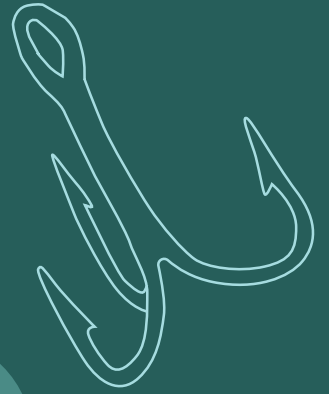


CASE STUDY

FISHRIGHT EDUCATIONAL CAMPAIGN



FishRight

INTRODUCTION

This is the case study for the “FishRight Youth Fishing Education Campaign”, the senior undergraduate design project by Jeremiah Gilmer at Longwood University.

The goal of this case study is to show the reader the process and rationale of some of the decisions made for the campaign. Even though this project is based around visual communication and graphic design, it requires a lot of skills that are required for any visual communicator/graphic designer, like research, sketching, critique, time management, planning, creative problem solving, and experimentation. Proper implications of these skills are crucial for creating a successful product.

The project was introduced at the beginning of the spring semester of 2018. In a class called Graphic Design Production II, students were introduced to the project's terms and goals.

- *The mission of the GAND Senior Research Thesis is to provide students with the opportunity to create a year-long body of work on a subject/theme of the student's choice.*
- *This project should be an in-depth response to a current issue that is of interest to the student, and one that can keep their interest over an extended period.*

- *This project should also offer opportunities to present research, writing, and graphic design abilities in the area of visual problem solving and awareness of contemporary social issues.*
- *In short, it should reflect the sensibilities and concerns of a Citizen Designer.*

Excerpt from dossier explanation and introduction to senior project (above).

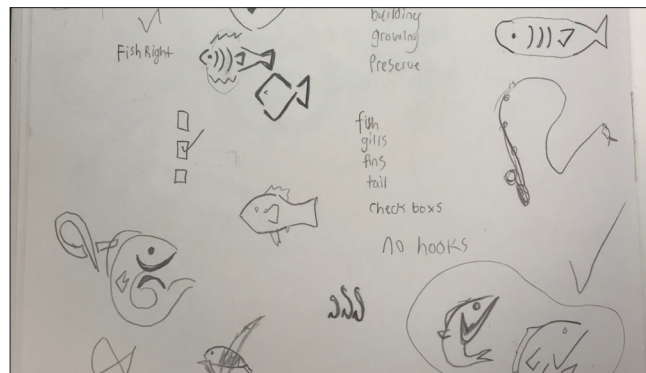
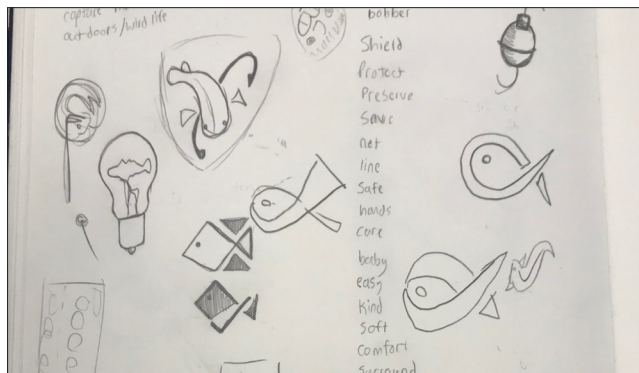
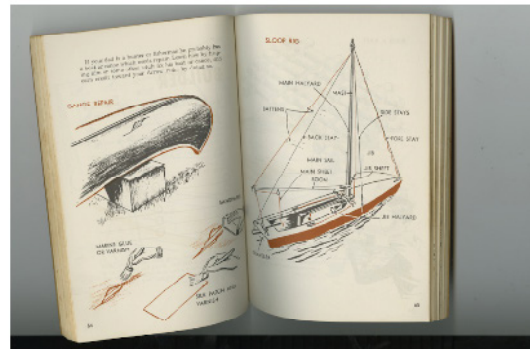


IDENTIFYING THE PROBLEM

I started by dissecting the prompt and brainstorming ideas. We were told to find a topic that is important to us; something we have a passion for or a personal investment in. The topic also had to be something where there wasn't already an effective solution.

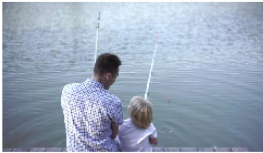
I made a list of things and problems that I am passionate about. Some included music programs in schools, healthcare, internet usage in teens, but I finally decided to go with a problem that I found within the fishing community.

I grew up on Lake Gaston in southern Virginia, so fishing is a topic that is dear to my heart. Luckily, I had access to fishing equipment and a dad that could take me fishing whenever I wanted. Many people do not have someone there to teach them the ins-and-outs of fishing.



RESEARCH

This problem introduction dossier was a great way for us to see how much information we had on the problem. We researched and created personas. We were to define the problem as precisely as possible. We were to define, and then redefine the problem. We were to think about the problem in and out, and see if anyone else had attempted to solve this problem. Here are some early examples of personas and research.



This is Steven 29 and his son Devin 6. Steven never had anyone take him fishing, but now he's got a good job and a wife and some spare money, and he wants to create some memories with his son. He reads online he needs a license to fish at the local smith mountain lake fishing area, so he goes and picks one up. However, he has no idea how to fish. He bought some basic gear from walmart, but doesn't know how to catch bass or perch, or even what regulations are out there. The book would be amazing for steven, it would provide him all the information he needs in order for him to have a successful fishing trip with his son.

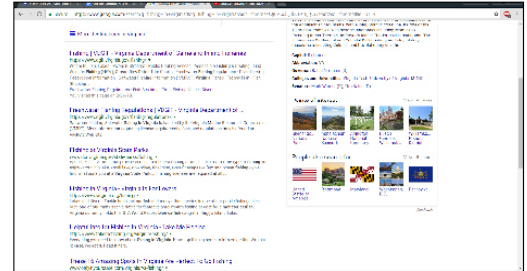
There are going to be some people that won't need the information; they either know how to fish or don't think that the information will apply to them. I have to fill a booklet with enough information for even the active/advanced fishermen for them to want/need to carry this book with them.

Glove box friendly, tackle box friendly



Tina 34 and Conner 8

Tina is a single mom, her husband died overseas, and she wants to give her son the experiences that her husband may have given her son. One of those is fishing but she doesn't know how to fish. They live near



The Takemefishing.org comes up, but I've discussed that above. DCR and the VGIF are all regulation pages, no education. And the other spots are "blog" like posts that have little valid information.

MARCH 15-21

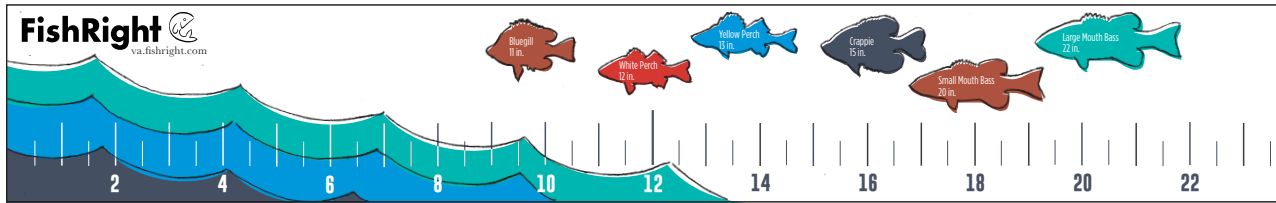
Professor Register wants us to create personas to more accurately define our target audience and determine which types of form we want to take moving forward. Below are some examples.

People that need or could use my campaign:



Jacob, 14 year old lives near a small engine lake in central virginia. His friends like to fish in small ponds, but want to go to a larger lake and have no information on fishing beyond what they have taught themselves. They are using some rods they got at goodwill. Their parents don't fish, but they could get a ride.

EARLY DRAFTS



CERTIFICATE OF COMPLETION

 PRESENTED TO 


for finishing the FishRight introductory safety and angling course taught
by _____ on _____.

INSTRUCTOR'S SIGNATURE _____ DATE _____ 

va.fishright.com

KIDS FISHING INSTRUCTIONAL COURSE


HOSTED BY FISHRIGHT




FREE • OPEN TO PUBLIC • APPROVED INSTRUCTORS

March 1, 2019 | 3PM
Holly Grove Marina
Lake Gaston, Bracey, VA

Bring your own fishing equipment, and join us for a day of learning about fishing and safety techniques. The course is a great way to learn how to catch fish and respect the environment. All students will receive free gear courtesy of FishRight. If you have any questions you can find us online at va.fishright.com.


FishRight
va.fishright.com


CAUTION



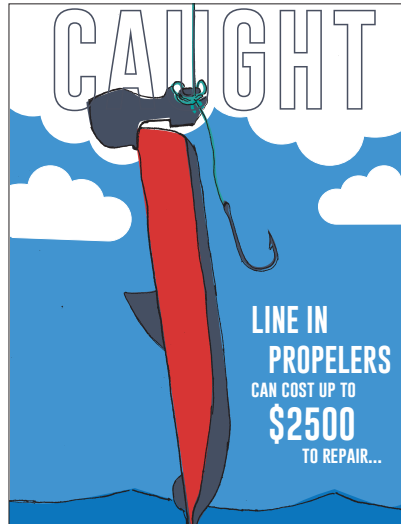
**HOOKS CAN TAKE UP TO
30 YEARS
TO BREAK DOWN IN FRESH WATER...**

HERE IS WHAT YOU CAN DO TO HELP:

- Retrieve all hooks/lures as possible while fishing.
- Avoid fishing in swimming or high-traffic areas.
- Use wire, barb-less hooks rather than stainless steel hooks.
- Change your fishing line regularly.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.




CAUGHT



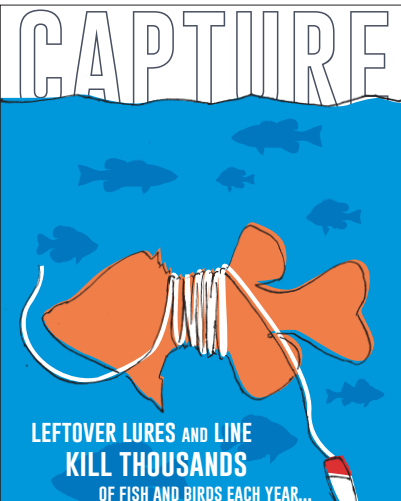
**LINE IN
PROPELERS
CAN COST UP TO
\$2500
TO REPAIR...**

HERE IS WHAT YOU CAN DO TO HELP:

- If you have to break off line, follow it to the start of the snag and pull the rod straight.
- Use wire, barb-less hooks rather than stainless steel hooks.
- Change your fishing line regularly.
- Check your prop regularly and try to drive in deep waters.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.




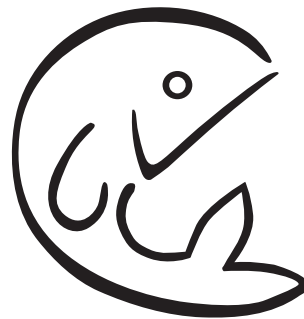
CAPTURE



**LEFTOVER LURES AND LINE
KILL THOUSANDS
OF FISH AND BIRDS EACH YEAR...**

HERE IS WHAT YOU CAN DO TO HELP:

- If you have to break off line, follow it to the start of the snag and pull the rod straight.
- Use wire, barb-less hooks rather than stainless steel hooks.
- Change your fishing line regularly.

FishRight

VISUAL SYSTEM

When starting to move forward after assessments, I decided to tackle the booklet. I knew upfront that the book was going to be a key resource. The graphic and type style that I introduced in the book would have to be applied across the entire campaign.

I started with the outline. Sketched some spread designs. I knew I wanted most of the spreads to be simple and informative. I did not want to hesitate to use white space to fill the spreads.

Another tough thing was to decide what material was covered in the book. For this, I used my dad to help me choose what important and what isn't. I could of made this booklet over 200 pages if I included different techniques for every fish, but I had to keep the information fairly general. I also kept the information targeted vaguely for bass, which is the largest sport fish in Virginia. I also go into depth for crappie, catfish, and sunperch, which are other popular species in Virginia.

Virginia has such a wide variety of fishing ecosystems, discussing and covering them all was very difficult. I chose to use list and statistics from the VDGIF to prioritize what waterways and fish species I covered.

While working on the book, I also swapped a lot of the colors and type out.

The Gobold typeface wasn't holding up as body copy, so I swapped to Century Gothic. I picked it because it is similar to the stout letterform styles of the 1950's, while still remaining readable as body copy.

I did edit the spacing slightly on the logo's type. The natural tracking is a little to spacious for the logo type.

CENTURY GOTHIC BOLD - 24 PT.

Century Gothic Roman - 12 pt.

Century Gothic Italics - 11pt.

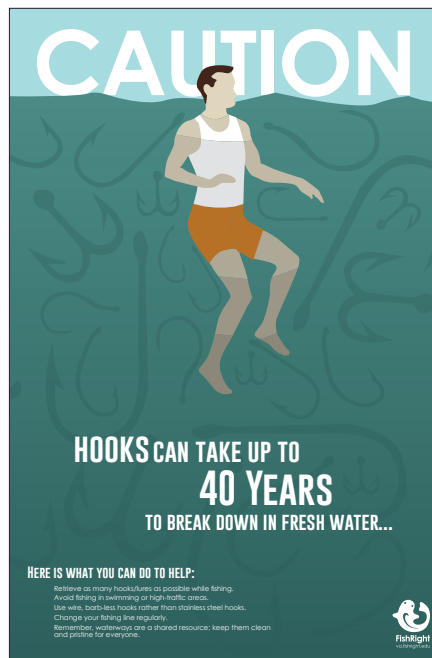
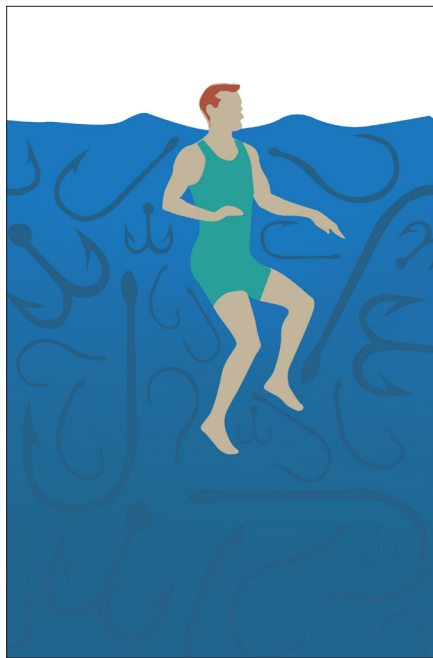
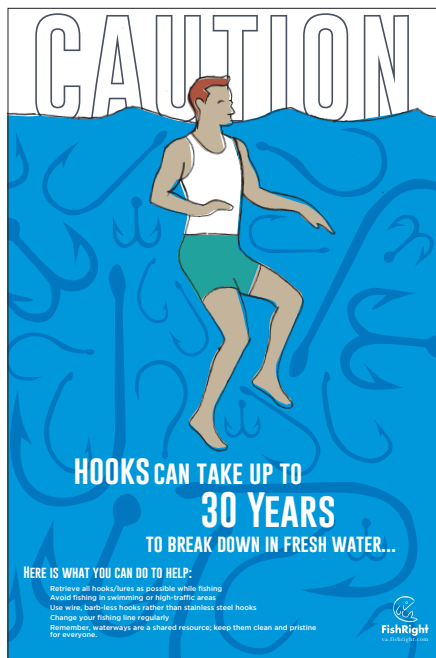


FINALIZING DESIGNS


Next, I began revisiting the posters. I kept the concepts the same, but changed the visual style and color system to match the booklet. I also added more of a variety to the people in the posters. After that, it is time to knock out some of the promotional material for the campaign. I began working on flyers for the talks and for the campaign.

I went through all of the items that I currently had designed and updated their information and updated the visuals. I also added light sources, because the cover of the hand book has a light source.

I kept the fairly flat shapes and vectors. It is easy to see and digest, and the graphics convey the concept clearly without being too illustrative. I thought that a simple illustrative style would be a good break from most outdoor and wildlife illustrative styles which are usually complex and highly detailed.




CAUTION



HOOKS CAN TAKE UP TO 40 YEARS TO BREAK DOWN IN FRESH WATER...

HERE IS WHAT YOU CAN DO TO HELP:

- Retrieve as many hook/lures as possible while fishing.
- Avoid fishing in swimming or high traffic areas.
- Use wire, barbless hooks rather than stainless steel hooks.
- Change your fishing line regularly.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.



CAUTION




LINE IN PROPELERS CAN COST UP TO \$2500 TO REPAIR...

HERE IS WHAT YOU CAN DO TO HELP:

- If you have to break off line, follow it to the start of the snag before breaking the line.
- Use wire, barbless hooks rather than stainless steel hooks.
- Change your fishing line regularly.
- Check your propellers and try to stay in deeper water.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.




CAPTURE



LEFTOVER LURES AND LINE KILL THOUSANDS OF FISH AND BIRDS EACH YEAR...

HERE IS WHAT YOU CAN DO TO HELP:

- If you have to break off line, follow it to the start of the snag before breaking the line.
- Use wire, barbless hooks rather than stainless steel hooks.
- Change your fishing line regularly.
- If you find a lure or line, collect it so that it doesn't harm wildlife.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.



CAPTURE



PLASTIC AND TRASH KILL THOUSANDS OF FISH AND BIRDS EACH YEAR...

HERE IS WHAT YOU CAN DO TO HELP:

- If you have to break off line, follow it to the start of the snag before breaking the line.
- Do not litter: if you see trash while fishing, be sure to clean it up, recycle and compost.
- If you find a lure or line, collect it so that it doesn't harm wildlife.
- Remember, waterways are a shared resource; keep them clean and pristine for everyone.



CAUTION



HOOKS CAN TAKE UP TO 40 YEARS TO BREAK DOWN IN FRESH WATER...

HERE IS WHAT YOU CAN DO TO HELP:

- Retrieve as many hook/lures as possible while fishing.
- Avoid fishing in swimming or high traffic areas.
- Use wire, barbless hooks rather than stainless steel hooks.
- Change your fishing line regularly.
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CAPTURE

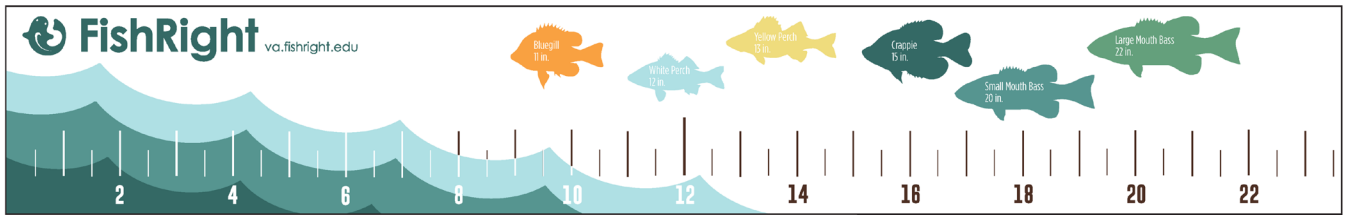


LINE IN PROPELERS CAN COST UP TO \$2500 TO REPAIR...

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- Change your fishing line regularly.
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- Remember, waterways are a shared resource; keep them clean and pristine for everyone.





KIDS FISHING INSTRUCTIONAL COURSE

HOSTED BY FISHRIGHT

FREE • OPEN TO PUBLIC • APPROVED INSTRUCTORS

March 1, 2019 | 2PM
 Holly Grove Marina
 Lake Gaston, Bracey, VA

Bring your own fishing equipment, and join us for a day of learning about fishing and safety techniques. This course is a great way to learn how to catch fish and respect the environment. All topics will receive free resources courtesy of FishRight. If you have any questions or are interested in membership, you can contact us at info@fishright.edu.

KIDS FISHING INSTRUCTIONAL COURSE

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FREE • OPEN TO PUBLIC • APPROVED INSTRUCTORS

March 1, 2019 | 3PM
 Holly Grove Marina
 Lake Gaston, Bracey, VA

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KIDS FISHING INSTRUCTIONAL COURSE

HOSTED BY FISHRIGHT

FREE • OPEN TO PUBLIC • APPROVED INSTRUCTORS

April 5, 2019 | 3PM
 Holly Grove Marina
 Lake Gaston, Bracey, VA

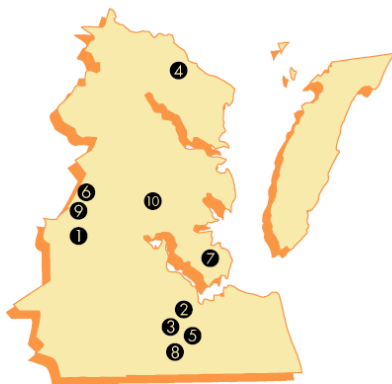
Bring your own fishing equipment, and join us for a day of learning about fishing and safety techniques. This course is a great way to learn how to catch fish and respect the environment. All topics will receive free resources courtesy of FishRight. If you have any questions or are interested in membership, you can contact us at info@fishright.edu.

SOUTHEAST-TIDEWATER REGION

Here is a list of the best lakes for fishing ranked by the Virginia Department of Game & Inland Fisheries.

Region 1

1. Lake Chesdin
2. Western Branch
3. Prince Lake
4. Gardy's Millpond
5. Lake Meade
6. Lakeview
7. Sandy Bottom Pond
8. Lake Cohoon
9. Wilcox Lake
10. Diascund Reservoir



2

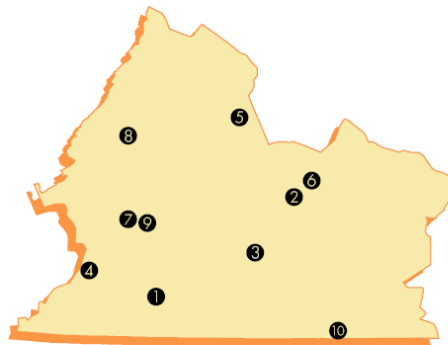
Fisherman's Handbook: Virginia Fishing Field Guide

SOUTH-CENTRAL REGION

Here is a list of the best lakes for fishing in the South-Central region. This region is home of the largest lake in the state, Kerr Lake.

Region 2

1. Burton Lake
2. Briery Creek
3. Lake Conner
4. Fairstone
5. Horsepen
6. Sandy River Reservoir
7. Smith Mountain Lake
8. Carvins Cove
9. Leesville Lake
10. Kerr Lake



3

MAPS

LAKE ANNA

AREA: 20,31 mi²
 9,500 acres
 MAX DEPTH: 80 feet

Loudoun County, VA
 Spotsylvania County, VA
 Orange County, VA

MOST POPULAR FISH:
 Striped bass, largemouth bass,
 walleye, bluegill, yellow perch,
 white perch, catfish, crappie

ASIDE:

The Lake Anna Reservoir was formed by the creation of the North Anna Dam in 1972. The lake is used as a cooling source for the North Anna Nuclear Generating Station. This creates a "cool" side and a "hot" side. The water near the reactors are noticeably warmer, which causes fish to feed more consistently. This also allows for recreation activities and better fishing at year rounds. The "hot" side is private, while the cool side is public.

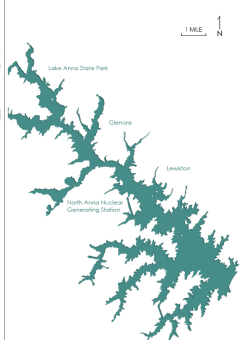
TIPS:

Wood, brush piles, and other cover are a consistent way to find bass and other species. Jug and swim-baits are often go-to artificial baits for bass and crappie.

For more information and boat landing locations, visit us online at www.dgif.virginia.gov/waterbody/lake-anna.

8

Fisherman's Handbook: Virginia Fishing Field Guide



1 MILE
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FRESHWATER SPECIES

LARGEMOUTH BASS
Micropterus salmoides



Basically dark greenish above fading to a whitish belly, but vary depending on the water it lives in. Shows a series of dark blotches that form a dark horizontal band along its midline to its tail. Named because of its big mouth. Upper jaw extends well beyond the eye. Dorsal fin deeply notched. Average weight is 2 to 4 lbs., with up to 10 lbs. occurring in some waters.

SMALLMOUTH BASS
Micropterus dolomieu



Coppery-brown above, with greenish-brown sides with darker vertical bars. These dark bars radiate from the eye on the cheek and gill cover. Dorsal fin is not as deeply notched as the largemouth. Upper jaw extends back only in line with the middle of the eye. A 4 or 5 lb. fish is considered a trophy.

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Fisherman's Handbook: Virginia Fishing Field Guide

SPOTTED BASS
Micropterus punctulatus



Much like the largemouth and the smallmouth, it is called the "in-between" species. It is distinguished from the smallmouth by the dark, blotchy sides from head to tail. The back of spotted bass' upper jaw lines up with the middle rear of the eye, while largemouth's jaw extends past the eye. It derives its name from the black spots on its belly scales. Most are about a 1 lb. to 2lb.

WHITE BASS
Morone chrysops



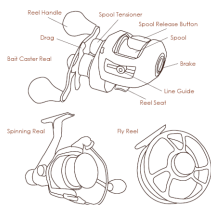
Light greenish back, light yellowish-green to silver sides to a silver-white below. A to horizontal light stripes; stripes below later line are brown; the first stripe below the lateral line is not complete to tail. Deep-bodied with distinctly arched back, considerably smaller than its striped bass cousin. Single spine on gill cover; variable patch of teeth on tongue. Commonly reaches 1/2 to 2 lbs.

35

SPICES

REELS

There are three main types of reels that fishermen use. The ball caster is better for long distance casting and pitching. The spinning reel is great for live bait fishing and most artificial baits where you need delicate action. The fly reel is used in fly fishing.



Line comes in a variety of types and strengths. Use line that is the same test as the biggest size possible for the species you are fishing for.

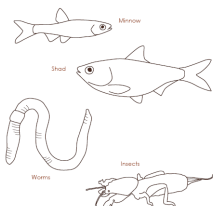
Reels come in a wide variety of styles, quality, and weights. It's good to match the type of reel and rod for the type of fishing you are doing.

60

Fisherman's Handbook: Virginia Fishing Field Guide

LIVE BAIT

Many fishermen choose to use live bait to catch fish. The goal here is to use bait that is natural for the fish to see and feed on. The list includes bait fish, minnow, and insect. Below are some of the more popular live bait options.



Some fishermen use other alternative baits that replicate the smell of things that fish eat. Using live options often involve putting the bait under a float and waiting for the fish to bite. However, there are other methods such as drop-bait weight and weightless options.

WPM

61

KNOTS

There are many knots that work well, but the uni knot is one of the best. Here is how to tie it:



1



2

Take the tag and wrap it around the double-line created earlier 4-6 times.



3

Pull the line tight and slide the knot towards the eye of the hook.



4

Wet the knot and pull it as tight as possible. Cut off the excess line.

Wet the knot and pull it as tight as possible. Cut off the excess line.

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Fisherman's Handbook: Virginia Fishing Field Guide

WORKING BAITS

When using artificial baits, it is essential to "work" the baits. This means you will move the bait in a certain way to imitate something that fish would eat. This sometimes involves jerking lightly, reeling it fast, reeling inconsistently, setting the bait low in current, and more.



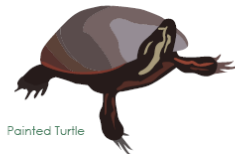
Working baits is all about getting the lure in the right location and making it seem appealing to fish.

Bait depth is important. Even if the color and bait type are optimal, the bait has to be in a location where the fish will be able to interact with it.

WILDLIFE

63

OTHER WILDLIFE



Painted Turtle



Bobcat

Carpenter Frog



Virginia is also home to many reptiles and other species. Painted turtles, the American water shrew, bobcats, carpenter frogs, and the common mink; these are just a few of the animals that are native to Virginia. The VDCIF helps the preservation of these animals by tracking their numbers and keeping their habitats intact.

While fishing, you can help preserve Virginia's wildlife by picking up trash and litter and by not leaving fishing line or hooks in the water. Hooks in fresh water can take up to 50 years to rust and fall apart. Fish are naturally able to dislodge most hooks in their mouths and throats. Try not to leave hooks and baits in waterways, as they are often perceived as food and may harm other wildlife.

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Fisherman's Handbook: Virginia Fishing Field Guide

DANGERS: THINGS TO WATCH FOR

There are a few native animals and plants in Virginia that are poisonous. Be careful around the following:

Snakes

Copperhead



Rough Earth Snake



Spiders

Black Widow Spider



Brown Recluse



Poisonous Plants

Poison Hemlock



Poison Ivy



Giant Hogweed



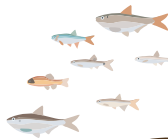
Contact with poisonous plants and animals can be dangerous. For appropriate medical advice call the National Poison Control Center at 1-800-222-1222.

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WILDLIFE

FISH OF VIRGINIA

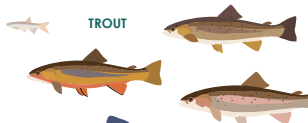
MINNOW



CRAPPIE



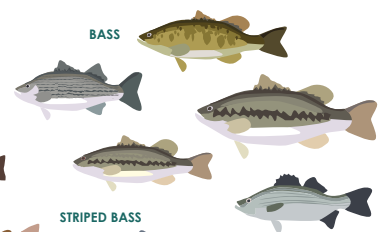
TROUT



SHAD



BASS



STRIPED BASS



CATFISH



PERCH



SUNFISH



MUSKELLUNGE



PIKE



KARP



PADDLEFISH



EEL



FLOUNDER



BOWFIN



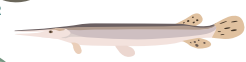
SPADEFISH



FLOUNDER



GAR



DRUM



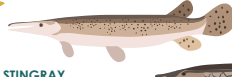
CROAKER



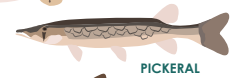
POLLOCK



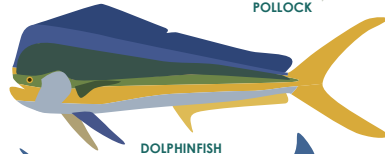
STINGRAY



PICKERAL



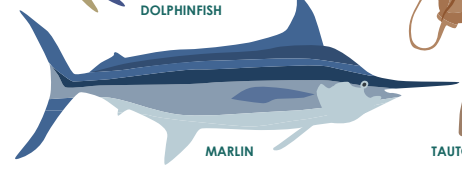
DOLPHINFISH



COBIA



MARLIN



TAUOG



LEARN HOW TO FISH

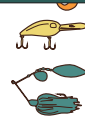
with FishRight, Youth Fishing Educational Campaign



- Fishing Seminars
- Print Resources
- Online Tutorials
- Free Membership items



GOAL



FishRight is a fishing education campaign created to teach children how to fish in an environmentally-friendly and safe way. Our goal is to be a knowledge resource for the next generation of young fishermen! We hope to teach all people how to fish in a sustainable matter.



LEARN TO FISH

In a fast-paced world, fishing can be a great way to disconnect and get outside. FishRight's educational material covers casting, knot tying, fishing rigs, how to fish cover, bait types, and so much more! Our goal is to give you all of the information you need to catch some huge fish.



BECOME A MEMBER

If you are under the age of 16 and would like to become a member, you can find a form online and mail it or email it to:

360 Beechwood Dr. Bracey, Virginia 23919

Membership is free! For more information about volunteering, sponsoring, or our educational resources, you can visit us online.

va.fishright.edu



CERTIFICATE OF COMPLETION
PRESENTED TO _____

for finishing the FishRight introductory environmental safety and angling course taught by _____.


Instructor's Signature _____ Date _____
va.fishright.edu



Student Name: _____

Membership Start Date: _____

This card demonstrates the completion of a FishRight introductory safety course or quiz. The young members of FishRight are the next generation of fishermen, so fish responsibly.



FINAL ASSESSMENT

I presented my project during the program wide assessment on February 26, 2019. This project is a result of a year of hard work; hours and hours of self-reflection, failing and starting over, and working around the clock to make the campaign a success.

The week prior, I printed and assembled everything. All of the advertisements and posters I mounted on foam core and mounted. I proofed and had friends and family proof my material as well.

REFLECTION

I have realized that no design can really be perfect. There are a lot of ways to solve problems, but it is up to me as the designer to make it as efficient as possible. I have invested a lot into this project, and I am pleased with the results.

I think there are some things that I could of done more efficiently. I definitely procrastinated during the fall semester of 2018. This made the workload during the spring semester, namely between December and February, extremely intense. I do enjoy the work and am passionate about the topic, so that helped make the 14 hour work days bearable.

I also should of asked for critique from my peers and professors more. I lived off of campus during my last year, so going in and getting critique was time consuming.

Nevertheless, I should of set aside time to get other people's opinions of my direction. I did get assistance from my father, who is a fishing expert. He helped peer review the information and graphs. I also had some help from my peers when developing ideas and changing the visual system. They helped me make sure that everything is working.

I made aspects of the book interactive. If I had more time and resources, I would have liked to do more research on interactive material for educational campaigns. I looked at girl scout material and boy scout material. A lot of interactive pieces for kids are not relative to fishing, so I wanted the activities to be fishing-related. Like the boyscout have badges,

I thought having the membership card would be a great way to give validation to members. It's also a great way to get kids to start practicing carrying documentation on them. They will need to carry a license on them when they turn sixteen. I hope that my campaign is creating fishermen that can impact the environment in positive ways.

One thing I also struggled with was choosing what to put in the books. Looking back, I think including a "basic tip for each species" would have been really beneficial, although this could be covered online or through videos. I did cover the main species, but ignored some of the ones I am not as familiar with such as the trout family.

I hope that in the future I have the time and

resources to learn how to do custom web design, so that I can implement that into the campaign as well. I designed the current page so that it is smooth and user friendly, although I am limited with what options I have in doing so.

SECOND LIFE

When we received this assignment, the professors wanted the campaigns we created to be picked up. They wanted them to actually help people and make a difference. Luckily, I have the potential to do that.

In early March, I met with the Lake Gaston Optimists Club, a club whose goal is to help youth have greater opportunities to learn and grow. I found about the club from a mutual friend in late February, and I was excited to share with them my campaign. They have decided to pick up my campaign and use the booklets and advertisements in the local community. It is very satisfying to see my designs working in the community where I found the problem to begin with.

FINAL WORDS

Thank you for viewing the FishRight case study. The experience has been a great growing opportunity for me. Between practicing the design skills, time management skills, presentation skills, and more, I have grown as a designer and creative problem solver.

The final products will be at the Longwood Center for the Visual Arts at their Senior Exhibition show in May 2019.

If you would like to know more about the FishRight campaign or have questions about the process, you can contact me at

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