



PROJECT 2: PSA COMMERCIAL

MOME 729 Dynamic Typography

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By Andor S. Mate



CONCEPT



Best Buddies Logo, Created
by Keith Haring (1989)

Best Buddies is an international non-profit organization whose mission is to help mentally and/or physically disability people to gain friendship from others, be confident, and be part of the community. Best Buddies was founded by Anthony Kennedy Shriver at Georgetown University in 1987, but later in January 1989 was developed into Best Buddies International. What I propose is to create a PSA on what Best Buddies can do by creating friendship using the colors of their organizations, objects that integrate with their events and what they do, and text that foretells their mission. For tune, I will be using part of a soothing melody, then convert to a happy tune.

-Organization Website: <https://www.bestbuddies.org>

SCRIPT

People around world who have mental and physical disabilities will face life alone, scared not knowing what the future holds for them.

Best Buddies organization help create bond of friendship with others that is strongest in the entire galaxy, and give the confidence to confront any challenge their face with.

The program has assisted people and changed their lives, give them one of the most fantastic gift in life FRIENDSHIP.

Help each other in times of need as they stand side by side, introducing new experiences.

Everybody need a friend!

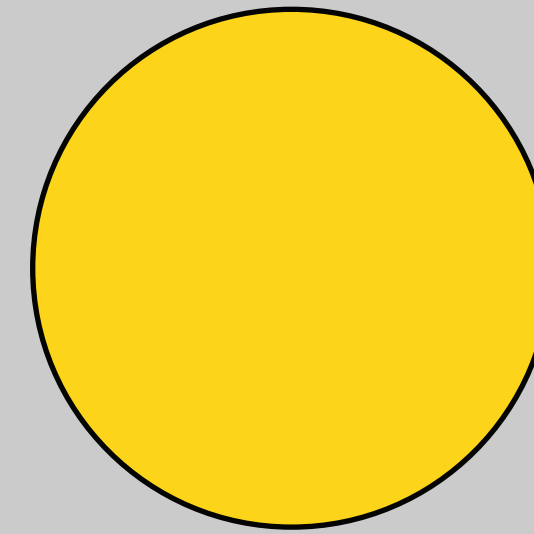
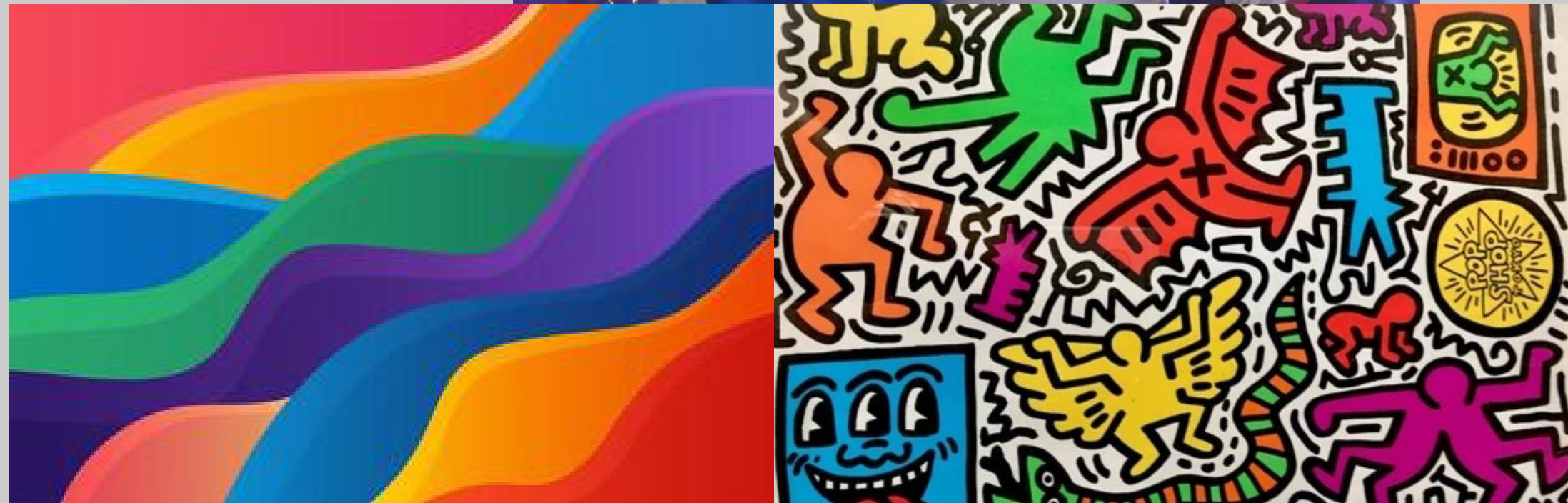
Please join Best Buddies to spread hope and friendship.

Font Choice:

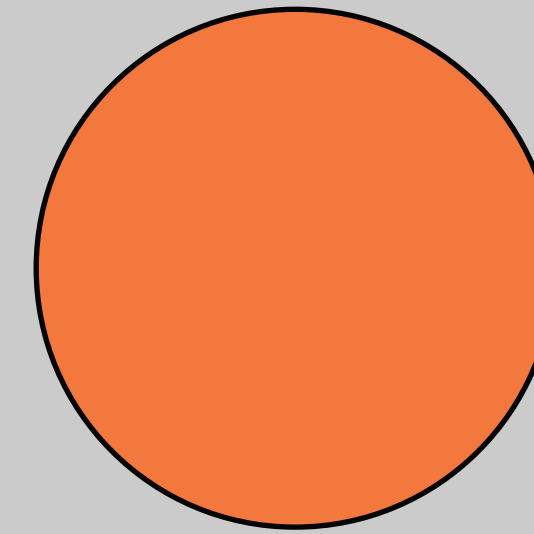
FONT CHOICE:
-ORANGIC BRAND
BEST BUDDIES

REGULAR:
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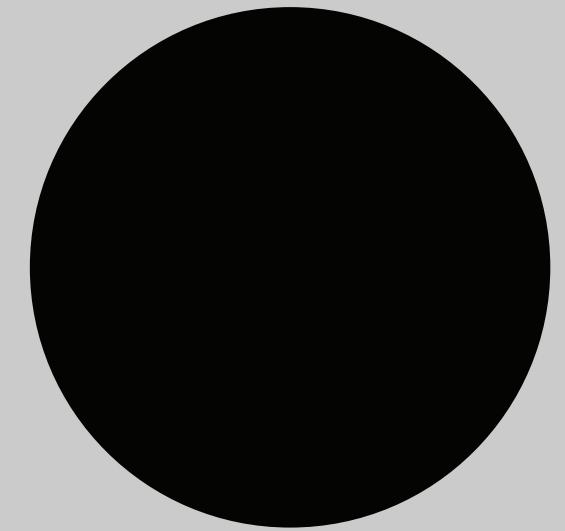
MOODBOARD



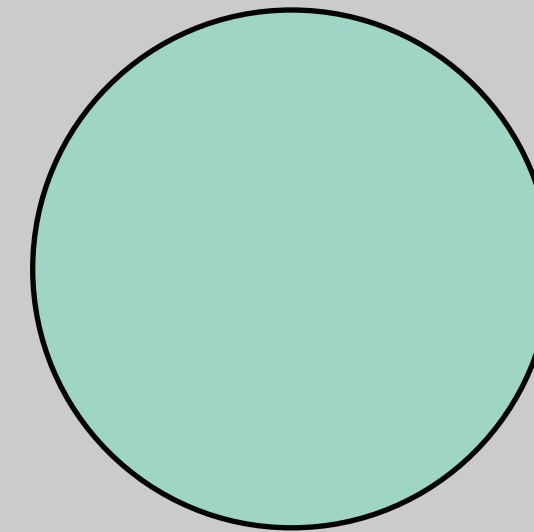
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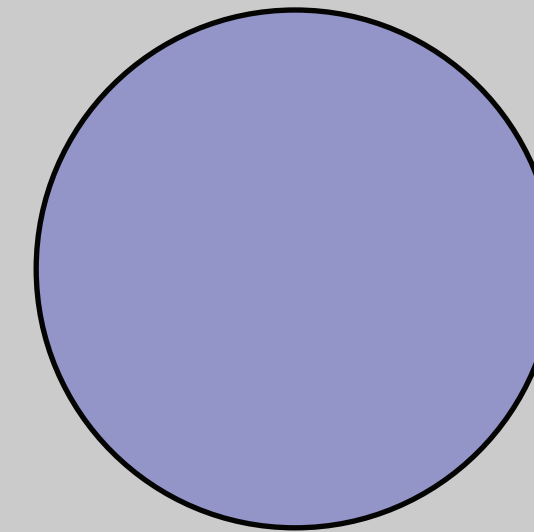
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PEOPLE AROUND WORLD

MENTAL AND PHYSICAL DISABILITIES

SCARED

ALONE

FUTURE



**BEST
BUDDIES**

The image features a black background with several yellow stars of different sizes and shapes. In the center, there are two interlocking loops. The left loop has a color gradient from orange to pink, and the right loop has a gradient from light blue to yellow. The word "STRONGEST" is written in bold, yellow, sans-serif capital letters across the middle of the loops. The letter 'O' in "STRONGEST" contains a small black icon of a flower or a star with eight petals. Below the loops, the text "IN THE ENTIRE GALAXY" is written in the same bold, yellow, sans-serif capital letters. The letter 'O' in "ENTIRE" also contains the same small black icon. To the right of "GALAXY" is a single yellow five-pointed star. There are also a few small yellow stars scattered around the bottom of the image.

STRONGEST

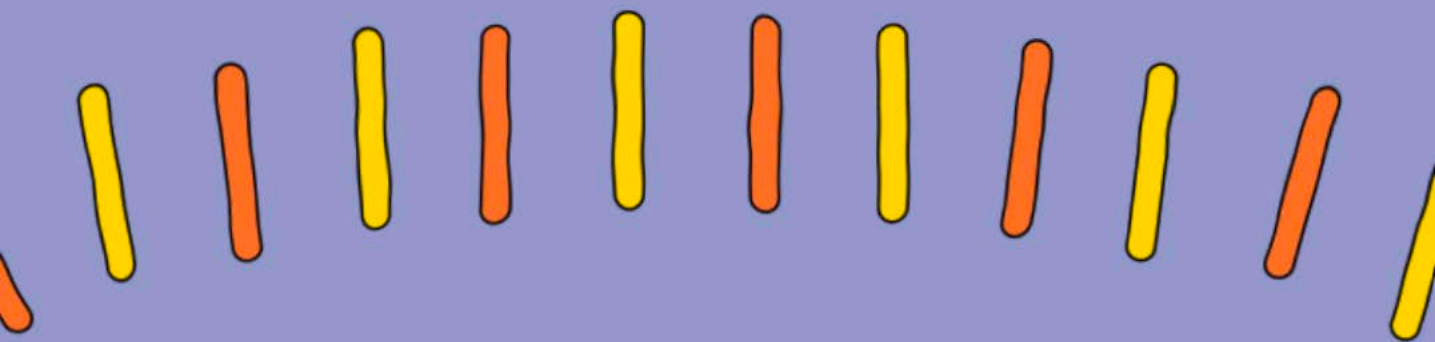
IN THE ENTIRE GALAXY ★

CONFIDENCE

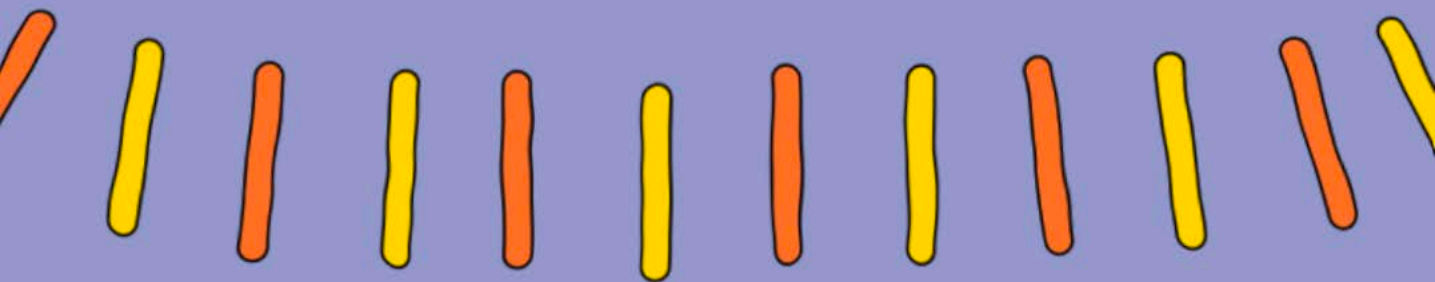
TO CONFRONT ANY CHALLENGE



CHANGED
THEIR LIVES



FRIENDSHIP



HELP



EACH OTHER  IN
TIMES OF NEED

STAND

SIDE



SIDE

INTRODUCING
NEW
EXPERIENCES



EVERYBODY

NEEDS A

FRIEND!

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