

Contemporary Challenges: Making A Difference

Introduction

There are so many wonderful and inspiring people, projects and initiatives out there, each aiming to make a small difference or positive change in the face of the world's contemporary challenges. From a small family farm in a rural community developing ethical alternatives to our household products, to international corporations doing ingenious things to help reduce their impact on the environment. Graphic Designers have the skillset to be able to bring these things to the world's attention. Our work can enable the sharing of ideas, help bolster support or participation in projects or even at the most basic level – connect people emotionally with what's going on.

How can we connect someone who has always had plenty, with the subject of water shortages across the other side of the world? How can we feel empathy for a species which we may never actually see in real life? Word and image are very powerful tools to connect people with ideas and emotions.

PLEASE NOTE: *This module is in two parts on the Assessment Specification. Part 1 relates to the Research & Development, and Part 2 relates to the final outcome.*

Brief: Sustainability Book

Find and research someone, or something out there in the world which you feel is aiming to make a positive, sustainable change - and tell us their story through a 16-page, A5 book.

You may choose to focus on a single person or group, a small business idea or wider initiative. Identify the story behind what it going on; the why; the where; the who; and the how, which will all be key in how you engage your audience. Use your skills as a visual communicator to bring this to the attention of the people you think need to know. Tell us why we should care.

There will be a series of checkpoints and exercises to help you boil down your message and communicate succinctly. Visual communication is just as much about what we are saying, as how we are saying it. Your book should utilise a strong visual style which works to unite the whole piece. You will be required to use all of your own imagery.

Your book should:

- Have an engaging title & clear route through the information
 - Show consistency across a visual theme
 - Include a call to action
 - Be printed and made up in dummy form for the Summative Deadline
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Formative Deadline for research and process: Monday 23rd February 2026.
Summative Deadline: Monday 27th April 2026.