Billboard presentation

Our World

The solution



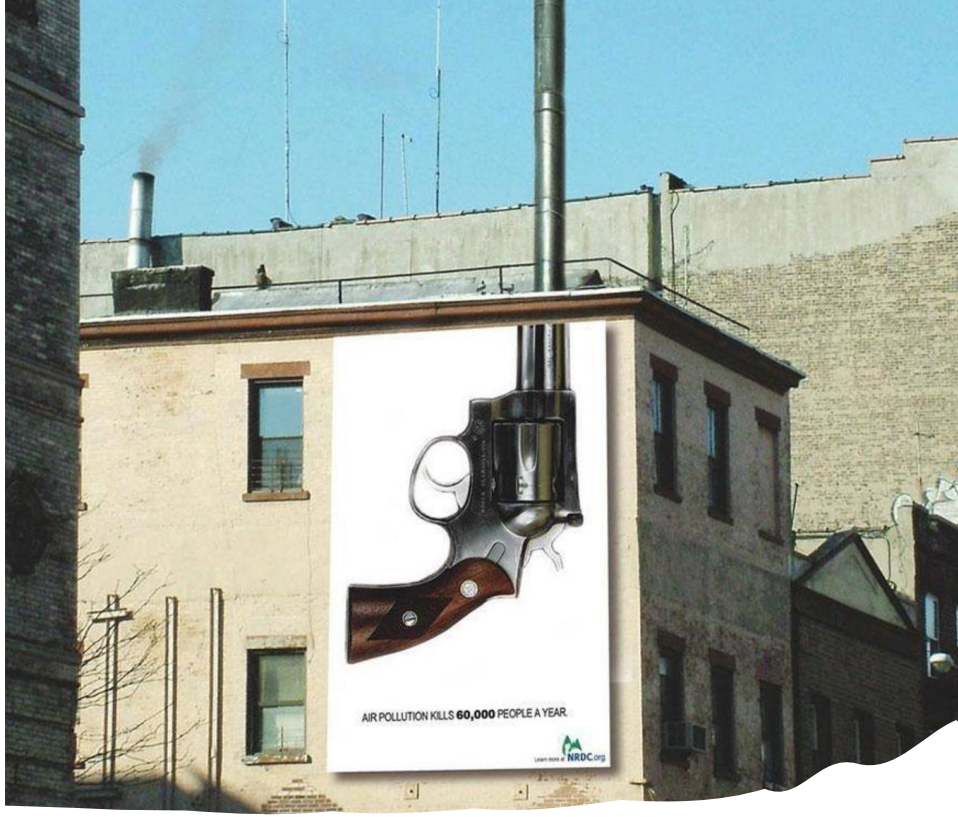
Public Art Billboard by Meg Lionel Murphy – Myrtle Ave & Cornelia St, Queens – In collaboration with SaveArtSpace



Public Art Billboard by Travis Rueckert – 11th Ave & W 45th St, Manhattan – In collaboration with SaveArtSpace

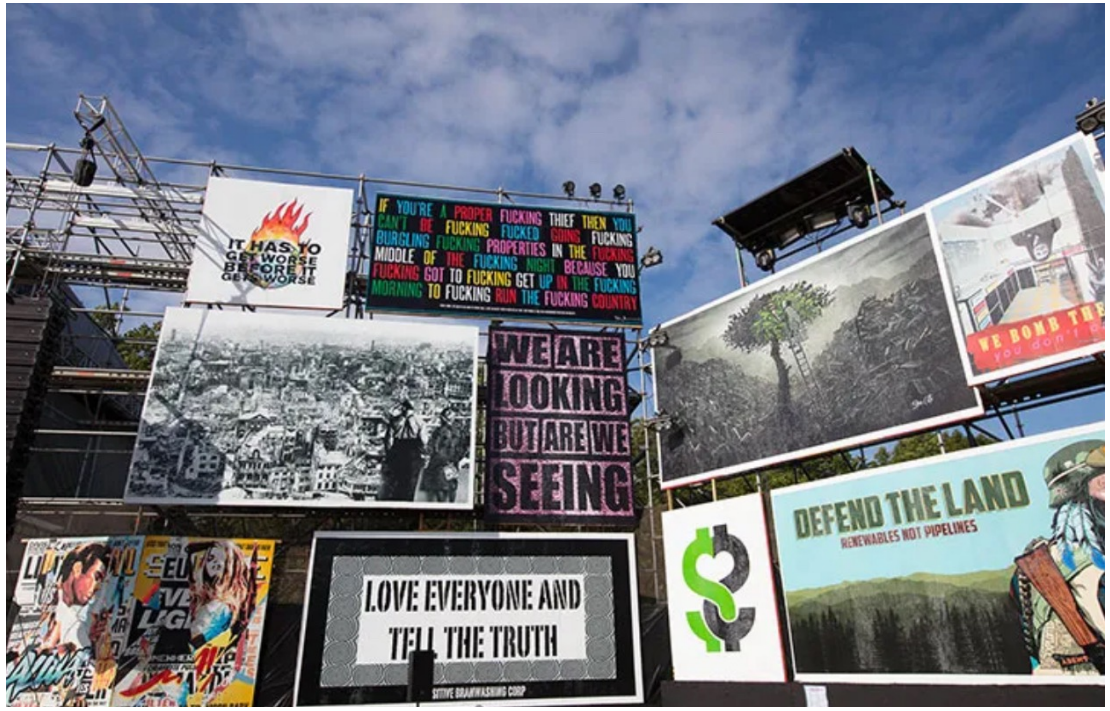
Using visuals to drive change





Billboards use powerful visuals and messages to raise awareness about critical social, health and environmental issues.

Why a billboard?





To educate, inform, and inspire action.

To reach a large audience quickly with impact.

To provide memorable strong messages that stick with people.

To use visuals for communicating complex issues.

What makes them effective?

Strong imagery – visually interesting illustrations.



Clear, brief text – short easy to read messages



Tiger: poster on Shaftesbury Avenue was created using Air-Ink

Vivid colours - use colours to evoke emotion



Public Art Billboard by Meg Lionel Murphy – Myrtle Ave & Cornelia St, Queens – In collaboration with SaveArtSpace

Call to action – encouraging to act or learn more

Joe Munro

WORK SHOP ABOUT & CONTACT



Live at the Bandstand 2022 Artwork

Artwork created for the 2022 Live at the Bandstand Music Festival

Live at the Bandstand 2022 Digital Billboard

Music festival artwork projected on digital billboard

Examples of awareness billboards

Environmental awareness

AIR–INK™

HOW TIGER BEER TURNED AIR POLLUTION INTO ART

CHALLENGE

Air pollution is a global problem. In Asia, Tiger Beer is impacted by it every day. In fact, 62% of Tiger sales come from exposed street venues. As a proud supporter of street culture and sustainability, Tiger Beer had a bold idea: use the problem to fight the problem.

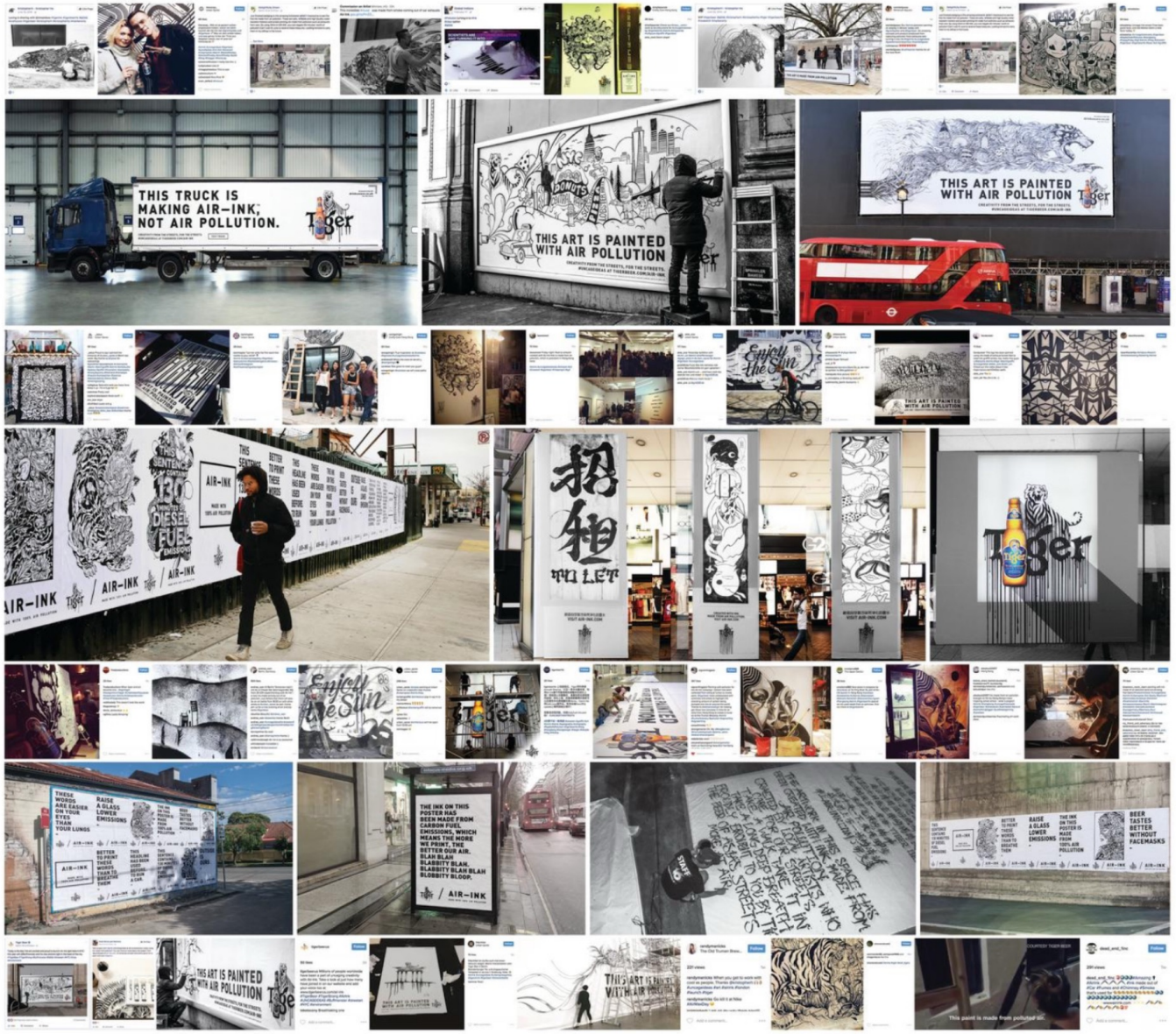
SOLUTION

Air-Ink, the first ink made from air pollution. We fitted innovative devices to the exhausts of ferries, cranes and Tiger delivery trucks. These captured pollution before it entered the air. The harvested carbon was purified and turned into safe, high-quality ink. We gave Air-Ink products to street artists and activists, along with media sites in cities where air pollution is an issue, including trucks in London, billboards in New York and entire buildings in Hong Kong. We filmed the journey and shared it online.

RESULTS

1,000+ ARTWORKS CREATED
36 MILLION VIDEO VIEWS
$4.6 MILLION USD EARNED MEDIA
770L AIR-INK PRODUCED
20,000 HOURS CO2 CAPTURED





WIRED VICE THE HUFFINGTON POST theguardian GIZMODO the creators project BUSINESS INSIDER designboom Popular Mechanics Mashable GQ psfk FAST COMPANY QUARTZ MIT Massachusetts Institute of Technology YAHOO! FINANCE



You tube video – air ink tiger


NYC
BROADWAY
DONUTS
CENTRAL PARK
THE SEASONS
PIZZA
LOBSTER ROLLS
TAXI
THIS ART IS PAINTED
WITH AIR POLLUTION
CREATIVITY FROM THE STREETS, FOR THE STREETS.
#UNCAGEIDEAS AT TIGERBEER.COM/AIR-INK


NYC
BROADWAY
DONUTS
CENTRAL PARK
THE SEASONS
PIZZA
LOBSTER ROLLS
TAXI
THIS ART IS PAINTED
WITH AIR POLLUTION
CREATIVITY FROM THE STREETS, FOR THE STREETS.
#UNCAGEIDEAS AT TIGERBEER.COM/AIR-INK
SPRINKLER
SIAMESE



Tiger: poster on Shaftesbury Avenue was created using Air-Ink




THIS ART IS PAINTED
WITH AIR POLLUTION
Tiger
CREATIVITY FROM THE STREETS, FOR THE STREETS.


THIS ART IS PAINTED
WITH AIR POLLUTION
Tiger
CREATIVITY FROM THE STREETS, FOR THE STREETS.
#UNCAGEIDEAS AT TIGERBEER.COM/AIR-INK





Under the sky at night billboard campaign

In March 2021, after Sarah Everard went missing, a vigil was planned in her memory at Clapham Common, but the police canceled it. To give people a place to express their feelings, I created an artwork showing people holding blank banners. I invited people on social media to share their thoughts and comments, which I incorporated into the artwork to reflect the community's emotions.

The piece gained traction online, and I began selling prints to raise funds for charities supporting women's safety. With the positive response, I crowdfunded over £500 to turn the artwork into a billboard. Out of Hand, a company in the South West, offered a discounted rate for printing and installation, while Niche helped with image scanning.

The project received media attention and helped reignite discussions on women's safety. I'm now planning a similar billboard in London and raising funds for it.

(Niki groom, Miss Magpie, 23/04/2021)



SARAH EVERARD PROTEST

(Niki groom, Miss Magpie)





(Niki groom, Miss Magpie)



ALL UNDER THE NIGHT SKY - Billboard Campaign



(Niki groom, Miss Magpie)

Why are they important?

Billboards can lead to social change, they have the ability to:

- Increase public understanding of important issues.
- Encourage positive actions in communities.
- Create awareness around social and environmental causes.
- Bring the community together for support.
- Have a visual appeal to the community.

Designing your own billboard

How to design an effective billboard

- Choose powerful Illustrations
- Consider target audience
- Limit text to small impactful words
- Use colours that stand out but align with the topic
- Consider adding a simple call to action

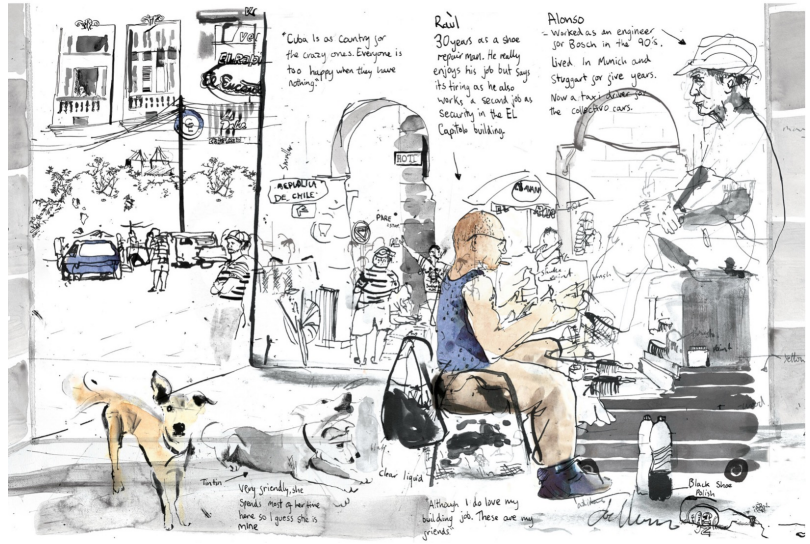
Artists to research

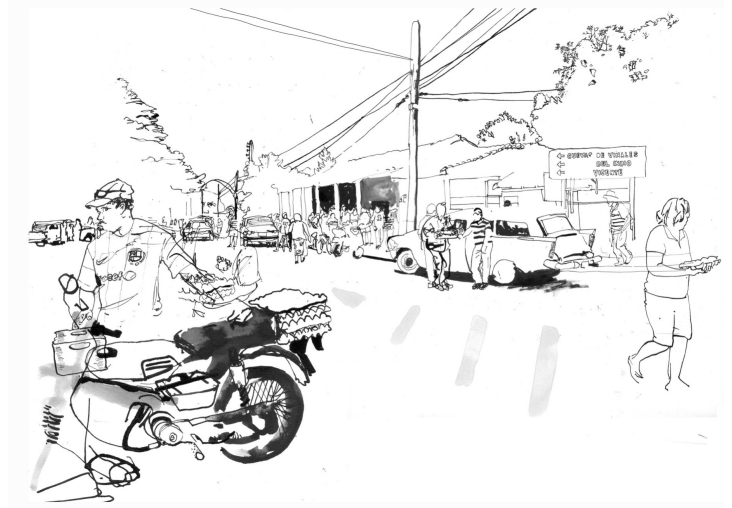
Cuba

For the past 50 years Cuba's future has been embedded in global systems that have the ability to connect and disconnect them in surprising and complicated ways, which has effected the day to day lives of those inhabited there. My main intention during this project was to document and bear witness to particularly interesting aspects of Cuban lifestyle, industry and culture through a series of reportage driven, visual essays. My journey began in the bustling capital of Havana. From here I trickled my way down the south coast of the island towards Baracoa.

Joe Munro







Live Music and Dance

Drawings made in Situ of Live Musicians and Dancers

Joe Munro



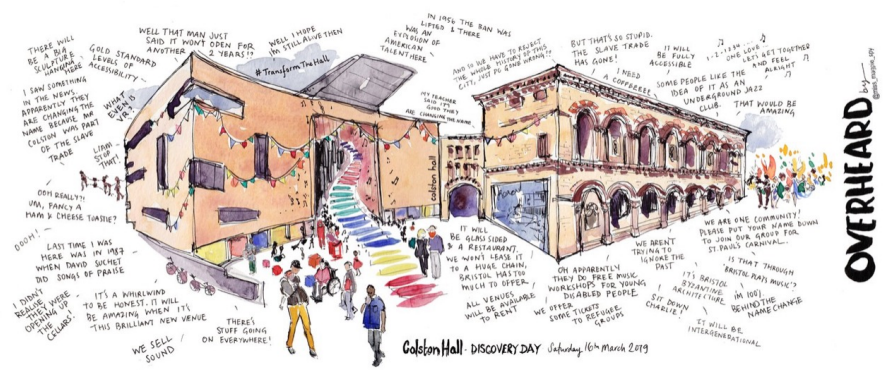




MISS MAGPIE
FASHION SPY









I'm Niki Groom, a reportage illustrator who specialises in the documentation of events in a way that allows those involved to remain anonymous. No need to use cropped or blurred photos, instead I can provide great imagery that really tells the story.







REFUGEE WOMEN OF BRISTOL DANCE EVENT 2022



The power of the sisterhood

As the charity **Refugee Women of Bristol** celebrates its annual dance event this summer with beautiful illustrations by **Niki Groom**, we take a closer look at the monumental work that it's doing in the city...

A s it often falls to the work of non-government organisations to support the needs of marginalised and empower refugees and disenfranchised groups in communities, it is crucial that we protect and preserve these precious resources for not only the current generation but for all those that follow. Refugee Women of Bristol (RWoB) is a brilliant charity that is committed to uplifting the women that walk through its doors.

Since it was founded in 2003 by Leyla Ismail, who came to Bristol as a refugee from Somalia in 1995, the charity's work has been unceasing, growing in membership, partnerships and funding and now has over 350 women from 50 countries in its sisterhood.

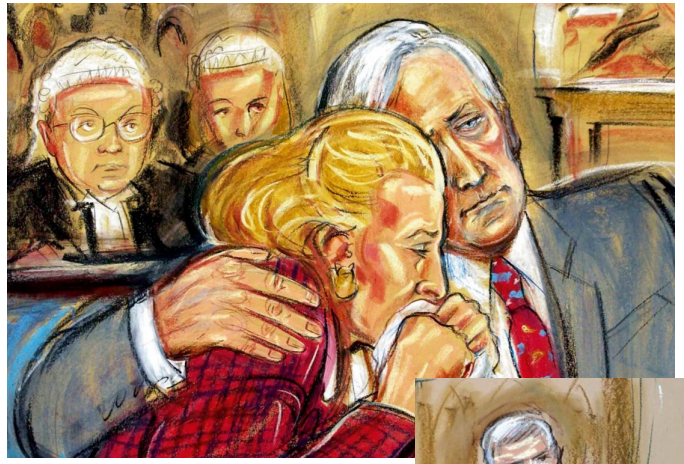
Based at Easton Family Centre, RWoB offers English classes, wellbeing workshops, healthcare support, childcare and, above all, a sisterhood for its near 350 members. For the last nine years, the highlight of the charity's calendar has been its summer dance event, which forms part of the Bristol Refugee Festival. It offers an opportunity for members to celebrate each other's music, food and culture. This summer saw the return of the dance event since it was forced online by the Covid pandemic. As no cameras are allowed at the event, to protect the identities of those attending, we asked artist and illustrator Niki Groom, also known as Miss Magpie Fashion Spy – who has worked with international brands including Molton Brown, Paco Rabbane, Clinique and Selfridges – was invited to capture the magical moments of merrymaking. The joy is utterly palpable.

We spoke to Niki about her work, to Leyla Ismail and Sahra Hussein, who works in outreach at the charity, and Nikki to find out more about their work and why the charity has a special place in their hearts.

THE BRISTOL MAGAZINE

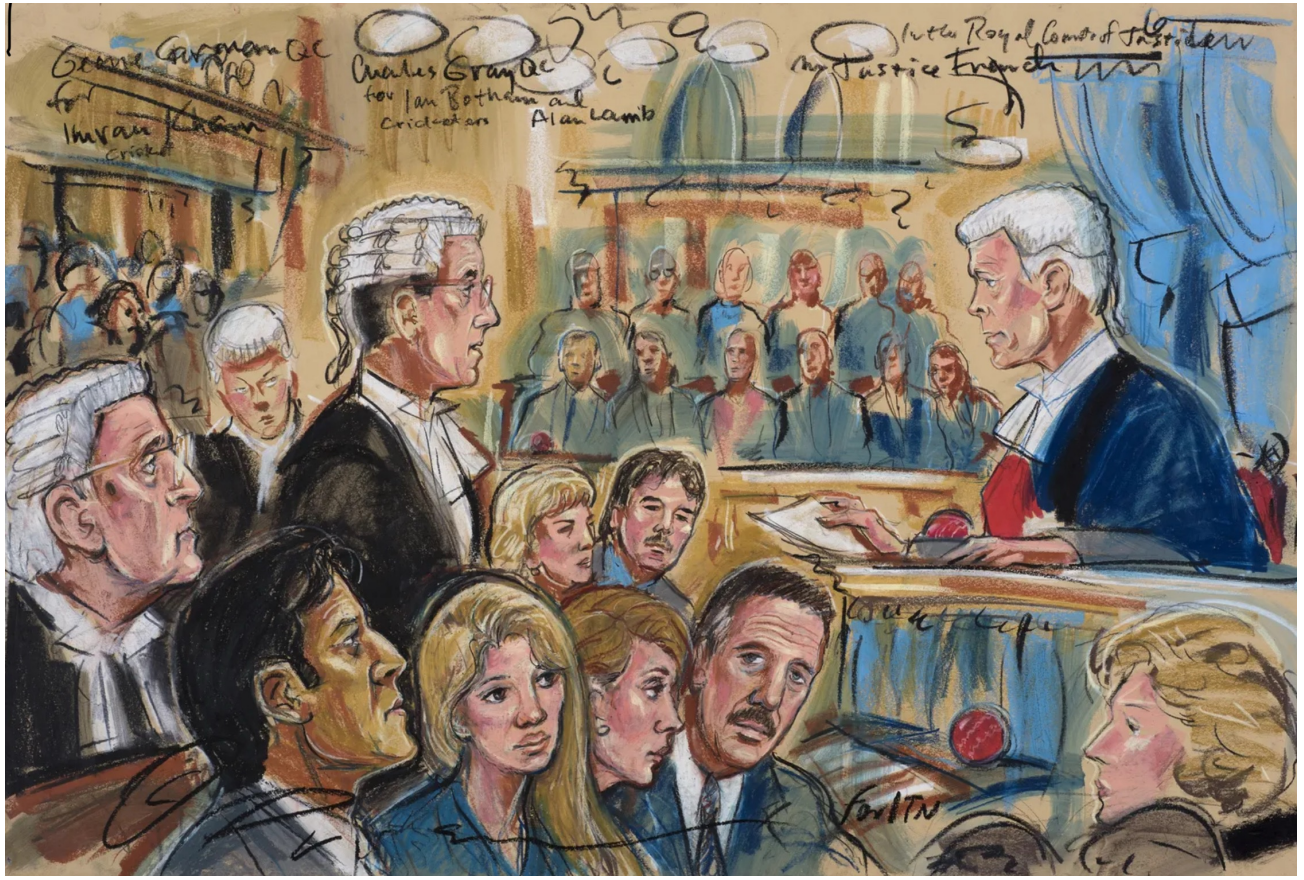
MISS MAGPIE
FASHION SPY

Priscilla Coleman



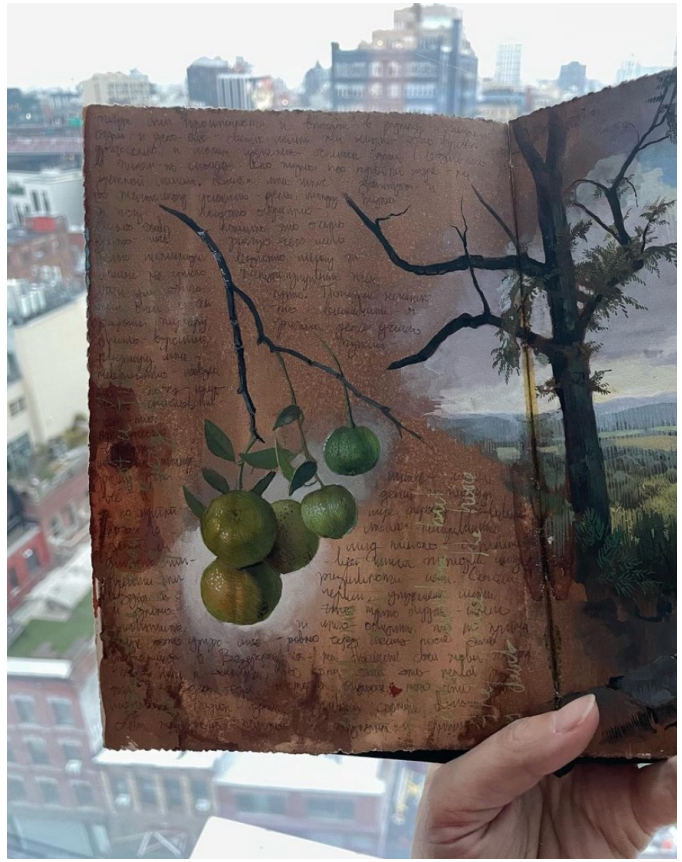












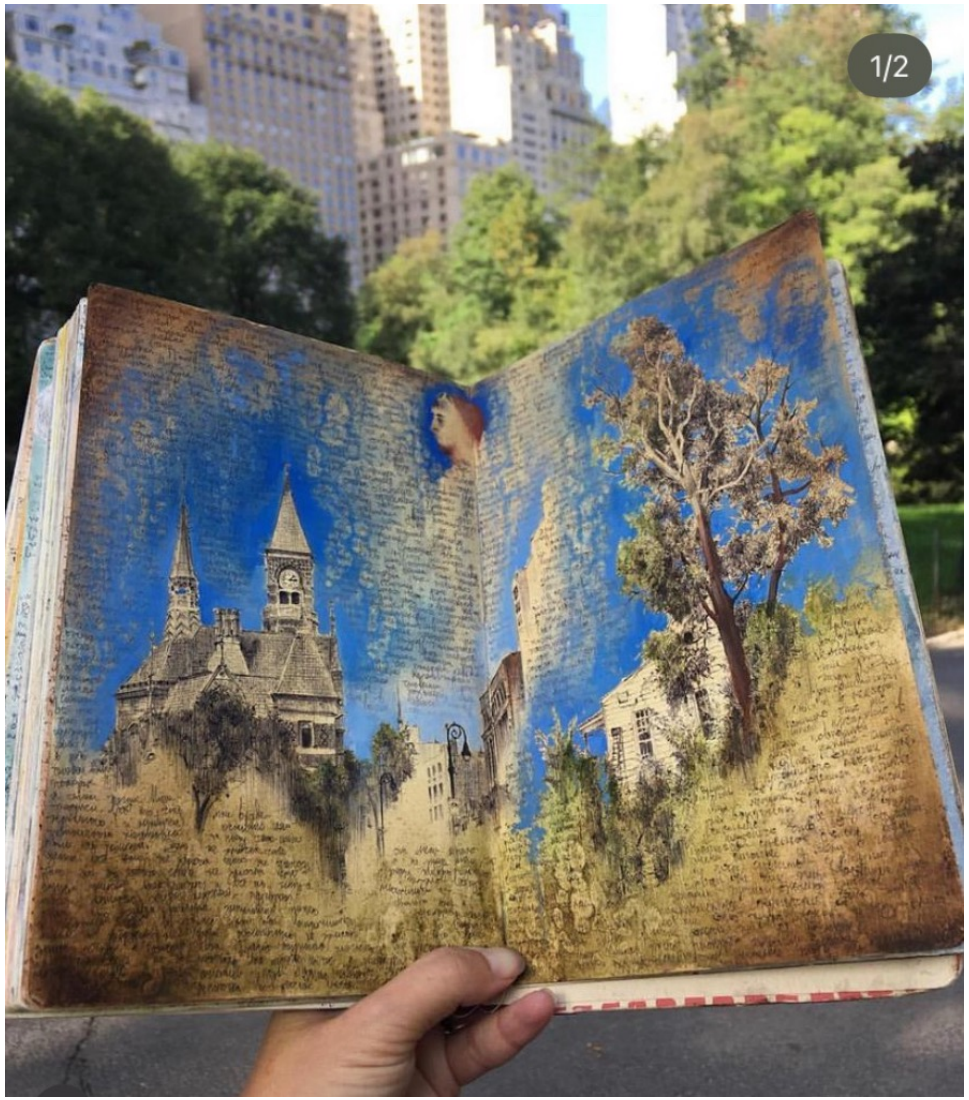


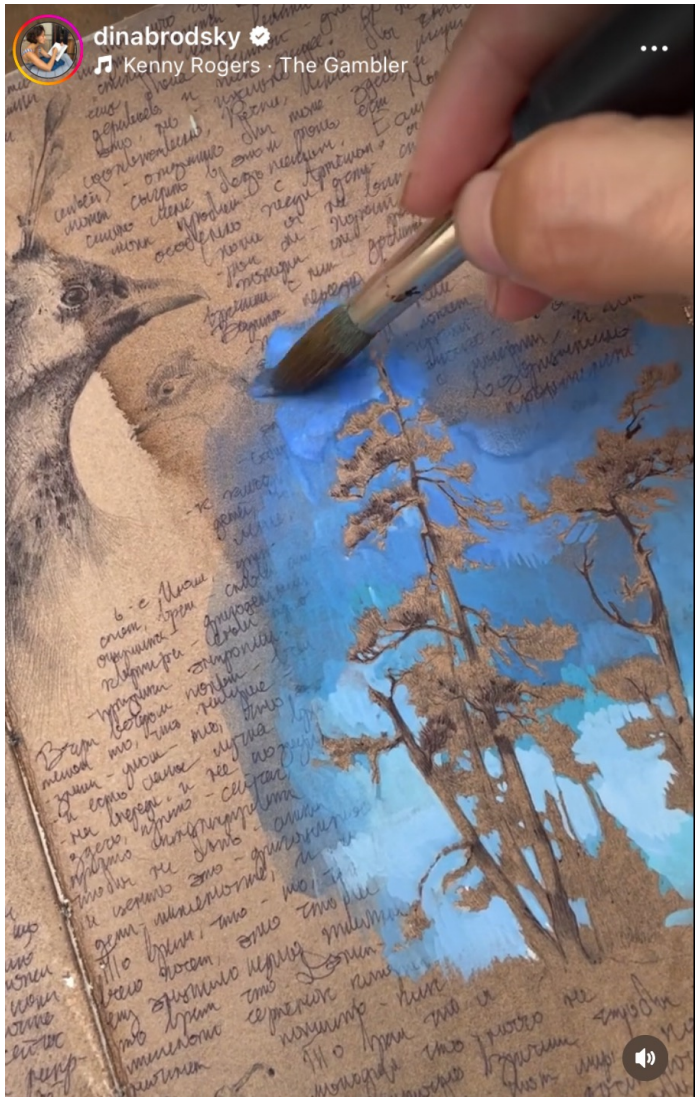
https://www.instagram.com/dinabrodsky?igsh=c253YThxaXA3YTgw






dinabrodsky
Yann Tiersen · La valse d'Amélie


1/2


dinabrodsky
Kenny Rogers · The Gambler





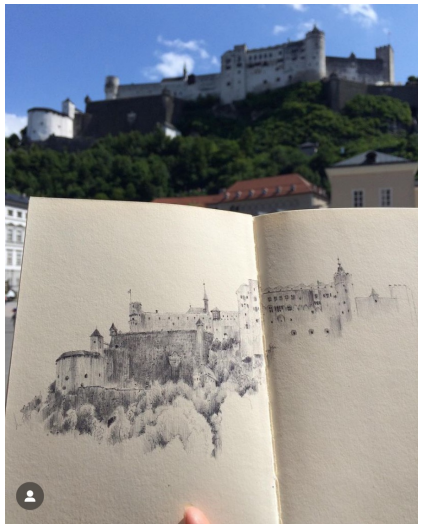












BILLBOARD PREP

Only have 4 lessons left before Christmas Break!!



- **Time to focus**

About submission

- There is 2 parts to submission.
- **Part 1,** is everything you have done put into a pdf PowerPoint and clearly explained, annotated, in order and professionally presented.
- **Part 2**, presentation of your final idea prep and final design presented to the class after Christmas in January (3 minutes to explain how you came up with the idea).

- You need to develop multiple ideas for your billboard before focusing on the final design.

- So today you are going focus on creating a minimum of 4 rough ideas which you are then going to discuss between each other for the final hour to help you decide on a final choice.
- Need to consider the animation/ moving aspect, slogan and keywords and also your target audience.

- I will be coming around helping people with ideas and looking at the magazine covers.

Average billboardsize = 3meters x 6meters

- Obviously you don’t need to make them that big but use a similar ratio.
- 15cm x 30cm or 30cm x 60cm
- A2 sheet of paper

Remember the 7 Rs !!!!!!

- Research
- Reference
- Record
- Roughs
- Refine
- Realise
- Reflect

Next Week!!!

- Pick 2 billboard ideas to focus on for next weeks lesson, as you will be developing them further.
- Think about how you will be able to get a reportage drawing for your ideas.

- **Keep drawing!!!!!**
- **Remember you should have rough sketches for the travel poster, 5 illustrations, magazine covers.**

Reference list

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Let’s test your observation skills from the past few weeks with a small quiz!