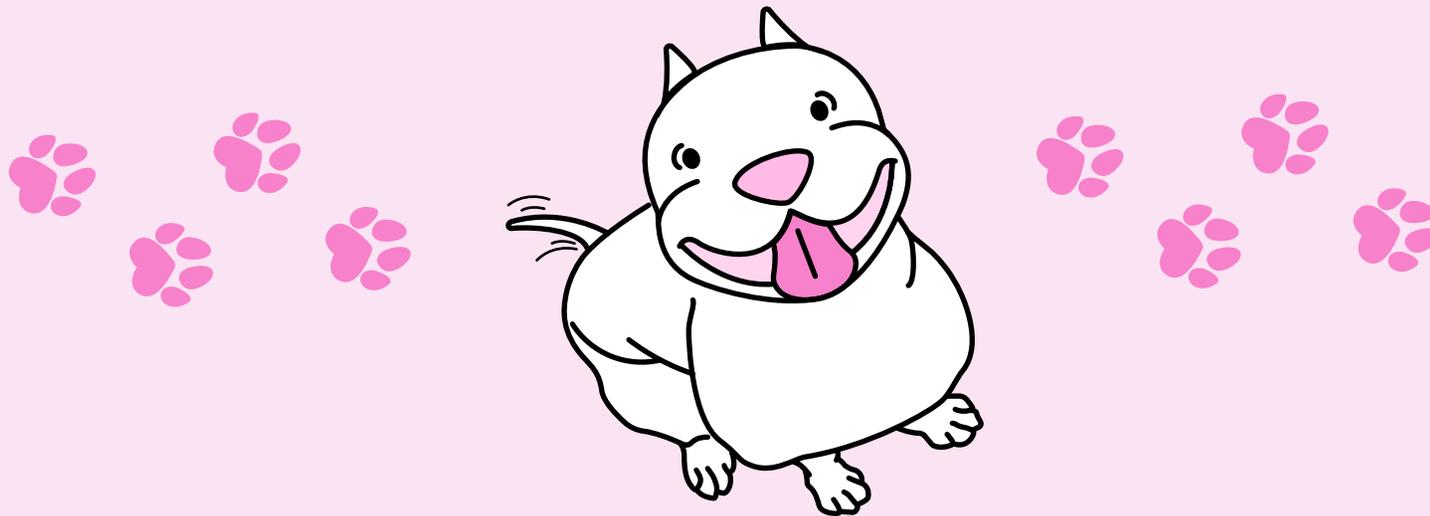


*Pit-iful*



*Pit-iful*

## THE PROBLEM

THERE ARE NEGATIVE STEREOTYPES THAT SURROUND PIT BULLS. THESE STEREOTYPES ARE UNTRUE, ROOTED IN FEARS, AND CAUSE HURTFUL CONSEQUENCES FOR PIT BULLS INCLUDING MISTREATMENT, NEGLECT, AND ABANDONMENT.

The title "Pit-iful" is written in a black, cursive font. It is surrounded by several black paw prints of varying sizes, arranged in a decorative border around the text.

# Pit-iful

## THE AUDIENCE AND SUBJECT MATTER

THE SUBJECT MATTER OF MY EDUCATIONAL INFORMATION DESIGN SYSTEM IS PITBULLS AND CORRECTING THE NEGATIVE STEREOTYPES THAT SURROUND THEM. MY AUDIENCE INCLUDES PEOPLE WHO ARE AFRAID OF PIT BULLS AND PEOPLE WHO ARE THINKING ABOUT ADOPTING A DOG. HOWEVER, I ALSO THINK MY AUDIENCE IS EVERYONE AS A GOAL OF MY DESIGN IS TO INFORM PEOPLE ABOUT THE INCORRECT INFORMATION ABOUT PIT BULLS THAT IS WIDELY SPREAD.



# *Pit-iful*

## CHANGE AND GOAL

THE GOAL FOR MY PROJECT IS TO CHANGE THE HURTFUL VIEWS INFLICTED ON PIT BULLS FROM FALSE STEREOTYPES AND MISINFORMATION. AFTER VIEWING MY DESIGNS, I HOPE THAT THE VIEWER UNDERSTANDS THAT A LOT OF WELL KNOWN STATISTICS ABOUT PIT BULLS ARE INCORRECT AND DOESN'T VIEW PIT BULLS AS SOMETHING TO FEAR, BUT INSTEAD SEES THEM AS DOGS WHO HAVE BEEN MISUNDERSTOOD AND DESERVE LOVE.



# Pit-iful

## RESEARCH

THE RESEARCH I DID INCLUDED RESEARCHING FALSE STATISTICS ABOUT PIT BULLS AND THE CORRECTED VERSIONS OF THEM, COMMON STEREOTYPES AND MISCONCEPTIONS ABOUT PIT BULLS, TALKING TO A LOCAL SHELTER, AND CONDUCTING A QUESTIONNAIRE ABOUT MY DESIGNS WITH PEOPLE I KNOW WHO ARE AFRAID OF PIT BULLS OR BELIEVE SOME OF THE STEREOTYPES ABOUT PIT BULLS.

## SOURCES:

 [HTTPS://WWW.PITBULLINFO.ORG/DOG-BITE-STATISTICS](https://www.pitbullinfo.org/dog-bite-statistics)

 [HTTPS://OUTWARDHOUND.COM/FURTROPOLIS/DOGS/PIT-BULL-STATISTICS](https://outwardhound.com/furtropolis/dogs/pit-bull-statistics)

 APPLIED ANIMAL SCIENCE BEHAVIOR JOURNAL

 THE VETERINARY JOURNAL

 JOURNAL OF APPLIED ANIMAL WELFARE SCIENCE

 THE AMERICAN VETERINARY MEDICAL ASSOCIATION



*Pit-iful*

## VISUAL EXPLANATION

### TYPOGRAPHY:

*Rough Love* ❀ ❀

FOR THE TITLE TREATMENT, I DECIDED TO USE THE TYPEFACE "ROUGH LOVE." I DECIDED ON THIS TYPEFACE FOR THE TITLE TREATMENT BECAUSE IT FITS WITH THE FEELINGS I WANT TO EVOKE ABOUT PIT BULLS WITH MY DESIGNS. THE TYPEFACE IS ROUGH AROUND THE EDGES WHILE STILL BEING PLAYFUL AND SWEET.

LULLABIES ❀ ❀ ❀ ❀

FOR THE TEXT IN MY DESIGNS, I DECIDED TO USE THE TYPEFACE "LULLABIES." I WENT WITH THIS TYPEFACE BECAUSE I THINK IT HELPS TO FOSTER THE FEELINGS OF INNOCENT AND SWEET WHILE DELIVERING THE INFORMATION.

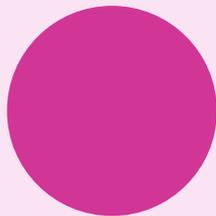
# Pit-iful

## VISUAL EXPLANATION

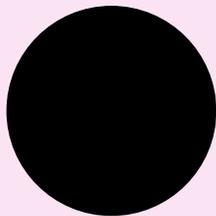
### COLOR PALET:



#F781CA



#D13696



#000000



#FFFFFF



#FFBAE5



#FAE3F2



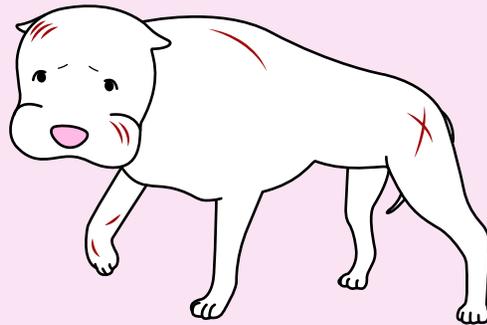
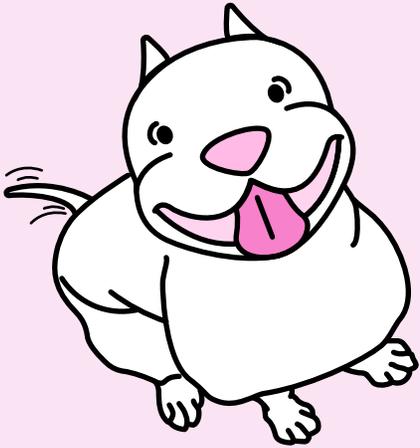
#F03EAC

FOR MY COLOR PALET, I CHOSE ONE CONSISTING MOSTLY OF PINKS AND WHITE. THE REASONING BEHIND THIS IS THAT THE COLOR COMBINATION OF PINK AND WHITE IS ONE ASSOCIATED WITH SWEETNESS AND INNOCENCE WHICH IS HOW I WANT PIT BULLS TO BE VIEWED IN MY DESIGNS AND WITH THE INFORMATION I'M PRESENTING.

# Pit-iful

## VISUAL EXPLANATION

### GRAPHICS AND IMAGES:



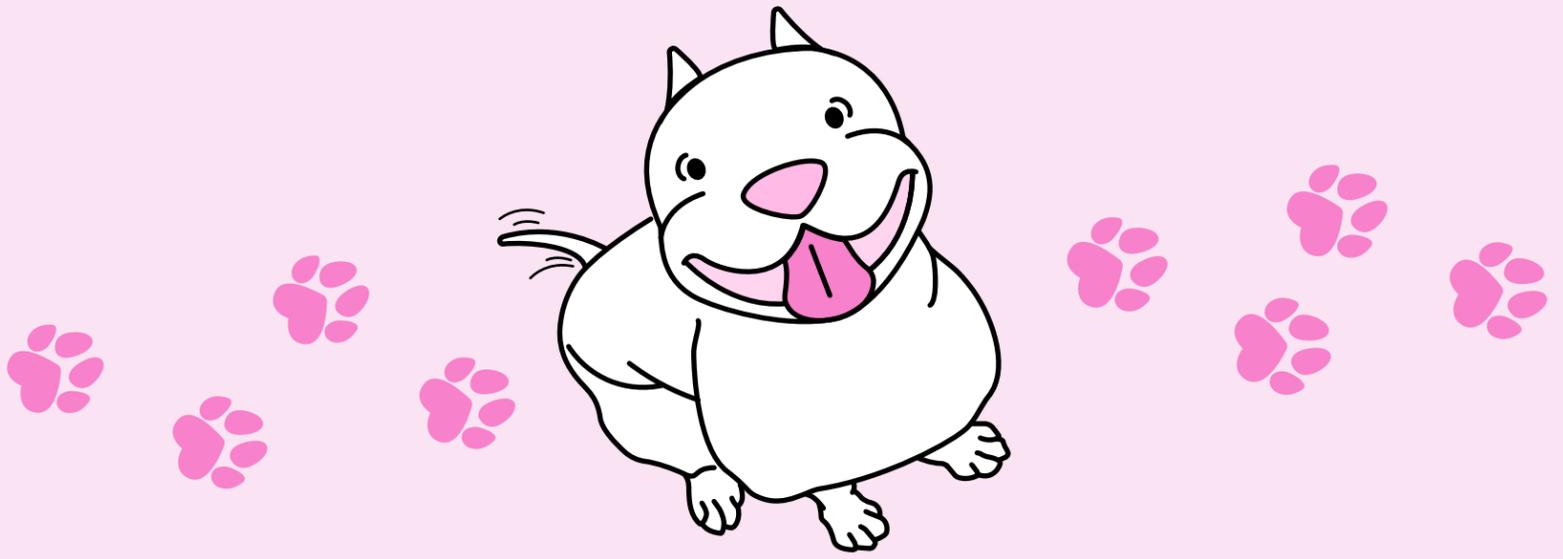


# *Pit-iful*

## VISUAL EXPLANATION

### GRAPHICS AND IMAGES:

THE IMAGES AND GRAPHICS I CREATED AND USED FOR MY DESIGNS WERE INTENDED TO CREATE VISUAL CONNECTIONS OF PIT BULLS WITH THE INFORMATION, EITHER TO SHOW THEM AS SWEET AND FRIENDLY, OR TO EVOKE SYMPATHY. OTHER SMALL GRAPHICS SUCH AS THE PAWS WITH HEARTS FOR THE PAW PADS ADDED AS ADDITIONAL DOG THEMED ASSETS.



## *Pit-iful*

# DON'T FEAR THE FUR!



HURTFUL STEREOTYPES ABOUT PIT BULLS HAVE CAUSED THEM TO BE LABELED AS "BAD DOGS" WHEN IN REALITY, MOST OF THE STEREOTYPES ARE NOT TRUE AND PIT BULLS ARE JUST MISUNDERSTOOD, LOVING DOGS.

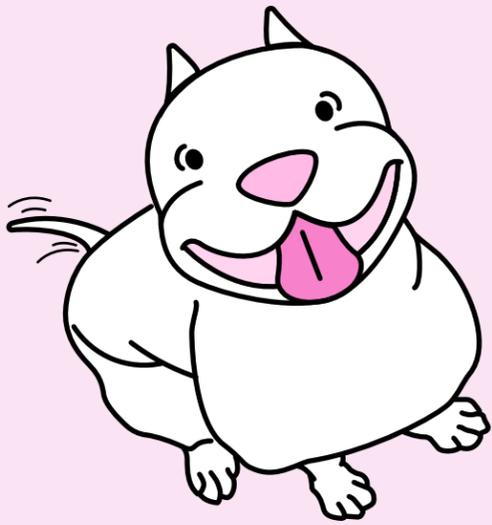
THE AMERICAN VETERINARY MEDICAL ASSOCIATION (AVMA), THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC), AND NUMEROUS STUDIES HAVE DETERMINED THAT A DOG'S BREED DOES NOT DETERMINE AGGRESSION, BITE STRENGTH, OR ITS PROPENSITY TO BITE.



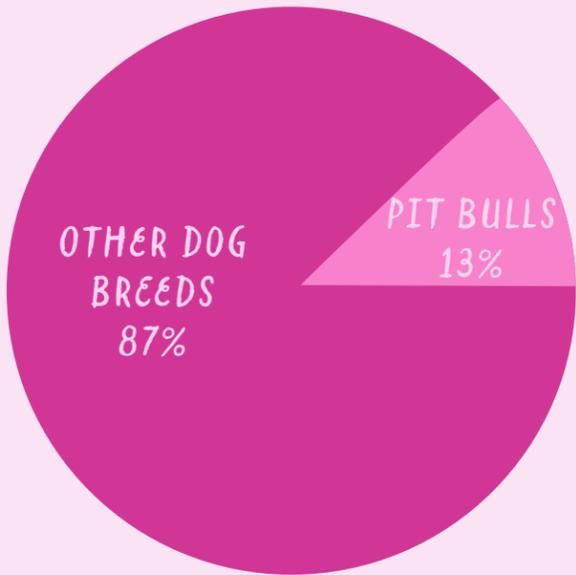
"THE PIT BULLS IN THE SHELTER ARE SOME OF THE MOST LOVING AND FRIENDLY DOGS WITH BOTH PEOPLE AND THEIR KENNEL MATES!"



- ANIMAL CARE TECHNICIAN AT THE ANIMAL SERVICES CENTER OF THE MESSILLA VALLEY

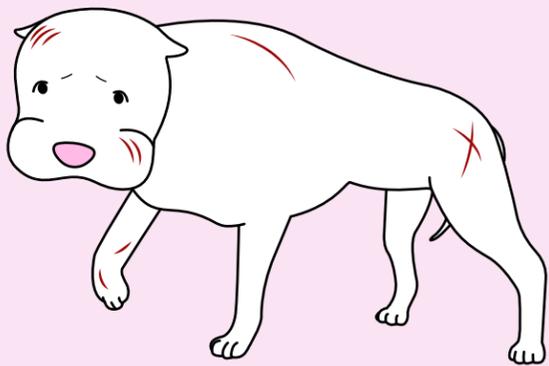


# Pit-iful



60% OF DOGS IDENTIFIED AS PIT BULLS LACK DNA FROM PIT BULL-TYPE BREEDS AND OVER 40% OF MEDIA COVERAGE ABOUT PIT BULL ATTACKS ARE NOT PIT BULLS, WITH BREED VALIDATION ONLY BEING POSSIBLE IN 18% OF ALL INCIDENTS.

CORRECTED STATISTICS OF DOG BITE RELATED FATALITIES CHANGES THE PERCENTAGE BY PIT BULLS FROM 68% TO 13%



THE STEREOTYPE THAT PIT BULLS ARE AN AGGRESSIVE BREED STEMS FROM THE FACT THAT THEY WERE USED FOR DOG FIGHTS. HOWEVER, ONLY 9% OF A DOG'S BEHAVIORAL TRAITS CAN BE ATTRIBUTED TO BREED.



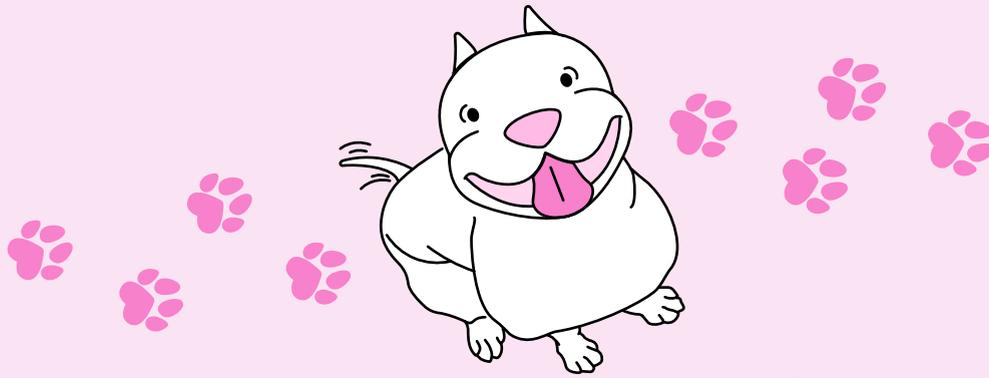
THERE IS MORE MEDIA COVERAGE FOR PIT BULL ATTACKS BECAUSE THEIR STEREOTYPES MAKE FOR GOOD NEWS AND VIEWER ATTRACTION. HOWEVER, IT HAS BEEN FOUND THAT IN MANY MEDIA STORIES AND MEDICAL STUDIES OF ATTACKS, THERE ARE FACTUAL ERRORS, OMISSIONS, AND EXAGGERATIONS.



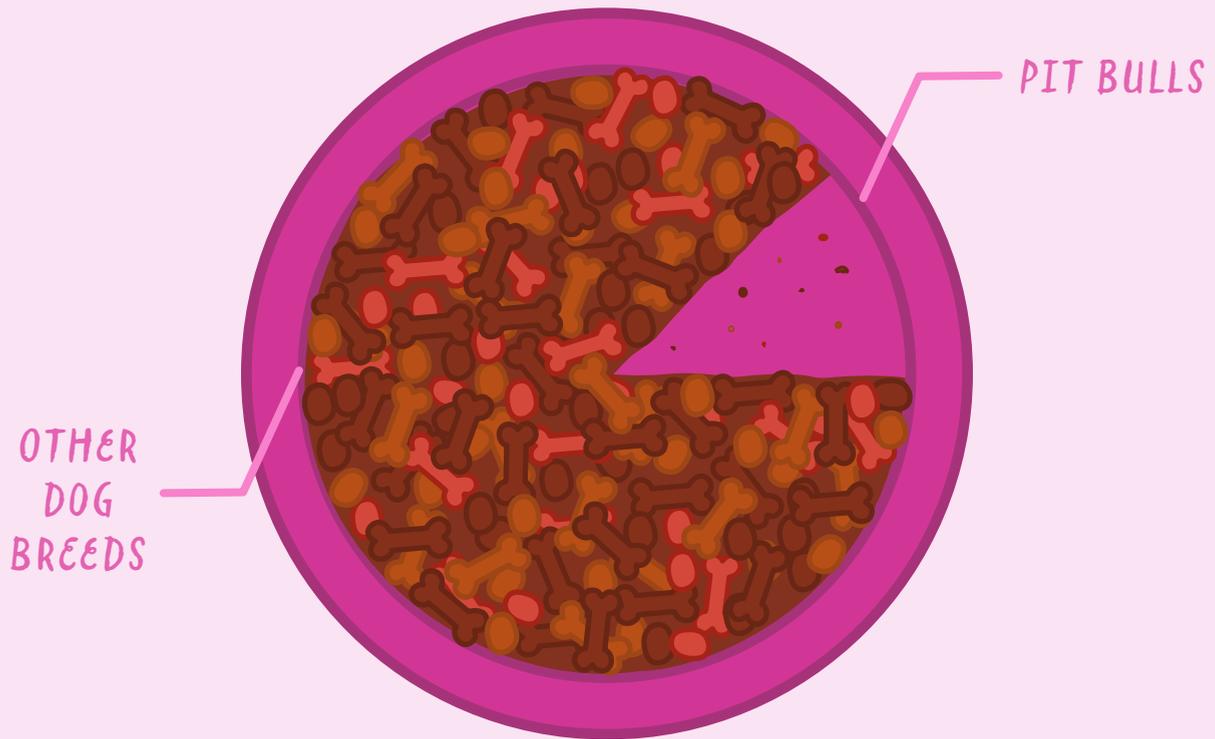
PIT BULL-TYPE DOGS CONSISTENTLY PERFORM BETTER ON TEMPERAMENT TESTS THAN POPULAR FAMILY DOGS LIKE LABS, BORDER COLLIES, AND GOLDEN RETRIEVERS. (AMERICAN TEMPERAMENT TEST SOCIETY RESULT)

CURRENTLY, 70-80% OF DOGS IN ANIMAL SHELTERS ARE PIT BULLS/PIT BULL MIXES. DUE TO FEARS ROOTED IN FALSE STEREOTYPES, THESE DOGS HAVE BEEN MISTREATED AND NEGLECTED. BY CORRECTING STEREOTYPES AND MISINFORMATION, PIT BULLS ALL OVER CAN GET THE LOVING HOMES THEY DESERVE





# Pit-iful



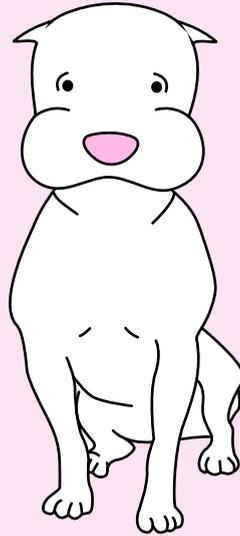
MANY DOG BITE RELATED FATALITY STATISTICS SHOW AN INFLATED PERCENTAGE OF 68% FOR ATTACKS BY PIT BULLS DUE TO INCORRECTLY CATEGORIZING OTHER DOGS AS PIT BULLS. AFTER REMOVING DOGS THAT DON'T SHARE DNA WITH PIT BULL-TYPE BREEDS, THE TRUE PERCENTAGE OF PIT BULLS RESPONSIBLE FOR ATTACKS IS ONLY 13%

# Pit-iful

"BAD DOG!"

"THEY'RE SCARY  
AND RANDOMLY  
ATTACK!"

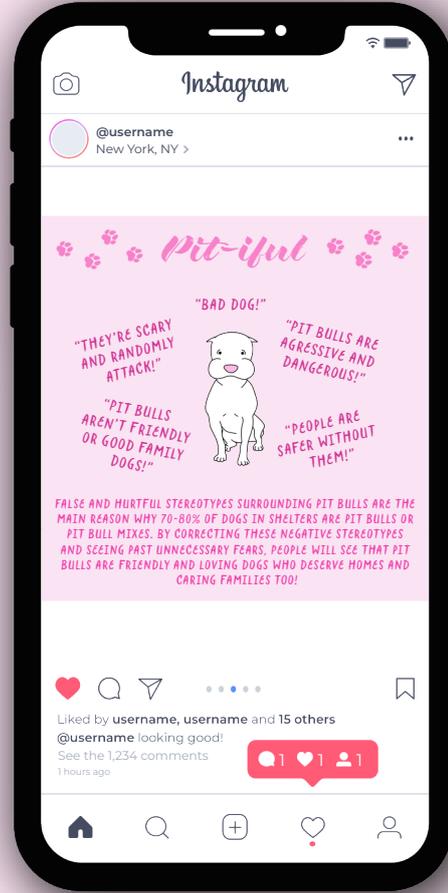
"PIT BULLS  
AREN'T FRIENDLY  
OR GOOD FAMILY  
DOGS!"



"PIT BULLS ARE  
AGGRESSIVE AND  
DANGEROUS!"

"PEOPLE ARE  
SAFER WITHOUT  
THEM!"

FALSE AND HURTFUL STEREOTYPES SURROUNDING PIT BULLS ARE THE MAIN REASON WHY 70-80% OF DOGS IN SHELTERS ARE PIT BULLS OR PIT BULL MIXES. BY CORRECTING THESE NEGATIVE STEREOTYPES AND SEEING PAST UNNECESSARY FEARS, PEOPLE WILL SEE THAT PIT BULLS ARE FRIENDLY AND LOVING DOGS WHO DESERVE HOMES AND CARING FAMILIES TOO!





# Pit-iful

## TIMELINE AND BUDGET OVERVIEW

### TIMELINE:

- 🐾 RESEARCH & DESIGN DOCUMENT: 04/08 - 04/16
- 🐾 TITLE TREATMENT: 04/17 - 04/19
- 🐾 POSTER DESIGN: 04/20 - 04/24
- 🐾 INFOGRAPHIC: 04/25 - 04/29
- 🐾 2 SOCIAL MEDIA POSTS: 04/30 - 05/02
- 🐾 PRINTING & PRESENTATION: 05/3 - 05/06

### BUDGET:

- 🐾 PROJECT TIMELINE: 04/08 - 05/06
- 🐾 ESTIMATED HOURS SPENT WORKING: 64H
- 🐾 HOURLY WAGE: \$25
- 🐾 TOTAL COST: \$1,600