

Gifts That Save Lives

Choose a gift, send an ecard, save lives.

ACTION AGAINST HUNGER

Action Against Hunger is an international humanitarian organization that combats malnutrition and is dedicated to ending global hunger.

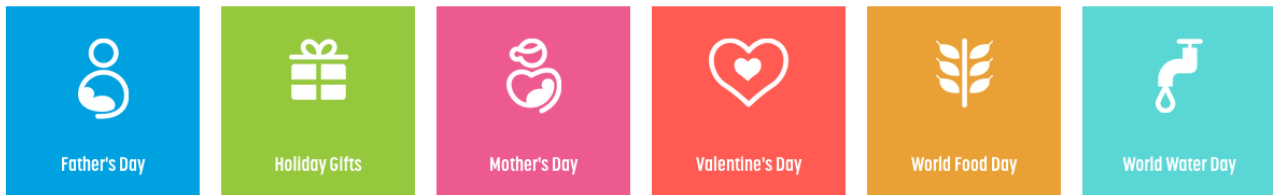


The New York based design firm, Hyperakt, worked with them to develop a visual strategy for a virtual gift catalogue. The platform lets users give the gift of water, food, emergency relief, or livelihood support. The strategy enables anyone to understand the reasons to give and the impact that their gift can have.

What I really appreciated about the project is how the design made a complex issue simple for viewers to understand. It was visually appealing and had a solid concept that got people interested, and then when you go to the site the design makes it really easy to donate and give a gift.

For my project, I will focus on the idea of making a complex issue into a clear concept for viewers.

GIFTS BY OCCASION



GIFTS BY PRICE RANGE

