

**WOOF: Graphic Informational Campaign of Responsible Dog Ownership
And Stray Dog Population Management in Selected Barangays
Of Bagong Bayan, Dasmariñas City, Cavite**

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Christine Diane D. Eribal

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TABLE OF CONTENTS

Title Page	i
Approval Sheet	ii
Table of Contents	iii
List of Tables	iv
List of Figures	v
List of Matrices	vi
List of Appendices	vii
Acknowledgement	viii
Abstract	ix

Chapter I INTRODUCTION

Background of the Study.....	2
Project Rationale.....	4
Objectives.....	5
Concept.....	6
Significance of the Study.....	8
Definition of Terms	9

Chapter II DESIGN APPROACH

Concept Overview	11
Target Audience.....	15
Design Output.....	16
Conceptual Framework.....	17

Chapter III DESIGN INSPIRATION

Design Information.....	19
Inspiration Elements	20
Inspiration Description.....	21

Chapter IV DESIGN DETAILS

Design Studies	23
Survey Instrument.....	25
Presentation, Interpretation and Analysis of Data.....	26
Design Method	39
Production Materials.....	42

Gantt Chart	44
Summary of Findings.....	45

Chapter V OUTPUT AND CONCLUSION

Output.....	46
Conclusion.....	57

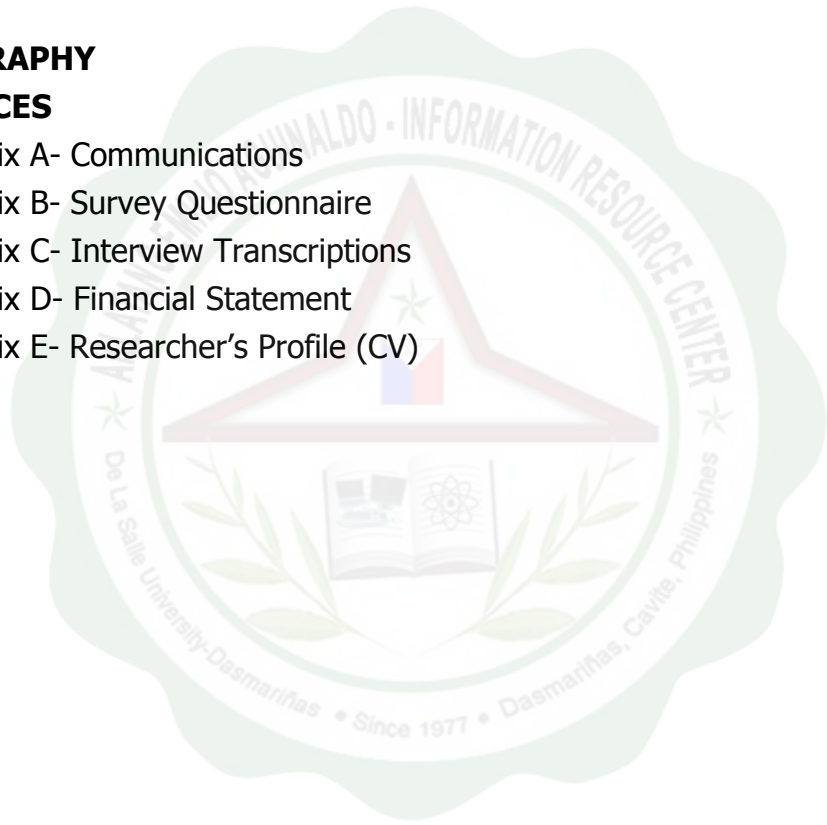
CHAPTER VI - EVALUATION AND RECOMMENDATION

Evaluation.....	58
Recommendation.....	63

BIBLIOGRAPHY

APPENDICES

- Appendix A- Communications
- Appendix B- Survey Questionnaire
- Appendix C- Interview Transcriptions
- Appendix D- Financial Statement
- Appendix E- Researcher’s Profile (CV)



LIST OF TABLES

CHAPTER III- DESIGN INSPIRATION

Table 3.1: Design Information for the Graphical Campaign.....	19
Table 3.2: Design Information for the Graphical Campaign.....	19

CHAPTER IV – SURVEY INSTRUMENT

Table 4.1: Ranks of in Sta. Fe, Fatima I and San Mateo in Dog Population of Bagong Bayan 2013-2014 (City Veterinary Office, Dasmariñas).....	25
Table 4.2: Vaccination Percentages in Sta. Fe, Fatima I and San Mateo in 2013-2014 (City Veterinary Office, Dasmariñas).....	25

CHAPTER IV - PRESENTATION AND ANALYSIS OF DATA

Table 4.3: Distribution of Genders in the three barangays surveyed.....	26
Table 4.4: Distribution Dog Age in the three barangays surveyed.....	26
Table 4.5 Distribution of dogs in the three barangays surveyed.....	27
Table 4.6: Distribution of breed of dogs in the three barangays surveyed.....	27
Table 4.7: Distribution of number of years as a Dog Owner in the three barangays Surveyed.....	28
Table 4.8: Survey Results of Awareness of Dog diseases and vaccines.....	29
Table 4.9: Survey Results of giving proper medical care and awareness of the symptoms of diseases in dogs.....	29
Table 4.10: Survey Results of Owners that claims that they provided all the core vaccines for their dogs.....	30
Table 4.11: Survey Results of owners who spayed and castrated their dogs.....	31
Table 4.12: Survey Results of the awareness of the problems brought by not having their dogs spayed or castrated.....	31
Table 4.13: Survey: Results of the awareness of the benefits brought by spaying and castrating their dogs.....	32

Table 4.14: Survey Results of the awareness of the symptoms of Rabies in humans and dogs.....	32
Table 4.15 Survey Results of awareness of how to prevent and treat bite wounds.....	33
Table 4.16: Survey Results for the awareness of biting incidents in their area.....	34
Table 4.17: Survey Results of the familiarity of local campaign against Rabies and Dog Bites.....	34
Table 4.18: Survey Results for the awareness of graphical campaigns pertaining to Responsible Dog Ownership, Rabies and Bite Prevention and Stray Dog Population Management in their area.....	35
Table 4.19: Survey Results of the familiarity in national laws pertaining to Responsible Dog Ownership and national campaign against Rabies, Animal Bites and Stray Dog Population Management such as R.A No. 9482.....	36
Table 4.19 shows that 62 % of the respondents are not aware of the Republic Act No. 9842.....	36
Table 4.21: Survey Results of the awareness of the presence and current potential harm of the Stray Dog Population in their area.....	37
Table 4.22: Survey Results of the awareness of the reasons for the Stray Dog Population in their area.....	38
Table 4.23: Survey Results for the awareness of the solutions one can do to contribute to the decrease of the Stray Dog Population in their area.....	38
Table 4.24: Survey Results of their willingness to support a Graphical Campaign that explains Responsible Dog Ownership, Rabies and Bite Prevention and Stray Dog Population Management in their areas.....	39
Table 4.25: Survey Results of their opinion if a Graphical Campaign that explains Responsible Dog Ownership, Rabies and Bite Prevention and Stray Dog Population Management in their areas will be of help to them.....	40
Table 4.26: Gantt Chart.....	45

LIST OF FIGURES

CHAPTER II- CONCEPTUAL FRAMEWORK

Figure 2: Framework of the research entitled "WOOF: Graphic Informational Campaign of Responsible Dog Ownership and Stray Dog Population Management in Selected Barangays Of Bagong Bayan, Dasmariñas City, Cavite"17

CHAPTER III- INPIRATION ELEMENTS

Figure 4.1: A design study for the series of Advocacy Ad promoting Responsible Dog Ownership.....23

Figure 3.6: An infographics regarding first aid in case of Dog Bite.....23

Figure 4.2: An infographic discussing symptoms and prevention of Canine Parvovirus.....24

CHAPTER IV - DESIGN STUDIES

Figure 3.1 A Black and white photo of a old woman.....17

Figure 3.2 A portrait of a Kid.....18

Figure 3.3 A landscape portrait of the rice terraces.....19

Figure 3.4 A portraiture of Igorot kids.....20

CHAPTER V- OUTPUT

Figure 5.1: Infographics of Spay and Castrate.....46

Figure 5.2: Infographics of Responsible Dog Ownership checklist.....47

Figure 5.3: Infographics of Common Diseases in Dogs and Vaccines.....48

Figure 5.4: Infographics of Common Parasites in Dogs.....49

Figure 5.5: Infographics of Rabies.....50

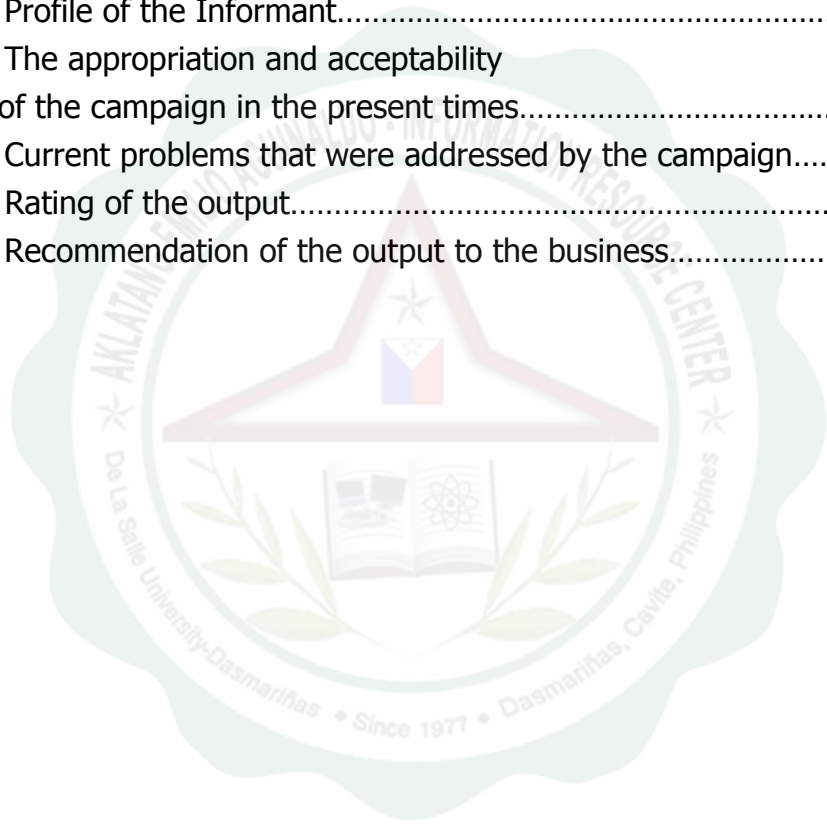
Figure 5.6: Infographics of the Symptoms of Rabies.....51

Figure 5.7: Infographics for Bite Prevention.....	52
Figure 5.8, 5.9, 5.10: Series of Advocacy Ads.....	53
Figure 5.11: Screenshot of the Rabies Motion Graphics.....	54
Figure 5.12: Screenshot of the Asong Gala Motion Graphics.....	55
Figure 5.12: Screenshot of the Asong Gala Motion Graphics.....	56

LIST OF MATRICES

CHAPTER VI - EVALUATION AND RECOMMENDATION

Matrix 6.1: Profile of the Informant.....	58
Matrix 6.2: The appropriation and acceptability of the campaign in the present times.....	59
Matrix 6.3: Current problems that were addressed by the campaign.....	60
Matrix 6.4: Rating of the output.....	61
Matrix 6.5: Recommendation of the output to the business.....	62



ABSTRACT

This study aims to publish a campaign that discusses responsible dog ownership, stray dog population management, and important information about rabies and bite prevention in selected barangays of Bagong Bayan, City of Dasmariñas, Cavite.

The scope of the study is limited to Barangays Sta. Fe, Fatima I, and San Mateo in Bagong Bayan, City of Dasmariñas, Cavite. These barangays are in close proximity to De La Salle – University Dasmariñas and of other elementary schools and ranked 2nd, 3rd and 13th of Bagong Bayan’s largest population of dogs and has decrease or slow increase in mass vaccination in the City. The contents of the infographics, advocacy ads, and motion graphics is limited to Responsible Dog Ownership, Rabies and Bite Prevention, and Stray Dog Population Management as stated in Republic Act no. 9482 of the Philippine Constitution of 1998. The language used in the outputs of this study is in the National language of the Philippines - Filipino. This is to assure that the infographics, advocacy ads, and motion graphics may be understood by everyone, regardless of the respondent’s age, educational attainment or the economic class the viewer belongs to.

The concept of this thesis is to publish a minimalist series of infographics, Advocacy Series Ads, and Motion Graphics that advocates Responsible Dog Ownership and addresses the sources, problems and solutions of stray dogs in the City of Dasmariñas. People learn better from words and pictures than from words

alone. Using multimedia instructions such as Information Graphics, Advocacy Ads and Motion Graphics promotes learning and understanding to the viewers. According to the cognitive theory of multimedia learning, multimedia presentations have the potential to foster generative processing. They foster this by making it easier for viewers to build connections between words and pictures to encourage them to build links between verbal and pictorial presentations (Mayer, 2009).

At the end of the research study, the researcher has provided a graphical campaign that educates the public of selected barangays in Bagong Bayan, Dasmariñas City, Cavite that advocates responsible dog, rabies and bite prevention and stray dog population management.

