

Invite
Happy



What is autism?

Autism spectrum disorder (ASD) is a lifelong developmental disability that affects, among other things, the way an individual relates to his or her environment and their interaction with other people.

The word 'spectrum' describes the range of difficulties that people with ASD may experience and the degree to which they may be affected. Some people may be able to live relatively normal lives, while others may have an accompanying learning disability and require continued specialist support.

The main areas of difficulty are in social communication, social interaction and restricted or repetitive behaviours and interests.

People on the autism spectrum may also have:

- unusual sensory interests such as sniffing objects or staring intently at moving objects
- sensory sensitivities including avoiding everyday sounds and textures such as hair dryers, vacuum cleaners and sand
- intellectual impairment or learning difficulties

An estimated one in 100 people have ASD; that's almost 230,000 Australians. ASD affects almost four times as many boys than girls.

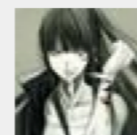
World Autism Awareness Day, 2 April

www.un.org/en/events/autismday/ ▾ [翻译此页](#)

2010年4月2日 - "World Autism Awareness Day is about more than generating understanding; it is a call to action. I urge all concerned to take part in fostering ...

2. People with autism can't feel or express any emotion—happy or sad. Autism doesn't make an individual unable to feel the emotions you feel, it just makes the person communicate emotions (and perceive your expressions) in different ways.

5. People with autism are just like Dustin Hoffman's character in Rain Man. Autism is a spectrum disorder, meaning its characteristics vary significantly from person to person.



Ebon Mithrill Blackforest · ★ Top Commenter · N/A

I can like, but not love. I can dislike, but not hate. I can get rages, though. Its as individualistic as the grains of sand on a beach; some people on the spectrum can feel, some can't. Some can express it, some can't. Really, people are people...emotions don't come just because you are human. (And no, I've never been abused, neglected, or anything else, so its not another condition. If it were, it would just be apathy.)

Reply · Like · 👍 2 · June 4 at 8:41pm

Try to achieve

to make general public aware of Autism in the society, and try to understand them, helping them, most importantly, inviting them, talk with them. it can really improve the environment for them to live, and decrease the isolation or even suicide rate. Additionally, it will open a dialogue between people in general public and it can also increase the social cohesion during the campaign.

Slogan

'Invite Happy' Happiness is something that can easily share between people, it is a human nature which smile and laugh can be contagious. unfortunately, that some of us is lack that kind of ability, they need a bit more of invitation and patience to involved into our society. So invite them, share the happyness.

Campaign one

Based on the research that autism children may misunderstand and lack of awareness of people's eye contact, action and voice. I want to imitate it and emphasize the difficulty to understand others in autism children's view.

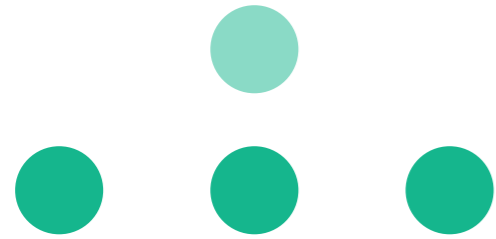
Motivation

This a public service which is aiming to helping people who is needed. Moreover, it is fun and playful to share between friends, additionally, it will also makes our society happier and closer to each other through this event and interaction.

How is this work

Start with one person nominate three friends in their social media(facebook), and giving a sentence for each one of them to express only through physical action(body language), and make it as a short video(Vine) upload to their social media, and then let their facebook friends guess what the sentence is and the people who guess right, can donate 10 dollars to Autism organiliation to help more autism children.

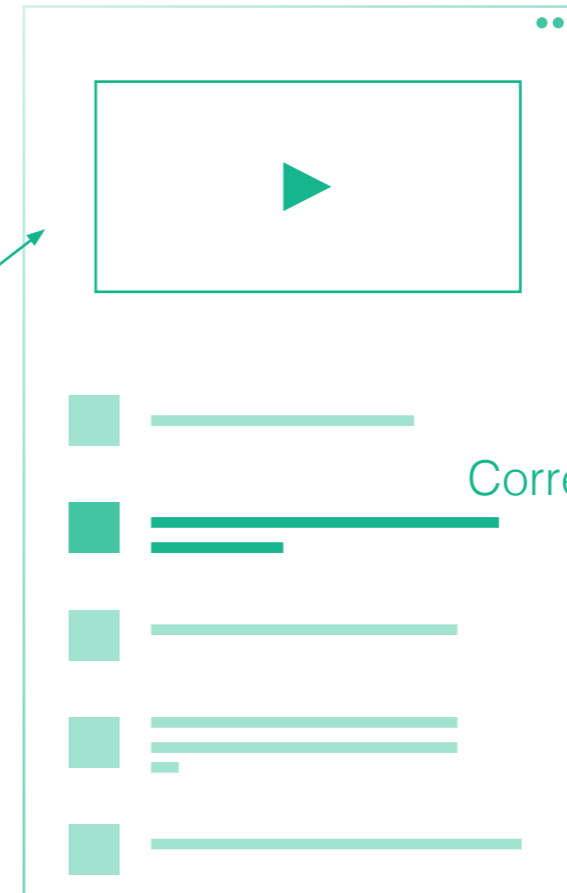
Atfer that, the person who completed their short video, can nominate three friends of them, and then go on...



make up a sentence or use the sentence that your friend gives to you.



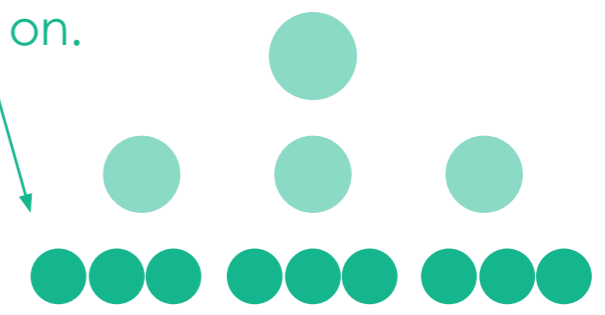
take your camera, express the sentence by using only physical action.



Donate



nominate three of your friends, and give each one of them a sentence. repeat the steps, and go on.



Campaign promotion

Invite Happy

Step one

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use the sentence that your
friend gives to you.

Step one

take your camera, express
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Step one

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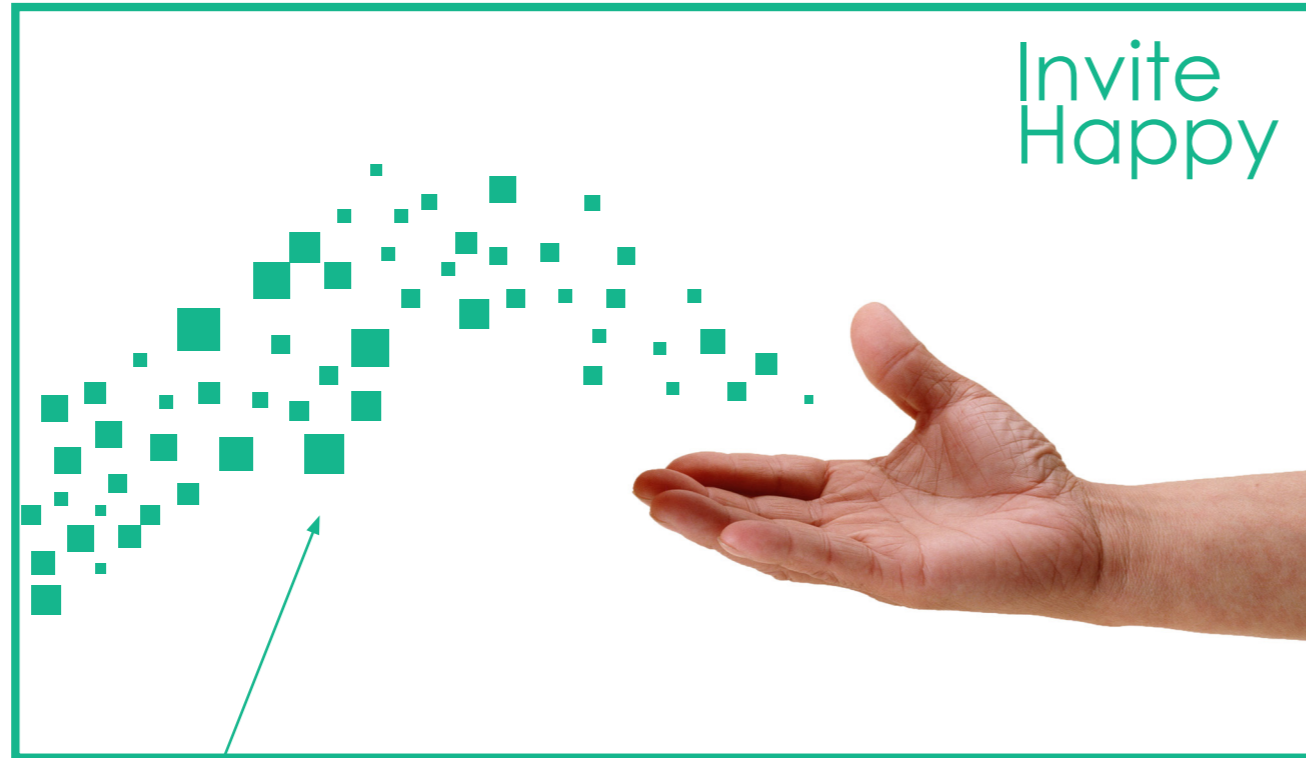
Campaign two

The event will be setting up at the busiest public area (Flinders Street). The person inside cannot hear or talk with people outside, it is imitating the living environment that autism children may have suffering from, and this performance will also make audience curious, therefore the slogan stick is the symbol which represents the campaign and it also can showing the meaning of this event. Moreover, the person inside will performing some something awkward but is the kind of behaviour autism may act. (based on the research, such as no eye contact, different emotion expression from others in the same environment). And people outside can choose donate money and using the only communication tool- radio telephone, to communicate the person inside.

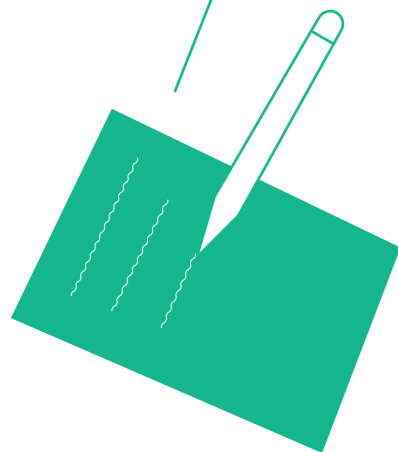


Campaign three

Based on the two campaigns that we did previously, general public will have a basic awareness and understanding of autism, and now it is time to make the final pitch.



and then stick it on our campaign billboard which can eventually becoming the image that two hands are trying to hold each other.(This is will setting up on the same place as campaign two)



write something on a sticky note that you think what is autism ,how can we helping them and what do you want to say to the children who has autism.



face to the camera while holding your note, say something and showing them that you are care and willing to help.

every clip from the event that we collect, will editing up as a VCR that will showing to the autism people that world are caring about them, they are not alone.
it is also going to be our new television advertising for further purpose.



Poster and billboard

