THE PROBLEM

To address the lack of fire safety education among college students on campus at Miami University in Oxford, OH.

"SUCCESS STATEMENT"

Miami University students will know more about fire safety so there will be fewer fires on campus.
TARGET AUDIENCE

My target audience is Miami University college freshman, sophomores, and sororities in on campus dorms on Miami University from the ages of 18-23.

PROJECT OBJECTIVES

Individual projects are proposed, researched, and executed. Enables students to learn how to define and limit a project, choose the best format for a particular communication goal, organize and schedule time, and set and meet interim goals. Students will be able to think flexibly, producing multiple strong solutions to the same design problem. Students will be able to use rapid prototyping as a strategy for solving design problems. Students will learn how to apply the process of design thinking to a self-initiated independent project. Students will develop stronger problem solving skills.
Each year, about 1,700 fires occur in collegiate housing - on and off campus and about 150 fires occur each year in fraternity/sorority houses.

Cooking Equipment: Accounted for 920 fires and 21 injuries at dormitories.

Intentional: Accounted for 540 fires and 18 injuries at dormitories.

Out of 215 runs for the Oxford Fire Department, 145 runs were false alarms.
Fire Safety

Three killed in house fire near Miami University in Ohio

OXFORD, Ohio (AP) — A fire early Sunday morning at a house near Miami University killed three people believed to be students and injured two others, authorities said.

"It looked like the house had wings of flame, almost," said Joesse Gerolls, a Miami sophomore who lives in a nearby university housing complex.

Gerolls said he ran to the house and saw two people come out from behind the two-story, brick home with oxygen masks on their faces. He said they stumbled to a hospital emergency room about 100 yards away.
**INTERVIEWS**

Mark Johnson, Firefighter paramedic, fire safety educator at the Oxford Fire Department

Jerry Kuras
Retired Battalion Chief
Firefighter in California

Tim Rogers
Firefighter Paramedic
The Oxford Fire Department

**VIEW ON FIRE**

Students think, "...it will never happen to me but things happen to everyone"

Students need, "A more universal understanding of fire safety..."

— Mark Johnson, Firefighter paramedic, fire safety educator
BRAINSTORMING

MOOD BOARDS
Open flames are costly

A person who violates a standard of conduct set forth in a section or chapter of the Ohio Fire Code listed below is liable for the civil fine specified in Section 507.04.

- Overcrowding
- Unsafe Buildings
- Open Flame in Group R-2 Dormitories
- Removal of or tampering with equipment required
- Explosives and fireworks
- Open flames are costly

$500
FINAL ELEMENTS: BUTTONS

STICKERS

TOAST AND BUCKET HEAD

TOAST AND BUCKET HEAD.COM

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BOOKLET

CATCH THAT FIRE!

IF YOU BECOME TRAPPED IN A BUILDING:

RULES SO YOU DO NOT BLOW UP THE PLACE

CALL BIG RED

WEBSITE

TOAST AND BUCKETHEAD
TESTING

Feedback from Students:
“I didn’t know one candle costs $500 to have in a dorm room”
“I like Toast... but, Buckethead is one pretty awesome dude”
“I forgot to put water in my Easy Mac too”
“Entertaining and Informative”
“College students will love this”

NEXT STEPS

Continue to have the Fire Department use the booklet
Get this information in the hands of more people on campus
Create events for Fire Prevention Week next year involving Toast and Buckethead
Periodically add comics to the website
...Maybe even create mascot costumes
I learned that most students either didn’t know the Miami University residence hall rules or they simply ignored them. Many students do not realize how much money it would cost to break these rules.

It is difficult to force the creative process and because of this it took me some time to come up with a solution to my chosen problem. Next time I would like to figure out my solution earlier in order to have more time to gather information and fine-tune the final product. I would include more statistics because many people don’t realize the extent of this problem and the numbers seemed to grab the most attention.

Students and faculty love “Toast and Buckethead”. My plan is to continue to brainstorm, sketch, and revise this project because the feedback indicates that people would like to see how Toast and Buckethead can address other societal issues. This project has helped me grow my skills as a designer and has widened my available toolset. I look forward to applying these skills in my everyday job after college.