

One Small Change

The Individual Response

10 slides

Graphic Design 2023

Recap Summary

You are challenged with using your skills as a visual communicator to:

- Research your topic in a broad sense
- Identify one small area within that to tackle through Graphic Design
- Come up with a visual response that promotes awareness, or inspires change.

The assessment for this, is a PDF submission.

Research Task

Last week you were given a topic to research.

Topics:

The Housing Crisis
Carbon Offsetting
The Cost of Living Crisis
Marine Plants

Today

What should I have in my research?

Facts & Figures

There may be one fact or statistic that supprises you.

Eg: The average consumer now buys 60% more clothing than they did 15 years ago - OXFAM UK.

Existing Initiatives

Are there interesting initiatives happening out there in the world, seeking to make a change in the field of your given topic?
Any good things going on, on a small scale?

News Reports & Articles

What is the bigger picture behind my topic?

Why is carbon offsetting a thing? Why is there a housing crisis? etc...

Today

What should I have in my research?

Public Feeling / Knowledge

How do people feel about your topic?

There might be data out there to draw upon, or you could poll your friends and family to help gauge how informed people are.

Who/What does it affect?

This is where we start thinking about a target audience.

Generations? Who can make the change? Who needs to be informed? Who will my project talk to?

Initial Project Ideas

What could inform a practical project?

Who would it talk to? What would it ask of my audience? What are the possible methods of communication?

Today

Identifying A Problem You Would Like to Tackle

There will be one key point within your research that inspires a practical project.

You may already have initial ideas, but your research can be discussed during today's session.

Example:

Research into The Health Crisis



Stats on disconnection and loneliness after covid. Older generations not talking to people for days on end.



Importance of face to face conversation



How do we put people in touch with the older population in our community?



The Friendship Bench

Today

Identifying Your Audience

Who am I going to be talking to with this project?

The age brackets, geographical locations and other factors will need to be thought about, as they will all inform how we can best use our design skills to talk directly to them.

Today

Selecting The Best Method of Communication

Theres no point in putting up posters in the city centre, if the city centre is deserted. Theres no point in designing an app, if the audience don't have smartphones.

You have control over what you create for this project, but it needs to be SUSTAINABLE. In this context, that means that what you create must directly, and successfully communicate with your intended audience.

Otherwise, we are just creating 'stuff' that isn't fulfilling its purpose.

As mentioned last week, there are two parts to this module.

Part One:

Your Individual Response to the One Small Change design challenge presented as a 10 slide PDF.

Part Two:

The Group Response to the One Small Change design challenge. More on this in the coming weeks.

Think of this as a pitch for your idea. Think Dragons Den. It needs to be clear and concise - and follow a strict format.

Work Required:

A digital PDF of 10 Slides

1. Chosen project title & name of topic.
2. Wide picture research slide. Annotated.
3. Your Mission Statement.
- 4 - 9. Visuals for your response.
10. Summary and Evaluation.

Deadline: 16th March 2023

Slide 1

Chosen Project
Title & Name of
Topic Given.

THE FRIENDSHIP BENCH

A friend within walking distance for all.

Topic: The Health Crisis

Slide 2

Wide picture
research slide.
Annotated.

This is a summary
of your research.
Key stats, case
studies, news
articles etc.

Extra marks given
for links to the
online units.

RESEARCH



Children's Business *Oliver Jeffers* has a gentle approach to visually impaired children's literature with his books. His stories are often about animals and nature, with a focus on the beauty and wonder of the world.



RBC's *Blue Planet II* is a television series that explores the beauty and wonder of the world's oceans. It is a sequel to the original series, which was a landmark in the history of nature documentaries.



Greenpeace Turtle's Journey is a documentary that follows the journey of a sea turtle from birth to death. It is a powerful story that highlights the importance of protecting our oceans.



Feeding Peter's Squid is a documentary that follows the life of a squid. It is a fascinating story that shows the squid's incredible abilities and its role in the ocean ecosystem.



Dr David Attenborough is a man who has dedicated his life to the study of the natural world. He is a pioneer in the field of nature documentaries and has inspired millions of people to love and protect the environment.



Sea Shepherd's Turtle Deliver Campaign is a campaign that aims to rescue sea turtles from fishing nets. It is a powerful message that highlights the need for sustainable fishing practices.

Slide 3

Your Mission Statement.

Whats the problem? How do you intend to use graphic design to make a positive impact.

What do you aim to create?

The British
Museum

Mission Statement

Revere or remove? Neither! Let's move them all to a museum and help to educate people on the history of these figures.

I propose an exhibition in The British Museum called 'A Problematic History' which will house all of the removed statues from around the UK. Each will be accompanied by an board of factual information displayed as a timeline.

The aim is to not cancel our history, but be able to reflect on it. Do we want to 'celebrate' these figures on street corners - perhaps not - but this way they could recognise the problems, and use them to facilitate positive discussion.

I will brand this exhibition, and produce the advertising campaign, along with an example information board.

Slide 4-9: Visuals



Slide 10:

Summary / Evaluation

For this you will need to summarise whether you feel the work you have produced, is effective in inspiring one small change.

You will also need to talk about how you could see the concept being expanded, if your idea is chosen by your group.

To Do Today

- If you feel you need to, flesh out your research.
- Boil your finding down to key points and assemble your research summary slide.
- Identify a problem you would like to tackle
- Identify your audience
- Select an appropriate method of communication

By next week - Draft Mission Statements ready.