

# **Oxy Junky**

Sanne van Os

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### **Debriefing**

Dear Floris,

Thank you for your dedication during our recent meeting where we discussed the mission of "Oxy Junky." "Oxy Junky" strives to raise awareness of oxycontin addiction and its impact on individuals and communities.

We take into account time pressure, the various wishes of stakeholders and strive to create attractive end products. In addition, we will analyze the effectiveness of the brand identity and message, with special attention to the recognisability of the initiative and the clarity of the target group.

### **Target audience**

The target audience for "Oxy Junky" is broad and includes individuals dealing with oxycontin addiction, their families and friends, as well as healthcare professionals and policy makers involved in addiction treatment. We also focus on raising awareness in the wider society about this topic.

### **Media expressions**

- Poster

Once again, thank you for your contribution to our consultation. Let's face the challenges of oxycontin addiction together and raise awareness of its impact. I look forward to a fruitful collaboration during this assignment.

Yours sincerely,  
Sanne van Os

# Assignment description

## Research

### Assignment

**Premiere Date:** The premiere of the documentary will take place in mid-April, on April 13/14 or April 20/21, with the possibility of press contact.

**Deadline for Poster:** Client preferably has the poster ready around March 14, to have sufficient time for promotion and distribution.

**Poster size:** The poster should be designed in A0 size, with the flexibility to adapt the design to multiple sizes suitable for both village and cinema use.

**Font preference:** Please do not use horror-like fonts, but rather opt for a block letter font that is easy to read and looks professional.

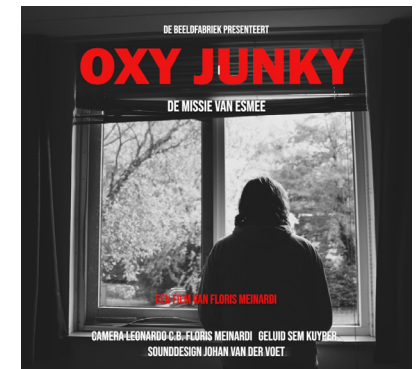
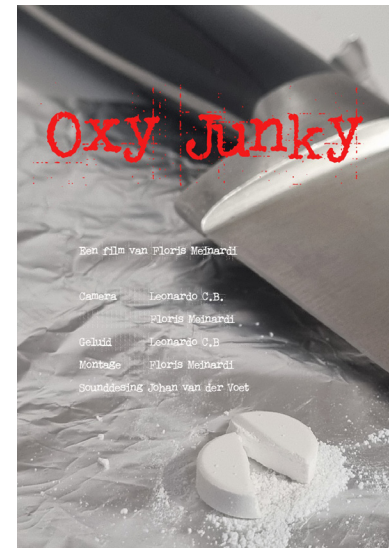
**Desired Composition:** The client wants the poster to capture the core of the documentary and appeal to viewers. One suggestion is to integrate elements such as foil and symbols such as a painkiller/knife to convey the message powerfully.

**Inspiration:** Some references that interest me are posters such as those of "Dopesick", where the 'o' is depicted as a pill.

**Style and Tone:** Avoid too clinical a look; the documentary ends on a positive note and the client wants this feeling to be reflected in the design.

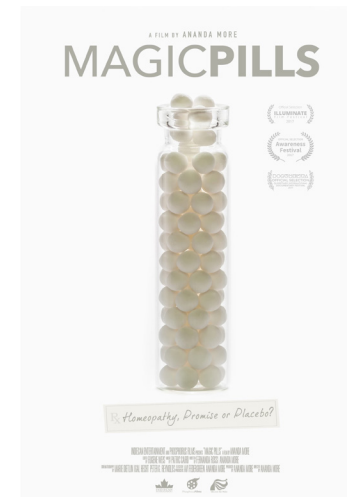
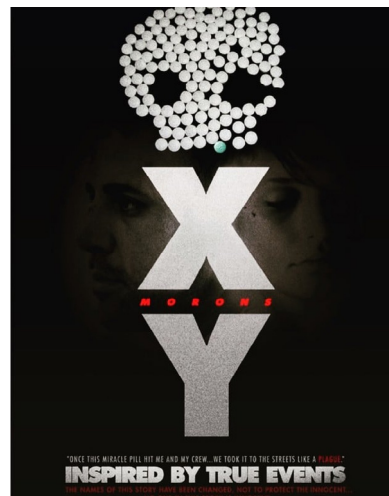
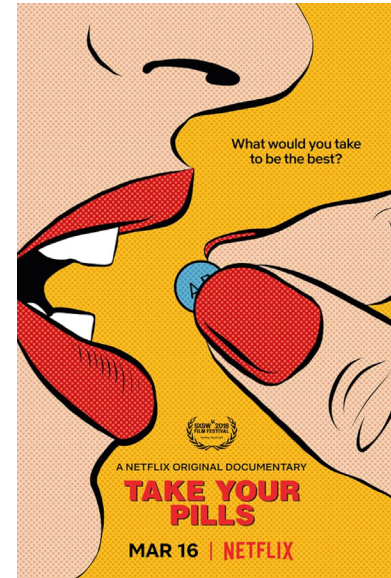
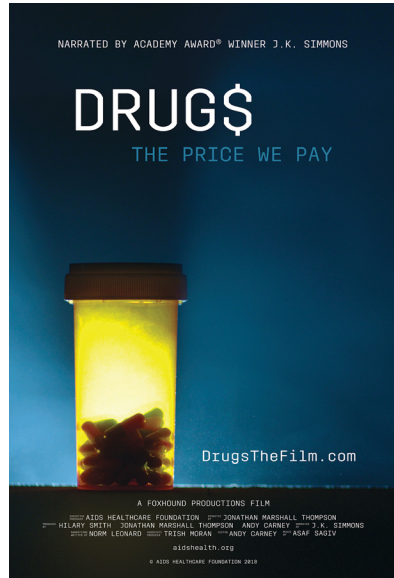
**Special Consideration:** The story is told by Esmee, an ex-addict to oxycodone. The client would like to see that the design takes her perspective into account.

**Sponsorship mentions:** It is necessary to mention the sponsors of the documentary. The Client suggests using a small font for this, for example 'narrow', at the bottom of the poster.



# Moodboard

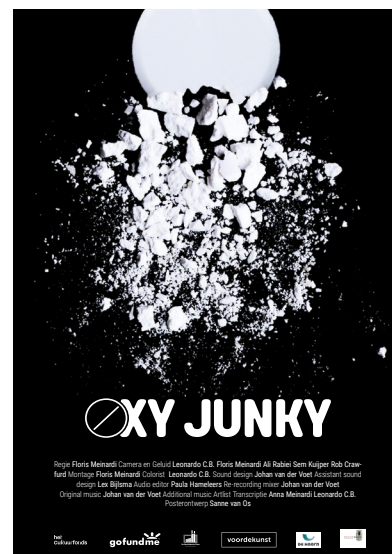
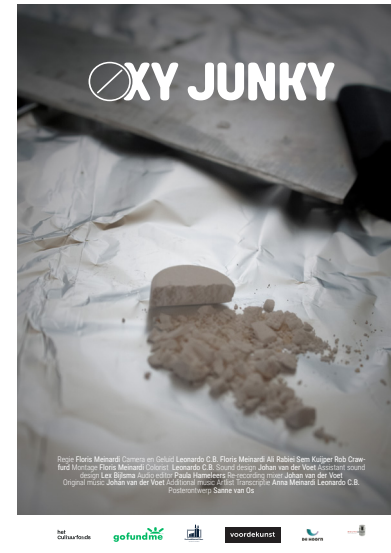
Devise



# Poster proposals

## Devise

I chose to first develop three concepts for Oxy Junky. It is important that both the creator and the main character, Esmee, agree with these concepts. Ultimately, the second concept was chosen, with a black background and a broken pill.



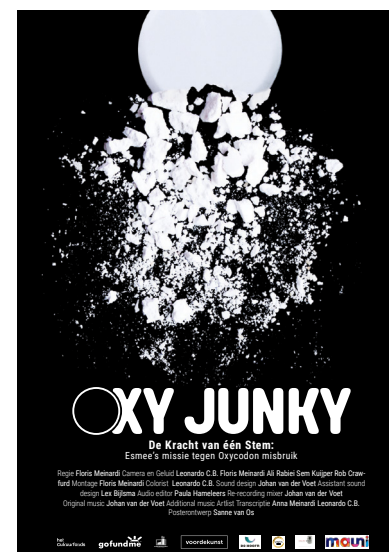
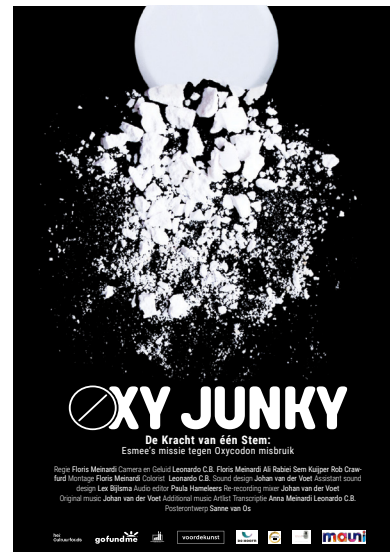
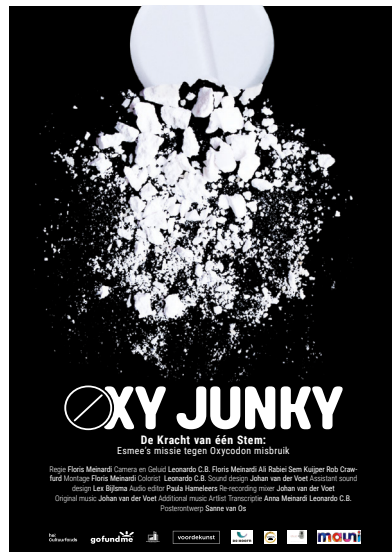
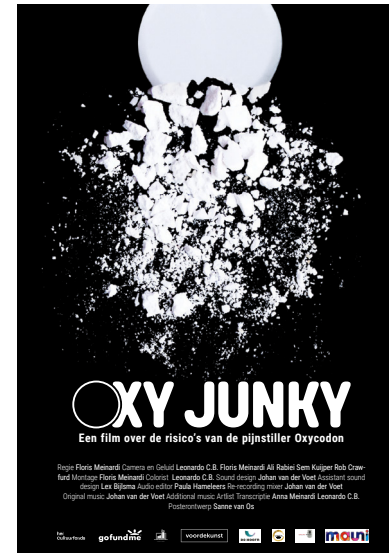
# Poster adjustments

## Create

Here you will mainly find the discussed adjustments. Multiple sponsors have been added and the subtitle has been adjusted three times.

In addition, the possibility of breaking oxycodone has been discussed. That's why we also created an example without a break line in the pill and in the text.

Ultimately, a design with a breaking line in both the pill and the text was chosen. On the next page you will find the final adjustments and final work.

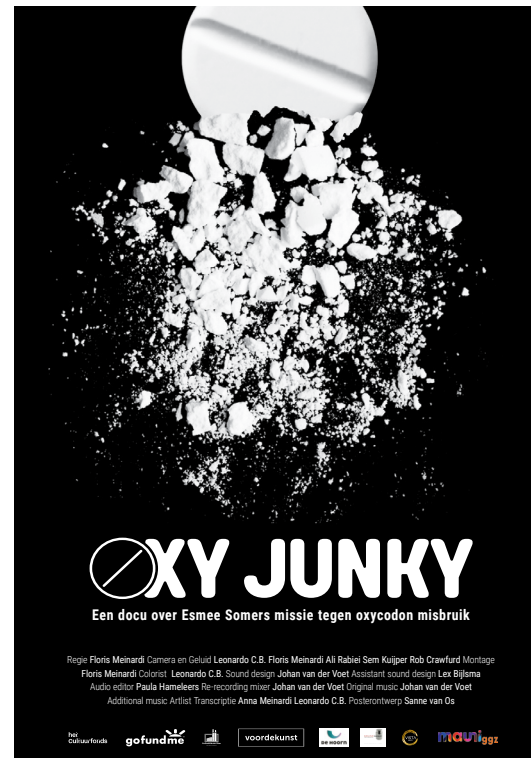
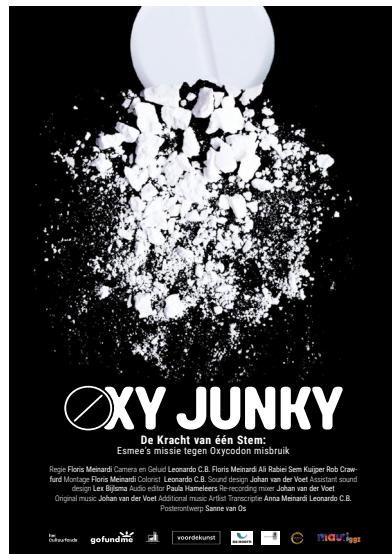


# Poster

## Create

Here you can see the latest changes in the subtitle and also in the credits. The main character, Esmee, ultimately wanted her last name added and felt that it took away from her story. So we made this one smaller and moved it down a bit.

A new photo has also been taken of the pill so that it is sharper. I also clarified the break line with Photoshop.



### Review from Floris (creator of Oxy Junky):

As a filmmaker you are sometimes lucky to work with great talent. Sanne van Os is such a talent. As a student at the Grafisch Lyceum Utrecht, Sanne designed a poster for my film "Oxy

Junky" on behalf of the Bureau. What makes Sanne special is her ability to listen carefully. What does the customer want and how do I translate his or her wishes into a visually strong illustration. Sanne has shown throughout the entire design process that she

has the right amount of perseverance and creativity. This has led to a beautiful end result, a professional film poster that you can admire. The movie poster of "Oxy Junky" has become a true work of art. I hope to have the opportunity to work with Sanne

again in the future.