

Case Study Brief
University of Cincinnati
Anti-tobacco Graphic Design Project

Public university located in Cincinnati, Ohio

Enrollment: 32,975 (18,587 undergraduates)

Type/Category: Curriculum Infusion

Program: In 2000, the University of Cincinnati's (UC) Graphic Design program added the development of an anti-tobacco poster and advertisement project to the curriculum. The project got started when the University's Wellness Center contacted a professor in the Graphic Design program with a proposal for an anti-tobacco class assignment. The professor agreed to use the Wellness Center as a "client" for a class design project to raise awareness about the dangers of smoking. A staff member from the Wellness Center met with the class to discuss the posters and advertisements that the students were "hired" to create.

Once initial designs were completed, a student in the Health Promotions Department (as part of an independent study) conducted a focus group to determine which designs and messages were most appealing and effective. The designs of five UC senior graphic design students were selected. Five hundred posters of each design were printed and hung in residence halls, student unions, cafeterias, and classrooms around UC and nearby Xavier University. Ten other designs were made into advertisements, with one running each week in the UC and Xavier newspapers during fall semester. The designs included everything from a cartoon character named "Larry Lung" to a WWII-era airplane that dropped cigarettes instead of bombs.

The University of Cincinnati also offers group and individual tobacco cessation classes as part of the American Lung Association's Freedom from Smoking Program.

Cost: Funding was provided by the Ohio Department of Health and Hamilton County's Tobacco Free Ohio Coalition. It covered the costs of printing the posters and supplying students with zip disks to save their work.

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