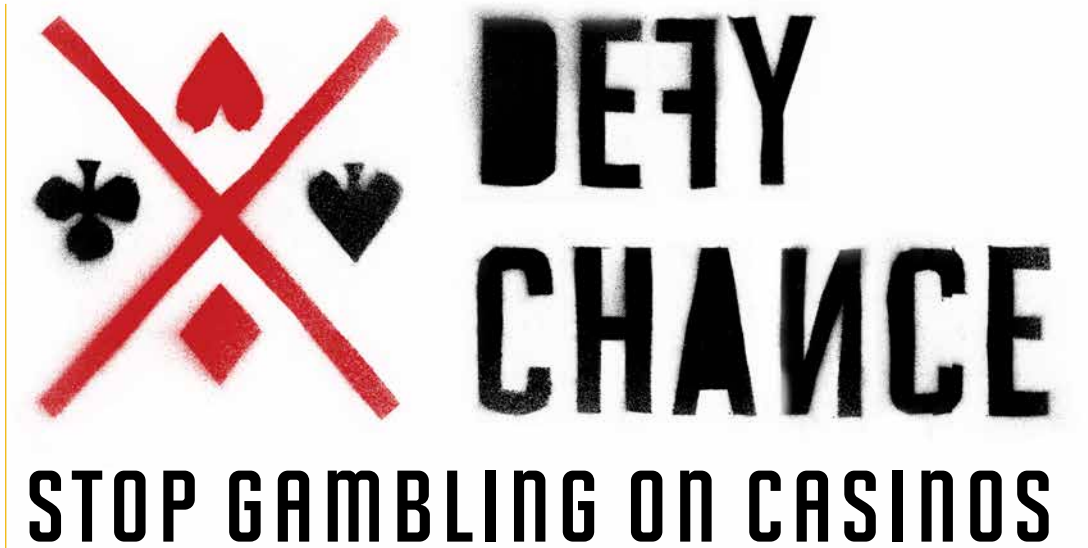
Signature



Logo Clear Space and construction

Brandmark

Logotype



Logo Anatomy

Tagline

03. LOGO VARIATIONS

The standard logo is the preferred version to use on most materials. However, substitutes may be used when necessary, especially for one-color reproduction. In certain cases, the tagline may not fit into a given space, and therefore versions without the tagline may be used with proper discretion. Note documentation of minimum size requirements, with and without tagline.



Minimum Size With Tagline



Minimum Size Without Tagline



Standard Logo With Tagline



Standard Logo Without Tagline



Black Logo With Tagline



Black Logo Without Tagline



Knockout Logo With Tagline



Knockout Logo Without Tagline

04. LOGO MISUSES

Improper alterations may include stacking the elements separately, tilting or angling the logo, stretching the logo out of proportion vertically or horizontally, changing colors or adding background colors, or modifying individual elements within the logo. Changes to the logo tarnish and dilute the brand.

1. Do not break the logotype and brandmark into separate design elements.
2. Do not tilt or angle the logo.
3. Do not use the brandmark by itself.
4. Do not use a different font for the logo.
5. Do not stretch the logo vertically or horizontally.
6. Do not apply a different color to the logo.
7. Do not apply any effects such as drop shadows or glows to the logo.
8. Do not warp or bend the logo.



05. COLOR PALETTE

Defy Chance's colors represent the spirit of protest and propaganda while adding a nod to the esthetics represented by casinos and gambling culture. The main colors – red, and black – are to be used primarily while the two golds should be reserved and used minimally for accents and highlights.

PRIMARY COLORS



CMYK
10 / 100 / 100 / 10

RGB
198 / 29 / 35

HEX
#C61D23



CMYK
0 / 0 / 0 / 100

RGB
0 / 0 / 0

HEX
#000000

SECONDARY COLOR



CMYK
0 / 25 / 100 / 5

RGB
241 / 184 / 14

HEX
#F1B80E



PANTONE METALLIC
10123

06. TYPOGRAPHY

Typographic choices in Defy Chance's visual language are important and must be adhered to in all print- and screen-based media. Solano Gothic Bold has been selected for its strong verticals, and visual reference to the protest posters of Constructivism and military activism. Miller Banner is a Didone face whose high contrast construction lends itself to the esthetics of casinos, money, finesse and allure.

SOLANO GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Miller Banner

Aa BcDfGHIJKLMAa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

07. TYPESETTING

WHAT IS A CASINO?

A casino is a facility which houses and accommodates certain types of gambling activities. The industry that deals in casinos is called the gaming industry. Casinos are most commonly built near or combined with hotels, restaurants, retail shopping, cruise ships or other tourist attractions. There is much debate over whether the social and economic consequences of casino gambling outweigh the initial revenue that may be generated.

Gambling in Casinos

Customers gamble by playing games of chance, in some cases with an element of skill, such as craps, roulette, baccarat, blackjack, and video poker. Most games played have mathematically determined odds that *ensure* the house has at all times an overall advantage over the players.

Video Lottery Machines (slot machines) have become one of the most popular forms of gambling in casinos. As of 2011 investigative reports have started calling into question whether the modern-day slot-machine is *addictive*.

Casino Destinations

Atlantic City, New Jersey

Atlantic City is a resort city in Atlantic County, New Jersey, known for its casinos, boardwalk, and beaches. In 2010, it had a population of 39,558.

Reno, Nevada

Reno is the *third-most populous city* in Nevada after Las Vegas and Henderson and the most populous city in the state outside the Las Vegas Valley, with an estimated population of 248,853 in 2017.

H1: Solano Gothic Bold

Font size + leading: 24 / 28

All caps

Tracking: +30

Color: 0 / 0 / 0 / 100

Text / Body: Miller Banner Roman

Font size + leading: 10 / 14

Tracking: +10

Color: 0 / 0 / 0 / 100

H2: Solano Gothic Bold

Font size + leading: 14 / 18

Tracking: +30

Color: 0 / 0 / 0 / 100

Paragraph indicator

H3: Miller Banner Bold

Font size + leading: 10 / 14

Tracking: +10

Color: 0 / 0 / 0 / 100

“The involvement of governments has led to a close connection between them and gaming organizations.”

Pull Quote: Solano Gothic Bold

Font size + leading: 26 / 30

Tracking: +30

Color: 10 / 100 / 100 / 10

Quotation Mark:

Font size: 96

Gambling can be an addictive and expensive activity.

Caption: Miller Banner Roman

Font size + leading: 8 / 12

Tracking: +10

Color: 0 / 0 / 0 / 100

08. TYPE TREATMENT

When typography is used at larger sizes for headlines and display purposes, important words are to be semi-hidden and replaced with spraypainted and stenciled words. The font to be used for larger display type is Miller Banner Bold, and the stenciled text should be set in Solano Gothic Bold, set in all caps, and then stenciled, spraypainted, scanned in and tilted to achieve the proper effect. Spraypaint should always be applied in Defy Chance's red or black colors. The technique of using a backwards letter should be used when possible as well. See the next section for the process on creating spraypainted words.

TROUBLE
~~trouble~~ or
Nothing!

Everyone's
~~a winner!~~
SUCKER

09. TYPE TREATMENT PRODUCTION

Stenciling is a crucial part of Defy Chance's visual language, as the process of using stencils has long been part of protest messaging and street art. The steps for creating stencils are outlined below.



Step 1. Set text in Solano Gothic Bold. When possible, flip one letter in each word so that it reads backwards. Print sheet.



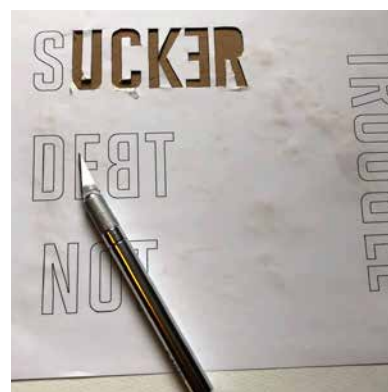
Step 2. Apply a light coat of glue to the back of the printed sheet for adhesion to a thicker substrate for stenciling.



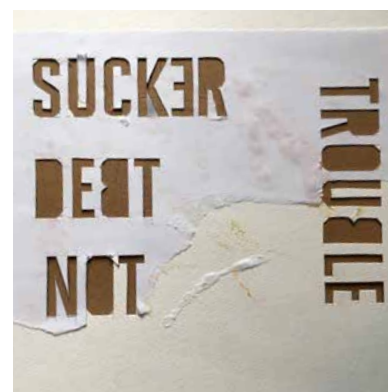
Step 3. Stick the sheet to a thicker piece of paper or board, which will serve as the stencil.



Step 4. Cut out all of the letters with an X-acto knife, applying enough pressure to go through both the paper and the thicker sheet or board.



Step 5. Complete one word at a time. Don't worry about being too perfect, as some level of imperfection gives the stenciled artwork soul and character.



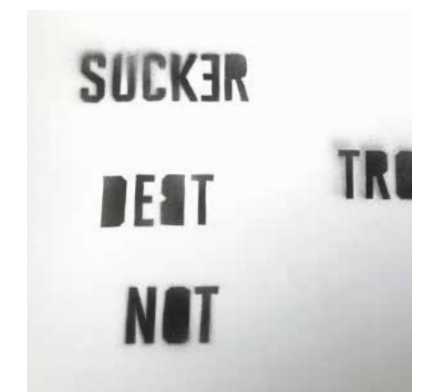
Step 6. After each word is completed, it is OK to peel back the paper layer in places where it didn't fully stick down.



Step 7. In a well-ventilated area, place a separate sheet of paper underneath one of the stenciled words. Mask the other words with additional sheets of paper, and apply some weight to them. Lightly apply a coat of black spraypaint to the stenciled word.



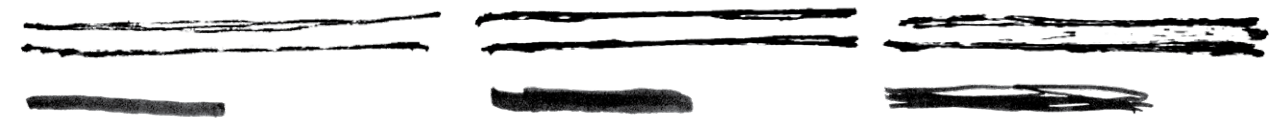
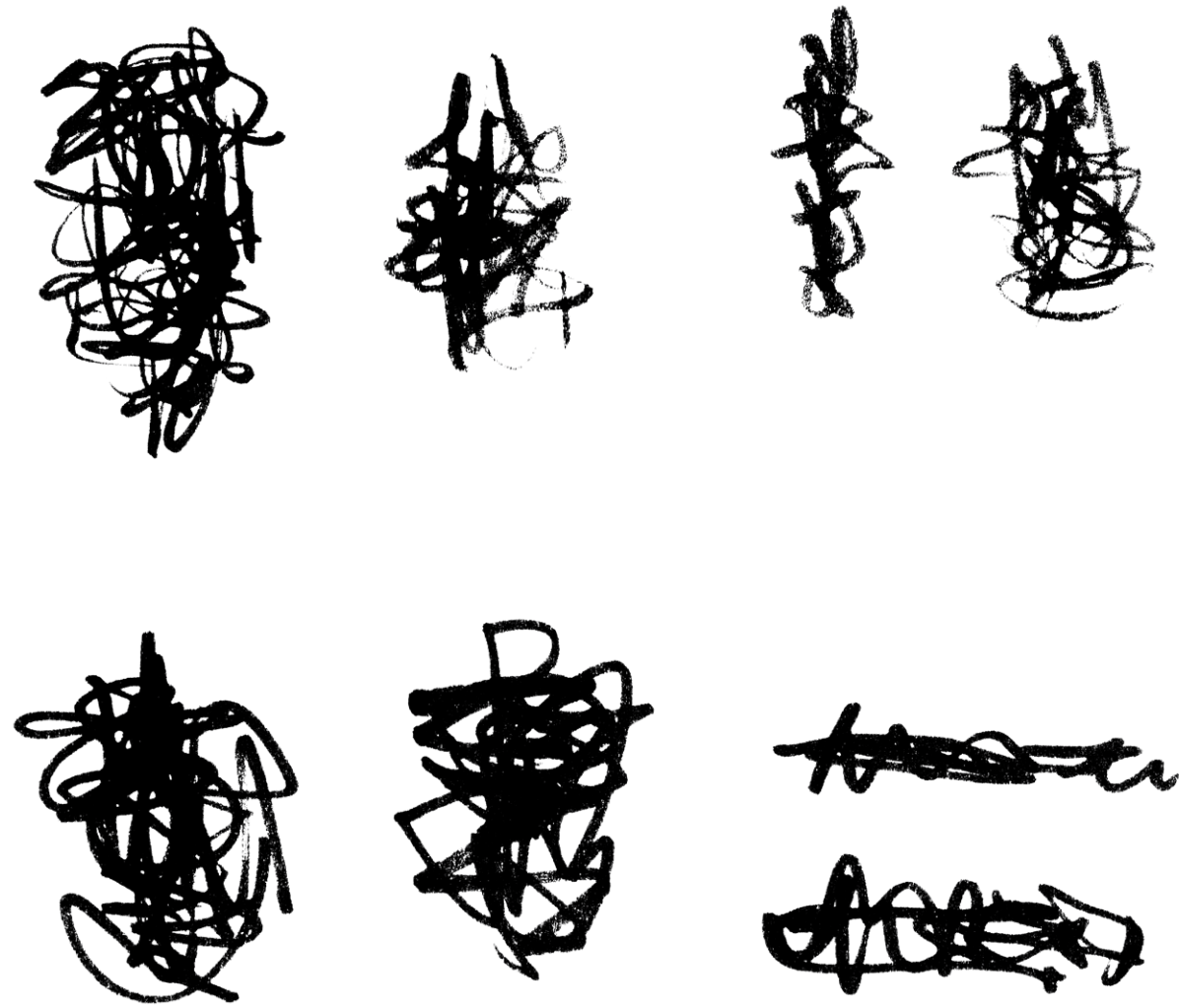
Step 8. Continue to mask out the additional words while lightly spraypainting. Carefully remove the stencil when done.



Step 9. Allow the words to dry outside, then bring them in for scanning. Adjustments may be made in Photoshop to drop out backgrounds for transparency.

10. GRAPHIC ELEMENTS

Scribbles are a crucial piece of Defy Chance's branding, as they add to the concept of street-level propaganda and grassroots protest. Scribbles are to be used to mask out faces in photographs. Thin, black hand-drawn lines are to be used as paragraph indicators in body copy.



11. PHOTOGRAPHIC STYLE

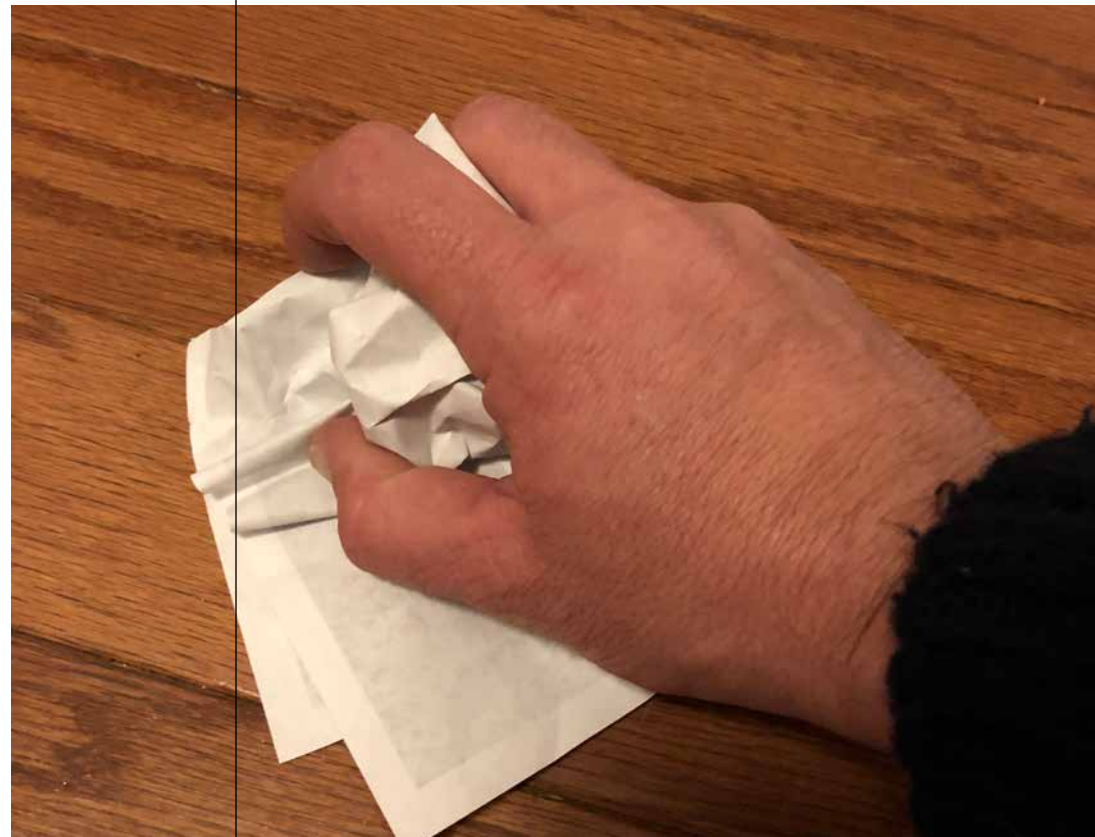
Defy Chance uses a specific photographic style that is achieved through image specifications and a small series of steps in post-processing. This effect creates a sense of aging and also supports the idea of recycling outdated ideas; This is consistent with the philosophies surrounding casino development as a viable economic driver.



Step 1: Photos should be shot with subjects gambling, showing intensity and concentration. Focus should be on subjects' faces, playing cards, or gambling chips. Shots should appear natural and unposed. Angles should be low to the table and cropping should be somewhat tight to achieve intimacy and to promote a sense of voyeurism.



Step 2: Photos should be opened in Photoshop and adjusted using Hue/Saturation. Saturation should be dropped to between -50 and -75 depending on the color qualities of each photo.



Step 3: Photos should then be printed out on a home laser or inkjet printer. The print-out should be crumpled up by hand in order to achieve the proper aging effect on images.



Step 4: Photos should be uncrumpled and rescanned at high resolution for use.

12. PHOTOGRAPHIC TREATMENT

Images are to be cropped, tilted and repeated in ways that are visually engaging and interesting to support the idea of repetition. With a reference to gambling slot machines, this treatment nods to the idea of repeated actions that have little, if any overall positive effect. Total repeated images per piece may number from 2 to 5.



13. EDITORIAL VOICE

Defy Chance uses a specific voice and tone to support its brand. Short phrases that have to do with the gambling industry are to be developed, and then parts of these phrases are to be overlapped with spraypainted type that changes the meaning to reflect the corruption and crime surrounding casinos. Phrases such as this are typically used as headlines, while more descriptive text may be used for body copy long-form and more informative content.

The tone of Defy Chance's materials is generally one of sarcasm and irony, playing to the idea that casinos may seem like a good idea in that they have a lot of money in them, but unfortunately are not a good idea. This dualism is the basis for Defy Chance's sarcastic tone.

Double or nothing!
Trouble or nothing!

It's a sure bet
It's a sure debt!

Everyone's a winner!
Everyone's a sucker!

Take a chance!
Lose a chance!

You're lucky!
You're fucked!

Luck is on your side!
Loss is on your side!

Slot machines will pay you!
Slot machines will play you!

Casinos help run towns!
Casinos help ruin towns!

Get ready to win!
Get ready to binge!

Get lucky!
Get stuck!

Imagine the thrills!
Imagine the bills!

14. PUTTING IT ALL TOGETHER

Successful visuals will combine photographic image treatments with scribble treatment and correct typography with spraypainted text treatments. Typography should always appear on white background as opposed to image for proper clarity and legibility.



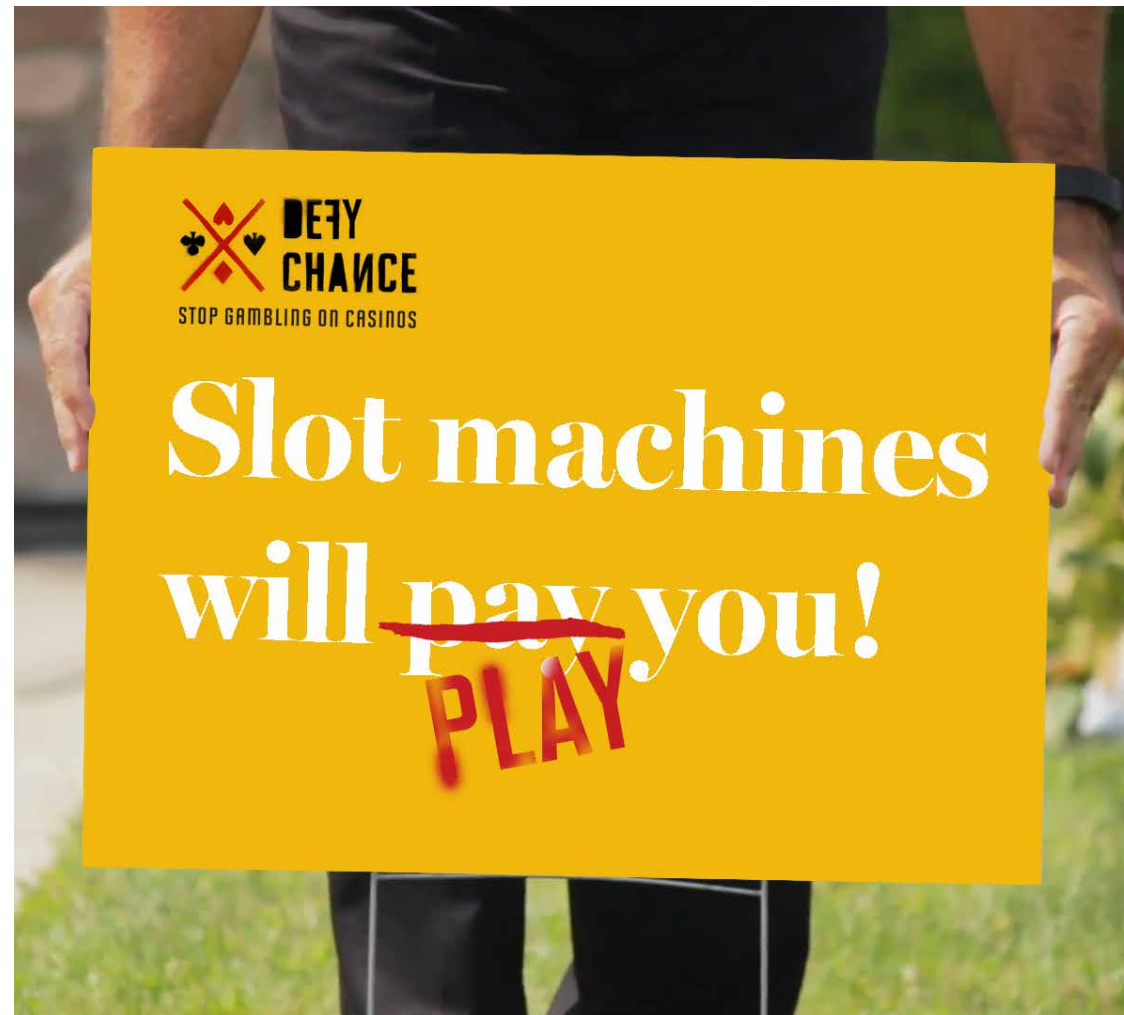
Casinos help run communities!



DESIGN DELIVERABLES

DELIVERABLES: LAWN SIGNS

Defy Chance will offer three lawn sign designs to be displayed by users who want to support the organization. These signs will be available in the Protest Kit.



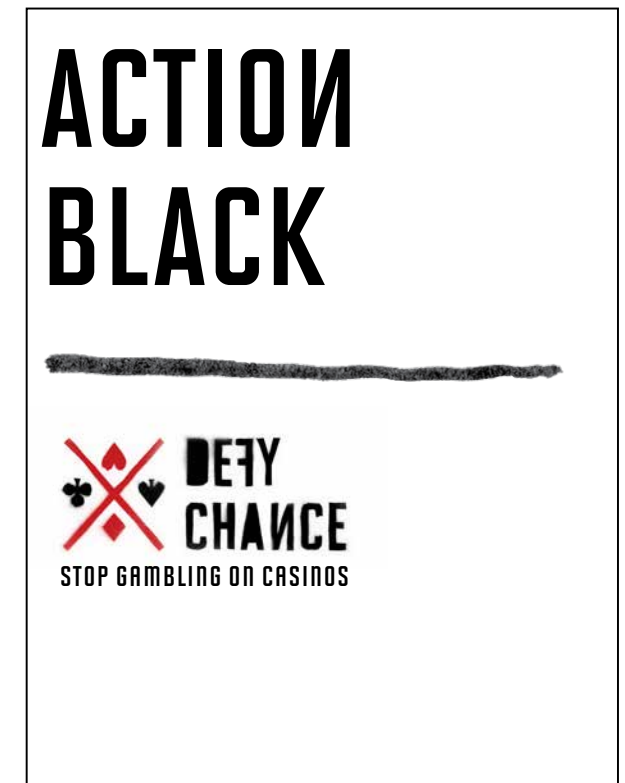
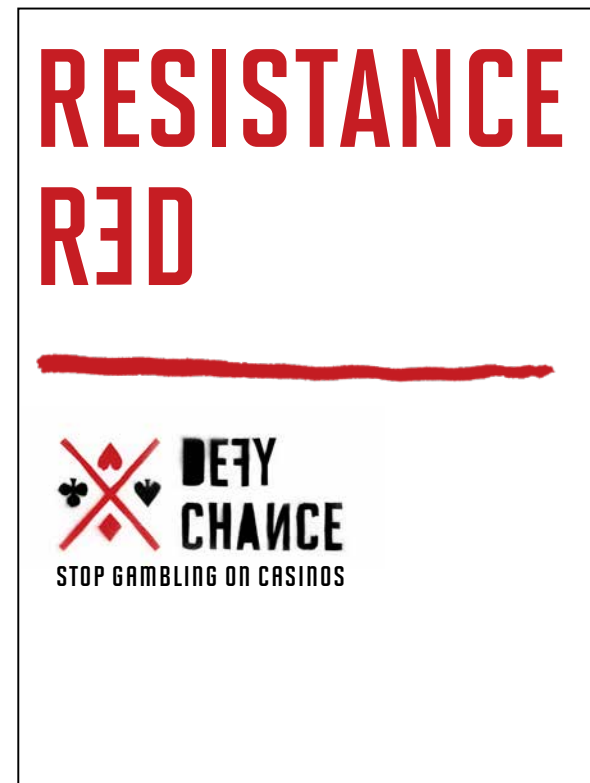
DELIVERABLES: EUIE3 HEADERS

Upon creating an event on Defy Chance's website, users will receive an automatically-generated email header in the form of a jpeg image. This header can be used for social media and email blasts as a branded informational piece that contains the top-level blocks of information for an event. The rest of the copy can be written up in the body of the email or social media post.



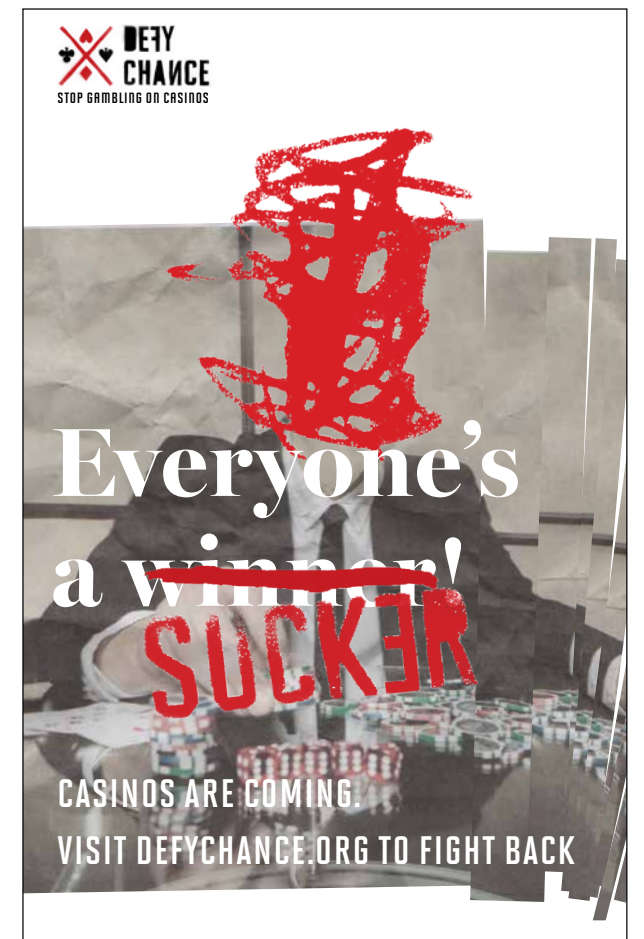
DELIVERABLES: SPRAY PAINT

Defy Chance spraypaint will be included with one of the protest kits that can be ordered from Defy Chance. Along with it, users will receive a stencil and pre-printed sign for creating their own DIY protest materials.



DELIVERABLES: POSTERS

Defy Chance posters are designed for marketing purposes and will come packaged in the protest kit.



DELIVERABLES: PROTEST SIGNS

Defy Chance protest signs are designed for use at protest events. They are customizable, do-it-yourself products that are to be altered using Defy Chance spray paint and stencils for an authentic look and feel.



DELIVERABLES: PROTEST KIT PACKAGING

Defy Chance's protest kit arrives in a full branded cardboard carry box, designed to pay homage to the brief cases and luggage commonly seen at casinos. The protest kit contains all of the materials n



DELIVERABLES: STICKERS

Defy Chance stickers are for marketing the organization and will be available as part of the protest kit. Stickers will feature the various slogans associated with Defy Chance as part of its branding.



DELIVERABLES: STENCILS

Defy Chance stencils are packaged with the protest kit. They are designed to be used in conjunction with Defy Chance spray paint and the protest signs, to create a set of authentically produced spray painted signs that carry Defy Chance branding.



RUIN



DEBT



TROUBLE



SUCKER



LOSS



OWN



DELIVERABLES: PROTEST BOOKLET

The protest booklet should be used at Defy Chance events as a vehicle for educating people on the dangers of government-sponsored casino development. The booklet contains graphics and facts that help support and define the issues that Defy Chance rallies against.

