



#BeUnderstood

Ad Council

**SOME PARENTS WANT THEIR KIDS TO TRY HARDER.
SOME KIDS ARE TRYING AS HARD AS THEY CAN.**

Learning and attention issues can look different to parents and kids. That's why there's Understood, a free online resource with answers, advice and tools to help your child thrive. Go from misunderstanding to [understood.org](https://www.understood.org).

Understood
for learning & attention issues

Brought to you by 15 nonprofit partners

Understood is a non-profit organization dedicated to supporting individuals with dyslexia, dyscalculia, and Attention Deficit Hyperactivity Disorder (ADHD). This poster is from #BeUnderstood campaign, which sheds light on the struggles of children living with ADHD and provides parents access to an informational hub of resources to help bridge the gap between them and their children.

The image of the person with a split face conveys that gap in communication very well and adds meaning to Understood's campaign. #BeUnderstood is highlighting a disparity between children and their parents. This image

drives the point home incredibly well. Within the text underneath, Understood has a call to action. Parents are told where they can go to bridge the gap between them and their children and what kind of resources will be available to them when they arrive.

Despite the thought provoking imagery, the overall layout of the document is incredibly simple. The light gray background forces your eyes to the image first. Because the image is so compelling, there is a natural reaction to pursue further for more information. The additional information is listed below, explaining what the contrast represents, followed by Understood pitching their organization's services to the reader.

The text is minimal with the image taking up the majority of the poster. The dark coloring of the person's clothing allows the white text to stand out. Normally white text, especially on a light gray poster, would be illegible. However, in this instance the white text fits well. The neutral colors of the poster creates a very no-nonsense vibe which adds an air of professionalism to the poster and the overall campaign.

Conversely, the logo is purple and blue which is opposite of the very neutral, no-nonsense style of the poster. It really makes the organization's name stand out and memorable. This is especially important, because Understood pitches its website of resources to the audience in the quote above it. If someone was skimming the poster, they may miss who the organization is. Having that colorful logo on the bottom helps to imprint the campaign and the organization in the reader's mind.

This campaign was incredibly well done. Understood reached its audience well, created thought provoking imagery, and promoted its brand in the process. The #BeUnderstood poster was simple in design, not overly wordy, and had an excellent selection of colors. However, purple is not the most color-blind friendly color. For an organization that supports individuals with disabilities, there could definitely be improvement there. The choice in font is easily read although the text could be larger, but that decision could have been made to keep the focus on the imagery. Overall, this poster is a nine on a scale of 1 to 10. It's incredibly usable, so only 1 point is deducted for accessibility. Understood created a stellar campaign and this poster is a great example of successful technical communication.