



Design Document

Drug Awareness Project

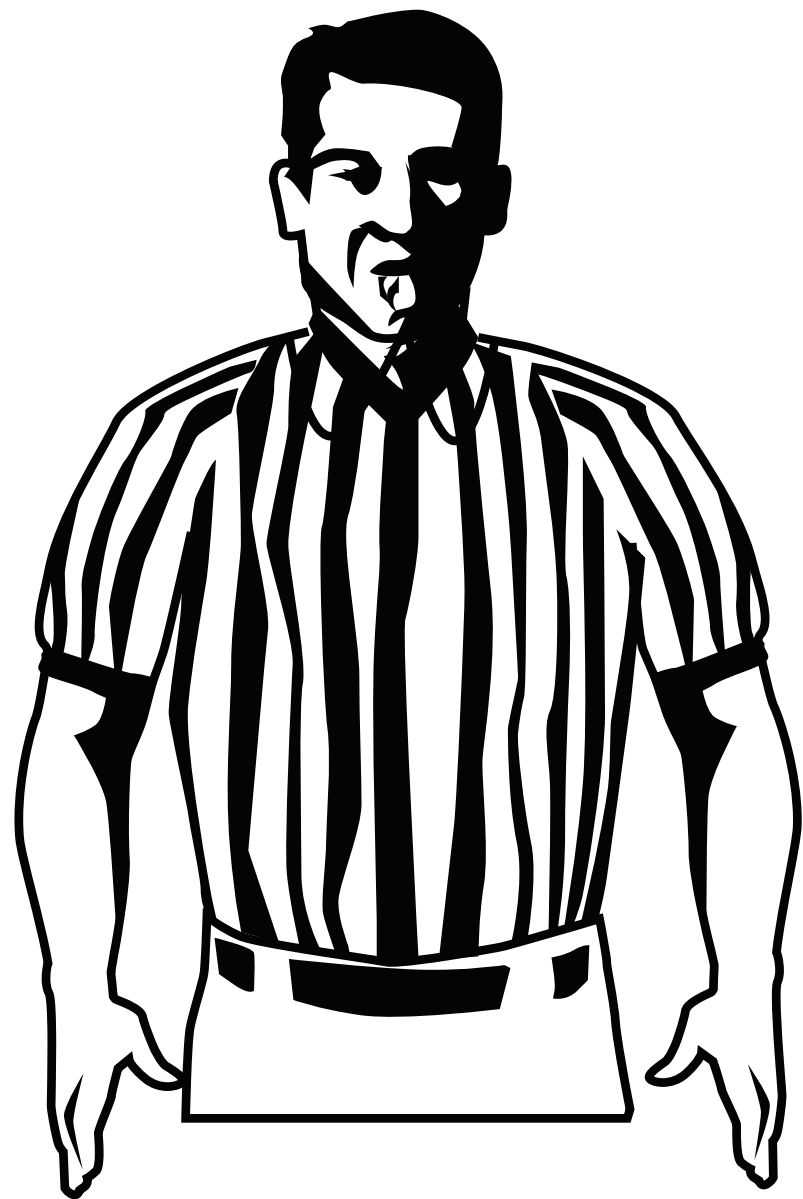
We felt that the message to student-athletes should tell them “don’t assume, check it out”. There’s no shame or danger in asking, and you’ll be better off than finding out when a positive test gets you in trouble.

The secondary message to the trainers/athletic department should tell them “be a trusted resource”. When a team member asks you about a potential drug or supplement, help them find the right answer in a non-threatening way.

The common ground between both these messages is our tag line for this

Initiative:

It’s the right call. Play clean.



As the embodiment of the NCAA Health and Safety group, we have created a referee character. He is not associated with any sport, he is the representation of all officials and acts as the voice of the NCAA with a fun attitude.

He presents factual information in a modern and approachable way. This voice helps take the “scare” tactic completely out of the picture. He’s not punishing student-athletes, he’s helping them make the right call.

He can be represented in two manners, depending on use. Although we will be showing him in different manners, and different angles depending on the situation, it is always meant to be the same ref, the embodiment of the NCAA drug awareness program.

Illustration

This use with wacky hand gestures to “call” the bad ingredient harkens back to official rule books, and will add to the playfulness of this initiative.

Photography

The ref, the students and the scene will be handled in an over-the-top fashion as an added humor element to the situation. This will draw readers in, and each scene will have so many elements to it that it will garner more than one look from the audience, helping imprint the messaging.



That double vanilla latte tastes great but it has one added ingredient: lost eligibility. Caffeine is a restricted substance; too much and you could be suspended from your sport. Play smart. Find out what drugs and supplements are banned at the NCAA Drug Resource Center. Call or click. It's simple, quick and anonymous.



fig. 3 Excessive Caffeine



IT'S THE RIGHT CALL. PLAY CLEAN.

www.NCAA.org/health-safety

| 1-800-CHECK-IT

| text: check to 6222

| check@ncaa.health.org



FLAG ON THE LATTE

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UNINTENTIONAL FOUL:
TEAM SMOOTHIE



fig. 7 Ginseng Intake

Strawberry power vortex is a great way too cool off, and to get in trouble with the coach. It contains ginseng, a banned supplement. That drink could lead to your suspension from the team. Play smart. Find out what drugs and supplements are banned at the NCAA Drug Resource Center. Call or click. It's simple, quick and anonymous.

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The screenshot shows the NCAA website homepage in a browser window. The browser's address bar displays "http://www.ncaa.org" and the search bar contains "Google". The page header includes the NCAA logo and the text "National Collegiate Athletic Association". A navigation menu at the top lists various site sections like "Home", "About the NCAA", "Academics & Athletes", "Legislation & Governance", "Fall Sports", "Winter Sports", "Spring Sports", "Statistics", "Media & Events", "Forms", "Video", "Library", "Employment", "Contacts", and "Member Web Sites".

The main content area features "The NCAA News" with the date "Friday, May 23, 2008". A prominent banner reads "Question of the day: Is football part of the higher education experience?" with the headline "FLAG ON THE LATTE" in large, bold, red letters. Below this, a news article titled "Student-athlete conference convenes" is visible, accompanied by a photo of a referee. A sidebar on the right contains a "Press Room - News Releases" section with several headlines, including "Division I Committee on Infractions Penalizes Middle Tennessee State University" and "NCAA to Host Record Number of Student-Athletes at NCAA Development Conference".

At the bottom of the page, there is a "Game Environment: Winona State" section with a photo of hockey players and a "Learn more about eligibility and substance" link. The overall layout is clean and professional, typical of a major sports organization's website.

Advertising – Style Reference



MAKE THE CALL

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CALL-O-MATIC

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