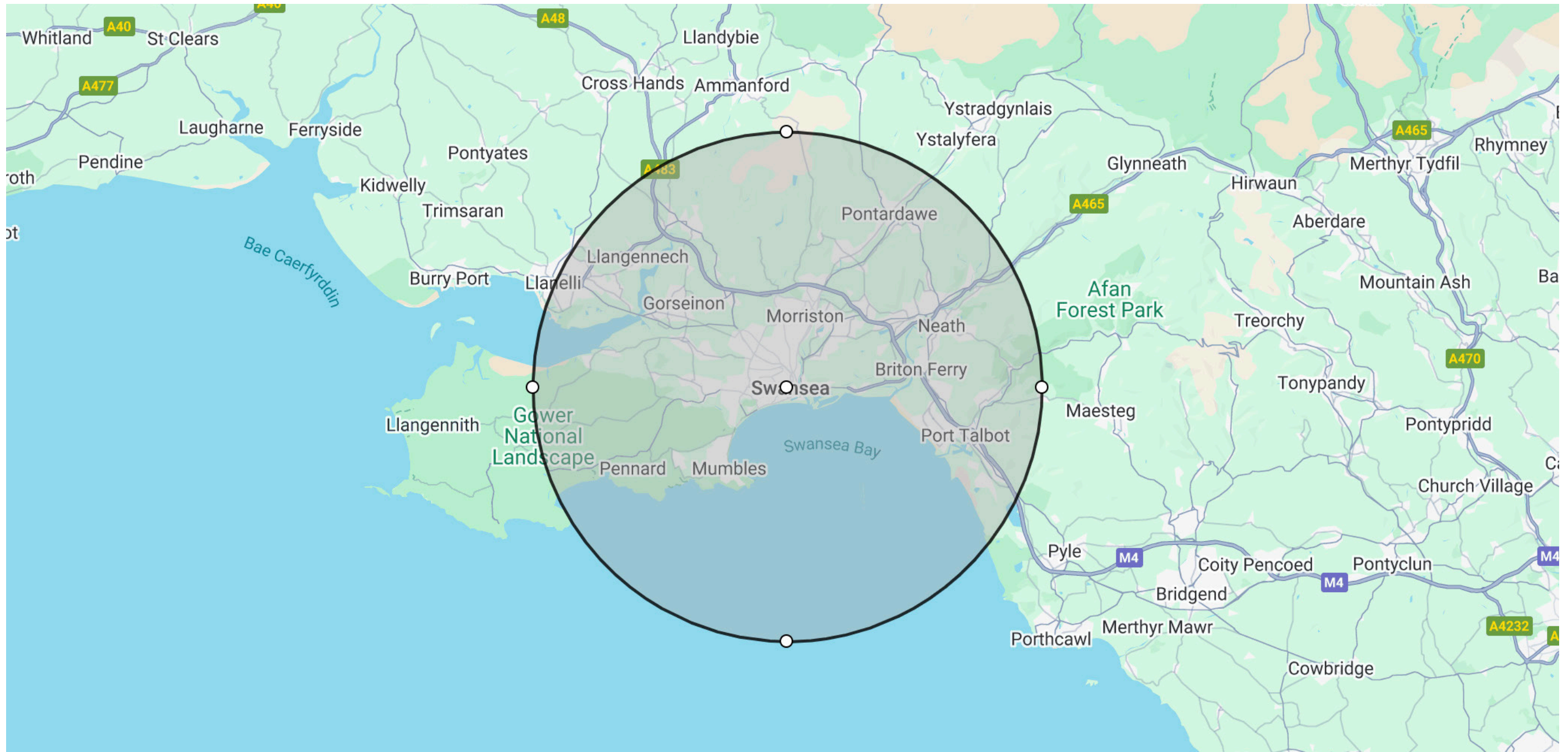


Changemakers

Creativity and Value Creation

Consider Swansea College of Art the centre of a map. Draw a circle around it that indicates everything within a 10-mile radius.



What is going on within that 10 mile radius?

**Consider all of its inhabitants, its workers -
the businesses, charities and infrastructure...
the footpaths, high streets, book clubs, pubs,
care homes, beaches...**

**There's a lot going on, you just need to look.
Meaningful research is key to this brief.**

This project requires you to identify and consider an issue, a problem, an event, a situation, an individual or a group who could utilise your skills as a designer.

To elevate.

To give voice.

To change perceptions.

To challenge assumptions.

To communicate truths.

To promote.

To tell a story.

To raise funds.

To signpost.

What am I Designing?

Last Week

Pick up a notebook & a prompt sheet.

During your stroll around the city, list five things that are good; are bad; and that you hadn't noticed before.

By Today

To have continued this process in the wider 10 mile radius.

Find out one interesting fact about Swansea.

This could be historical, based on statistics... silly or serious.

We will ask you to give us one thing you've noticed,
and one interesting fact.

**What do we mean when we say
'social graphics'?**

The practice of using graphic design
to raise awareness of social issues,
advocate for positive change, and/or
inspire action in others.

A successful social graphics project should:

- 1 - Instill a sense of Empathy for its subject**
- 2 - Define its users needs**
- 3 - Challenge preconceived assumptions**
- 4 - Present a new vision**

By Next Week

- 1. Find one example of a piece of ‘Social Graphics’ to add to our slideshow for next week. Please send to Harry, by the end of day Wednesday (4th)**
- 2. You need to have chosen the topic your project will focus on—not ‘what’ you are going to do yet, just the subject itself.**