

Making a Difference: **Identify the Story**

Graphic Design 2025

The Graphic Designer

As graphic designers, we will be working with a range of clients. Some will be really organised, and give you everything you need to start designing. Others will require you to work more closely, and use your skills as a visual communicator to ensure their message is out there and working for them.

The Designer
The Content Creator
The Copy Writer
The Illustrator

Am I making the right choice for my project?

Are you telling a story we don't already know? The recommendation is that you focus your project on someone or something that is relatively unknown, that requires your skills as a graphic designer to tell their story.

But there is a balance, you also need to be able to access enough information about them to be able to tell their story.

3 Possibilities

Hopefully you have 3 options to consider this morning.
Is there one that stands out as a winning idea?

The balance:

Engaging Story vs Available Content

The final decision will be made through discussion.

Once decided, you will need to start to collect a range of resources about your chosen person, or initiative. These could be from online articles, books, newspapers... wherever.

The Profile

It is now our job to sift through all of that information, pick out the key messages, and arrange the information in a clear and impactful way. The first thing we can do to help with this, is to develop a 'profile'.

This will ensure we have all the info we need, ready to start designing.

At this stage, you are not required to be CREATING the content, but simply COLLECTING it together.

Identify...

The Who:

Who are the people 'making a difference'?

Is it one person? A group? A company?

Do we know names or numbers?

The What:

What is it they are doing exactly?

What are their intentions? What are they creating? What is their message?

The Why:

Whats the bigger picture here? What is the problem they are trying to address?

The Where:

Is this a localised project? National?

Global? Where exactly are they making the difference?

The When:

Are you telling the story of something that has already happened? Or is this ongoing? Do they have targets/aims?

The How:

Is there a process to what they are doing? What are the practicalities?

The Profile

You can start to arrange the content you have found into these key categories.

You can do this physically, in piles of printouts - or digitally, copying and pasting to organise your content.

The more info you can collect together, the easier the next steps will be.

You have until 12pm to do this.

The Summary

Once we have organised our content into profiles, your next challenge is to boil down your project into its key message.

Start off by writing your own summary. Your summaries should be succinct, and be no more than 50 words.

Think about the blurb on the back of a book.

The Main Message

Next we will look at a few ways to create an engaging title for our book.

These are starting points to get us thinking - and may evolve as we bring our projects together. It will however, help us develop a route through the information.

This is a great way to determine a narrative, and to help give your book a structure.

Here are some possibilities.

Some may work for your project, some may not, but you are encouraged to consider each one in turn.

Number-centric

Is there a key number that really encompasses what your project aims to do, or why they are doing it?

Eg.

'There were X plastic bags a minute used in Wales before the 10p charge.'

How to save X plastic bags a minute.



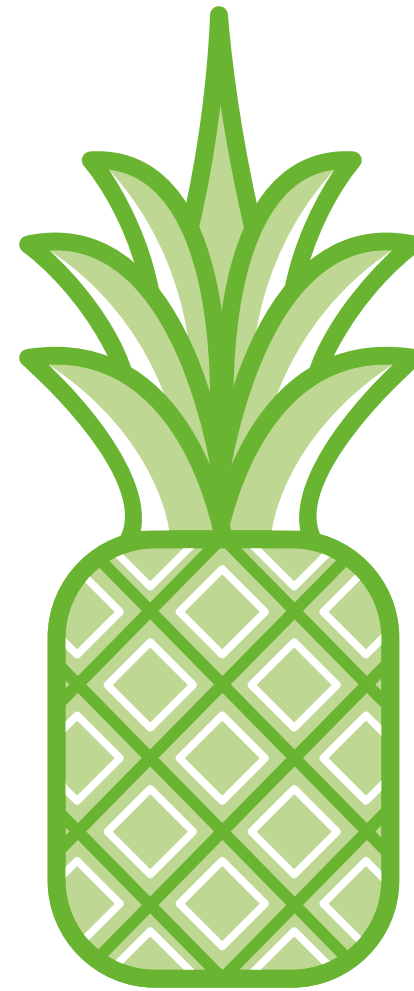
Number-centric

Or maybe you could break the project down into a number of steps?

3 Ways to...

5 Steps to...

60 minutes to...



5 Steps to Turn a Pineapple
into a Designer Handbag

Human-centric

This is John. He has an idea that will...
Johns plan to...

Eg.

Austin collected all the discarded
house bricks he could find to build
his new house.

[Austin's House](#)



Australia's Oldest Man, Alfie
Deane began knitting jumpers
for tiny penguins who were
poisoned by oil spills.

The penguins were being
poisoned because they were
trying to clean their own
feathers. The jumpers stop
them from doing so.

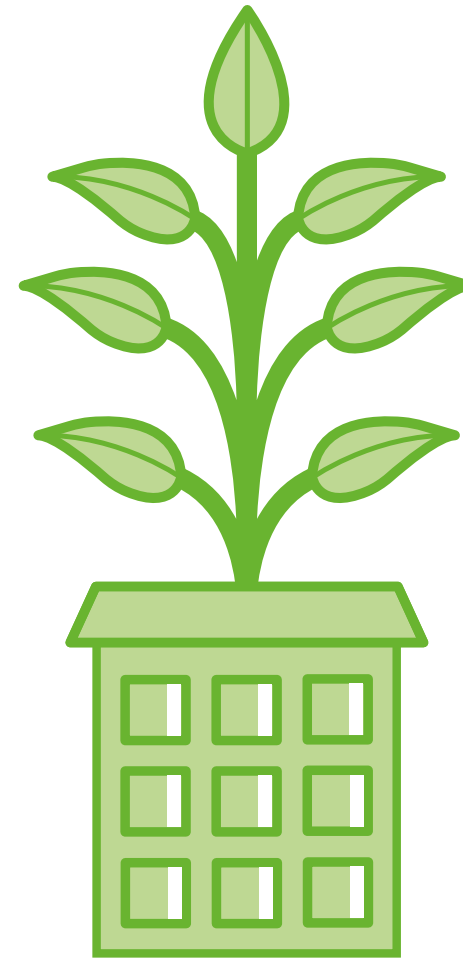
[Alfie's Knitwear](#)



Instruction-centric

This can be really effective if the change you are talking about can be duplicated, and taken forward by your reader.

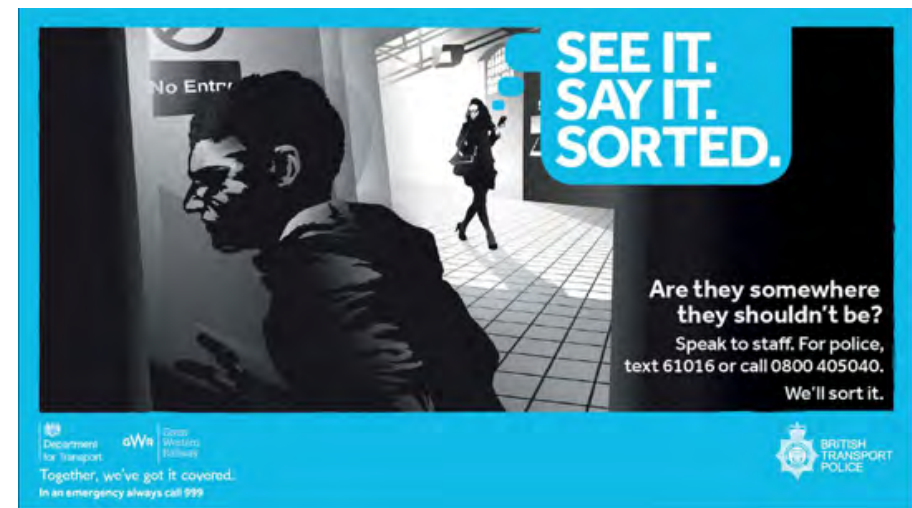
How to...



How to Transform your
Roof into a Tiny Farm

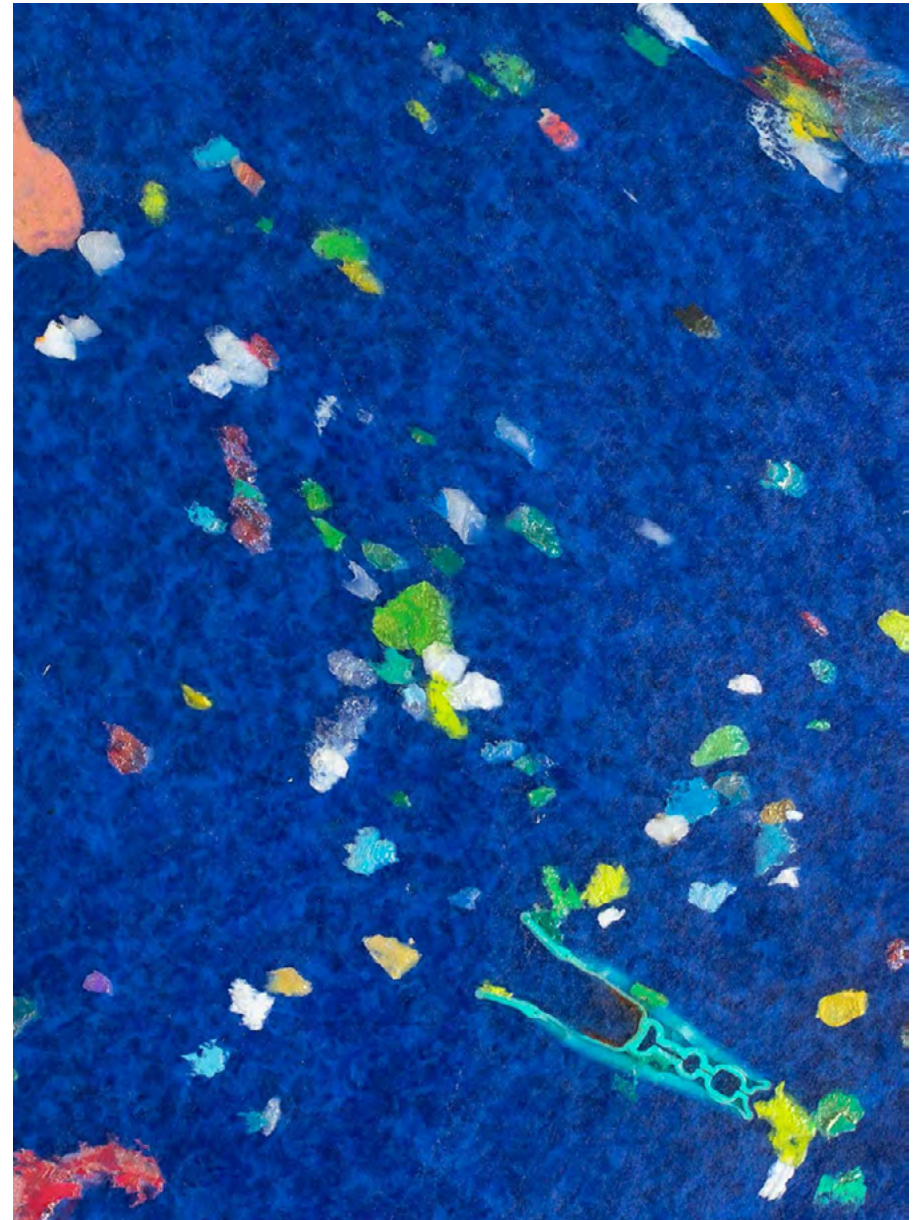
The Triptych

This is a very good way of getting to the point. If you only had three short points, or three words to describe what your project is about - what would they be?



Smile Plastics make new material out of discarded plastic waste on Gower. They're known for using everyday items, which are often visible in that new end product.

Eg:
Clothes Pegs, Yogurt Pots
& Barbie Wellies



From X, to X

What do we start with,
what do we end with?

This to This
This first, this second.







Old Markers, New Fuel



Bananas to BioPlastic

The Design bit!

Once we have a clear understanding of the content we have, and a few possibilities for the title, we can start to think how this will dictate the format of the book we are creating.

We will be mapping out our books during next week's session.

The title will impact the pages, eg:

5 steps to do something...
is going to need 5 clear pages
outlining these steps.

Johns idea to...
is going to need to start with an
introduction about John.

To Do Today

Develop a 'Profile' for your project.

Map out and arrange the Who, What, Why, Where, When and How to make sense of your content

Write a project Summary.

Sum up the who, what, why, where, when and how in as few words as you can.

Print the summary, and hand in by 3pm.

Consider each of the headline formats. Write down some possibilities.

You can also look outside of these formats to create your title.

Decide on one for next week.